

Strategies
to address consumer concerns about animal welfare

- report on focus groups in Germany- ¹

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"Consumer Concerns about Animal Welfare and the Impact on Food Choice"

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0 Executive Summary

The final focus groups of the project aim to develop strategies on the basis of results from preceding stages of the project which: 1. Address consumer concerns about animal welfare in an efficient and effective manner. 2. Can be effectively communicated to consumers. 3. Are practical both economically and scientifically given current knowledge. Strategies are not primarily developed and evaluated from the perspective of economic theory, but from the viewpoint of ordinary people.

This report contains two main parts: First, a fairly comprehensive summary of previous project results is presented in the introduction. Findings of the literature review are summarised and also extended, e.g. in relation to the impact of labelling and pictures about production methods on consumer attitudes and purchases - and also in relation to attitudes about strategies that address concerns about animal welfare. The survey findings are summarised and additionally a bivariate analysis of correlation coefficients is elaborated more fully, to provide answers on the question of what impact animal welfare concerns have on food choice.

The second main part of this report is on methods and results of the focus groups conducted in June and August 2001. Among five presented scenarios the scenario 'changes in agricultural policy' was all in all rated as the most preferable. Under this scenario only those farmers would obtain subsidies who fulfill specified standards of animal welfare. 'Compulsory labelling' of animal-based products was rated as the second most preferable strategy, very much on the same medium acceptance level as 'minimum standards' and 'consumer education'. Clearly rejected was the scenario 'voluntary code of practice'. Preferences varied between the groups. Women evaluated 'changes in agricultural policy' considerably better than men and 'compulsory labelling' worse.

What were the main advantages and disadvantages identified for the five presented strategies? 1. Perceived advantages of 'compulsory labelling': allows consumers to translate concerns into food choice, increases awareness and strengthens sense of responsibility. Disadvantages: limited impact on animal welfare, creates two 'classes' of consumers, labels might not be trusted, sufficiently controlled or might not be adequate to communicate complex issues. Various suggestions for labelling schemes were handed out to participants: the label indicating the supposedly most animal friendly production method was chosen for each scheme. Further, most participants said that the visual labelling scheme with brief information caught their attention most, but then preference was very high for the more informative schemes as these were thought to possibly be less deceptive.

2. Perceived advantages for 'minimum standards': Strong impact on animal welfare, if standards set sufficiently high; easy to implement and control; might also facilitate comparability across production methods; alternatively renders labelling obsolete. Disadvantages: solution hinges on the respectability of the experts who define standards; standards might be set too low, does not eliminate problem of subsidised overproduction; does not lead to change in consumer awareness; no product labelling.

3. Perceived advantages of 'change in agricultural policy': Incentives might be better than penalties for implementing higher than minimum animal welfare standards. Disadvantages: compulsory measures with penalties necessary to restrict cruel husbandry practices; increases government regulation again.

4. Perceived advantages of 'consumer education': education of children and urban population might lead to (future) change in purchase behaviour; no problem for imports. Disadvantages: very limited impact on animal welfare, therefore only an accompanying step; too expensive, money should possibly be given directly to farmers; consumers will continue to buy cheaper products; producers might be outraged by negative coverage of production methods.

5. Perceived advantages of 'voluntary code of practice': co-operation of government etc. with farmers; education of farmers. Disadvantages: fears were expressed that nothing will change voluntarily, that this solution could be sensibly applied only on a small scale; control possibilities were seen as problematic.

At the end of the focus groups every participant wrote up her personal ideal scenario. The coded responses show that all participants strongly favour a combined approach of different scenarios to improve animal welfare. Both supply and demand side measures were seen as important ingredients of any ideal policy scenario. 84% of participants mentioned items related to 'minimum standards', 72% 'changes in agricultural policy', 66% 'compulsory labelling' and again 66% 'consumer education'. Only very few people (13%) mentioned 'voluntary code of practice'. A very clear majority of focus group participants would welcome the following policy approach to farm animal welfare problems: strong standards and or legislation, supported by positive incentives and if necessary penalties; these supply-side measures should simultaneously be supported by compulsory labelling and consumer education.

The appendices contain the materials used for the discussions as well as various results and further analysis.

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1 Introduction

This report has been prepared as part of the EU funded research project EU FAIR-CT98-3678 "Consumer Concerns About Animal Welfare And The Impact on Food Choice". Over the past three years research has been simultaneously conducted by partners in five European countries: the UK, Ireland, France, Italy and Germany. This was done in five successive stages: 1. Literature review, 2. focus groups, 3. in-depth interviews, 4. representative sample survey, 5. assessment of strategies to address consumer concerns about animal welfare. A report on the national findings for each stage was written by each partner and a comparative report on all national findings. This paper reports on the findings of the German partner for the fifth stage of the project, i.e. on the findings of focus groups that aim to assess 'strategies to address consumer concerns about animal welfare'.

The report is structured as follows: The introduction gives a brief summary of key results for Germany of the previous qualitative and quantitative research stages, reports results of a preparatory strategy workshop held with experts and parties interested in animal welfare and outlines the focus group aims. The second chapter on 'methods' explains the focus group method, reports on the pilot focus group and explains recruitment criteria, scenarios, discussion guide, procedure and method of analysis used for the focus groups and their analysis. Results of the main focus groups are reported in the third chapter. Chapter four contains a discussion of these results, e.g. in relation to previous project research, implications for policy and future research and limitations of the approach.

1.1 *Summary of national results (qualitative and quantitative)*

1.1.1 Review of German literature

The German literature review identified more than fifty empirical studies with a certain bearing on the issue of "consumer concerns about animal welfare and the impact on food choice". Most research was quantitative without prior qualitative explorations. However some qualitative results were obtained with association techniques. Only very little empirical material existed on the question of whether or not consumer concerns about animal welfare have an impact on food choice and on the factors that mediate a possible relationship.

Some of the few qualitative results are unwittingly provided by Sies and Mahlau (1997). They conducted a semantic association test with 30 people for the catchword '**animal**

husbandry' (Viehhaltung), which allows to indirectly assess the salience of animal welfare issues. More than 65% of all associations were negative and related most often to animal welfare ('factory' and 'mass' farming, 'not serving animal needs', 'cruelty', 'too crowded'). Only a relatively small proportion of negative associations (about 10% of all associations) related to antibiotics, animal feeding, smell and healthiness. 5% of all associations were positive - these related to free-range systems, 'happy' animals and hence also to animal welfare. These results reveal high unprompted concern about (or salience of) animal welfare issues. Sies and Mahlau (1997) identify animal husbandry practices and their public perception as a major burden on the image of agriculture.

With regard to the more quantitatively measured concerns about farm animal welfare EMNID (1997) and department of agricultural marketing Kiel (1993) found an absolute majority of respondents believe animal needs to be served less today than they used to be. At a time of particularly intensive media coverage of battery systems, the department of agricultural marketing in Kiel (1996) found nearly unanimous agreement with the view that battery hens are permanently injured and suffer in battery cages.

The image of **food** is probably more closely related with food choice than the image of (food) production systems.² Therefore the literature review contains a chapter on the image, perceived quality and purchase criteria for meat in relation to animal welfare.

A dramatically deteriorated meat image is identified: MTC reports above 70% of positive associations about meat (taste, healthiness, easy to prepare) and only 10% negative associations (price, bad husbandry practices) for 1982. By the nineties the climate changed, i.e. meat became negatively associated: Schmitz (1993) found 54% negative associations and only 18% positive associations - similar numbers are reported by Alvensleben (1994) and Nielsen (1994)³. Most negative associations were connected to food scares like BSE, swine fever, hormones and antibiotics. Alvensleben (1994) reports around 10% of associations related to 'factory farming' - a category closely but not exclusively related to animal welfare.

² This is so, since the psychological distances of the mental representations of a) food production and b) food to c) the behavioural goal of food choice probably differ. The former psychological distance is probably greater than the latter. See e.g. Kroeber-Riel and Weinberg (1996, S. 159 pp.) for the hypothesis that the psychological distance to a (behavioural) goal determines the impact on behaviour of motivations and cognitions. A further argument in support of the above proposition can be constructed from Ajzen's (1988) and Ajzen's and Fishbein's (1977) compatibility principle for measurements of attitudes that predict purchases.

³ Nielsen (1994) as quoted in Meyer-Hullmann (1996).

How do spontaneous associations about the catchwords 'animal husbandry' and 'meat' differ? In the nineties, both words had a very high negative association rate. Animal welfare issues as such are highly salient in response to the catchword 'animal husbandry'. Associations for 'meat' relate more to consequences of poor husbandry practices for humans (safety, health, taste)⁴ - while concern about more immediate animal welfare issues is not completely absent. This exemplifies a finding of Sies and Mahlau (1997), who emphasise that associations vary substantially between different cues. In the case of animal welfare concerns, their salience depends on whether associations are elicited for cues related to food production or food consumption. This poses the question if and possibly how consumers mentally link food production (process quality) and consumption (e.g. product quality).

Certain qualitative evidence on **mental links between food production and consumption**, between more animal- and more human-oriented concerns about animal welfare is again unwittingly provided by Sies and Mahlau (1997). They conducted a serial association test on the initial catchword 'poultry farming' (Geflügelhaltung). Initial associations were even more negative than associations for 'animal husbandry' (Viehhaltung). But interestingly, some initial negative associations (like 'battery cages'), supposedly more relevant to the welfare of animals than humans, were sometimes associated with product characteristics (like 'salmonella') highly relevant to humans.

Sies and Mahlau (1997) also used another projective technique, the '**apperceptive picture test**' for a picture of an intensive system with crowded grouped housing of pigs (without straw) and for another picture of a group of free-range cattle. Both pictures were assessed on a list of 10 oppositely worded attribute-pairs (semantic differential).⁵ The resulting semantic differentials for the two pictures had opposite shapes for all attribute-pairs except for 'smooth-prickly'⁶, i.e. the two pictures were oppositely evaluated on nine of the ten dimensions. All thirty respondents judged the picture of free-range cattle unanimously on 9 of the 10 dimensions. The free-range cattle picture was described as 'healthy' (= not 'unhealthy'), 'light' (= not 'dark'), 'natural' (= not 'unnatural'), 'nice' (= not 'ugly'), 'quiet' (= not 'shrill'), 'valuable' (= not 'without value'), 'round' (= 'not square'), 'lovely' (= not 'bitter') and 'warm' (= not 'cold').⁷ Only five dimensions of the group-housed pigs picture were unanimously judged by all thirty participants: It was unanimously described as 'unhealthy',

⁴ But compare Badertscher-Fawaz (1997, p.122): 36% of respondents mentioned 'animal suffering' and 'poor husbandry conditions' when asked for reasons not to eat meat (open-ended question). However, only 22% of the same sample would lose their appetite due to discussions about animal welfare (closed-ended question).

⁵ Respondents were forced to choose one of the two words for each of 10 oppositely worded word-pairs.

⁶ Both pictures were rated mostly as 'smooth' for the attribute pair 'smooth-prickly'.

'unnatural', 'ugly', 'without value' and 'cold'. Respondents were not unanimous in their judgements about the following more technically-descriptive attribute pairs for the 'pig-picture'⁸: light(12)-dark(18), prickly(8)-smooth(22), quiet(5)-shrill(25), round(7)-square(23), lovely(1)-bitter(29).

One can draw the following working conclusions from Sies and Mahlau's (1997) results:

1. Evaluations of both pictures differ markedly. The free-range cattle system is very positively and the intensive pig-production system very negatively perceived. Or to word it differently: each person follows a certain pattern when she evaluates each picture across dimensions. This effect is called 'generalisation', which here means that consumers generalise their evaluative reaction across different dimensions in response to the depicted husbandry system.⁹

2. The presented pictures seem to have a strong emotional content that gives rise to generalised judgemental responses. Pictures like these are capable to induce lively impressions, are distinct from one another and lead to many associations. These are all properties needed to build strong 'inner pictures' as marketing devices for products and shops. Preferences for products and shops depend to a good degree on the inner picture that consumers have of them. The more lively the inner picture, the stronger it's impact on behaviour. Pictures like those used by Sies and Mahlau (1997) are therefore likely to be effective marketing tools, due to their possible high impact on consumption behaviour.¹⁰

3. There should be an incentive for companies to use positive pictures of free-range animals, due to their capacity to build lively inner pictures and due to evaluative reaction generalisations that carry over from the picture to the product or company. Product differentiation and regulation of deceptive marketing practices however are complicated by an effect called stimulus-generalisation (see e.g. Kroeber-Riel and Weinberg, 1996, pp. 320pp.). It is likely that consumers evaluate a wide range of similar pictures and labels in the same way. This is an obstacle for differentiated product perception and purchases if imitation is unrestricted and not tied to objective animal welfare criteria. Indeed, Badertschwer-Fawaz (1997, p. 135) reports on a survey in Switzerland that five different

⁷ With regard to the free-range cattle picture 'smooth(28)-prickly(2)' was the only word-pair not unanimously rated by all participants.

⁸ The number of people who mentioned a particular word of each pair is given in brackets.

⁹ See e.g. Kroeber-Riel and Weinberg (1996, pp. 320). They distinguish stimulus-generalisation (similar stimuli lead to the same reaction) from reaction-generalisation (the same stimulus leads to similar reactions). In the present case the picture should be seen as an invariant stimulus and respondents are asked to respond on different dimensions. Results show that they respond with a certain consistency across dimensions, i.e. in a similar way either positive or negative: a case of reaction-generalisation.

meat labels for meat produced under varying conditions were evaluated very similarly on each of the three tested dimensions of 'animal friendly production', 'quality' and 'environmental impact'.

4. Given the 10 semantic dimensions, there is higher consistency (=unanimity or agreement between different people on a specific evaluative dimension) in the evaluation of the extensive than the intensive system. 5. There is higher consistency (=unanimity per dimension) for preference-/value-/norm related evaluations than for more technical and descriptive evaluations (this is so especially for the intensive system).¹¹

6. Evaluations of visual information about the living conditions of an animal (which are mentally probably more closely associated with animal than human interests) are consistently (=unanimity per dimension) evaluated in terms that are probably related to human interests: beautiful-ugly, valuable-'without value', healthy-unhealthy.

Now back to the mental link between food production and consumption, between more animal- and more human-oriented concerns about animal welfare. What **quantitative** evidence is there in the literature review? MTC (1982) find 87% of women believe husbandry practices to affect meat quality in terms of taste and food safety (residues). Wirthgen and Altmann (1988, p.19) report on a regional survey, that health-conscious consumers distrust and criticise modern methods of meat production more than non-health conscious consumers. Alvensleben (1990, pp. 99) analysed various purchase motives for meat and milk. A factor analysis revealed that the purchase motives 'without residues' and 'husbandry practices which respect animal needs' are closely linked in the mind of the consumer and might therefore be used interchangeably. Somewhat relevant might be Harris' (1986) results for 1982/3 who finds 85% believe hens are healthier in barn systems than cage systems, but more divided opinions on hygiene (43% believe the battery system, 25 % the barn system to be superior and 27% see no difference). Noelle-Neumann and Köcher (1997) report an absolute majority of 64% who believe animal diseases like BSE would not have occurred, if farm animal needs were better respected.

With regard to taste, various survey's support the view that an absolute majority of consumers attribute better taste to meat produced under conditions that allude to higher

¹⁰ On point 2. I referred to Kroeber-Riel and Weinberg, 1996, pp. 342 and pp.240.

¹¹ Sies (1997) interprets the finding that a lower consistency was found for evaluations of the intensive than the extensive system as an effect of the fact that the picture of the intensive system was shown first: Maybe participants didn't understand the metaphorical meaning of the more technical attributes for the first picture, but were clear about it, once they saw the second picture.

standards of animal welfare (e.g. Alvensleben, 1973, p. 23; Alvensleben/Vierheilig, 1985; Will and Balling, 1988, Department of agricultural marketing, 1996).

How are animal welfare related production criteria evaluated as **quality criteria**? 'Free range' was found to be on the fifth importance rank from a set of twelve product and process quality criteria (Balling, 1991). A survey which included 50% animal-friendly meat shoppers found the animal welfare related quality criteria 'careful transport & and slaughter' and 'husbandry which respects animal needs' to be among the three most important meat quality criteria from a given list, very much on the same rank as 'no fed antibiotics' (Becker et al., 1996).

An earlier study (Haris, 1986) from the eighties inquired into **purchase motives** of battery and barn egg purchasers. An open ended question found 'price' to be the most important motive for (conscious) battery egg purchasers and 'needs of the animals better respected in farming', to be the most important motive for (conscious) barn egg purchasers. 'Better quality' was a further (but less) important reason to buy barn eggs - but virtually non-existent for battery eggs. The importance of animal welfare as a purchase criterion for meat is mixed for both open and close-end questions, but it is more strongly emphasised in close-ended questions (Hess, 1991).

The literature review identified a significant gap between the often measured high consumer concerns about animal welfare and a relatively low market share for animal friendly products. Lack of knowledge about what product labels really mean was, in 1994 and 1998, identified as an important **purchase barrier** for free-range eggs (Balser, 1994; Emnid, 1998). Mislead purchase decisions probably also explain to some extent that self-reported purchase behaviour for eggs is exaggerated when compared to market shares. 76% believed that free-range eggs were easily available, in a survey conducted by the department of agricultural marketing in Kiel (1996). Badertscher-Fawaz (1997, pp.136) asked consumers in Switzerland what would make them buy more animal friendly produced meat and presented a list of items. Respondents agreed most with the item "I would buy more animal friendly produced meat, if I could be absolutely sure about the animal friendly origin of the meat". Trust and availability of information were identified as the most important barrier. Still important, but less so, were barriers related to smaller price differences (compared to ordinary meat), better availability and product variety.

Some data on purchases and purchase barriers are available from **field experiments**. Haris (1986) inquired into purchases of barn and battery eggs via an experiment in food retailer

shops. On sale were barn and battery eggs with the same size and packaging. A sign was put up to differentiate the two kinds of eggs as 'barn' or 'battery' eggs and to indicate the price, i.e. DM 2,99 (or DM 2,69) for 10 cage eggs and DM 3,64 (or DM 3,39) for 10 barn eggs. It turned out that the experimental share of sales for barn eggs was four times larger than the actual market share. In another field experiment conducted in Switzerland, Diekmann (1998, p. 68), found that demand for free-range eggs doubled after price was reduced to the level of barn eggs, whereas appeals to conscience increased demand by 10-20% only.

Fuente (2000) reports results of a field experiment about the effects of egg labelling, conducted in four different shops in Ulm/Neu-Ulm (Germany) in 1996. First, eggs were sorted into the categories free-range, barn and cage eggs. Second, labels were applied to the respective shelve areas. These labels were 2.5 cm times 30 cm in size and did very briefly explain the meaning of the different categories (see appendix A). Price remained unchanged throughout the experiment. Free-range eggs were about 60% and barn eggs about 40% more expensive than cage eggs. After the labels were applied to the shelves, the share of total egg-sales (measured over six months) of free-range eggs rose by 2.4 percentage points (from 12.9% to 15.3%), which corresponds to a growth rate of the segment of free-range eggs of 18,4%. The growth of free-range eggs was two thirds accounted for by a lost market share of cage eggs (from 70.6% to 69%) and one third accounted for by lost market share of barn eggs (from 16.5% to 15.6%). Compared to previous half-year-share-of-sales figures the decline in the market share for cage eggs was not out of range (losses directly preceding the experiment ranged from 1.4 to 2.3 percentage points). However previous gains in share of sales for barn eggs (from 1.3 to 1.5) were reversed into a loss of 0.8 percentage points.

The experiment was discontinued after the supplier altered the packaging of cage eggs. According to Fuente (2000) the packaging was improved aesthetically and the market share of cage eggs then sharply rose to levels of early 1995. This might be due to a) the altered packaging, b) removal of the labels, c) decreasing impact of an egg scandal about a major egg producer named 'Pohlmann'.¹² Under the assumption that the egg-scandal did not loose its impact and no other retailer specific factors explain the increase in share-of-sales for cage eggs, after the experiment was stopped, two conclusions could be drawn:

1. Ordinary marketing techniques were in the short term at least as effective as the production oriented labelling of eggs and/or
2. the combination of different 'marketing'

¹² Total sales for all types of eggs of the retailers under investigation decreased before the labelling was applied and then stabilised. The decline in egg-sales preceding the experiments could be due to retailer specific factors or due to the egg scandal.

techniques (in this case: removal of official labelling of production methods plus optically improved egg packaging) is best suited to influence the market share due to marketing-mix interaction effects.

Badertscher-Fawaz (1997)¹³ reports, that a realisation that animal welfare standards in meat production vary, positively influences level and share¹⁴ of expenditures for **organic meat**. Three animal welfare related variables had a significant impact on whether or not a person purchased organic meat: 'I won't let these discussions about animal welfare make me lose my appetite for meat'¹⁵ and 'my choice of food has a considerable impact on the way animals are farmed' and 'membership of an animal welfare organisation'.

Some results are available for the relationship between **general meat consumption levels** and attitudinal factors related to animal welfare: Alvensleben (1997) states that a factor named 'confidence' accounted for only 20% and a factor 'preference' for 80% of the explained variance in meat consumption. Questions related to animal welfare loaded on the factor 'confidence'. In relation to the level of total meat consumption Badertscher-Fawaz (1997) isolates an impact of three attitudinal statements related to animal welfare: a) 'my choice of food purchases has a considerable impact on the way animals are farmed', b) 'Animal products produced under higher standards of animal welfare have a better quality', c) 'Mainly the government and not consumers are responsible for higher farm animal welfare'. Agreement with statements a) and b) is positively correlated with consumption frequency. People who either totally agree or disagree with statement a) have a higher consumption frequency than more indifferent respondents. People who thought animals shouldn't be killed for food consumed more 'charcuterie' and those who believed to have an impact on the way animals are farmed consumed less sausages. No animal welfare related variables had an impact on the consumption of white meat, i.e. on a combined measure of consumption of fish and poultry.

Various studies found positive **willingness to pay** for animal products produced under higher standards of animal welfare. Most evidence exists for free-range eggs. Emnid (1998) reports that 78% of respondents claim they were willing to pay up to 20% higher prices for free-range eggs, 16% were willing to pay 40 to 50% higher prices and 8% of respondents explained they would pay more than 50% higher prices. Willingness to pay

¹³ These and the following results by Badertscher-Fawaz (1997) do not always report linear impacts.

¹⁴ Share of organic meat expenditures in relation to total meat expenditures.

¹⁵ The head of household (=respondent) will tend to buy organic meat more, if she somewhat agrees with the statement. She will not tend to buy organic meat, if she totally agrees or disagrees with the statement.

was found to vary with income, education, consumption habits (i.e. organic vs. non-organic) (see e.g. Balser, 1994), environmental and food safety concerns.

Finally, there are some quantitative, prompted data available on public views about **strategies** to address issues of farm animal welfare. Noelle-Neumann and Köcher (1993) find 85% of respondents in support of a ban of 'certain forms of factory farming like batteries for hens'. Similar figures and even higher percentages for organic meat consumers (98%) are provided by Heilmeyer (1992). Reasons to support a prohibition of factory farming are given by Noelle-Neumann and Köcher (1993). The most important reasons among a list of given items are "it is cruel to the animals" (94%), "animals illegally get given substances like hormones" (77%), "animals are fed with too many medical drugs" (69%), "it threatens the subsistence of small farmers" (47%). EMNID (1998) reports 79% of its respondents want battery eggs to have a mandatory 'battery egg' label and FORSA (1994) has 79% of people in agreement with the statement "Husbandry, animal transport and the production of meat and sausages should be put under stricter surveillance."

What are people's **political priorities** among a set of wider political goals? Department of agricultural marketing (1996) asked people to rank a set of ten issues according to their political priority.¹⁶ An aggregated ranking table indicates that probably 'development aid' and 'animal welfare', followed by 'agriculture' were considered to be the least important issues. On the other hand 'animal welfare' received about half the points of 'immigration', a problem which stirred up much of German politics in recent years. However, results by Emnid (1997) indicate that 'animal welfare' is seen as an important priority for agriculture and hence agricultural policy, slightly more important than supplying 'environmentally friendly' and 'regional' products.

The following results for Switzerland are provided by Badertscher-Fawaz (1997, pp. 148): 49% of a representative sample see the government and not consumers as mainly responsible for farm animal welfare. 54% find animal welfare law in Switzerland not tight enough and 25% believe it is - but this compares to another representative sample in which equal numbers of 38% believe animal welfare law to be tight enough and 38% believe it is not.¹⁷ Badertscher-Fawaz asked to rate the importance of different functions for agriculture. Most presented items are rated as at least 'somewhat important' by most respondents. However, most important of all are 'animal friendly husbandry' followed by

¹⁶ Ranking data are ordinal data and can strictly speaking not be aggregated with arithmetic operations. The following results assume a metric scale, which was not available.

¹⁷ Badertscher-Fawaz (1997) suspects that the latter more balanced result reflects the actual balance of power and interests better.

'environmentally sound production' and 'production of food for humans', 'secure supply of food', 'enrich the countryside', 'keep rural life / farming alive' and 'decentralised population'. When asked for the issues on which government should spend taxpayers money a majority wants more money to be spend on 'animal friendly husbandry' (57%) and 'environmentally sound production' (slightly less than 50%) and a majority wants to spend the same amount of money for the other issues. This amounts to a slightly higher overall budget for agriculture, which contrasts a finding that 61% of respondents in the same sample believe agricultural policy to be too expensive. Overall willingness to pay for specific issues seems higher than willingness to pay for a more unspecified agricultural policy.

1.1.2 Focus Groups

The focus group discussion confirmed the importance of health and food safety issues for food choice and also the negative perception of modern, in contrast to traditional husbandry and food production practices. Animal welfare was spontaneously not the most important association in relation to the catchword 'food', but was nevertheless spontaneously mentioned in all female groups – it was thus spontaneously mentioned more often than BSE and almost as often as the issue of genetically modified organisms. In the ensuing discussion animal suffering and poor welfare in modern production systems was criticised and it was demurred that animals were not treated as an end in themselves but exploited. Humans were seen to be responsible for the welfare of animals. However, slaughter itself was not accepted to be an ethical problem, i.e. it was not seen as problematic in itself that humans eat animals.

People in the focus groups nearly unanimously expressed empathic feelings and were deeply concerned about the welfare of the animals when they were confronted with video images of production systems – reactions to the video were in this respect very distinct from the general discussion on food. As in the literature review the level of concern about animal welfare clearly depended on how concern was measured.

What did people see important for animal welfare? Animals should have the opportunity to express natural behaviour, e.g. unrestricted movement, dust bathing, they should be provided access to fresh and natural food and daylight. Hygiene should be assured. Both human care and the opportunity for the animals to decide what to do for themselves were seen important.

Perceived consequences of buying better animal welfare products were not only self-centred in the form of better taste, quality and healthier products but also had the form of simply feeling better and having a good conscience. Mentioned obstacles for purchasing more animal-friendly products or purchasing less animal products are lack of imagination and disassociation of the product from the animal, good taste, good nutritional value of animal products, everyday problems that absorb ones energy, low trust in claims about better produced products, perceived inconsistent marketing (e.g. well produced meat pre-packaged) and higher price. Many participants inferred the standard of animal welfare from the source of purchase and how much they trusted it.

1.1.3 Laddering Interviews

The three most important areas of concern about farm animal welfare were identified in the concepts of 'Space', 'Transport' and '(appropriateness of) Feed'. For the whole data set 'Space' was the attribute with the strongest connections to other concepts. It was linked to areas of concern coded under 'outside', 'husbandry' and 'mass'. Further clusters of closely connected concerns consist of the following attribute-pairs: 'feed' and 'additives', 'transport' and 'slaughter'¹⁸ and 'mass' and 'additives'. Roughly speaking 'Space', 'Transport' and 'Feed' are at the centre of the three most important attribute clusters.

Most consequences and values in the hierarchical value map can be thought of as either more oriented towards people or animals. The attribute 'space' evokes associations in both directions. Limited space restricts natural behaviour of the animal and is not seen compatible with people's wish that animals should live, feed and move naturally, which is strongly emphasised as right and justified by referring to what people want to have for themselves. This is the more dominant ethical concern. Another more complex but probably weaker concern is that animal health is adversely affected from lack of space and the ensuing lack of natural exercise and behaviour. Poor animal health adversely affects food safety and hence human health, which is seen valuable. There also is a more direct link from animal health to quality of life in the sense that when the animal feels bad, the person feels bad too, which is much like empathy, but worded differently. A different chain leading from 'space' over animal health and 'safety' leads to consumption and purchase patterns.

¹⁸ Slaughter therefore is more of an issue in connection with transport and stress associated with it and not so much one of violating the right to life of animals.

The probably dominant chain for feed concentrates more on the consequences for humans: Feed affects animal health, food safety and hence human health. But a chain can also be constructed leading from animal health to the 'empathy' code. An interesting aspect for the human related chains from 'feed' and 'space' is, that they can be related to purchase and consumption patterns via 'safety' as a consequence.

Transport conditions are ultimately most strongly connected to the ethics code which comprises various qualifying statements, from ordinary rejections of practices to more sophisticated moral rules about what is right or wrong, should or shouldn't be done. In the sample there is widespread concern about animal transport. Transport conditions are disapproved of. Transport is seen necessary for slaughter and consumers feel unhappy, distressed, upset and pity for the animal when they think about transport, since it impinges on the animals quality of life and causes suffering for the animal, particularly mentioned is emotional and mental suffering and stress . Transport is qualified as cruel and seen as leading to premature mortality of the animals. The link between transport conditions and the empathy-codes is also strong. These codes comprise statements of identification, role taking, empathy and compassion. The 'empathy as a value' code is particularly strongly linked to the transport code, it comprises statements like "One should treat animals like one wants to be treated oneself". But transport is also linked to the competitiveness code: People believe that bad transport practices result from an attempt to minimise costs e.g. by limiting the amount of care provided. Participants clearly disapprove of the profit motive. Among the three attributes 'space', 'transport' and 'feed', 'transport' is the one most strongly connected to the 'rules[®ulations]' code: Two people mention that bad transport practices exist despite improved legislation.

To summarise the consequences and values associated with the attributes: more relevant for the animal oriented chains are concepts like empathy and inference from human animal comparisons, nature and perceived adequacy, quality of life, suffering of animals, views about what is right to do and feelings of distress as well as good feelings about good practices. More relevant for the human oriented chains are animal health, food safety and other quality of food, human health, life quality and enjoyment.

1.1.4 Summary of Survey Results

1.1.4.1 Consumption (questions 1 to 4)

Pork, followed by poultry and beef were mentioned as the most often consumed types of meat. Veal and lamb were rarely consumed. Women tended to have lower self-reported total meat consumption frequencies. They abstained more often from beef, veal and lamb but preferred milk, eggs and poultry more than men.

Most people did not change their consumption of individual meat products. More people decreased than increased their consumption, this is true for all products except for poultry and milk. Consumption increases are correlated with higher consumption levels and consumption reductions with lower consumption levels. Highest consumption reductions were reported for beef (48%) and highest consumption increases for poultry (38%). This partly has to do with the fact that the survey was conducted in late November and December 2000, a time in which BSE received unprecedented media coverage in Germany.

Reasons for consumption change over the past 5 years are first 'BSE' (30%), second 'contribution to health' (25%), third 'changes in diet' (19%), fourth 'taste' (17%). 'Ethical reasons' were mentioned by 6% of those respondents who changed their consumption (10th of 15 possible rank places).¹⁹

1.1.4.2 Acceptability of production methods (question 9)

Egg (mean = 2.3), poultry (mean = 2.3), beef (mean = 2.4), veal (mean = 2.5) and pork (mean = 2.7) production were on average all rated as 'somewhat unacceptable' on a scale ranging from 1 'very unacceptable' to 5 'very acceptable'. Rated as neither acceptable nor unacceptable was the production of milk (mean = 3.2) and lamb (mean = 3.1).

No statistical differences were found for ratings of beef and poultry, veal and beef, eggs and poultry, milk and lamb. Comparatively high correlations between 0.175 and 0.689 were found in the ratings of the different products which suggests that strong generalisations exist with regard to evaluations of different husbandry conditions. One example of a generalisation across species is the often used term 'factory farming'. Women rated the acceptability of animal treatment significantly lower than men.

1.1.4.3 Attributes of animal welfare (question 10)

Among the list of factors that influence animal welfare, 'quality of animal's feed' (4.84) was seen as most important. This can be interpreted as a human-centred concern about animal welfare as shown in the laddering study. The association chain leads from 'quality of animal's feed' to 'animal's health' to 'food safety' to 'human health'.

All other animal welfare factors were rated as very important too: 'life transport conditions' (4.74), 'amount of space' (4.72), 'freedom to behave normally' (4.63), 'animal's access to the outside' (4.62), 'slaughter conditions' (4.49). Individual welfare factors were relatively highly correlated, coefficients ranged from 0.283 to 0.515. Women did consistently rate each factor as more important than men.

1.1.4.4 Reduced consumption due to concerns about animal welfare (question 11 + 12)

38% of respondents claim to have reduced their consumption due to concerns about animal welfare and 62% say no, they haven't. Women (47%) claim animal welfare motivated consumption reductions significantly more often than men (29%).

Of the total sample the following percentages of respondents mentioned to have reduced their consumption of specific products due to animal welfare concerns: 30% mention beef, 24% veal, 21% poultry, 21% pork, 15% eggs, 15% lamb, 5% milk. Poultry is the only case with a logically implausible answer: In question 1 only 13% mention to have decreased poultry consumption, but 21% say to have decreased it due to concerns about animal welfare (question 12). Answers to question 12 were not significantly associated with either gender or social class (as measured by social class of respondent).

1.1.4.5 Selection of animal friendly products (questions 13 to 15)

70% of respondents claim to choose food products that are labeled as being produced to higher than normal standards of animal welfare and only 30% say they do not. This is completely at odds with actual market figures. Distorted answers might reflect lack of purchase relevant knowledge or lack of willingness to know.

Women tend to claim animal friendly purchases more often than men. There is no significant association for social class (coded by respondent data). Reduced consumption

¹⁹ Percentages relate to the number of people who changed their consumption of at least one product and who were thus asked this question.

due to animal welfare concerns tends to be associated with choice of 'animal friendly' products. This might be due to the fact that both behaviors (or claims) require similar awareness or psychological conditions. Also, choice of animal friendly products is more expensive. This might require reduced consumption levels.

When openly asked "Which 'animal friendly' products do you choose, if any?", most people only mentioned a specific type of food category (e.g. poultry 39%, eggs 34%, pork 32%, beef 28%), but only relatively few went through the pains of specifying the exact indicator of higher animal welfare. The few examples include free-range eggs 3.4%, farm product 2.6%, organic product 2.2%, free-range product 1.8%, own production 1.4%.

The general consumption number (34%) for welfare-labeled eggs is probably more valid than the number for poultry (39%). This is so, since problem awareness is a precondition for consciously acting on a problem, i.e. for conscious choice: The acceptability of egg production was associated with the claimed purchase of welfare labeled eggs - but the acceptability of poultry production was not, instead it was associated with the claimed choice of animal friendly produced eggs.

1.1.4.6 Barriers to consumption of 'animal-friendly' products (question 18)

Five scales were constructed, each as a mean over four survey statements. Each scale was meant to measure one of the following five barriers of animal-friendly food choice. The idea was that these barriers (or promoters) would explain the expected gap between expressed high concern about animal welfare and low self-reported purchases of welfare-labeled products. However, while this gap certainly exists in relation to market figures, it is less evident for self-reported welfare-related food choice: all correlation coefficients between the 'empathy'-scale and welfare related food choice are significant and higher than correlation coefficients for all other barriers. A second interpretation of the five scales therefore is that as promoters (or barriers) of exaggerated reports on the consumption of animal-friendly produced products.²⁰

Values for each scale could theoretically vary between 1 (= strong barrier) and 5 (= no barrier at all, promoter). The **barriers and their mean scores** are:

- 1.) costs (willingness to pay for welfare-labeled food): 3.7;
- 2.) Empathy (level of concern and awareness of farm animal welfare issues): 3.6;
- 3.) Influence (personal ability to affect farm animal welfare): 3.3;

²⁰ Unfortunately, the survey questionnaire was not designed to systematically explain the issue of exaggeration and distortion in self-reported behaviour.

- 4.) Availability (how widely available welfare-labeled food is): 2.3;
- 5.) Information (quantity and trustworthiness): 2.2.

The mean 'barrier' values show that three of them were on average not considered as barriers (costs, empathy, influence) and only two (availability and information) were.

Gender differences were not significant for 'costs' and 'information'. Significant gender differences were found for 'empathy', 'influence' and 'availability'. Compared to men women show higher concern and conviction to have an influence (i.e. 'empathy' and 'influence' are rated as lesser barriers) and rate the 'availability' of animal-friendly products as a greater problem. Social class differences (as measured by judging respondents and not head of household) were not significant for 'empathy', 'influence', 'availability' and 'information'. Social class differences were significant for the 'cost' barrier: C1 people expressed the highest willingness to pay, followed by AB and C2 people. DE people had the comparatively lowest willingness to pay.

Do the various barrier scales measure independent dimensions? No significant correlation was found between the 'cost' and 'availability' scales and between the 'influence' and 'availability' scales. But more concerned and aware people believed to have a bigger personal influence on farm animal welfare (corr.-coeff. = 0.399) and stated to be more willing to pay for welfare-labeled food (corr.-coeff. = 0.295). On the other hand, more concerned people were more critical about the quantity and quality of the information supplied (corr.-coeff. = - 0.340) and also about the availability of welfare-labeled food (corr.-coeff. = - 0.227). Respondents who believed to have an influence on animal welfare, stated to be willing to pay more (corr.-coeff. = 0.311), but were slightly more critical about welfare-related information (corr.-coeff. = -0.110). People who were willing to pay more were slightly more critical about the quality or quantity of supplied information (corr.-coeff. = - 0.101). Respondents who deplored the state of information about animal welfare, tended to deplore also the poor availability of welfare labeled food (corr.-coeff. = 0.397).

The analysis suggests that the scales can be classified into two groups. 'Availability' and 'information' are perceived as **barriers**. 'Empathy', 'willingness to pay/costs', and 'perceived influence' are in contrast not perceived as barriers and might therefore be seen as **promoters** of purchasing animal friendly products and/or promoters of distorted reports on purchases. The scales within both of these groups positively correlate with each other and negatively correlate (if they correlate at all) with the scales of the other group. Correlations between scales of the same group (i.e. 'barrier'- vs 'promoter'-group) tend to be higher than correlations between scales of different groups.

What could be the factor to group the five scales into these two distinct groups? 'Availability' and 'information' as the two identified barriers have in common, that they identify the barrier outside of the person. The other scales not identified as barriers ('influence', 'empathy' and 'costs/willingness to pay') have to do with the person herself.²¹ Therefore, another barrier to animal friendly purchases in the marketplace (and promoter of distorted reports on personal food choice) might be a human tendency for unrealistic self-evaluation²² and also a tendency to attribute causes of misfortune away from oneself.

How do the alleged barriers and promoters of **purchasing animal friendly products** correlate with self-reported behaviors? What consumers themselves regard as barriers, i.e. 'availability' and 'information' are not significantly correlated with self-reported choice of animal friendly products, i.e. neither a barrier- nor promoter-effect exists for these. Significant positive correlations vindicate the promoter-effect for 'empathy' (corr.-coeff. = 0.333), 'costs/willingness to pay' (corr.-coeff. = 0.266) and 'influence' (corr.-coeff. = 0.250).

All scales have a significant correlation with whether or not a person reports to have **reduced consumption due to concerns about animal welfare**. The promoter-scales have positive coefficients: People with high concern about animal welfare (low disassociation) report reduced consumption more often (corr.-coeff. = 0.410), the same applies to people who feel their food choice makes a difference (corr.-coeff. = 0.238) and people who report higher willingness to pay (corr.-coeff. = 0.144). Compared with the 'promoter'-scales the 'barrier'-scale are oppositely correlated (highly significant) with self-reported consumption reductions: Respondents who believe animal friendly produced food is hardly available did report reduced consumption due to animal welfare concerns (corr.-coeff. = -0.196) and the same applied to respondents who demanded more information about animal welfare (corr.-coeff. = - 0.122).

With regard to the impact of the barriers and promoters on reported **product specific, concern induced consumption reductions**, most correlation coefficients (same sign as the product unspecific correlation coefficients) were significant. But only 'empathy' and 'influence' were correlated with reductions of milk consumption due to animal welfare

²¹ The willingness to pay / cost scale might be somewhat ambiguous on this point. 'Willingness to pay' would be more internally attributing whereas 'price of animal friendly products' would be more externally attributing. This perhaps explains that 'price' was identified as a purchase barrier in the focus groups but not in the survey.

concerns (same sign as for the other products, but lower value). And the information scale correlated only with concern induced consumption reductions for pork and poultry. The promoter scales correlated positively with the specific welfare induced consumption reductions and the barrier scales negatively. Correlation coefficients for the barrier scales were generally lower than for the promoter scales.

All 'promoter'-scales ('costs', 'empathy', 'influence') and no 'barrier'-scales ('availability', 'information') were correlated with **general consumption change**. People who were willing to pay more for animal friendly produced meat reduced their total meat consumption more often (corr.-coeff. = - 0.185; no corr.-coeff. significant for specific products). More concerned respondents (corr.-coeff. = - 0.153; and significant product specific corr.-coefficients for pork, beef, veal and with opposite sign for milk) and respondents who felt their food choice to make a difference for the welfare of the animal (corr.-coeff. = - 0.146; and significant product specific corr.-coeff. for pork) reduced their consumption more often. Interesting and contrary to other correlation patterns is that the more concerned people about animal welfare tended to slightly increase their self reported milk consumption over the past five years (corr.-coeff. = 0.95). People who saw problems in the availability of animal friendly produced meat, reported on average to have slightly increased their poultry consumption (corr.-coeff. = -0.95). This is a peculiar finding, as poultry production was among the two least acceptable production methods.

Four of the five mentioned scales were significantly correlated with the **consumption frequency** of all 'meat and poultry' - the one exception is the 'cost'-scale. First the results for the 'promoter'-scales 'empathy' and 'influence': People who were concerned about animal welfare (corr.-coeff. = - 0.191; and significant same direction corr.-coeff. for pork, beef, veal; opposite direction corr.-coeff. for milk) or believed that their purchases made a difference to animal welfare (corr.-coeff. = - 0.147; and significant same direction corr.-coeff. for pork, beef and veal) consumed less meat in total. Next the results for the 'barrier'-scales 'availability' and 'information': People who believed animal friendly products were hardly available (corr.-coeff. = 0.119; and same direction product specific corr.-coeff. for pork, veal, eggs) or demanded more information about the way animals are farmed (corr.-coeff. = 0.089; and same direction product specific corr.-coeff. for beef, veal, eggs) had a lower total consumption frequency for meat.

²² The evaluation of others might be more realistic - at least the perceived 'availability' and 'information' problems do not seem too far of the track. The self-evaluation could apply both to our actions and our benevolence.

This leads to the following summary of the relationship between the five scales and the various variables related to behavior:

1. **Willingness to pay** for animal friendly products is higher for people who are concerned about animal welfare, who believe that their food choice makes a difference to the animals and who want more information about the way animals are farmed.

2. The '**barrier**'-scales 'availability' and 'information' are significantly, and in the same direction, correlated with total meat consumption frequency and general animal welfare motivated consumption reductions. They are uncorrelated with reported reductions in total meat consumption and rather unexpectedly²³ uncorrelated with self-reported choices of products labeled as animal friendly produced. Poor 'availability' of welfare-labeled products and demands for 'information' about how animals are farmed, correlated with a) a lower meat consumption frequency and b) a reduced consumption due to animal welfare concerns.

3. The '**promoter**'-scales 'empathy', 'influence' and 'costs/willingness to pay' also all share a common correlation pattern which, however, is significant across the four behavioral variables. The higher the concern about animal welfare ('empathy'), the perceived personal influence on animal welfare ('influence') and the willingness to pay higher prices for animal friendly produced products ('costs'), the more likely is a person to report a) the choice of animal friendly produced products; b) reduced consumption due to animal welfare concerns; and c) also reduced consumption for meat in general and d) a lower total meat consumption frequency.²⁴

4. Concerns about animal welfare ('empathy'-scale) mostly²⁵ correlated strongest of all scales with the various behavioral variables. And more generally, the 'promoter'-variables ('empathy', 'influence' and 'costs') were more strongly correlated with the behavioural variables than the 'barrier'-scales ('availability' and 'information'). This however means that, what looks like a 'behavioural barrier' when looking at the mean-value, turns out, not to have the strongest impact on self-reported behaviour. This is a surprise for those 'barrier'

²³ This is unexpected, if only the average rating of the various scales is considered, as these two scales were then identified as the only two barriers among the five initial candidates (the other scales were identified as 'promoters').

²⁴ The only exception from this rule is that the 'promoter'-scale 'costs' is not correlated with the total meat consumption frequency.

²⁵ The exception are (unmotivated) general consumption changes: The correlation for 'costs' is slightly higher than the correlation for 'empathy' (which is second highest among the five scales).

statements that were consistently worded as attitudes to behaviour²⁶ and indicates that market barriers might not be consciously and precisely known by consumers.

5. How realistic is self-reported food choice? This question is difficult to answer for self-reported consumption frequency and consumption changes. Consumption frequency might not coincide with consumption quantity and people might have difficulty to determine exactly what is 'beef' as this was also meant to include processed meat.

38% of respondents reported consumption changes over the past 5 years due to concerns about animal welfare when directly asked. Only 6% of all respondents who changed their consumption within the past five years (i.e. 4% of all respondents) spontaneously mentioned 'ethical reasons' for consumption change when openly asked to explain their consumption change. While there is reason to believe that the direct close-ended question overestimates ethically motivated 5 year consumption changes, there are equally reasons to believe that the open ended question underestimates an impact: a) other reasons like 'changes in lifestyle', 'changes in diet', 'contribution to health', 'bse', 'taste', 'changed household composition', 'publicity' might interact with ethical reasons. b) This is exemplified by a likely underestimation of 'convenience' related aspects (mentioned by 3% of total sample or 2% of people with changed consumption), which are probably also related to other spontaneously mentioned categories. Another point is that 5 year consumption changes will not catch the complete impact of ethical concerns on behaviour: value-driven and habitual food choice will often be maintained over longer time periods.

70% of respondents report personal consumption of food labeled as produced under higher standards of animal welfare. This number is at odds with market figures. The question is, which psychological mechanisms produce this result and whether the 5 scales discussed in this section might be related to these mechanisms. Can the various 'promoter' and 'barrier'-scales be interpreted as both influencing 'actual' food choice and 'distorted' reports on food consumption?

1.1.4.7 Self-rated knowledge about animal production systems (question 19)

A majority of respondents consider themselves informed about the way animals are reared in the production of food - except for the case of veal and lamb. People are most informed

²⁶ Many 'information'-scale statements were not formulated as attitudes to behaviours but as attitudes to objects - this explains to some degree the low correlation with behavioural variables. Not all statements comply with Ajzen's Fishbein's (1977) compatibility principle to the same degree.

about the production of eggs, then about equally informed about the production of poultry, beef, milk, pork and least informed about the production of veal and lamb. Answers to this question are rather generalised as indicated by relatively high correlation coefficients (ranging from 0.283 to 0.625). Gender differences are significant only in the case of eggs and poultry, where women rate themselves as more informed. No significant social class differences (measured by respondents status) were found.

1.1.4.8 Trust in sources of information (question 20)

Ten potential informants about farm animal welfare standards were suggested to respondents. Seven of these were given an average rating as 'somewhat trustworthy' and three were given an average rating of 'somewhat untrustworthy'. Most trusted were 'animal welfare organisations' (3.9), 'consumer organisations' (3.8), 'environmental organisations' (3.8) and 'friends / family' (3.8). Less trustworthy but still 'somewhat trusted' were 'butchers' (3.6), 'scientists' (3.5) and 'farmers organisations' (3.3). Least trusted were the government (2.6), food industry (2.4) and supermarkets (2.3). Varying correlation coefficients, which are often not significant, indicate that respondents have a clear and differentiated view on this question. Significant gender differences were found for the ratings of 'butchers', 'farmers organisations', 'scientists', 'environmental organisations' and 'animal welfare organisations', which were on average more trusted by women than men.

The level of trust has policy implications for communicating credence characteristics to consumers. It is particularly dramatic, that 'supermarkets' and the 'food industry' as potential sellers and suppliers of animal welfare labeled food have such a low reputation.

1.1.4.9 Responsibility for animal welfare standards (questions 21 + 22)

Question 21 asked participants how responsible various groups *should be* to ensure adequate standards of animal welfare. Question 22 asked how *actually* responsible these groups were considered to be.

The obligation (demanded responsibility for animal welfare) was seen as greater than the actually fulfilled responsibility for each group (highly significant differences). The median obligation for animal welfare for all these groups was seen as 'very high' (5), i.e. highest demands were put on all groups with only little variation (midrank/mean ranged from 4.28 to 4.60). Greater variation was perceived about the actual responsible behaviour. The ordering here was similar to the ordering for the question on trust in sources of information. Four groups received an average rating in the range of 'rather high': 'animal

welfare organisations' (3.84), 'environmental organisations' (3.65), 'butchers' (3.42) and also 'farmers' (3.50). Five groups were rated as 'rather low' on their actual behaviour: 'consumers' (2.78), 'european union' (2.61), 'government' (2.55), 'food industry' (2.44), 'supermarkets' (2.26). Consumers thus hold a middle position.

Correlation coefficients between the different obligation ratings were typically higher (coefficients in the range from 0.345 to 0.756) than correlation coefficients between ratings of actual responsibility (in the range from 0.084 to 0.701). This again indicates that participants had more differentiated views on the positive than the normative question. Everybody was seen to have an obligation, but not everybody was seen to live up to it. No statistically significant gender differences were found for actual behaviors. Each groups obligation, i.e. demanded responsibility for animal welfare was however rated consistently higher by women than by men.

1.1.4.10 Total model factors, i.e. taste, healthiness, safety, convenience and value for money of animal-based food products (Questions 23 to 27)

The consumption of animal-based food is not only driven by animal-welfare preferences, as humans are driven by multiple desires, preferences and values. In order to assess the **relative importance of animal-welfare related preferences for food choice**, a number of competing preferences and values were measured in the survey. Questions were posed in the form of product specific beliefs and evaluations ('taste', 'healthiness', 'safety', 'convenience to give up consumption', 'value for money', 'acceptability of animal treatment', 'information about husbandry systems') for a list of 7 animal-based products. A problem for assessing the relative importance of the competing selfish and altruistic preferences is, that animal-welfare related concerns were mostly (not exclusively) worded as general statements, which naturally correlate more strongly with general than product-specific food choice. Quite in contrast, all competing preferences not related to animal welfare were measured as product-specific statements, which in turn correlate more strongly with product-specific (e.g. consumption frequency of pork) than more general behavioral variables (e.g. total consumption frequency for meat).

A multivariate analysis was not conducted in the survey report, but Spearman-rank-correlation-coefficients were calculated. An analysis of these will be presented next.²⁷

1. Product specific factors that correlate with product specific consumption frequencies:

²⁷ Please remember: positive correlation between Y and X might be interpreted as an impact of X on Y, as an impact of Y on X, as both of these or as an impact of Z on X and Y.

Decreased consumption over the past five years significantly correlated with lower consumption frequencies for all products. Decreased consumption due to animal welfare concerns significantly correlated with lower consumption frequencies only for the products pork, poultry and beef. The variable general 'value for money' was uncorrelated with any of the product specific consumption frequency. 'Taste', 'healthiness', 'safety' and 'convenience to give up consumption' were significantly correlated with all product specific consumption frequencies: The tastier, healthier, safer a product was perceived and the more difficult it was thought to stop consuming it, the more often it was consumed. 'Acceptability of animal treatment' was significantly and positively correlated with consumption frequencies for all products but eggs and milk; and 'information about husbandry systems' positively and significantly correlated with all products but beef and eggs.

'Taste' was the factor that was most strongly correlated with consumption frequencies of all products but 'eggs' (second strongest) and 'beef' (strongest together with safety). 'Convenience to stop consumption' was correlated second strongest with the consumption frequencies of 'pork', 'poultry', 'milk' and strongest with the consumption frequency of 'eggs'. It was relatively less strongly correlated with the less often consumed products 'lamb' (third strongest factor) and 'veal' (fourth strongest factor) and with the scandal stricken 'beef' (fourth strongest factor). 'Healthiness' and 'safety' came next in importance (after 'taste' and 'convenience') for 'pork', 'poultry', 'eggs' and were more important than 'convenience' for 'beef' and 'veal'. 'Safety' was less important for milk. Fifth and sixth strongest among the six factors were 'acceptability of animal treatment' and 'information about husbandry practices' for 'pork', 'poultry', 'beef', 'veal' (insignificant for 'eggs'). Two exceptions: good 'information about husbandry practices' for lamb was second strongest correlated with lamb consumption frequency after 'taste' and the self-rated 'information' status about milk production was more important than 'safety' for 'milk' consumption frequency.

2. Product specific factors that correlate with product specific **consumption changes:**

The variables 'value for money' and 'informed about husbandry practices' were uncorrelated with any of the product specific consumption frequencies - the one exception is beef: people who rated beef lower on 'value for money' tended to have reduced their consumption. 'Acceptability of animal treatment' was correlated with 5-year consumption changes for 'poultry', 'beef' and 'lamb'. People who thought the treatment of animals less acceptable tended to have decrease their consumption of these products. The magnitudes of the 'acceptability' coefficients compared to coefficients for the other factors had the

following ranks: The correlation coefficient between 'acceptability' and poultry consumption change was the lowest from the five significant correlation coefficients, for 'beef' consumption change it was the fourth highest from six significant coefficients and for 'lamb' it was the third highest magnitude (same magnitude as the second highest) from four significant coefficients.

Correlation coefficients between consumption changes and the factors 'healthiness', 'safety', 'taste' and 'convenience to stop consumption' were significant for all products - two exceptions are insignificant coefficients for 'lamb' with 'safety' and 'veal' with 'convenience to stop consumption'. Participants who thought the specific consumption to be healthier, safer, tastier, and more difficult to give up than others, tended to have increased (or: not decreased) their consumption more than others.

'Taste' and 'convenience to stop consumption' were the two most important factors in relation to consumption changes for 'pork', 'poultry', 'milk' and 'lamb'. But in the case of 'lamb' the 'acceptability' of animal treatment was equally important as 'convenience to give up consumption'. 'Healthiness' and 'safety' followed on the next importance ranks for 'pork', 'poultry' and 'milk'. 'Safety' and 'health' were more important than 'taste' for consumption changes of veal. The most important factor in consumption changes for 'beef and 'eggs' was the 'convenience to stop its consumption' - this was followed by 'health' in the case of 'eggs' and 'safety' in the case of 'beef'.

Self-reported consumption reduction due to concerns about animal welfare were correlated with reported (unmotivated) consumption reductions for all products but poultry and milk - the magnitude of the correlation is typically in the same range as the correlation coefficients for the 'total model' factors 'healthiness', 'safety', 'taste' and 'convenience'.

3. Product specific factors that correlate with product specific **consumption changes due to concerns about animal welfare:**

All product specific correlation coefficients between 'acceptability' and self-reported consumption reductions due to animal welfare concerns are significant, except for the case of milk. The same applies to the coefficients for 'safety'. The 'healthiness' coefficients are significant only in the cases of 'pork', 'poultry', 'beef' and 'veal'. The 'taste' and 'convenience to stop consumption' coefficients are significant for 'pork', 'poultry' and 'beef'. In addition the 'convenience to stop consumption' coefficients are significant for 'eggs' and 'milk'. 'Information about husbandry practices' is significantly correlated with welfare motivated consumption reductions only in the case of 'poultry' and 'eggs'.

With the just mentioned applications in mind, correlation coefficients have the following direction: Respondents tend to reduce their product specific consumption due to concerns about animal welfare more often, if they do not find the treatment of the animals acceptable, if they are concerned about product safety and health, if they say not to like the taste and find it relatively easy to give up consumption of the product. The magnitude of the correlation coefficients is generally highest for the factors 'acceptability' and 'safety' and is then generally followed by 'health', 'convenience', 'taste' and 'information'.

4. Interdependencies between the various product specific believes

'Acceptability' of animal treatment is positively correlated with 'information' about husbandry practices only in the case of 'beef', 'lamb', 'veal' and 'milk'. 'Acceptability' is in all cases significantly and in most cases relatively strongly (corr.-coeff. between (0.094 and 0.356) correlated with 'safety' and 'healthiness'. 'Pork' and 'beef' 'acceptability' correlate with most total model factors ('safety', 'healthiness', 'taste' and 'convenience') and 'poultry' and 'egg' 'acceptability' with the least factors (only 'safety' and 'healthiness') and also have lower coefficients - i.e. 'animal welfare' is a more independent evaluative dimension for these two products as people can judge it without referring to their other product believes.

Also the total model factors independent of animal welfare are correlated: 'healthiness' is particularly strongly correlated with 'safety' and 'taste' (coefficients range from 0.309 to 0.459). 'Safety' is again always correlated with 'taste' (coefficients range from 0.221 to 0.312) and for the frequently consumed products (i.e. not for 'veal' and 'lamb') also with 'convenience to give up consumption'. 'Taste' is always relatively highly correlated with 'convenience to stop consumption' (coefficients range from -0.354 to -0.472).

1.2 Summary of workshop and assessment report

The final stage of the project aims to develop strategies on the basis of the results from the preceding stages of the research, which address consumer concerns in an efficient and effective manner, be effectively communicated to consumers and are practical both economically and scientifically given current knowledge.

Development of strategies is sub-divided into three stages: Firstly, a preliminary assessment of the implications of the results for the animal-based food products industry and consumers organisations; secondly, development of potential strategies through a workshop involving interested parties; thirdly, discussion of potential strategies with

consumers through a series of focus groups. This chapter reports on the first point by summarising the view of three 'industrial' partners of the research project (Meat and Livestock Commission, UK), (Bord Bia, Ireland) (Eurogroup for Animal Welfare, Brussels) on potential implications of the results for the animal-based food products industry. Also strategies developed in a workshop with interested parties conducted in Brussels in March 2001 will be presented in this chapter.

1.2.1 Summary of industrial partners assessment²⁸

1.2.1.1 Assessment by Mick Sloyan, MLC, UK

Mick Sloyan has the following four comments on the research findings: 1. He regards the finding "that animal welfare concerns are virtually insignificant in terms of determining consumption patterns" as the main conclusion and states that this is supported by other commercial research done on the subject. As an example he refers to the incompatibility between rising poultry consumption and high animal welfare concerns about poultry production. He seems to regard this as an argument against taking public policy measures. 2. He asks for caution not to design public policy to address the apparent concerns of a socially privileged minority at the expense of the vast majority of consumers whose concerns are different. 3. He reminds that the survey should be interpreted cautiously, as it was conducted at a time of intense media interest in BSE. 4. He also asks for caution on interpreting the high consumer trust in campaign groups, as this might vary across different campaign groups, across countries and might have been influenced by BSE coverage over the past years.

Some comments on Sloyan's first point: The data presented in the German survey report show that (positive) correlations between the 'acceptability of the treatment of the animal in the production of specific types of meat' and specific **consumption frequency** are significant for all types of meat but insignificant for eggs and milk.²⁹ However, the magnitude of the correlation is consistently smaller than correlations for product specific statements relating to taste, healthiness, safety and 'convenience to give up consumption'. With the exception of beef, correlation of specific consumption frequencies with taste and 'convenience to give up consumption' are highest among the specific predictors, followed by perceived 'healthiness' and 'safety'. No correlations for 'value for money' are significant'.

²⁸ Compare EU FAIR-CT98-3678 Final Project Meeting, unpublished materials which contain an assessment of the projects research findings by the Meat and Livestock Commission, UK; Bord Bia, Ireland; and the Eurogroup for Animal Welfare, Brussels.

²⁹ The drawback of these and the following considerations is that they only report bivariate correlations and not multivariate analysis.

Consumption frequency correlations for 'acceptability' are about a third lower than correlations for 'safety' and 'healthiness' and about two thirds lower than correlations for the strongest predictor. Only **consumption changes** for poultry, beef and lamb correlate (positively) with the 'acceptability of animal treatment' - correlation coefficients are here not the strongest predictors either, but are on the same level as some other predictors. For beef and poultry 'healthiness' and 'safety' are correlated more strongly (+ positively) than 'taste' with the 'acceptability of animal treatment'. 'Taste' has a higher correlation with 'acceptability' than 'convenience to give up consumption'. The 'empathy'-scale has significant negative correlations with the consumption frequency and change for 'total meat', 'pork', 'beef', 'veal' - and interestingly: positive correlations with the consumption frequency and change for 'milk' and no correlations for 'poultry' (neither consumption frequency nor consumption change).³⁰ Correlations of 'empathy' with pork consumption frequency are of the same magnitude as correlations with 'safety' and 'healthiness' of pork. Animal welfare concerns therefore have a certain impact on consumption, but not consistently and not in the same way across all products.

With regard to the 'availability'-scale constructed from the survey, findings for the German data suggest, that people who see problems in the availability of animal welfare labelled food, consume (slightly) less 'total meat', less 'pork', 'veal' and 'eggs' (significant correlations range from (0.100 to 0.125), which again might indicate a certain impact of concern for these products.³¹ Respondents who don't see enough information supplied on farm animal welfare by retailers, farmers and the government consume slightly less 'total meat', 'beef', 'veal' and 'eggs'. People who say they are willing to pay more for products produced under higher standards of animal welfare claim to have reduced their total meat consumption (corr.coefficient = - 0.185)³² and also more often claim to select animal friendly products than other people (corr.coefficient = .266).

With regard to policy implications of the correlations between concern about animal welfare and food consumption, it might help to think about policy implications of the slightly higher but still often relatively low correlations for the perceived 'safety' and 'healthiness' of each type of meat with actual food choice. The 'influence' variable has significant correlations with consumption frequencies of 'total meat', 'pork', 'beef' and 'veal', just like 'empathy'. Respondents who believe that their food choice has an influence

³⁰ This reflects the inconsistency between high concern about animal welfare in poultry production methods and increasing poultry consumption.

³¹ Please remember: positive correlation between Y and X might be interpreted as an impact of X on Y, as an impact of Y on X, as both of these or as an impact of Z on X and Y.

³² However, there is no significant correlation between willingness to pay for animal-friendly meat and total meat consumption frequency.

on the way animals are treated, consume significantly less of the mentioned types of meat. If the feeling 'not to have an influence on something connected with what you do' is translated into behaviour, something that economists call 'free-riding' can result. The irrelevance impression is therefore probably related to the economic concept of a 'public good', which is one of the necessary (not sufficient) conditions for government intervention in economic theory. However, the 'influence'-variable did not have a significant influence on either poultry consumption frequency or change.

A comment on Sloyan's suspicion, that animal welfare is the concern of a minority only: There is various evidence in the literature review and the previous qualitative research of this project that animal welfare is a genuine concern of many people and that people think it should be a priority for agricultural policy. However, there is also quantitative evidence in the literature review, that agricultural and animal welfare policy is not as pressing to many people as other policy areas such as alleviating unemployment.

Related to the question of whether or not animal welfare concerns are those of a minority are the results of a cluster analysis on the human-centred and animal-centred concern-scales of the survey (not yet reported in the survey report). Two clusters emerge in the German data. A low concern cluster with 31% of respondents, a mean animal-centred concern of 3.6 and a mean human-centred concern of 3.1³³ and a second low concern cluster with 69% of respondents, a mean animal-centred concern of 4.5 and a mean human-centred concern of 4.4. The mean of neither cluster for neither concern-scale was in the unconcerned area (1.0 to 3.0).³⁴ Animal centred-concerns and believes related to animal welfare were, on average, slightly more important than human-centred concerns, especially so for the lower concerned cluster. The expressed high level of concern about animal welfare and its relatively low (co)variation, is technically speaking related to it's relatively low impact on consumption.

1.2.1.2 Assessment by John Keane, Bord Bia, Ireland

1. John Keane stressed the importance of the project in terms of supplying information on consumer demands in export markets for Irish producers. 2. He raises the issue that

³³ Theoretical values of each scale range from 5 = high agreement with concern statements to 1 = high disagreement with concern statements.

³⁴ It needs to be noted that the 'empathy' scale is probably a better measure of the personal importance of concerns about animal welfare. The location measures for the all country data set are as follows: empathy mean = 3.37 (median = 3.5), human-centred concerns mean = 3.88 (median = 4.00), animal-centred concerns mean = 4.18 (median = 4.33). Average concern measured on the empathy scale is lower than average concern about animal welfare measured on the human-centred concerns scale which in turn is lower than average concern measured on the animal-centred concern scale. In either case, the majority of respondents explain to be concerned about animal welfare when asked.

consumers might not sufficiently understand the impact of husbandry practices on animal welfare and of animal welfare on product characteristics of animal products - and yet still judge these issues. 3. He emphasises that besides animal welfare, there might be another ethical issue involved, i.e. that 'the world is being fed by intensive production' and that animal welfare concerns are essentially an issue only in wealthier countries. 4. He notes that welfare issues (either objectively assessed or perceived by consumers) do not have an impact on beef and poultry consumption (on this point see the above comments to Mick Sloyan). 5. John Keane stresses that limited availability of more animal friendly produced food is partly due to lack of demand at the current higher prices of these products.

John Keane believes that relatively little can be done to address consumer concerns about animal welfare due to the international competition in agriculture. He suggests the following strategies to deal with consumer concerns about animal welfare: 1. Niche markets for more animal friendly produced products should be created and fostered. 2. Those people who can't afford the higher prices of the niche products should be informed that 'many intensive systems are in fact perfectly good and may in fact be welfare friendly'. 3. Better labelling of welfare friendly products should be considered but may be difficult to achieve in practice.

1.2.1.3 Assessment by Sonja van Tichelen and David Wilkins, Eurogroup for Animal Welfare, Brussels

1. Eurogroup stresses that the survey of this research project and their own research indicates that concern about animal welfare is not a typical phenomenon of only Anglo-Saxon countries and that there is no clear evidence for a unique north-south divide of concerns. Instead, there is evidence for widespread concern for many production systems across Europe. She concludes that animal welfare should be dealt with at a European level and should be included as a policy principle in the European Treaties.

2. Eurogroup believes that producers and retailers should provide sufficient and correct information and labels about animal production. They report their own research which suggests that there is considerable confusion about the way eggs are labelled. Given the high percentages of consumers who believe they buy animal friendly products (51% UK, 74% Ireland, 59% France, 35% Italy, 67% Germany) they suspect that this might partly be due to a certain confusion about what precisely are the more welfare-friendly produced products.

3. Due to the high trust in animal welfare organisations compared to relatively low trust in supermarkets, government and food industry in most countries, Eurogroup suggests that the relevant parties, including the EU should start to involve NGO's, particularly animal welfare organisations, in the debate about food related production methods. As one solution they suggest welfare-friendly production schemes like Freedom Food and Neuland, which are supported and controlled by animal welfare organisations.

4. Eurogroup believes market forces, i.e. consumer behaviour should not determine the standards of animal welfare, because the consumer is not informed. They advocate a two pronged approach, where governments and the EU increase support to specific animal-welfare, environmentally friendly and high quality, safe products and at the same time ensure that all animal based food on sale is produced according to the highest standards. They support compulsory labelling and at the same time suggest that retailers could introduce voluntary high standards and ensure that these are clearly labelled in the shops.

5. Eurogroup believes that voluntary initiatives should be encouraged, but that the food industry is for economic reasons not prepared to introduce higher welfare standards.

6. Eurogroup would like to see the EU put in place mechanisms (regulation, enforcement systems and the necessary financial support) to ensure acceptable levels of welfare in food production.

7. They believe that stricter legislation is needed, but not without safeguards for EU producers. In order to avoid lower welfare products being sold in the EU, they demand that the issue be addressed within the framework of WTO negotiations.

1.2.2 Workshop on strategies

This section reports on a workshop held with parties interested in animal welfare in Brussels in March 2001. One aim was to draw up a comprehensive list of possible strategies to address farm animal welfare. Participants of the workshop included members of animal welfare organisations, policy makers and food industry representatives. The strategies were developed in a number of mixed focus groups that were conducted simultaneously and followed a previously agreed semi-structured discussion guide. Each group was required to feed back to the plenary on strategies for policy makers, producers, manufacturers and retailers to address consumer concerns about animal welfare, as well as

devise specific communication strategies. The advantages and disadvantages of each strategy were discussed.

The final list of strategies drawn up to be discussed with the consumer focus groups is displayed next:

Strategies

Policy Makers

1. Subsidies
2. Minimum standards applied to EU and non-EU producers
3. Enforcement
4. Monitoring
5. Research/technological development/alternatives
6. Labelling: compulsory v. mandatory
7. Investment subsidies
8. Clear codes/targets – animal welfare
9. Coherent policy
10. Trust in institutions

Producers

1. Promotion of best practice
2. Increased communication and transparency of the supply chain
3. Information on implications of good practices
4. Labelling methods of production (based on consumers' right to know)
5. Niche marketing for added value
6. Advertising
7. Improving welfare through improved efficiency, training, etc.

Processors/Retailers

1. Transparency
2. Retailers communicate to consumers
3. Labelling for niche market
4. Impact on standards through legislation
5. Co-operation through supply chain

Communication

1. Better education of consumers (problem: information overload, disassociation, increase information, increase concern?)
2. Labelling
3. Show realities of best practice
4. Funds from the Commission
5. Information : (a) neutral description and (b) evaluation/grade
6. Transparency/openness

Consumers

1. Product choice (trade-off between animal welfare and price, etc.)
2. Vote
3. Read/gather information

1.3 Focus groups aims

The aims of the final consumer focus groups of the project are to develop strategies on the basis of the results from the preceding stages of the research which:

- Address consumer concerns in an efficient and effective manner.
- Can be effectively communicated to consumers.
- Are practical both economically and scientifically given current knowledge.

2 Method

2.1 Focus groups as method

Focus groups are a tool in qualitative research which are typically used in the initial explorative stages of a project. Qualitative research is about letting people speak for themselves, without restricting them too much by specifically worded questions with only limited answer possibilities. The advantage is seen in a higher validity of the results. The disadvantage is that these qualitative data need to be processed differently, more work of the researcher is needed per participant and not everything that different people say is strictly comparable. The reliability of the results is therefore often seen as lower - and one might then also conclude that results can't be valid for more than one person, if results are not reliably confirmed across people. In consequence, qualitative methods are often used to generate hypotheses in the initial stages of research, when little prior knowledge is available, i.e. too little to already test certain hypotheses through quantitative research. Qualitative research and focus groups in particular are also useful to explore the range of different views and arguments. And sometimes this initial qualitative stage will be all that is needed, because the costs of additional quantitative information would outweigh the benefits.

But qualitative methods also have a right in themselves, independent of possible successive quantitative research to test the generated hypothesis. This has to do with the fact that qualitative research can extract different information from people. An example is that open-ended questions (as a rudimentary form of qualitative research) typically yield different results from closed-ended questions with given answer categories.

Sometimes qualitative research is again used to validate some prior quantitative research and to solve puzzles that emerged. The focus groups in this final stage of the project serve both of the mentioned goals: exploration and reevaluation of quantitative findings. First, the discussion guide was set up to feed back some of the research results to the consumers, to see whether they find them plausible and how they would explain the findings to themselves - the results of this part of the focus groups won't be reported here. Second (and this is the main purpose), the focus groups serve as explorations into a new research area not yet sufficiently covered by the research project, i.e. the question of which strategies ordinary people advocate to solve farm animal welfare problems. This is an important area insofar as the acceptance of policies that politicians suggest is crucial to the acceptance of the politicians. And the acceptance of policies might not only have to do with how good

they are presented and how trustworthy the person/party/government is that proposes them, but also with 'what' actually is being proposed. So, what would consumers propose themselves?

There are various qualitative methods available, e.g. focus groups and individual depth-interviews. Both have advantages and disadvantages. An advantage for the focus groups over individual depth-interviews might in this case be the fact that groups can stimulate more controversial discussion and are more suited to issues that are publicly discussed. The research issue is partly a political one - policy is more alive when it is discussed than when it is reiterated for oneself. That's why the focus group method might be particularly suited in this context.

2.2 Pilot: summary and development of discussion guide

A pilot focus group was conducted in Kiel in June 2001. Six women in the age range between 30 and 40 participated. They were all C1 and B social class women, who did at least half, but mostly all, shopping and had no children, except for one woman. One woman did not eat eggs, all other women ate all of the following products: meat, poultry, eggs, milk and dairy products. Various products labelled as animal-friendly produced were placed on the table. One of the most notable meat labels (NaturaGold) is presented in the Appendix A.

The following **semi-structured discussion guide** was used. The discussion guide also specified probes for each question, which are not reiterated here.

1. Which of these products do you buy?
2. What do you know about methods of production of these food products?
3. What kind of information would you like to have about the way in which these products are produced?
4. Who would you like to give you that information?
5. Are you familiar with the labels on the products?
6. What particular farm animal welfare issues are you concerned about?
7. Who should be responsible for setting animal welfare standards?
8. How would you personally address these concerns?
9. Who should be responsible for addressing your concerns about farm animal welfare?
10. What are the main advantages and disadvantages for you as a consumer of these products of improved animal welfare standards [probe in terms of trade-offs]?

11. Is there anything else that would help to address your concerns about animal welfare?

When asked about personal consumption of welfare-labelled products presented on the table, four participants mentioned the market or butcher as their preferred choice of meat, only one person mentioned labelled (organic) meat ("Demeter e.a.") and three participants reported reduced or rare meat **consumption**. 5 women reported purchases of free-range or organic eggs. 4 women bought their eggs on the market, 2-3 (also) bought free-range or organic eggs in the supermarket - but this was less preferred than the market. One person bought the eggs from the producer herself and one person reported no or rare egg consumption.

When asked about the *personal* consequences of consuming animal welfare labelled food, higher safety, better quality and taste were seen as the main advantages. Higher prices were an often mentioned disadvantage throughout the discussion. This does not mean that better animal welfare was not regarded as an advantage, as this point was excluded from the way the question was worded.

Barriers to purchasing the presented welfare labelled products that were mentioned are

- labels not known + lack of time to inform oneself
- price
- packaging
- appearance, colour, etc. of organic food
- (lack of) trust in labels (controversial)

Which information would you like to have about the way animal-based food is produced? The following answers were given:

- What are animals fed on?
- What are the current standards?
- Which labels can be trusted?
- What are the alternatives (systems, products)?

Not appreciated were deceptive labels and advertising, which were believed to exist to some extent. The media coverage of scandals was discussed controversially, opinions ranged from 'not enough' coverage to exaggerated and uninformative coverage.

When asked **what people know** about animal products and their production, egg labels were said to be better known than meat labels. A lot of concern about conventional production systems was expressed - often people referred to information they received from television. But participants were not only critical of conventional production systems.

They also criticised free-range egg production because of flock sizes that were considered too large and antibiotics that had to be given. Organic food was partly criticised as produced with better food for the animal but not necessarily better animal welfare.

The question **who should inform** people about what they want to know was answered in the sense that multiple informants are better than a single informant. Specifically mentioned were the following

- the media
- retailers
- government / independent experts to define standards
- schools

This relates to the question: **Who is trustworthy?** Not every women had the same opinion about this question, but mostly personally known people or a person who sells food (i.e. on the market or a butcher) were less controversial than labels. Highly trusted were also independent institutions, people and experts without vested interests.

The following **areas of concern** about animal welfare were mentioned:

- Life animal TRANSPORT: too long, too crowded
- SLAUGHTER: stressful death; short life-span; mechanical killing (and catching of chicken)
- REARING: slatted floors (nothing to lay down), lack of space, no outdoor access; overcrowded conditions
- ANIMAL FEEDING: antibiotics, harmful residues; quick fattening causes suffering; unstructured feeding material
- FACTORY FARMING: animals merely as a means for profit.

Who should be responsible to address these concerns about animal welfare?

Again, no single person or institution was identified as solely responsible to solve farm animal welfare problems. The solution was seen in a combination of different actors living up to their (personal) responsibility. More specifically the following institutions or groups and suggested actions were identified.

- GOVERNMENT: define & monitor standards for husbandry systems & labels (by independent experts); subsidies, taxes, education, etc.; EU-level advantageous
- CONSUMERS: buy better and/or less animal products
- FARMERS: implement standards, not ill-treat animals
- RETAILERS: Should inform consumers better

- MEDIA: inform objectively, negative & positive

Related and further suggestions by participants on **strategies** to improve farm animal welfare are:

- CONSUMER EDUCATION by media and schools, induce people to buy better and/or less animal products; positive education about labels, feeding, standards, healthy diets
- develop, implement and control BETTER STANDARDS
- FARMER SUPPORT and/or TAXES for products with lower welfare standards (no apparent preference for either taxes or subsidies)
- SLAUGHTER: mobile slaughterhouses to avoid transport, slaughter on farm of origin
- FARMER EDUCATION about how to improve animal welfare

All project partners fed back on the results of the pilot focus groups to improve the discussion guide. Based on our findings, we as the German partner suggested to give participants more, possibly written, information about strategies and standards and to maybe hand out some written material to keep them on track for the discussion. We suggested to include more room to assess the strategies and also to ask participants to write up some things - both to really get a feedback from every person in the room and to make the focus group session more interesting and diverse.

2.3 Sample – demographics from cluster analysis

A cluster analysis was conducted to determine the demographics for the focus groups. The demographics were meant to identify people concerned about animal welfare. As one aim of the focus groups was to discuss strategies to address consumer concerns, the project partners felt that a prerequisite for participants would be to actually be concerned. We hoped that the concerned people would also be the people interested in the subject as this is essential for lively focus group discussions.

As the basis for the cluster analysis the human-centered-concern and the animal-centered-concern scales from the survey were used. A hierarchical cluster analysis with the squared euclidean distance as distance measure and the SPSS procedure 'linkage between groups' as a fusion algorithm³⁵ was run over the German data for the above two scales. As a result two clusters emerged:

³⁵ The resulting solutions were not strongly affected by the kind of fusion algorithm used. Further algorithms experimented with were median, linkage within groups and ward algorithms - none produced statistically independent clusters to the solution described above.

Cluster 1:

- n = 157 respondents (= 31%),
- animal-centred concerns = 3.6, human-centred concerns = 3.1

This is the low-concern cluster, the mean of each scale is nevertheless in the 'concerned' area (3 to 5). The animal-centred concerns about animal welfare are stronger (but these concern statements were measured in the form of 'beliefs')

Cluster 2:

- n = 350 respondents (= 69%),
- animal-centred concerns = 4.5, human-centred concerns = 4.4

This is the high-concern cluster. The animal-centred concerns about animal welfare are hardly stronger than the human centred-concerns. The two clusters are different from each other both in their level of concern and the relative magnitude of human-centred versus animal-centred concerns. The more concerned cluster also attaches relatively greater importance to the human-centred concerns.

Clusters based on various other (additional) variables of the survey were evaluated, too.

The results are:

- direct concern statements reduce discriminatory power of cluster solution
- barrier statements ('empathy', 'influence', 'costs', 'availability', 'information') reduce discriminatory power, too
- including self-reported animal-friendly food consumption, animal-friendly egg-consumption, reduced consumption due to concerns about animal welfare, consumption frequency for the total amount of meat and consumption frequency of eggs (one at a time with z-transformations) did not produce statistically independent clusters from initial solution
- number of clusters may vary with additional variables, e.g. solution with 'total meat' consumption frequency has 4 meaningful clusters

Demographic variables found to describe cluster-membership were meant to be used as recruiting criteria. Non-parametric tests of location (Mann-Whitney-U-Tests) for the ordinal socio-demographic variables 'age', 'socio-economic-class(by chief income earner)', 'amount of food shopping', 'number of adults in household', 'income', 'education', 'social-class(by respondent)', 'number of children in household', 'urban-sururban-rural living area' did not find any significant differences between the two concern clusters.

Contingency analysis between various socio-demographic variables and cluster membership revealed significant associations for the variables 'gender', 'member of animal welfare organisation', 'education' and 'social class measured by respondent'. However, significantly stronger associations between cluster-membership and 'acceptability of animal treatment' variables, all 'barrier-scales' and various welfare-related consumption behaviours were found.

To avoid Simpsons paradox (e.g. Missonig (1992)) when interpreting the bivariate associations of some of the socio-demographic variables, a logistic regression was run with cluster membership as the variable to be explained. A factor-analysis (main component analysis) was conducted on a set of plausible explanatory variables (which included 'acceptability of animal treatment' variables, 'barrier scales', all important socio-demographic variables and some behavioral measures. Six factors were isolated. Factors were used as explanatory variables in the logistic regression. Two factors which contained most socio-demographic variables were not significant. The only two socio-demographic variables that loaded on significant factors were 'gender' on one factor and 'number of adults in household' and 'region' on another factor. As the latter two variables were not significant in the bivariate contingency analysis, and also region was not an available recruitment variable and 'number of adults' in household was a surprise to all partners, we thought it plausible to make group composition dependent mainly on 'gender' (in so far as socio-demographic variables were concerned).

Table 1: Focus Group Participants Demographics

Group 1:	Group 2:
Gender: FEMALE	Gender: FEMALE
Age: 30 - 50	Age: 30 - 50
Social Class: ABC1	Social Class: ABC1
Group 3:	Group 4:
Gender: MALE	Gender: MALE
Age: 30 – 50	Age: 30 – 50
Social Class: ABC1	Social Class: ABC1

Four focus groups were conducted: 2 female and 2 male groups, all ABC1 social-class and people who left education not before 18. Participants were between 30 to 50 years old, main food shoppers and lived in Germany for most of their lives. They consumed at least three of the four products 'meat', 'poultry', 'eggs', 'milk & dairy products'. Please find further details in the recruitment guide in the appendix. In addition to the criteria laid out

in the recruitment questionnaire, no members of animal welfare organisations or activists in the field were accepted as group participants. Some tables in Appendix C present data for the socio-demographic and attitudinal questions per person.

In appendix C summaries of answers to attitudinal questions are available per group, gender and all focus group participants. All groups were selected for the highly concerned participants and are thus not representative for the German population as a whole. Nevertheless some differences were found between female and male participants: Women tended to express more extreme (stronger) concern about animal welfare, more firmly believed that animal husbandry negatively affects animal's quality of life and women also say to look at labels more closely than men. On the other hand, men's self-reported knowledge about the way animal's are farmed in the production of food, is greater than the self-reported knowledge of women. As there were only 32 participants in total, none of these differences was found to be statistically significant - but results provide indications mostly in line with the survey findings.³⁶

2.4 Scenarios (including labels)

The pilot focus group discussion was more open-ended than the discussions in the main focus groups, i.e. participants were primarily asked questions like e.g. "What kind of information would you like to have about the way in which products are produced", "Who should be responsible for setting animal welfare standards?" and "How would you personally address your concerns about animal welfare?". Some prompts then inquired into specific scenarios. The main focus groups were more direct, i.e. participants were presented with specific labels (as information about animal welfare) and specific policy scenarios to address issues of farm animal welfare. Participants were then asked to evaluate these. The main purpose of this more direct approach was to get more information about how specific policy options were evaluated and to keep people on track of the main subject of the focus groups, i.e. 'strategies to address concerns about farm animal welfare'.

A sheet of paper with the following scenarios was handed out to the participants during the focus group session and read out aloud by the moderator of the focus groups. Please find the German translation of these scenarios in appendix B.

³⁶ The one exception might be self-reported knowledge: The survey did not identify significant gender differences except for the cases of eggs and poultry - in both cases did women (on average) rate their production related knowledge higher than men.

Strategy Scenarios:

1) COMPULSORY LABELLING

In this case, the way to address consumer concerns is to label all animal-based food products so that the consumer can tell how the animal has been reared. The producers would have to label food products so that the information is clear, straightforward and easy to understand.

In this case, labeling would be a Government requirement and would describe methods of production for the animal. Methods of production, such as 'free-range' would be defined by scientists and experts in the field of animal welfare.

2) MINIMUM STANDARDS

In this case, minimum standards for each species would be set by scientists, based on current scientific knowledge, taking into account the cost of complying with standards and the practicalities of farmers achieving the standards.

The standards would be enforced through Government inspection and the farmers would be subject to fines if they did not comply. Each animal production system would have to correspond to specified levels of animal welfare which are defined by scientists and experts in animal welfare.

3) CHANGE IN AGRICULTURAL POLICY

In this case, minimum animal welfare standards would be set for each species by scientists, based on current scientific knowledge, taking into account the cost of complying with standards and the practicalities of achieving such standards.

Currently all animal producers receive financial support under the Common Agricultural Policy (CAP). In this case, only farmers who meet the specified animal welfare standards would obtain financial support from CAP.

4) EDUCATION OF CONSUMERS

In this case, consumers would receive information about current animal welfare standards through a national information campaign on television, in newspapers and magazines and on billboards.

Supermarkets would also be required to provide poster information next to all animal-based food product standards stating how the animal was reared and transported. Leaflets would also be provided for further information.

Children would be taught about farm animal production and animal welfare in school.

5) VOLUNTARY CODE OF PRACTICE

In this case, farmers would voluntarily sign up to a national code of practice, which would include the training of animal producers and handlers in animal welfare. Farmers would be inspected, and standards would be enforced, through an independently audited quality assurance scheme. The code of practice would be based on an animal welfare scheme, available to the public, and all products under the scheme would have a logo on them indicating that the animal had been produced to the scheme's specified standards.

After the first strategy scenario a list of animal welfare related labels for the products a) chicken, b) pork, c) eggs and d) beef was handed out to participants. Each product was labeled under a different labelling scheme. Labelling schemes differed with regard to the amount and quality of textual versus visual information. Each labelling scheme consisted of different labels for different standards. The four proposals were presented on four different sheets of paper (see Appendix B for the German version used in the discussions). Participants were then asked to discuss (first group) or evaluate the presented alternatives by answering a questionnaire handed out to them (second to fourth focus group).³⁷

A technical drawback of the proposed labels is that the informative labels address issues like feeding without antibiotics, artificial feed additives and gmo's which are not related to animal welfare. In these cases it is not clear whether or not a label is preferred due to the facts related to animal welfare.

INFORMATION LABEL 1

Free Range Chicken

Feed: the feed given to the animals in production is antibiotic, artificial feed additive and GMO free.

Breeding: the free-range system is used to rear the chickens; this means that each bird has at least 4 square metres space to roam and outdoor access.

Health: the immune system of the animals is improved by the animal friendly system in which they are kept.

Quality: given the breeding system this meat is less tender than the conventional one and may have a stronger taste.

INFORMATION LABEL 2

Chicken

Feed: the feed given to the animals in production is regulated, which means that it may contain antibiotics, artificial feed additives and GMO material.

Breeding: the system used to rear the chickens means that each bird has a maximum of ... metres space to move, they have artificial light and no outdoors access.

Health: the health of the animals is strictly monitored and insured by vaccinations and medicines.

Quality: given the breeding system this meat is tender and it may have a milder taste than the free range one.

³⁷ Please find the German version of the questionnaire used in the Appendix.

VISUAL/BRIEF INFORMATION LABEL 1

Pork-Free-range



Meat from Irish producers of free-range grouped systems with outdoor rearing throughout the year

VISUAL/BRIEF INFORMATION LABEL 2

Pork-Grouped Housed



Meat from Irish producers of housing systems where pigs are kept in groups on straw.

VISUAL/BRIEF INFORMATION LABEL 3

Pork-Indoor Reared



Meat from Irish producers of grouped housing systems where pigs are kept in groups on slatted floors.

VISUAL 1

Eggs-Free-range



VISUAL 2

Eggs-Farm fresh



VISUAL 3

Eggs-Battery/Farm Fresh/Country Fresh



PRODUCT DESCRIPTIVE LABEL 1



Beef -Free-range

Animal Friendly,
controlled by the government

"The Healthier Choice"

Grown on select farms for assured welfare
and food safety.

No genetically modified feeding material,
no fatteners, no bone meal, no antibiotics
used in feed. are closely monitored.
Outdoor access guaranteed.

PRODUCT DESCRIPTIVE LABEL 3

Beef -INDOOR REARED



Controlled by the government

Assured Beef, where animals are produced in a way
that gives consideration to animal welfare and the environment.

Standards are clearly defined and animals are closely monitored.

Animals have no outdoor access.

PRODUCT DESCRIPTIVE LABEL 2



**Beef -INDOOR REARED WITH
OUTDOOR ACCESS**

Quality Assured,
controlled by the government

Quality Assured Beef,
where animals are produced in a way that
gives consideration to animal welfare and
the environment.

Standards are clearly defined and animals

Animals have limited outdoor access.

2.5 Discussion Guide

The discussion was split in two parts. In the first part, participants were given a **summary of some results** of the project (see Appendix B). Respondents were asked what they thought of the findings and whether they saw their views reflected in them. The research summary covered the following topics:

- Level and Nature of Concern about Animal Welfare
- Determinants of Animal Welfare
- Impact of Concerns on Consumption
- Barriers to Purchasing “Animal-Friendly” Products

Next participants were given an information sheet which contained short descriptions (see appendix B) of five **scenarios** which describe (policy) scenarios to address issues of farm animal welfare. The five scenarios were described above:

- **SCENARIO 1: COMPULSORY LABELLING**
- **SCENARIO 2: MINIMUM STANDARDS**
- **SCENARIO 3: CHANGE IN AGRICULTURAL POLICY**
(change in rules for providing subsidies)
- **SCENARIO 4: EDUCATION OF CONSUMERS**
- **SCENARIO 5: VOLUNTARY CODE OF PRACTICE**

Participants were then asked what they liked (advantages, strengths) and disliked (disadvantages, weaknesses) about every scenario and to what extent the individual scenarios would solve their concerns about farm animal welfare. Further probes are described in the discussion guide in Appendix B.

Following the first scenario (compulsory labelling) a list of examples for labelling options was handed out to participants. These were then either discussed (first focus group) or evaluated with a short written questionnaire (second, third and fourth focus group). These handouts are again presented in the Appendix B. At the end of the scenario discussions, each participant was asked to rate and rank the scenarios and then to write up their personal ideal (policy) scenario to address concerns about farm animal welfare.

Focus groups lasted just above two hours. Due to the design of the discussion guide an interesting mix was achieved of a) presenting information to participants (results,

scenarios), b) group discussion (of results and scenarios) and c) time in which every person had to note her/his personal thoughts (questionnaire on labels, ranking/rating of scenarios, write up ideal scenario).

2.6 Procedure

Contact to potential participants was established by a mix of different methods. Adds were placed in newspapers, people asked on the street, info sheets hung up in public places and word of mouth spread quickly. Every interested person had to answer the recruitment questionnaire and was then rejected or accepted to participate. Every participant was given DM 40,- as an incentive on attendance, before the discussion started.

The decision to also conduct two focus groups with male participants was taken very late - in consequence (due to time pressure) men were often recruited differently from women. While women were mainly contacted through newspaper adds, men were mainly contacted through widely spread word of mouth. This is important to remember when differences between results for men and women are interpreted. All participants were unknown to the moderator of the discussions.

A range of animal-based food was presented on the table, including eggs, meat and milk from various production systems and partly labelled as such. Due to the limited time of discussions and because it was not required in the discussion guide, the moderator did not specifically draw participants attention to the products and they did not play an important role.

2.7 Analysis

All discussions were tape recorded. Tape recordings were not fully transcribed, due to limited time. Instead, recordings were listened to and all mentioned advantages (strengths) and disadvantages (weaknesses) were extracted. The written information (questionnaire on labels, ideal scenario, rating) was typed up. The texts about the ideal scenario were coded with Nvivo. Word processing and spreadsheet programs were used to construct tables and write up summaries.

3 Results

3.1 Ranking and Rating of scenarios

After the five scenarios were discussed in the groups each participant was asked to first rate (number from 1 to 5) and then rank (letter from A (=1) to E(=5))³⁸ each scenario according to how adequate they thought it was for addressing consumer concerns about farm animal welfare. Table 2 presents aggregate scenario ranks for the total sample and for sub-groups. Aggregate ranks were calculated from median (and mean, if medians didn't distinguish between scenarios) ratings and rankings of the respective group. The scenario with the best median rating or ranking was then given the 1st (rating or ranking) group rank, the scenario with the worst median rating or ranking by the group members was given the 5th (rating or ranking) group rank, etc.

Table 2: Aggregate Scenario Ranking for total sample and subgroups

Aggregate Scenario Rankings by group	Scenario 1: Compulsory labelling.	Scenario 2: Minimum Standards	Scenario 3: Changes in Agricultural Policy	Scenario 4: Consumer Education	Scenario 5: Voluntary Code of Practice
Fa rate	3 rd	5 th	1 st /2 nd	1 st /2 nd	4 th
Fa rank	5 th	3 rd / 4 th	1 st	2 nd	3 rd /4 th
Fb rate	2 nd	3 rd	1 st	4 th	5 th
Fb rank	2 nd	3 rd	1 st	4 th	5 th
Ma rate	2 nd /3 rd	3 rd /4 th	3 rd /4 th	1 st	5 th
Ma rank	2 nd	4 th	3 rd	1 st	5 th
Mb rate	1 st	2 nd	3 rd /4 th	4 th /5 th	4 th /5 th
Mb rank	1 st	2 nd	3 rd	4 th	5 th
female rate	2 nd /3 rd	4 th	1 st	2 nd /3 rd	5 th
female rank	3 rd	2 nd	1 st	4 th	5 th
male rate	1 st	2 nd /3 rd	3 rd /4 th	2 nd /3 rd	5 th
male rank	1 st	4 th	3 rd	2 nd	5 th
consistent p. rate	2 nd	3 rd	1 st	4 th	5 th
consistent p. rank	1 st / 2 nd	3 rd	1 st / 2 nd	4 th	5 th
inconsistent p(erson) rate	2 nd / 3 rd	4 th	2 nd / 3 rd	1 st	5 th
inconsistent p(erson) rank	3 rd	4 th	1 st	2 nd	5 th
total rate	2nd	4th	1st	3rd	5th
total rank	2nd	4th	1st	3rd	5th

Participants were asked to rank the five scenarios from 1 (= best scenario) to 5 (= worst scenario) and to rate the scenarios from A (=1, best mark) to E (=5, worst mark). In contrast to ranking numbers, rating letters (numbers) could be given to several subjects at the same time. This table presents aggregate group rankings, calculated by considering median ratings and rankings for each group.

³⁸ The best mark and the best rank were A or 1 and the worst E or 5.

Table 3 displays the group median ratings and rankings that were (together with group mean ratings and rankings) used to calculate the group rankings in table 2. Results in both tables are presented by focus group (the two female groups fa and fb and the two male groups ma and mb), gender and total sample.³⁹

Table 3: Median rating and ranking of scenarios for total sample and subgroups

Median of rating and ranking by group	Scenario 1: Compulsory labelling.	Scenario 2: Minimum Standards	Scenario 3: Changes in Agricultural Policy	Scenario 4: Consumer Education	Scenario 5: Voluntary Code of Practice
Fa median rate	2	2.5	1	1	3
Fa median rank	5	3.5	1	2.5	3.5
Fb median rate	2.5	3	2	3.5	5
Fb median rank	2	2	1	4	5
Ma median rate	3	3	3	3	4
Ma median rank	3	4	3	1	5
Mb median rate	2	2	3	3	3
Mb median rank	1.5	2.5	3	3.5	4.5
female median rate	2	3	1.5	2	3.5
female median rank	3	3	1	3.5	5
male median rate	2	2	3	3	4
male median rank	2	3	3	2	5
consistent p. median rate	2.5	2.5	2	3	4.5
consistent p median rank	2	3	2	4	5
inconsistent p median rate	2	3	2	2	3
inconsistent median rank	2	3	2	2	3
total median rate	2	3	2	3	4
total median rank	3	3	2	3	5

Further results are presented for groups defined by whether or not participants ratings were consistent with their ranking. A consistent evaluation of scenarios requires that both participants rating and ranking produce the same scenario ordering (when ties are neglected). 18 participants (= 60%) were consistent and 12 (=40%) were not. An inconsistent evaluation indicates low reliability of judgements. Maybe the inconsistent participants didn't properly think about their preferences. Alternatively, Kroeber-Riel and Weinberg (1996, p. 162) suggest that inconsistent and contradictory preferences occur when non-comparable alternatives (here: scenarios) are ranked: simultaneous application of contradictory measures of evaluation might then lead to contradictory preference orders.

³⁹ Further results can be found in appendix C.

While 40% inconsistent respondents seems quite high, it needs to be noted that not all inconsistencies were equally strong.

Results for the **total sample** of all group participants show, that scenario 3: 'Changes in Agricultural Policy' (i.e. subsidies only to farmers who ensure specified levels of animal welfare) was most preferred before scenario 1 'compulsory labeling' second, scenario 4 'Consumer education' third, scenario 2 'Minimum Standards' fourth and finally scenario 5 'Voluntary Code of Practice' as the least preferred. Both rating and ranking produce consistent orderings on the aggregate level. The median of rankings and ratings reveal that 'changes in agricultural policy' is the most preferred scenario (median = 2); 'compulsory labelling', 'consumer education' and 'minimum standards' are preferred second most, all more or less on the same medium preference rank (all medians = 3); distinct from these two preference groups is the scenario 'voluntary code of practice' as the least preferred alternative (median rating = 4; median ranking = 5).

The **four groups** vary about how they evaluate the scenarios. The first group (fa) on average evaluates the scenarios better (fa mean of individual ratings across scenarios = 2.1) than the other groups (for which mean ratings vary between 2.8 and 3.1). The aggregate difference between men and women about average ratings is negligible. Groups 1 (fa) and 3 (ma) on average differentiate less (median of individual rating range is 2) between the different scenarios than groups 2 (fb) and 4 (mb) (with median individual rating ranges of 3 and 3.5 respectively). The first group (fa) has the highest proportion (5 women or 62.5%) of people whose rating is not consistent with their ranking. The second (fb) and third (ma) group have three people with inconsistent evaluations and the fourth group (mb) only one. On the group level only the first group (fa) reveals major inconsistencies between the orderings derived from ratings and rankings: 'Consumer education' and 'compulsory labelling' are rated comparatively better than ranked and 'minimum standards' are rated comparatively worse than ranked.

The women's groups evaluate scenario 3 as substantially better than the men's groups; aggregate ranks range from 1st to 3rd /4th. Scenarios 1, 2 and 4, which are about equally preferred in the total sample, are more diversely evaluated across the groups than scenario 3: group ranks range from 1st to 5th (also depending on whether group ranks are based on individual ratings or individual rankings). 'Voluntary Code of practice' as the least preferred policy alternative is the scenario that is most consistently evaluated across the groups. Variation in group evaluations of the scenarios might e.g. be due to the group discussion

process, due to undecisiveness of the participants and/or due to a varying salience of diverse ramifications for each scenario.

With regard to **gender differences** two points strike the eye: Women evaluate 'changes in agricultural policy' (scenario 3) as considerably better than men and 'compulsory labelling' (scenario 1) as considerably worse than men. Rankings and ratings of both women and men are consistent, indicating that this is a reliable finding for gender. The measurement for both the aggregate men and women rank for scenario 2 'minimum standards' is unreliable (no consistency between underlying rating and ranking), which probably indicates a slight indecisiveness. Women are probably also indecisive in the case of 'consumer education' (inconsistency in aggregate rankings).

Are there any differences for evaluations by **consistent and inconsistent evaluators**? The preference order of the consistent people is the same as that for the total sample, with the exception that 'compulsory labeling' is slightly better evaluated by consistent people (probably because more men than women were consistent). The inconsistent people are particularly inconsistent in their evaluations about scenarios 3 ('changes in agricultural policy') and 4 ('consumer education'). A main reason for the inconsistency of evaluations probably lies in the high value attached to scenario 4 'consumer education'. While this scenario seems highly attractive to some people, they are not prepared to give it a consistently high evaluation. Further formal aspects: inconsistent evaluators typically have a lower rating range and (only) slightly higher average ratings across the scenarios.

What motivates people to rank and rate the scenarios the way just described? Part of the answer can be found in the following section which summarises the main strengths and weaknesses that were identified for each scenario in the group discussions. More complete transcripts of the main points mentioned in the focus groups can be found in appendix C.

3.2 Compulsory Labelling (scenario 1)

General advantages and disadvantages of compulsory labelling were discussed before specific schemes were proposed.

3.2.1 Advantages:

Participants saw the main advantage of compulsory labelling in the fact, that it would enable them to translate their concerns into food choice. This reminds of the information

problem that consumers have in relation to judging credence qualities of products. Consumers might also realise more fully that they have an influence. Further, labelling was not only seen as a tool to enable people to respect their current preferences, but also as a tool to increase awareness and educate people about livestock breeding conditions and about the negative consequences for both humans and animals. Another participant believed that compulsory labelling would be a way to combat consumer deception. It was stressed that not only the 'good' but also the 'bad' products should be labelled as such.

On the question of international trade in commodities someone felt an advantage of compulsory labeling would be that general standards could be defined on a European level. Other people demanded European wide regulations in this area and commented that imports not fulfilling labelling standards would or should be banned.

3.2.2 Disadvantages:

1. Limited impact of compulsory labelling scenario to improve animal welfare:

The impact of labelling on animal welfare was questioned, since consumers would not necessarily be willing to pay more for welfare labelled products. Experience in the field of anti-smoking information were quoted as an example, that consumer information might not lead to changed consumer behaviour. The welfare of the animals would depend on the salience of animal welfare issues, which might vary a lot over time. Also, bad practices wouldn't be forbidden and could therefore continue. A minimum quality of husbandry practices and product quality was demanded from producers. The scenario excluded too many factors and did not suffice as a solution. Labelling should not only relate to husbandry practices but also to breeding practices, transport and slaughter. Labelling was thought unnecessary if there were already sufficient standards and controls.

2. Labelling the goods could produce two „classes“ of consumers: those who buy the products according to their concern for the animals and those who act according to their lower income. But high-quality food is demanded to be affordable to everyone and safe food should also be provided to people unconcerned about animal welfare.

3. The issue of trust was raised: Trustworthiness of scientists was discussed (as these might be financed by third parties) and also the question of how to define the labelled standards. Definitions might have shortcomings and also individual words. The issue of controls and enforcement of standards was identified as a crucial question, which might not be easy to solve. Producers should be controlled regularly.

4. The issue of animal welfare was regarded as too complicated to be put into a simple label. Yet at the same time a need for simple information was identified, as simple information might be the only way to reach consumers.

5. The scenario might require high costs of control.

6. Modifications to the labelling scheme might pose financial threats to the farmer.

7. The label might be so large that one cannot inspect the meat anymore.

8. Labeling bad practice products might ruin appetite (but this was more seen as an advantage, as it was seen to induce a higher willingness to pay).

3.2.3 Requirements

The following requirements for good labelling schemes were mentioned:

1. Labels should contain information not only about husbandry practices but also information about date and place of birth, information on transport and slaughter.

2. The producers should be inspected regularly. Control is crucial for enforcement.

3. Scientists and animal welfare activists who control producers should be independent.

4. Imports should also be labelled and regulations on a European level are demanded.

5. It is important to understand the label easily. Labels should be simple.

6. Public discussion and announcements of the standards and details are important.

In both male groups the moderator posed the question, whether a label with information about animal welfare or alternatively a more concrete health and safety related information would be preferred (forced choice wording). 10 men chose the animal welfare and production system labelling, one the product quality labelling, four chose both and one answer wasn't relevant. Of the ten men who chose the animal welfare labelling, health related quality information was not seen as unimportant per se, but they thought that an animal welfare and husbandry system type labelling would allow them to infer that health and safety related information. Some thought this inference to be more reliable than unregular controls of food safety by methods which were often perceived as unreliable.

3.3 Evaluation of Labels

Table 4: Label Preferences

Label	most preferred	2nd preferred	3rd preferred
Information Label 1 (chicken)	23	1	no third label presented
Information Label 2 (chicken)	1	23	
Visual / Brief Information Label 1 (Pork)	23	1	0
Visual / Brief Information Label 2 (Pork)	0	21	3
Visual / Brief Information Label 3 (Pork)	1	2	20
Visual 1 (Eggs)	16	5	2
Visual 2 (Eggs)	5	15	3
Visual 3 (Eggs)	2	3	17
Product Descriptive Label 1 (Beef)	22	0	1
Product Descriptive Label 2 (Beef)	1	20	1
Product Descriptive Label 3 (Beef)	0	2	20

The left column shows the different possible labels shown to the participants. The participants were asked to say which kind of label they preferred.

Dealing with any of the four products the first from the two or three proposal has been clearly preferred. This is possibly due to the fact that the first label always promises the rearing method most similar to the animal's natural living and feeding conditions. The most preferred label coincides with what is (by consumers) generally regarded as the most animal friendly farming system. However, the effect of animal welfare communication is not certain for the information and product descriptive labels as these also contain information in addition to animal welfare aspects. A generalised perception probably influences these clear preference patterns.

The information labels for chicken, visual brief information for pork and the product descriptive labels for beef are evaluated very similarly across consumers. Thus these labels have the highest discriminatory power, i.e. might differentiate products in the actual market place most. The clear preferences expressed for the presented labels pose the

question why these so far didn't materialise into actual purchases. This might be due to the fact that compulsory labelling of poorly perceived husbandry systems is not in place. The effectiveness of labelling to support better farm animal welfare probably rests to a large extent on whether or not all products are labelled, whether the labels are worded and designed as clearly distinguished from one another, whether these labels are looked at and whether the supposed animal unfriendly systems are clearly declared or pictured as such.

The visual labels for eggs show that the capacity of a labelling system to differentiate between products gets blurred once consumers can't be sure about differences between labels and what they indicate: In case of the visual egg labels: the same picture but differently worded headings irritate consumers. However, this condition resembles actual market conditions. Food suppliers have different marketing mix instruments at hand, the labels are but one marketing factor to influence preferences. The above effects of a well designed compulsory labelling system will probably depend on whether or not the label has a dominant effect on the whole packaging. This might not be so easy to achieve for meat.

Asked which of the four suggested labelling schemes *caught their attention most*, focus groups members answered as follows:

11 participants chose **Visual/Brief Information Label** (with the pork example) for the image (giving information and being noticeable) was combined with a short text.

6 participants chose the **Product Descriptive Label** (for the beef example) because it contained only few visual aspects and put the main emphasis on the explanation of the rearing conditions.

3 participants chose the **Information Label** (for the chicken example).

2 participants chose the **Visual Labelling** (for the egg example) for images were supposed to be quickly and clearly seen and plain text wouldn't be noticed.

Asked which kind of labelling scheme *they personally preferred* the members of the focus groups answered as follows:

Most participants chose the **Product Descriptive Label** (7 participants) and the **Information Label** (6 participants). Three others declared themselves in favour of labelling containing much information and facts. Just one person preferred the Visual/Brief Information Label. None of them preferred the Visual Label for eggs.

To sum up, one can say that first, the main attraction is effected by images with only little text because visual stimuli, especially evoking emotional reactions, are easily perceived. Consumers are presumably aware of that fact saying that pictures can be used for deterrence (e.g. pictures of chicken in battery cages). Pictures can also influence people and leave space for speculation. Finally, for that reason two thirds of the respondents preferred labelling that contained plain text (like that given in the Information Label) or a descriptive label not dominated by a visual stimulus like shown in the Product Descriptive Label.

3.4 Minimum Standards

3.4.1 Advantages:

1. It is seen as absolutely necessary to establish standards and also have a new assessment of standards. Cruel and poor animal husbandry practices need to be prohibited. Standards are believed to be advantageous for humans and animals alike.
2. The farmers' working methods could be controlled easier. If only products fulfilling minimum standards were sold controls would be simplified.
3. Standards would facilitate comparability across production methods.
4. A natural way of keeping animals as a standard could possibly make labelling products obsolete.
5. The scenario is regarded as simple and easy to put into practice.
6. On the question of international trade one person saw the advantage, that trade of animal-based food products could be restricted to those products that fulfill minimum animal welfare standards.

3.4.2 Disadvantages:

1. The respectability of experts defining the standards, and for this reason also the credibility of standards is in doubt.
2. The standards could possibly be too low. While standards are welcome, 'minimum' and low standards are criticised.
3. Including the cost for the farmers could possibly dilute standards who should primarily be tailored to address problems of farm animal welfare.
4. The approach is assumed to translate into action very slowly.
5. Farmers should not be threatened with sanctions immediately. Co-operation is necessary for changes in agriculture.

6. The scenario does not eliminate the problem of subsidised overproduction. It is seen as uncertain that extensive production can satisfy the needs for food sufficiently.
7. Some participants presume that only big farms can fulfil the standards and that efficient controls are only possible on big farms. This would support further industrialisation of agriculture.
8. New standards cannot produce the necessary change in the mind of consumers and farmers.
9. The approach as layed out in the scenario description lacks an obligation to label the goods produced according to the standards.
10. Sanctions in the form of fines were thought to be to weak by some participants. It was proposed that fines should be replaced by stronger sanctions in the form of e.g. removing licences to keep animals (especially if practices were cruel).

3.5 *Change in Agricultural Policy*

3.5.1 Advantages

1. Incentives (e.g. subsidies) were considered to be more useful than sanctions.
2. It was agreed, that higher than minimum standards of animal welfare should be subsidised.
3. Otherwise people found little difference to scenario 2.
4. Many participants prefer more consideration for the farmers and propose to pay them in accordance with their work time.

3.5.2 Disadvantages:

1. Many participants regard the voluntary nature of the scenario as insufficient.
2. Some find high fines, prison and other sanctions necessary to restrict certain cruel husbandry practices. Some propose to combine scenarios 2 and 3.
3. Someone deplored that there are too many government regulations already.

3.6 *Education of Consumers*

3.6.1 Advantages:

1. It was generally welcomed that children are informed already in their schooldays. This was generally supported, as childhood was generally seen as a good time to start discuss the issue of animal welfare. Education was seen as important especially for the urban population and children who were thought to disassociate the animal from the product.
2. Better education means a better possibility to influence the market.

3. All consumers are enabled early to make their decisions themselves. With that, a change of future customers' outlook might occur.
4. This scenario does not directly force the producers to change but resulting consumer choice does.
5. Wouldn't pose any problems for imports.

3.6.2 Disadvantages:

1. Some participants think the scenario is useless and too expensive.
2. The wasted money could be directly given to farmers to motivate them to change.
3. Too much information could lead to people reacting exaggeratedly (eg. panic).
4. The widespread information campaign could be too expensive and too difficult to realize.
5. Producers could possibly be outraged at the bad representations of their products.
6. The customers will not buy other products as long as the conventionally produced ones are cheaper (like car drivers - who learned in school that it is important to save energy – did not reduce consuming petrol until the price increased). In consequence this scenario doesn't protect the animals from the consumer.
7. The scenario was often approved only as an accompanying step. This scenario alone does not suffice.

3.7 *Voluntary Code of Practice*

3.7.1 Advantages:

1. The voluntary nature of the scenario was welcomed by some as a better motor for change than force.
2. Farmers who don't participate in the scheme might lose a competitive edge and drive themselves out of the market.
3. There might be interaction between farmers and consumers.
4. Change might be induced quicker, if government and producers work proposals out together.
5. Education of farmers is important.

3.7.2 Disadvantages:

1. Participants feared suppliers declarations to be mere lip-service without real change and referred to the German beverage industry as a bad example. The voluntary nature was judged problematic.
2. The scenario alone is insufficient. It was seen as feasible only on small scale but not at the national level.
3. Farmers set standards.
4. Controls might be difficult. Self-controls were judged problematic in relation to this scenario. It would have to be ensured that controls were conducted by independent experts (e.g. scientists are animal welfare organisations).

Animal welfare should be improved through a combination of different scenarios.

3.8 Ideal Scenario

After the five scenarios were discussed and after each person rated and ranked them, everybody wrote up her/his ideal scenario, i.e. the strategy s/he thought best to address concerns about animal welfare. Participants did not need to stick with the five presented scenarios, but mostly nevertheless did. Table 5 presents percentages of people by focus groups, gender and total sample, who either directly or indirectly mentioned previously discussed scenarios in their suggested ideal scenario. The counts do not include the few times when a scenario was mentioned as excluded from an ideal scenario.⁴⁰ The text was imported into Nvivo and coded. Multiple coding of text units occurred where appropriate.

Table 5: Suggestions for the ideal scenario (frequencies)

Group	Scenario 1: Compulsory Labelling	Scenario 2: Minimum Standards	Scenario 3: Changes in Agricultural Policy	Scenario 4: Consumer Education	Scenario 5: Voluntary Code of Practice	Additional Scenarios
fa	63%	100%	88%	88%	0%	63%
fb	88%	88%	75%	63%	0%	88%
ma	50%	63%	63%	63%	13%	100%
mb	63%	88%	63%	50%	38%	100%
female	75%	94%	81%	75%	0%	75%
male	63%	75%	63%	56%	25%	100%
total sample	66%	84%	72%	66%	13%	88%

Reading example: 63% of participants of the first focus group fa either directly or indirectly mentioned scenario 1 'compulsory labelling' as part of their ideal scenario.

⁴⁰ The fact that nearly everything mentioned was positive in response to the ideal scenario question is in contrast to the previous discussion of advantages and disadvantages - there the proportion of criticism was comparatively much higher.

What is the ideal scenario in the eyes of the consumer? No single one of the five suggested scenarios presents the sole solution. But a better solution to animal welfare problems is seen to consist of a multi-pronged approach that combines the benefits of different strategies and circumvents their shortcomings. Four of the five discussed strategies are an indispensable part of the ideal solution for most participants (more than 60% of all participants mentioned each). The only scenario mostly not mentioned as part of the solution is scenario 5 'voluntary code of practice'. 88% of participants also have points to make beyond the discussed strategies.

The most frequently mentioned scenario for an ideal policy approach is scenario 2 'minimum standards', mentioned by 84% of all participants. Scenario 3 ('change in agricultural policy', 72%), scenario 1 ('compulsory labelling', 66%) and scenario 4 ('consumer education', 66%) are all mentioned with a slightly lower but still very high frequency. Compared to the previous ratings and rankings, 'minimum standards' are comparatively better evaluated here. This might be due to the way statements were coded, since all general references to 'standards and legislation' and references to 'penalties' were coded as 'minimum standards'.

On average, women mention slightly more strategies than men: a strategy is on average mentioned by 69% of women and 65% of men.⁴¹ Women mention scenarios 1 to 4 considerably more often than men and scenario 5 as well as 'additional scenarios' considerably less often. There is also substantial variation in frequencies between groups of the same gender.

**Table 6: Demand and supply side measures
in the ideal scenario (frequencies)**

group	scenarios 1 & 4 together (demand side measures)	Scenarios 2 & 3 together (supply side measures)
fa	100%	100%
fb	100%	100%
ma	75%	88%
mb	63%	88%
female	100%	100%
male	69%	88%
all groups	84%	94%

⁴¹ These numbers are not contained in the table.

The four most often mentioned ingredients of an ideal scenario can be divided into two groups: a) supply side measures: scenario 2 ('minimum standards') and scenario 3 ('change in agricultural policy') and b) scenario 1 ('compulsory labelling') and scenario 4 ('consumer education'). Supply side measures try to ameliorate animal welfare by directly influencing producers to adopt better standards. Demand side measures try to advance animal welfare by influencing demand for products produced under higher standards. The preceding table 6 presents the frequencies for these two groups of policy measures. 94% of all people demand supply side measures as part of their ideal scenario and only slightly less, 84% want demand side measures. Participants clearly prefer a combination of both strategies. All women (100%) want both measures, but men want supply side measures (88%) clearly more often than demand side measures (69%)

Scenarios were mostly not quoted in their entirety, but participants took bits and pieces and sometimes added own thoughts. This led to difficulties especially on how to code suggestions that relate to supply side measures, i.e. scenarios 2 and 3. Further above, everything related to 'standards' and 'law', either isolated or in combination with penalties was coded as scenario 2 ('minimum standards'). Scenario 3 ('changes in agricultural policy') consisted of all direct references to this scenario and to references on positive incentives. Table 7 now contains the results of recoding all parts of the ideal scenario that related to supply side-measures. Three categories were used: 'positive incentives', 'penalties' and 'standards & legislation'. 'Penalties' relate both to monetary and non-monetary penalties and 'standards & legislation' to general demands for standards of animal welfare and related legislation.

**Table 7: Recoded demand side measures (scenarios 2 & 3)
in the ideal scenario**

group	Positive Incentives	Penalties	Standards & Legislation
fa	88%	50%	100%
fb	75%	63%	75%
ma	63%	25%	50%
mb	50%	25%	63%
female	81%	56%	88%
male	56%	25%	56%
all	69%	41%	72%
<i>Reading example:</i> When all direct and indirect reverences to supply side scenarios are recoded, one finds 69% of all participants want positive incentives (especially subsidies) for farmers to improve animal welfare.			

Table 7 shows that 72% of all participants mentioned 'legislation' and 'standards' as part of an ideal strategy and about equally many (69%) mentioned positive incentives. 'Standards

and legislation' probably also involve penalties for enforcement, yet only 41% of all participants directly mentioned these. It seems more popular to mention positive incentives, while at the same time legislation and standards (that imply penalties) are seen as an equally indispensable part of any policy aimed at improving farm animal welfare. Reluctance to really mention penalties and the fact that scenario 3 also contained the concept of minimum standards might explain the higher popularity of scenario 3 versus scenario 2 in the previous ratings/rankings - a finding that wasn't confirmed in this ideal scenario analysis.⁴² Standards and legislation are seen as important to improve the general level of farm animal welfare. However, there is concern that minimum standards are watered down. Incentives are partly seen as a way to improve farm animal welfare beyond binding standards. Where penalties are mentioned, it is mostly not only in the form of monetary fines but more in the form of more drastic measures such as licence withdrawal.

Next the bits and pieces of participants' ideal scenarios will be described. First presented are, all parts of the ideal scenarios that directly or indirectly pertain to one of the previously discussed scenarios. Then some points follow independent of those scenarios. Coding relationships to the individual scenarios as coding categories were mostly obvious - a little exception are the described issues for supply side measures.

When general references to 'standards and law' as well as 'positive incentives' are considered together, scenario 2 (**minimum standards**) was most frequently discussed (by 84% of all participants):

Participants mentioned minimum standards, demanded laws and regulations. They did not only want standards for rearing animals but also for transport and slaughtering.

While preventing cruel husbandry practices with minimum standards was seen essential, it was clearly preferred that standards are not minimal but high.

Fa#5: "High standards for rearing of animals"

Fa#3: "Cruel rearing of animals has to be forbidden"

People want animal-welfare activists, experts and consumers to have a say in the legislative process. The control of standards seems necessary and should be done by the state or by independent experts.

Fa#4: "Definition of standards and controls"

Fb#7: "...and independent experts check..."

There should be strong penalties for those who do not fulfil defined standards.

⁴² Even when certain double coding is allowed for, the 41% for 'penalties' and 72% for 'standards & law' sum up to more than the 69% for 'incentives'.

But it was also proposed to encourage producers fulfil the standards. People want standards of animal welfare to be implemented. They are more flexible about how exactly to improve farm animal welfare.

Mb#5: "Farmers must be pushed to standards by encouraging and penalty"

Standards should be set throughout the EC or even world-wide.

Ma#5: "For a European minimum standard."

Fb#7: "Create a global co-operation of all states to make exports comparable"

Asked about imports respondents want them to be controlled. People wish imports to fulfil European standards, or imports should otherwise be forbidden.

Fb#6: "Imported meat should be forbidden, if it does not fulfil..."

Change in agricultural policy is the scenario mentioned second most often, i.e. by 72% of all participants. They demand a change in agricultural policy enforced by the government.

Fa#2: "There has to be a change in the agricultural policy. This change will not be achieved by voluntary action of organic producers."

Financial and other support for farmers is mentioned. There could be different forms of subsidies: Subsidies should be cut for conventional farming and/or increased for farms with higher welfare standards.

Fb#5: "The higher the animal welfare standard in rearing conditions, the higher should be the subsidies. E.g.: 100% for ecological, 50% for quite good conditions and 0% for intensive production."

Fb#6: "EU subsidy policy should be critically examined and possibly changed: more quality than quantity."

Ma#5: "Higher animal welfare does not necessarily mean less money for farmers [...]. Changes should be made economically attractive for farmers."

Others say that subsidies should only be paid until new rearing standards are established.

Ma#2: "Agricultural change: Set ecological standards and give subsidies during transition."

In a similar vein a participant preferred penalties for those who do not fulfil standards, instead of subsidies for those who do. In the preceding general discussion other participants mentioned that incentives should be given for producers who implement

higher than legally required standards and penalties for all who don't stick to legal standards.

Mb#8: " Penalties are better for those who do not meet the standards than rewards for those who meet the standards. "43

Compulsory labelling is mentioned third most often, i.e. by 66% of all participants. Labels are demanded for all agricultural products. A label should show the product's origin and give information on rearing and controls. A declaration should show all the hard facts concerning the animal reared for food production. There are also more concrete proposals that go beyond the 'compulsory labelling' scenario.

Fa#4: "Compulsory labelling for all farm products with information about its origin, [...] methods of production, husbandry system, quality controls."

Ma#3: " A standardised labelling approach for animal-based food (short, concise, based on the main facts).

Fb#4: "Compulsory labelling as in scenario 1 and with precise regulation about wordings, size of labels and a central place on the product, controls and high penalties for deceptive practices."

Ma#6: "Meat etc. should be generally labelled."

Fb#5: " additionally all vendors should offer information about where consumers can obtain further information. "

Fb#8: "Labelling should improve. [...] The consumers should be better informed."

Ma#5: "There should be several government assured standards with different qualities, these should be made public."

Fb#2: "Labels should be controlled by independent authorities and should be easy to understand for everybody."

It was also proposed that compulsory labelling is only necessary until better standards are fully established. Another possibility mentioned, was to only label those products which do not fulfil certain standards.

Fa#6: "Compulsory labelling only during transition."

Fa#5: "Compulsory labelling won't be necessary later on. During the transitory period only those food products will be labelled that do not already fulfill the higher standards."

Compulsory labelling was seen as an important policy instrument but also not as the sole solution:

⁴³ This quote wasn't counted under scenario 3 'change in agricultural policy' in the above frequency tables, as it is a negative reference to scenario 3.

Fa#8: "The consumer should recognise immediately under what standards the product was produced, therefore compulsory labelling should not be missing" [in an ideal scenario]

mb#3: "Labeling of food products according to scenario 1 should in my view necessarily be combined with other policy instruments."

Mb#8: "Compulsory labelling as a supplementary policy."

The labelling approach was also mentioned in relation to imports:

Fb#2: "If there are imports compulsory labelling is necessary".

Fb#4: "Imports would need to fulfill the ideal, i.e. the required standards and this has to be made clear on the product in a way everybody understands."

Mb#4: "Imports which don't fulfill the standards would have to be labelled clearly. At least there should be a unified approach throughout Europe."

Education of consumers (scenario 4) was also mentioned by 66% of all participants. Consumers want more education about standards, rearing of animals and ways of production. This is sometimes mentioned in conjunction with compulsory labelling. Both strategies are seen to serve the goal of empowering consumers to express their concerns in the marketplace.

Mb#7: "Compulsory labelling, in conjunction with long-term education, so that everybody can build an opinion."

Fa#2: [...]" there has to be a change in consumer awareness."

Fb#8: "Better consumer information."

Ma#4: "Consumer education is welcome. It supports responsibility" [of consumers].

Which precise issues should consumer education address? Participants want education to cover issues of animal welfare, animal husbandry, poor practices, consequences of low animal welfare standards for both animals and humans. Some also demand information more closely related to food choice, e.g. information about alternatives to meat consumption and information on how much meat is really necessary for human nutrition.

Fa#4: "Consumer information and education about animal husbandry and production of food has to be increased considerably."

Fa#7: "Information of the consumer about current standards of animal welfare."

Ma#3: "An education of consumers that aims to reduce the amount of meat eaten and increase consumption of plant based food."

Fb#7: "Consumer education about nutrition and the unnecessarily high meat consumption, promote substitute nutrition. [...] Show how issues are linked. The consequences of appalling animal production conditions on the animal, nature, human health, and this also for the years to come."

Mb#5: "Everybody needs to know the clear-cut definitions."

Fa#3: "The population should be education about what is happening in factory farming."

Mb#5: "Farming conditions should be publicised objectively and not in a sensation seeking manner."

Seven participants mentioned consumer education especially for children in schools. But also information campaigns in the media were wanted.

Ma#6: " To begin at the roots... education should aim at a sensitisation of children about animal welfare, food quality and nutrition and how much meat a human really needs."

Fa#7: "Campaigns in the media and animal welfare issues should be covered in school."

Fb#7: "Targeted consumer education in the media up to a certain budget, very important education at schools."

There were also some critical comments about this scenario:

Fb#4: "I think education and information are very important (information posters, labels, make children aware) but not sufficient."

Mb#3: "Consumer education wouldn't be successful, when in effect the more aware consumer can't choose better products" [because these are not available]

Mb#8: "Education in schools, consumer education about the current animal welfare standards. No infos from the supermarkets - that would be objective."

The voluntary code of practice was hardly ever mentioned as part of the ideal scenario.

It is seen as a possible additional instrument, maybe useful to set a good example and to differentiate some producers from conventional producing farmers.

Mb#3: " The system of a voluntary code of practice is a good addition for committed producers to stand out from the majority of producers in a positive way."

It is relatively often mentioned in relation to its shortcomings.

Ma#6: "I don't think anything will change voluntarily."

Fa#2: "This change in the approach won't be achieved by voluntary action of organic producers."

One person (mb#8) mentioned that animal welfare related education of producers would be desirable.

Transport, slaughter and regional production were also aspects of the discussion on minimum standards. Transport to abattoirs should be short. Breeding, rearing and

slaughter should all be done in the same region. Five participants mentioned slaughter as a concern that should be addressed in an ideal scenario, eight participants mentioned concerns about livestock transports, mainly combined with concerns about slaughter.

Ma#5: "Stop animal transports: Regional rearing and slaughtering."

Fa#8 : "Legally laid-down minimum standards for rearing, space, feeding and slaughtering."

Ma#7: "Transports over 50 kilometres should be forbidden. Regional structures should be re-established and supported."

Fa#5: "Short ways to the abattoirs, quick and painless slaughter. Animals mustn't be afraid."

Fb#2: "Animal transports right across the EU, only to get subsidies should be stopped immediately."

Fb#8: "Better or no animal transport." [...] "More humane slaughter."

Fb#6: "Animals shouldn't be slaughtered only to get subsidies."

Imports and international dimensions were also discussed (partly prompted by the moderator): Imports are wished to comply with the standards of the importing country and should be labelled.

Fb#4: "Imports have to comply with the ideal standards (i.e. the legal standards), this has to be labelled on the product."

Fb#6: "Imported meat should be forbidden, unless it was reared without compromising animal's needs, was slaughtered locally and then processed."

Ma#3: "Harmonised standards throughout the EU."

Ma#6: "Only products that comply with these standards can be imported. However, due to the high trade volume in animal products within the EU and worldwide, this solution won't be practical."

Mb#4: " Imported products which do not meet standards should clearly be labelled. At least in the EC there should be unified standards."

10 participants (= 31%) mentioned controls in some form or another as an indispensable part of any ideal scenario:

Fa#1: "Constant controls by animal welfare activists and animal welfare organisations."

Fa#4: "Production with higher standards of animal welfare that will actually be controlled."

Fa#7: "More and tighter government controls on farms that examine whether standards are implemented."

Fb#1: "The new laws should be tightly and regularly controlled and violations should be punished with imprisonment."

Fb#2: "Animal welfare should be controled more by official authorities and animal welfare organisations should be supported more on this. Labels should be controlled from independent parties."

Fb#3: "Animal production must be controlled by independent experts."

Ma#1: "It is important for consumer trust that standards are controlled truthfully."

Mb#2: "I think it is best to introduce minimum standards that will be controlled."

Some participants say that subsidies should be abolished especially for bulk production to decrease the amount of meat in the market.

Some additional suggestions that were not previously mentioned are the following:

Fa#3: "The responsible parties should work together (e.g. government departments, farmers associations, food industry and animal welfare organisations)."

Fa#1: "Abolish the EU in case agreement with some countries can't be established."

Fa#3: "Information from other countries, where they might know about alternatives."

Fa#3: "Farmers should cooperate with other farmers to support each other putting positive ideas into practice."

Fa#5: "Enough working people to clean the stables and look after the animals."

Fa#7: "Animal welfare related education of farmers and all people that have contact with animals."

Fb#3: "Reduce supplied quantity of meat to improve its quality."

Fb#5: "Medical treatment allowed only when animals are ill and not for disease prevention." [...] "One should try to make meat and animal products more expensive. One should pay the true value of these product." [which also includes external effects] [...] "Feed additives should be forbidden that only serve to produce more in shorter time."

Fb#7: "By no means global decisions like those EU-Brussels type decisions and also not those profit-oriented decisions."

Ma#5: "Stop the subsidies. Let the meat mountains melt. [...] support] alternative products to meat."

Ma#7: "Improve energie-intensive farming by introducing an energy-tax."

Mb#5: "All measures should be applied on a European scale."

The following comments might reflect the spirit that underlies these policy suggestions:

Fa#3: "We should see the soul of the animal and not regard it as a means of production only."

Ma#5: "The animals should be considered as creatures with their own right to live and not as animals to be used as objects. [There should be or is] a way to live together. [...] Farmers shouldn't be used as the scapegoats of political complexities."

4 Discussion

4.1 *Ideal scenario to address consumer concerns*

4.1.1 Summary

The ideal strategy comprises a wide range of different policies: All consumers mention policies that directly impact on the **supply side** (farmers, food industry). High and also minimum animal welfare standards are seen as indispensable - be they enforced through penalties in cases of non-compliance or subsidies. Nearly all participants also mentioned policies that aim to improve farm animal welfare by influencing the **demand side**: compulsory labelling and consumer education should increase awareness and empower consumer to express their preferences for better animal welfare in the market place. Both supply and demand side strategies require controls to ensure proper functioning. There is evidence both in the rating/ranking of presented scenarios and in what every participant wrote up as her/his ideal scenario, that supply side measures (either 'change in agricultural policy' or 'minimum standards') are slightly preferred over demand side measures. But the more striking result is, that participants want both kinds of measures combined. It is also clear that a 'voluntary code of practice' presents no policy priority.

4.1.2 How ideal scenario addresses project results

The project identified concerns about animal welfare in a majority of consumers, these were both related to the animal itself and to the perceived detrimental consequences that low animal welfare standards have on food for humans and therefore human welfare. The focus groups analyzed in chapter 3 of this report show, that consumers are ready to translate their concern into concrete political demands, when asked. The preferences for political strategies seem driven by consumers' concern, i.e. all participants wanted that something (or better: nearly everything) be done and they also wanted the best measures available to be applied in the field of animal welfare. It seems that consumers advocated such a wide range of strategies simultaneously because they want something to change. It looks like the output, i.e. the impact of strategies on both animal welfare and the possibility for personal choice of welfare friendly products, is more relevant than the precise details of a scenario.

An ideal scenario regards animal welfare in its entirety: Not only the rearing conditions, but also methods of transport and slaughter, feeding and drugging should be improved. Participants applied the various policy scenarios to the various determinants of animal

welfare, e.g. adequate space, opportunity to behave normally, animal feed, transport and slaughter.

The demand and supply side policies suggested by focus group participants also address the question of a limited impact of animal welfare concerns on food choice and barriers to concern-driven purchases. The slightly more stressed supply-side strategies only partly address this problem. In so far as willingness to pay presents a barrier to purchasing products produced up to higher standards, subsidies might solve this problem in some way (as farmers would not need to pass on the higher costs to the consumer so much) - but of course there is no such thing as a free lunch and therefore the costs of improved animal welfare standards would, in the subsidy solution, be passed on to society as a whole and therefore to voters. But the supply side solutions would (in a closed economy) solve the problem of limited availability of food produced under higher standards of animal welfare. This might motivate to some extent the overwhelming support of supply side solutions.

The demand side strategies 'compulsory labelling' and 'consumer education' are also a high (but slightly less) priority in the ideal scenarios. These measures more directly address the limited impact of concerns about animal welfare on food choice. 'Consumer education' would increase awareness and could generate a feeling of responsibility (this addresses the barriers 'disassociation / lack of empathy', 'perceived lack of personal influence' and 'lack of information'. 'Compulsory labelling' would address the barrier 'lack of information' and also 'perceived lack of availability' of the products. 'Empathy' and 'willingness to pay' for products produced under higher standards of animal welfare might then also increase alongside with trust in claims about animal welfare.

4.2 Recommendations for the EU

Support for animal welfare is, in the eyes of consumers, both an ethical issue and a matter of self-interest. But who should support animal welfare - is government intervention justified or should everything be left to the market? If governments intervene, should it be in terms of requiring more consideration for animal welfare by producers or should it be in terms of empowering consumers to express their concerns in the marketplace? These are questions about which consumers have a view, outlined earlier. And views of consumers are important because they are also citizen. Recommendations of concerned consumers won't be repeated here.

What could one say from an economic perspective, on whether or not government intervention is justified for addressing consumer concerns about animal welfare? The preferences of consumers are to a certain extent interdependent with the preferences of farm animals - this is evident from the generally high level of concern about farm animal welfare, which is not purely egoistic. A low level of animal welfare reduces the welfare of humans for two reasons, i.e. due to empathy and compassion with the animal and due to a perceived effect on what humans eat. The genuine interests of animals therefore need to be considered in a policy that tries to maximise human welfare. But should the government or each consumer herself assure adequate animal welfare?

Some economic arguments in favour of interventions by one party or another:

1. Consumers face an information problem with regard to animal welfare. If consumers are seen as responsible for animal welfare because they (as principals) demand animal products from the farmers (as agents) there is the problem that consumers only have limited control over what farmers actually do. Farmers as producers normally have better information about how s/he produces food than the consumer. This is especially so, since animal welfare is a credence characteristic of products, that can't be directly evaluated by the consumer, neither before nor after purchases. There should be an incentive for producers to give certain animal welfare guarantees (e.g. in the form of a 'voluntary code of practice' that is independently controlled) to consumers, because otherwise no market for more animal friendly produced products could evolve and some willingness to pay for these products would be untapped. In addition some government assurance and 'compulsory labelling' might help to build the needed trust of consumers, especially as the scenario 'voluntary code of practice' was the one least liked by consumers.

2. Animal welfare is a distributional question. It is a question of wealth distribution between humans and (other) animals. Distribution is a public good and might justify some government intervention, e.g. in the form of transfer payments. If this distributional question is not taken adequate care of, overall human welfare in a society might decrease due to the empathy component in human preferences. Empathy probably does not primarily depend on personal food choice (e.g. choice of animal-friendlier produced food, as a personal contribution to the public good of a fair overall distribution between humans and animals) but on the overall level of animal welfare. Therefore an average person might choose to contribute less to the desired public good 'better farm animal welfare' than would be considered optimal from a societal point of view.

3. It might be the case that humans consider the welfare (in their interdependent preferences) less than would be justified on moral grounds. This might be due to the fact that animals can't vote and that humans can organise themselves better than animals. The welfare for the totality of living beings (but: not the welfare for each individual being) might be suboptimal due to the fact that humans face lower transaction costs in organising themselves than (other) animals and therefore can defend their interests beyond what would be sensible from the more global perspective of all living beings.

4. There is evidence that the public good character of animal welfare changes between individuals. Some consumers believe more than others, that their purchases have an impact on farm animal welfare. This has a positive impact on self-reported choice of animal-friendly products, consumption reductions and lower consumption frequencies of many animal products. There is a role for consumer education here.

Consumers in Germany want conditions to improve in animal husbandry. While consumers have political goals that are more important than animal welfare, issues of animal welfare are a clear priority in demands for an improved agricultural policy.

The EU will be well advised to listen to e.g. some environmental economists on how to achieve animal welfare improvements at the least possible costs. This is important, since animal welfare is just one item on the political agenda of citizens. Compared to environmental policy instruments, animal welfare instruments are slightly more difficult to evaluate, because animal welfare concerns stress the importance of the welfare and suffering of the individual animal. Therefore some insights from the economics of providing health services to humans might also help. International trade theory needs to be applied to these questions, as the problem has a strong international component.

A large (but not the whole) part of the possible market failure with regard to products with higher animal welfare, depends on an information and trust problem for consumers. In so far as the market can't solve this problem, one might think about what government intervention could do in this area. In this respect a compulsory labelling scenario was suggested to participants of the focus groups. The evidence suggested that consumers might be able to sufficiently distinguish between different labels and that their preferences for the different labels reflect both their animal welfare preferences and a generalised perception of what is good and bad. A successful differentiation of products by way of compulsory labelling will however likely depend very much on whether or not 'deterring

labels' for poorer production systems are allowed and how much other marketing mix instruments can counter the labelling effect.

4.3 Limitations to the study and Future Research

This study enquired into consumer views about alternative strategies about animal welfare. The policy recommendations that can be drawn from this analysis are limited by the fact, that consumers were not given a detailed (economic) analysis of all ramifications of the strategies. In other words the participants were very much allowed to express their wishes about animal welfare and how to improve it, without at the same time being confronted with the consequences of their choices in terms of opportunity costs. This low-cost situation is likely to yield preferences that are different from a situation where opportunity costs are more salient, like e.g. in voting or purchasing products. Communication of consequences might alter the preference pattern.

Only five political scenarios were presented to consumers. The discussions evolved around these. No conclusions can be drawn about the acceptance of policy measures that were not discussed, e.g. taxes on products produced under lower welfare conditions. The question "What political measures do people advocate unprompted?" cannot be answered from the main focus groups but to a certain extent from the pilot focus group.

This study presents no analysis of the *economic* consequences of different strategies to improve animal welfare. This is however needed in order to achieve (animal and consumer) goals to a maximum extent with given resources. Environmental economics, the economics of health service provisions and international trade theory all have some relevance when an efficient policy to improve animal welfare is to be designed.

Finally this study provides only limited qualitative evidence on the question of consumer acceptance of strategies to improve animal welfare. Not all questions relevant in this field were posed and those questions answered still need representative, quantitative validation. Not addressed was the question of the relative importance of animal welfare policies among a wider set of political goals, i.e. what political priority do consumers attach to animal welfare?⁴⁴ Also not addressed are issues of how the political priorities and the nature of favoured policy instruments change over time - e.g. what influence do scandals such as BSE have on this? The focus groups were conducted about six months after an all time peak in German BSE media coverage.

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6 Appendix A: Material for the literature review

6.1 Labels used in the field experiment 1996 by Fuente (2000):

Size of each label: 2,5 cm X 30 cm. Labels were applied to the shelves. The words "Käfighaltung", "Bodenhaltung" and "Freilandhaltung" were marked red, yellow and green respectively.

Abb. 1a	Die Bundesregierung informiert <small>(im Tierschutzbericht 1995) :</small> Bei Eiern, die OHNE Information über die Haltungsform der Legehennen angeboten werden, kann davon ausgegangen werden, daß es sich um Eier aus KÄFIGHALTUNG handelt.
Abb. 1b	Bodenhaltung bedeutet in der Regel: höchstens 7 Hühner pro m ² Stall, ca. ein Drittel der Stallfläche mit Streu zum Scharren, KEIN Auslauf ins Freie. <small>Eine Information des Vereins gegen tierquälerische Massentierhaltung e.V., Telchtor 10, 24226 Heikendorf</small>
Abb. 1c	Freilandhaltung bedeutet in der Regel: tagsüber uneingeschränkter AUSLAUF INS FREIE mit mind. 10m ² pro Huhn, Stallbedingungen wie bei Bodenhaltung. <small>Eine Information des Vereins gegen tierquälerische Massentierhaltung e.V., Telchtor 10, 24226 Heikendorf</small>

6.2 Picture association test by Sies and Mahlau (1997)

Picture: Pigs



light	12	18	dark
natural	0	30	unnatural
prickly	8	22	smooth
nice	0	30	ugly
quiet	5	25	shrill
without value	30	0	valuable
round	7	23	square
unhealthy	30	0	healthy
lovely	1	29	bitter
cold	30	0	warm

N = 30 people were interviewed. Numbers refer to how many people chose the respective attribute from each attribute pair.

Picture: Cattle



light	30	0	dark
natural	30	0	unnatural
prickly	2	28	smooth
nice	30	0	ugly
quiet	30	0	shrill
without value	0	30	valuable
round	30	0	square
unhealthy	0	30	healthy
lovely	30	0	bitter
cold	0	30	warm

N = 30 people were interviewed. Numbers refer to how many people chose the respective attribute from each pair.

7 Appendix B: Materials used in the focus groups & recruitment

7.1 Main label for German pilot focus group on strategies



Translation of the information text on the label:

" Live more consciously and enjoy your food more.

- Meat from controlled organic farming
- mainly from free-range systems of calves and cattle in herds with outdoor rearing throughout the year
- pig husbandry in large groups on straw
- food from controlled organic farming
- i.e. no genetically modified feeding material, no soy-extracted grounded grains/flour, no fatteners, no bone meal (? , literally " flour of animal carcasses), no hormones.
- controlled by: society for organic-control, DE-034-Öko-Kontrollstelle"

"German origin ES91-EZ403"

7.2 Recruitment Questionnaire

Delete as appropriate: Mr / Mrs / Ms / Miss

SEX:

IN BLOCK CAPITALS:

NAME:

Male.....1

Female.....2

[CHECK QUOTA]

ADDRESS:

.....

DATE OF GROUP:

.....

POSTCODE:

--	--	--	--	--

--	--	--

TIME OF GROUP:

TELEPHONE:

OCCUPATION OF CHIEF INCOME EARNER:

(Probe if skilled/responsible for others/qualifications if relevant)

.....

.....

.....

SOCIAL GROUPING [FILL IN BY CHIEF INCOME EARNER]:

AB..... 1

C1 2

C2 CLOSE

DE..... CLOSE

AGE AT WHICH RESPONDENT LEFT FULL-TIME EDUCATION:

--

NO OF CHILDREN LIVING AT HOME:

--

LESS THAN 18 : CLOSE

18+ : CONTINUE

Good Morning / afternoon / evening. My name is and I am from We are carrying out a very short survey - would you be prepared to answer a few questions?

1 First of all, can you tell me if you or any of your family or close friends work in any of these areas?

READ OUT

- Marketing..... (CLOSE)
- Market Research..... (CLOSE)
- Journalism..... (CLOSE)
- Advertising..... (CLOSE)
- None of the above.....(CONTINUE)

2 And do you or your family work in the either of these areas?

READ OUT

- Meat Industry (CLOSE)
- Food Industry (CLOSE)
- Farming / Agriculture..... (CLOSE)
- None of the above.....(CONTINUE)

2a Could you please tell me what your occupation is?

IF RESPONDENT WORKS IN ANY OCCUPATION RELATED TO FOOD, MEAT OR FARMING, THEN CLOSE

3 Could you please tell me which of these age groups you fit into? **READ OUT**

- Under 30 (CLOSE)
- 30 - 39..... (CHECK QUOTA AND CONTINUE)
- 40 - 50..... (CHECK QUOTA AND CONTINUE)
- 50+..... (CLOSE)

3a And have you lived in the <UK> for most of your life?

Yes.....
.....1

No.....(CLOSE)
).....2

4 Which of the following do you eat?

	Yes	No
Meat	1	2
Poultry	1	2
Eggs	1	2
Milk and dairy products	1	2

RESPONDENT MUST EAT THREE OF THE ABOVE TO QUALIFY - IF MORE THAN ONE IS NOT EATEN, THEN THANK RESPONDENT AND CLOSE

4a Are there any types of animal-based food you do not eat due to your religious beliefs?

Yes.....(CLOSE)

No.....(CONTINUE)

5 Approximately, what proportion of your household’s weekly shopping do you do, either on your own or with your partner?

- All 1 CONTINUE
- More than half 2 CONTINUE
- About half 3 CONTINUE
- Less than half 4 CLOSE
- None 5 CLOSE

6. I am going to read out a series of statements that people have made about food, and I would like you to tell me how much you agree or disagree with them using the scale on this card.

SHOW CARD D

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly
Score:	5	4	3	2	1
I am concerned about standards of farm animal welfare					
When shopping for food, I rarely think about how it has been produced					
I have a good understanding of the ways animals are reared in the production of food					
I do not attach great importance to farm animal welfare issues					
I actively look at labels when shopping for food					
The way animals are reared in the production of the food I buy does not really matter to me					
Intensive animal production negatively affects the animal’s quality of life					

Minimum of 6 of 7 responses in grey shaded area 1 CONTINUE

Less than 6 of 7 responses in grey shaded area 2 CLOSE

7 Have you attended a group discussion on food issues within the last 12 months?

- Yes 1 **THANK AND CLOSE INTERVIEW**
- No 2 **INVITE TO PARTICIPATE IN FOCUS GROUP**

Invite respondent to participate in the group discussion:

We have been asked by the *University of Kiel* to set up a group discussion for women in your age bracket on *Concerns about Farm Animal Welfare*. The discussion will take place [**INSERT DAY AND TIME OF GROUP** at the **INSERT LOCATION OF GROUP**]. It should last no longer than 2 hours, and, as a token of our appreciation, we will offer you £25 for your time.

Would you be willing to take part?

NB: OFFER TO REIMBURSE TAXI FARES (FROM WITHIN READING), IF RESPONDENT DOES NOT HAVE OWN TRANSPORT

Yes.....(CONTINUE)
No.....(THANK AND CLOSE)

IF RESPONDENT AGREES, EXPLAIN:

Someone will contact you by telephone towards the end of this week to confirm that you are still willing to participate. They will also inform you of the exact location.

PLEASE ENSURE THAT RESPONDENT DETAILS ARE FILLED OUT CORRECTLY

TELEPHONE NUMBER IS ESSENTIAL

Group Discussion - Respondent Details

PLEASE PRINT RESPONDENT DETAILS IN BLOCK CAPITALS.

NAME.....

ADDRESS.....

DAY TIME TELEPHONE NUMBER.....

HOME TELEPHONE NUMBER.....

I consent to taking part in a group discussion on animal welfare. The interviewer has informed me that the group discussion will be recorded for the purposes of analysis and interpretation, and that the recording will only be accessed by personnel involved in the project.

I understand that I may withdraw from the group discussion at any time.
The interviewer was unknown to me before the start of the interview.

Name of respondent (**BLOCK CAPITALS**)

Signature of respondent:.....

Date:.....

7.3 Results handout (German)

Projektergebnisse

Art und Ausmaß der Bedenken

- Unsere Untersuchungen haben gezeigt, daß die **Mehrheit** der Verbraucher sich Sorgen um den Tierschutz in der Landwirtschaft macht.
- Die Verbraucher sorgen sich nicht allein um die Bedingungen des **Tierwohls**, sondern sind ganz klar auch besorgt über die Auswirkung von Tierschutzfragen auf die **Nahrungsmittelqualität** in puncto Sicherheit, Gesundheit und Geschmack.
- Die Untersuchungen zeigen, daß Verbraucher glauben, gute Tierschutzstandards seien nicht nur gut für das **Tier**, sondern auch für den **Verbraucher** tierischer Lebensmittel.
- Die Verbraucher sagen, daß sie besonders besorgt über die **Erzeugung von Eiern**, Hühnern und Kalbfleisch sind. Es gibt auch einige Bedenken über die Schweine- und Rindfleischproduktion und weniger Bedenken über die Lammfleisch- und Milchproduktion.

Determinanten des Tierschutzes

- Verbraucher glauben, daß das Wohlergehen der Tiere von einem ausreichenden **Platzangebot** abhängt.
- Verbraucher glauben, daß das Wohlergehen der Tiere davon abhängt, daß Tiere sich **normal verhalten** können.
- Verbraucher glauben, daß das Wohlergehen der Tiere von der **Qualität des Tierfutters** abhängt.
- Verbraucher glauben, daß das Wohlergehen der Tiere von den **Transportbedingungen** abhängt
- Verbraucher glauben, daß das Wohlergehen der Tiere von den **Schlachtbedingungen** abhängt.

Auswirkung auf den Konsum

- Obwohl viele Verbraucher sagen, daß sie **Bedenken** über den Tierschutz in der Landwirtschaft haben, ändern sie nicht notwendigerweise ihren **Verzehr** tierischer Lebensmittel. Tierschutzbedenken ist kein wichtiger Bestimmungsgrund der Verbrauchsmuster.
- Obwohl Verbraucher starke Bedenken bezüglich der Hähnchenzeugung haben, nimmt der **Hähnchenverbrauch** allgemein zu, da die Verbraucher von rotem auf helles Fleisch wechseln, hauptsächlich aus gesundheitlichen Gründen.
- Verbraucher geben **Gesundheit** und **Änderungen des Lebensstils** als Hauptgründe für Verzehränderungen an. Wenn sie aber speziell über Tierschutzbedenken befragt werden, behaupten sie, daß diese der Hauptgrund für Verzehränderungen bei tierischen Lebensmitteln sind.
- Die Verbraucher sagen nicht nur, sie hätten ihren Verzehr aufgrund von Tierschutzbedenken **verringert** – eine Behauptung, die von den Marktzahlen nicht gestützt wird – sondern sie geben auch an, daß sie von konventionellen Erzeugnissen auf „tierfreundliche“ oder Freilandzeugnisse **gewechselt** haben.
- Obwohl es wahr ist, daß ein gewisse Zahl von Verbraucher **Freilandeier** kauft, sind sie immer noch in der Minderheit.
- Die überwiegende **Mehrheit aller Tiere**, die zur Herstellung von Nahrungsmitteln für Menschen gehaltenen werden, werden unter intensiven Bedingungen, und nicht unter Freilandbedingungen gehalten.

Kaufbarrieren bei „tierfreundlichen“ Produkten

- Während die Verbraucher angeben, daß sie bereit sind, höhere **Preise** für tierfreundliche Erzeugnisse zu bezahlen, zeigen die Marktzahlen, daß es einige weitere Kaufbarrieren gibt.
- Verbraucher geben an, daß **Informationsmangel** über tierfreundliche Produktionsmethoden und Standards sie darin hindere, eine informierte Kaufentscheidung zu treffen.
- Verbraucher geben an, daß **mangelnde Verfügbarkeit** tierfreundlicher Produkte sie an deren Kauf hindere.
- Verbraucher glauben, daß sie als **Einzelpersonen nichts** am Tierschutz **ändern können**.
- Die Verbraucher tendieren dazu, dass Nahrungsmittel nicht in **Verbindung** mit dem Tier zu bringen, von dem es stammt. Daher denken sie nicht über die Tierhaltung nach, wenn sie tierische Nahrungsmittel kaufen.
- Trotzdem sagen die Verbraucher, daß sie die Tierschutzstandards gerne verbessert sehen würden.

7.4 Results handout (English)

PROJECT RESULTS

Level and Nature of Concern

- Our research has shown that the majority of consumers are concerned about farm animal welfare.
- Not only are consumers concerned about the conditions for the wellbeing of the animals, they are also significantly concerned about the impact of animal welfare standards on food quality in terms of safety, healthiness and taste.
- The research reveals that consumers believe that good animal welfare standards are not only good for the animal but also for the consumer of animal-based food products.
- Consumers say that they are especially concerned about egg production, chicken production and veal production. There is also some concern about pork and beef production, and less concern about lamb and milk production.

Determinants of Animal Welfare

- Consumers believe that good animal welfare depends on the animals having access to adequate space.
- Consumers believe that good animal welfare depends on the animals having the ability to behave normally.
- Consumers believe that good animal welfare depends on the quality of animal feed.
- Consumers believe that good animal welfare depends on the conditions of transport.
- Consumers believe that good animal welfare depends on the conditions of slaughter.

Impact on Consumption

- Although many consumers say they are concerned about farm animal welfare, they do not necessarily change their consumption of animal-based food products. Indeed, concern about animal welfare is not important in determining overall consumption patterns.
- Although consumers are very concerned about chicken production, overall chicken consumption is increasing as consumers switch from red to white meat, mainly for health reasons.

- Although consumers give health and lifestyle changes as the main reasons for changes in their consumption, when they are specifically asked about animal welfare concerns, they claim that that is the key reason for the change in consumption of animal-based food products.
- Not only do consumers say that they have reduced consumption because of concern about animal welfare, a claim which is not supported by the market figures, but they also state that they have changed from conventionally produced products to ‘animal-friendly’ or free-range products.
- Although it is true that a number of consumers buy free-range eggs, they are still in a minority. The vast majority of all animals reared to produce food for people are reared in intensive, not free-range, conditions.

Barriers to Purchasing “Animal-Friendly” Products

- Whilst consumers state that they are willing to pay increased prices for animal-friendly products, it is also clear, from the market figures, that there are a number of additional barriers to purchase.
- Consumers state that lack of information about animal welfare production methods and standards prevents them making an informed purchase choice.
- Consumers state that lack of availability of animal-friendly products prevents them from buying them.
- Consumers believe that, as individuals, they can not make a difference to animal welfare standards.
- Consumers tend to disassociate the food product from the animal of origin and, therefore, do not think about how animals are produced when they are buying animal-based food products.
- Despite these barriers, consumers say they would like animal welfare standards to be improved.

7.5 Scenario-Handout (German translation)

Personennummer oder Vorname: _____

Szenario 1: Allgemeine Kennzeichnungspflicht

Hier soll den Verbraucherbedenken dadurch Rechnung getragen werden, daß alle tierischen Lebensmittel so gekennzeichnet werden, daß der/die VerbraucherIn erkennt, wie das Tier gehalten wurde. Hersteller müßten Ihre Erzeugnisse so zu etikettieren, daß die Information klar und einfach zu verstehen ist. Die Kennzeichnung wäre in diesem Fall vom Staat gefordert und würde die Tierhaltungsform beschreiben. Produktionsmethoden, wie etwa „Freilandhaltung“ würden von Wissenschaftlern und Tierschutzexperten definiert werden.

Was halten Sie von diesem Vorschlag?

Ratingziffer: __

Rankingbuchstabe: __

Szenario 2: Mindeststandards

In diesem Fall würden von Wissenschaftlern, unter Berücksichtigung der aktuellen wissenschaftlichen Erkenntnis, für jede Tierart Mindeststandards festgelegt werden. Dabei würden mitberücksichtigt die Kosten zur Erfüllung der Standards und praktische Fragen die sich für die Landwirte stellen.

Die Standards würden durch staatliche Kontrollen überprüft werden und die Landwirte müßten *Strafen zahlen*, wenn sie die Standards nicht erfüllen. Jedes Tierhaltungssystem müßte ein bestimmtes Tierschutzniveau gewährleisten, das durch Wissenschaftler und Tierschutzexperten festgelegt würde.

Was halten Sie von diesem Vorschlag?

Ratingziffer: __

Rankingbuchstabe: __

Szenario 3: Änderung der Agrarpolitik

In diesem Fall werden von Wissenschaftlern für jede Spezies unter Berücksichtigung aktueller wissenschaftlicher Erkenntnisse Mindeststandards für den Tierschutz festgelegt, dabei wird den Kosten und praktischen Fragen der Umsetzung der Standards Rechnung getragen.

Gegenwärtig erhalten alle Tiererzeuger *finanzielle Unterstützung* durch die gemeinsame Agrarpolitik der EU. Bei diesem Szenario würden dagegen nur jene Landwirte finanzielle Unterstützung erhalten, die die vorgeschriebenen Tierschutzstandards erfüllen.

Was halten Sie von diesem Vorschlag?

Ratingziffer: __

Rankingbuchstabe: __

Szenario 4: Verbraucherbildung

In diesem Fall erhalten Verbraucher Informationen über die aktuellen Tierschutzstandards durch eine landesweite Informationskampagne im Fernsehen, in Zeitungen, Zeitschriften und auf Werbeflächen.

Supermärkte würden dazu verpflichtet werden, bei allen tierischen Lebensmitteln für informative Plakate zu sorgen, aus denen ersichtlich ist, wie das Tier gehalten und transportiert wurde. Es würden auch Handzettel für weitere Informationen zur Verfügung stehen. Kinder erhielten in der Schule Unterricht über Nutztiererzeugung und Tierschutz.

Was halten Sie von diesem Vorschlag?

Ratingziffer: __

Rankingbuchstabe: __

Szenario 5: Freiwillige Selbstverpflichtung

In diesem Fall würden die Landwirte eine nationale Selbstverpflichtung unterzeichnen, die die tierschutzbezogene Ausbildung der Tierproduzenten und aller am Umgang mit Tieren Beteiligten mit einschließt.

Durch ein unabhängig geprüftes Qualitätssicherungsprogramm würden Landwirte überprüft und Standards durchgesetzt werden.

Die Selbstverpflichtung basiert auf einem Tierschutzkonzept, das veröffentlicht würde. Alle Produkte, die entsprechend produziert wurden, würden eine Kennzeichnung tragen, die besagt, daß das Tier nach den dem Plan entsprechenden Standards gehalten wurde.

Was halten Sie von diesem Vorschlag?

Ratingziffer: __

Rankingbuchstabe: __

7.6 Label-Handout (German translation)

Hühnerfleisch

Informative Kennzeichnung 1 (IK 1)

Freiland-Huhn

Futter:

Das verwendete Futter ist frei von Antibiotika, künstlichen Futterzusätzen und genmanipulierten Inhaltsstoffen.

Aufzucht:

die Tiere werden in einem Freiland-System gehalten; das bedeutet, daß jeder Vogel mindestens 4 m² Bewegungsraum und Auslauf ins Freie hat.

Gesundheit:

Die tierfreundliche Haltung unterstützt das Immunsystem der Tiere.

Qualität:

Durch diese Haltung ist das Fleisch im Vergleich zum konventionellen Fleisch weniger zart und kann kräftiger schmecken.

Informative Kennzeichnung 2 (IK2)

Huhn

Futter:

Das verwendbare Futter ist reguliert, das bedeutet, es kann Antibiotika, künstliche Zusatzstoffe und genmanipulierte Bestandteile enthalten.

Aufzucht:

Das Haltungssystem für die Hühner gibt jedem Vogel höchstens Quadratmeter Bewegungsraum, sie haben künstliches Licht und keinen Zugang ins Freie.

Gesundheit:

Die Gesundheit der Tiere wird steng überwacht und durch Impfungen und Medikamente sichergestellt.

Qualität:

Durch dieses Aufzuchtssystem ist das Fleisch zart und hat einen milderen Geschmack als aus Freilandhaltung

Schweinefleisch

[Bildliche/Kurzinformations-Kennzeichnung 1 \(BKI 1\)](#)

Schweinefleisch aus Freilandhaltung



Fleisch von deutschen Erzeugern aus Freilandssystemen mit ganzjähriger Außenhaltung

[Bildliche/Kurzinformations-Kennzeichnung 2 \(BKI 2\)](#)

Schweinefleisch aus Gruppenhaltung



Fleisch von deutschen Erzeugern aus Gruppenhaltung. Die Schweine werden in Gruppen auf Stroh gehalten.

[Bildliche/Kurzinformations-Kennzeichnung 3 \(BKI 3\)](#)

Schweinefleisch aus Stallhaltung



Fleisch von deutschen Erzeugern aus Gruppenhaltung. Die Schweine werden in Gruppen auf Spaltenböden gehalten.

Eier

[Bildlich 1](#)
Freilandeier



[Bildlich 2](#)
Eier frisch vom Hof



[Bildlich 3](#)
Käfigeier / Frisch vom Hof / Frisch vom Land



Rindfleisch

Produktbeschreibende Kennzeichnung 1 (PBK 1):

Rindfleisch – Freilandhaltung



tierfreundlich, staatlich geprüft

„Die gesündere Wahl“

Aufgewachsen auf ausgesuchten Höfen für garantiertes Wohlergehen und Futtermittelsicherheit

Kein genetisch verändertes Futtermaterial, kein Masthilfsmittel, kein Knochenmehl und keine Antibiotika im Futter verwendet.

Garantierter Zugang ins Freie.

Produktbeschreibende Kennzeichnung 2 (PBK 2):

Rind – Stallhaltung mit Auslaufmöglichkeit



kontrollierte Qualität, staatlich geprüft

Rindfleisch kontrollierter Qualität, die Tiere werden mit Rücksicht auf das Wohl der Tiere und die Umwelt gehalten.

Die Standards sind klar definiert und die Tiere werden genau beobachtet.

Die Tiere haben begrenzten Zugang ins Freie.

Produktbeschreibende Kennzeichnung 3 (PBK 3):

Rindfleisch aus Stallhaltung



staatlich geprüft

Kontrolliertes Rindfleisch, die Tiere werden mit Rücksicht auf das Wohl der Tiere und die Umwelt gehalten.

Die Standards sind klar definiert und die Tiere werden genau beobachtet.

Die Tiere haben keinen Zugang ins Freie

7.7 Label-Questionnaire-Handout (German language)

Personennummer bzw. Vorname: _____

Kennzeichnungs-Fragen

1. Informative Kennzeichnungen

(Hühnerfleisch, IK 1 und IK 2)

- a) Welche Kennzeichnung gefällt Ihnen
aa) am besten: ab) am zweitbesten:
- b) Welches gekennzeichnete Produkt würden sie kaufen?
- c) Was finden Sie gut an dieser Kennzeichnungsform?
- d) Was finden Sie nicht so gut an dieser Kennzeichnungsform?

2. Bildliche / Kurzinformativkennzeichnungen

(Schweinefleisch, BKI 1, BKI2, BKI 3)

- a) Welche Kennzeichnung gefällt Ihnen
aa) am besten: ab) am zweitbesten: ac) am drittbesten:
- b) Welches gekennzeichnete Produkt würden sie kaufen?
- c) Was finden Sie gut an dieser Kennzeichnungsform?
- d) Was finden Sie nicht so gut an dieser Kennzeichnungsform?

3. Bildliche Kennzeichnungen

(Eier, Bildlich 1, Bildlich 2, Bildlich 3)

- a) Welche Kennzeichnung gefällt Ihnen
aa) am besten: ab) am zweitbesten: ac) am drittbesten:
- b) Welches gekennzeichnete Produkt würden sie kaufen?
- c) Was finden Sie gut an dieser Kennzeichnungsform?
- d) Was finden Sie nicht so gut an dieser Kennzeichnungsform?

4. Produktbeschreibende Kennzeichnungen

(Rindfleisch, PBK1, PBK2, PBK3)

- a) Welche Kennzeichnung gefällt Ihnen
aa) am besten: ab) am zweitbesten: ac) am drittbesten:
- b) Welches gekennzeichnete Produkt würden sie kaufen?
- c) Was finden Sie gut an dieser Kennzeichnungsform?

d) Was finden Sie nicht so gut an dieser Kennzeichnungsform?

Übergreifende Fragen:

1. Welche Kennzeichnungenformen ziehen Ihre Aufmerksamkeit am meisten an? Warum?
2. Welche Kennzeichnungsform würden Sie für sich persönlich bevorzugen? Warum?
3. Mit welcher Kennzeichnungsform könnten die aktuellen Tierschutzprobleme in der Landwirtschaft am besten angegangen werden? Warum?
4. Was wäre Ihrer Meinung nach die ideale Kennzeichnungsform (gegebenenfalls unabhängig von den präsentierten Vorschlägen) für tierische Produkte?

7.8 Label-Questionnaire-Handout (English translation)

number or name of person: _____

Questionnaire on labelling handout

1. INFORMATION LABEL 1

(poultry, IK 1 und IK 2)

- a) Which label do you like best
aa) first best: ab) second best:
- b) Which of the labelled products would you buy?
- c) What do you like about this form of labelling?
- d) What don't you like about this form of labelling?

2. VISUAL/BRIEF INFORMATION LABEL

(pork, BKI 1, BKI 2, BKI 3)

- a) Which label do you like best
aa) first best: ab) second best: ac) third best
- b) Which of the labelled products would you buy?
- c) What do you like about this form of labelling?
- d) What don't you like about this form of labelling?

3. Visual Label

(Eggs, visual 1, visual 2, visual 3)

- a) Which label do you like best
aa) first best: ab) second best: ac) third best

- b) Which of the labelled products would you buy?
- c) What do you like about this form of labelling?
- d) What don't you like about this form of labelling?

4. PRODUCT DESCRIPTIVE LABEL
(Beef, PBK1, PBK2, PBK3)

- a) Which label do you like best
 - aa) first best:
 - ab) second best:
 - ac) third best
- b) Which of the labelled products would you buy?
- c) What do you like about this form of labelling?
- d) What don't you like about this form of labelling?

General Questions:

1. Which forms of labelling catch your attention most? Why?
2. Which form of labelling would you prefer personally? Why?
3. Which form of labelling is best suited to solve current animal welfare problems in agriculture? Why?
4. What do you think would be the ideal form of labelling animal-based products? (You may suggest forms of labelling from those just presented)

7.9 Discussion Guide (German version)

Diskussionsleitfaden für Strategie-Fokusgruppen

Beginn: *Jede Person soll sich vorstellen und etwas darüber sagen, was sie tut, über ihre Familie/Kinder/Haustiere usw.*

Verteile: Projektergebnisse. **Sage:**

„Sie sind eingeladen worden, um darüber zu diskutieren, wie mit Bedenken umgegangen werden kann, die Verbraucher über den Tierschutz in der Landwirtschaft haben.

Wir haben Untersuchungen mit Verbrauchern wie Ihnen durchgeführt, und ich fange damit an, daß ich Ihnen einige unserer Ergebnisse präsentiere.

Heute ist es dann unser Ziel, die verschiedenen Möglichkeiten zu diskutieren, mit denen diesen Bedenken Rechnung getragen werden kann.

Zuallererst werde ich Sie fragen, ob Sie diese Bedenken teilen und was sie über die Ergebnisse des Projektes generell denken....“

Projektergebnisse

Lesen vor: Ausmaß und Art der Bedenken

NACHFRAGEN:

- **Stimmen Sie diesen Ergebnissen zu oder nicht?**
- **Können Sie mir sagen warum ja oder nein?**

Lesen vor: Determinanten des Tierschutzes

NACHFRAGEN:

- **Wovon hängt Ihrer Meinung nach das Wohlbefinden von Tieren ab?**
- **Was halten Sie von „der Art der Verbraucherbedenken“ die sich in diesen Ergebnissen zeigen?**
- **Würden Sie gerne etwas hinzufügen? Denken Sie, daß es noch andere Aspekte des Tierschutzes in der Landwirtschaft gibt, die nicht genannt wurden?**
- **Was denken Sie über das „Ausmaß der Bedenken“, das sich in den Umfrageergebnissen zeigte?**

Lesen vor: Auswirkung auf den Konsum

NACHFRAGEN:

- **Was halten sie von diesen Ergebnissen? Stimmen Sie zu oder nicht?**
- **Welche Auswirkungen haben Ihre Bedenken über das Wohlergehen von Nutztieren auf Ihren Verzehr tierischer Lebensmittel gehabt?**

Lesen vor: Barrieren beim Kauf „tierfreundlicher“ Erzeugnisse

NACHFRAGEN:

- **Was hält Sie davon ab, ihren Verzehr konventioneller Produkte auf solche Produkte zu verlagern, die als "nach höheren Tierschutzstandards erzeugt" gekennzeichnet sind?**
- **Was würde Sie dazu ermutigen, Ihren Verbrauch zu ändern und Produkte zu kaufen, die als "nach höheren Tierschutzstandards produziert" gekennzeichnet sind?**

Verteile: Beschreibung der Szenarien. **Sage:** *„ Ich werde Ihnen jetzt fünf Möglichkeiten präsentieren, wie mit Verbraucherbedenken über den Tierschutz umgegangen werden kann. Wir*

lesen sie gemeinsam durch, und dann möchte ich Sie fragen, was Sie Ihnen an jeder dieser Möglichkeiten gefällt und mißfällt."

Lese vor: Szenario 1: Allgemeine Kennzeichnungspflicht

NACHFRAGEN:

- Was sind die Stärken/**Vorteile** dieser Möglichkeit?
- Was sind die Schwächen/**Nachteile** dieser Möglichkeit?

- **Welche Kennzeichnungen** sollten verwendet werden?
- Welche **Logos** würden Sie gerne sehen?
- Welche **Informationen** sollten auf den Etiketten sein?
- Höhere **Kosten** – wer soll sie zahlen?
- Wer überwacht es? (**enforce**)
- Sollten auch **Importe** gekennzeichnet werden?
- In welchem Maße würde dieser Fall den **Verbraucherbedenken Rechnung tragen?**

Verteile: Kennzeichnungsbeispiele und Fragebogen zu den Kennzeichnungen. **Sage:** „Hier können Sie sich ein paar Kennzeichen anschauen! Bitte sehen Sie sie durch.“

NACHFRAGEN:

- Welche ziehen Ihre **Aufmerksamkeit** am meisten an? Warum?
- Welche **bevorzugen** Sie? Warum?
- Welche werden nicht bevorzugt? Warum?
- Wie könnten sie **verbessert** werden?
- In welchem Maße würden diese Kennzeichen den **Verbraucherbedenken entgegenkommen?**

Lese vor: Szenario 2: Mindeststandards

NACHFRAGEN (Szenario 2):

- Was halten Sie von diesem Vorschlag?
- Was sind die Stärken/**Vorteile** dieses Ansatzes?
- Was sind die Schwächen/**Nachteile** dieses Ansatzes?

- **Welche Art** von Standards möchten Sie verwirklicht sehen (z.B. **input-orientierte Standards** – minimaler Platz/Zugang ins Freie/etc. – gegenüber **output-orientierten Standards** – vorgeschriebene Niveau des Wohlbefindens für jedes Tier)?
- **Wer würde profitieren?** Warum?
- Wer würde nicht profitieren? Warum?
- Wer würde **bezahlen?**
- Was ist mit Standards für **Importe?**
- Wie würde **kontrolliert und durchgesetzt** werden?
- In welchem Maße würde dieser Fall den **Verbraucherbedenken Rechnung tragen?**

Lese vor: Szenario 3: Änderung der Agrarpolitik

NACHFRAGEN:

- Was sind die Stärken/**Vorteile** dieses Falls?
- Was sind die Schwächen/**Nachteile** dieses Falls?

- Wie sollten **Importe** in die EU behandelt werden?
- In welchem Maße würde dieses Szenario den **Verbraucherbedenken Rechnung tragen?**

Lese vor: **Szenario 4: Verbraucherbildung**

NACHFRAGEN:

- Was halten Sie von diesem Vorschlag?
- Was sind die **Stärken/Vorteile** dieses Ansatzes?
- Was sind die **Schwächen/Nachteile** dieses Ansatzes?

- **Welche Informationen** sollten enthalten sein?
- **Welche Medien?**
- **Lehrplan in der Schule?**
- **Wer soll zahlen?**
- **Welche Auswirkungen hätte das auf Importe?**
- **In welchem Maße würde dieses Szenario die Verbraucherbedenken über Tierschutz lösen?**

Lese vor: **Szenario 5: Freiwillige Selbstverpflichtung**

NACHFRAGEN:

- Was sind die **Stärken/Vorteile** dieses Ansatzes?
- Was sind die **Schwächen/Nachteile** dieses Ansatzes?

- Welche einzelnen **Unternehmen/Organisationen** sollten einbezogen sein?
- Wie sollten **Importe** behandelt werden?
- **In welchem Maße würde dieser Fall die Verbraucherbedenken aufgreifen?**

ZUSATZFRAGEN RATING & RANKING:

1. Bitte **bewerten** Sie die fünf Szenarien auf dem beigefügten **Zettel mit einer Zahl (unter "Ratingzahl") von 1 bis 5**, je nachdem für wie angemessen Sie das jeweilige Szenario für den Umgang mit Ihren Tierschutzbedenken halten.

Es handelt sich um eine Schulnotenskala, in der 1 die höchste und 5 die niedrigste Note darstellt.

2. Bitte **bringen sie die Szenarien nun in eine Reihenfolge** (Eintrag unter "**Rankingbuchstabe**") auf dem beigefügten Zettel) je nachdem für wie angemessen sie das jeweilige Szenario für den Umgang mit Ihren Tierschutzbedenken halten.

Geben Sie dem Szenario, welches Sie als das Beste einschätzen ein "a", dem zweitbesten ein "b" usw. Das Szenario, welches Sie als am schlechtesten Einschätzen erhält den Buchstaben "e".

Szenario 6: Idealszenario

Frage:

Bitte schreiben Sie zum Abschluß auf dem beigefügten Zettel auf, wie Sie sich **den idealen Umgang mit den heutigen Tierschutzfragen in der Landwirtschaft** vorstellen. Was ist Ihr Idealszenario?

7.10 Discussion Guide (English version)

Moderator's Focus Groups Discussion Guide

Start by getting each person to introduce herself and say a little about what they do, their family/children/pets, etc.

Hand out project results. Say: “You have been invited here to discuss ways in which consumers’ concerns about farm animal welfare can be addressed. We have conducted research with consumers, like yourselves, and I am going to begin by telling you some of our recent results. Our aim today is to discuss various ways of addressing these concerns. Firstly, I would like to ask you if you share these concerns and what you think generally of the project’s findings...”

PROJECT RESULTS

Read out project results for: **Level and Nature of Concern**

PROBE:

- Do you agree on these results or not?
- Could you tell me why you do or don't?

Read out project results for: **Determinants of Animal Welfare**

PROBE:

- In your opinion, what does animal welfare depend on?
- What do you think about the ‘nature of consumer concern’ that emerged from the results?
- Would you like to add something? Do you think that there are other issues related to the welfare of farm animals that have not emerged?
- What do you think about the ‘Level of concern’ that came out in the survey results?

Read out project results for: **Impact on Consumption**

PROBE:

- What do you think of these findings? Agree or disagree?
- What effects has your concern about the welfare of farm animals had on your consumption of animal products?

Read out project results for: **Barriers to Purchasing “Animal-Friendly” Products**

PROBE:

- What prevents you from changing your consumption to from conventionally produced products to products that are labeled as being produced with higher standards of animal welfare?
- What would encourage you to change your consumption and purchase products that are labeled as being produced with higher standards of animal welfare?

Hand out description of scenarios. Say: “I am now going to present you with five ways of addressing consumer concerns about animal welfare. We shall read them and then I’d like to ask you what you like and dislike about each of the cases”.

Read out: **SCENARIO 1: COMPULSORY LABELLING**

PROBE:

- What are the strengths of this case?
- What are the weaknesses of this case?
- What type of labels should be used?
- What kind of logos would you like to see?
- What type of information should be on the labels?
- Increased cost – who should pay?
- Who will enforce?
- Should labeling to applied to imports?
- To what extent would this case address consumer concerns?

Hand out label examples and questionnaire on labelling. Say: “There are some labels here for you to look at. Please look through them.”

PROBE:

- Which ones would attract your attention? Why?
- Which ones do they prefer, why?
- Which ones do they not prefer, why?
- How could they be improved?
- To what extent do these labels address consumer concerns?

[These probes were used in the first focus group; in focus groups two to four, the questionnaire was handed out and explained, then participants were asked to fill out the questionnaire]

Read out: SCENARIO 2: MINIMUM STANDARDS

PROBE:

- What are the strengths of this approach?
- What are the weaknesses of this approach?
- What kind of standards would you like to see put in place (e.g. input – minimum space/outdoor access/etc - versus output – specified levels of animal welfare for each animal - standards)?
- Who would benefit? Why?
- Who would not benefit? Why?
- Who would pay?
- What about standards of imports?
- How would it be inspected and enforced?
- To what extent does this case address consumer concerns?

Read out: SCENARIO 3: CHANGE IN AGRICULTURAL POLICY

PROBE:

- What are the strengths of this case?
- What are the weaknesses of this case?
- How should imports to the EU be handled?
- To what extent does this case address consumer concerns?

Read out: SCENARIO 4: EDUCATION OF CONSUMERS

PROBE:

- What are the strengths of this approach?
- What are the weaknesses of this approach?
- What kind of information should be included?
- Which media?
- School curriculum?
- Who should pay for it?
- What effect would this have on imports?
- To what extent does this case address consumer concerns?

Read out: **SCENARIO 5: VOLUNTARY CODE OF PRACTICE**

PROBE:

- What are the strengths of this approach?
- What are the weaknesses of this approach?
- Which individual agencies should be involved?
- How should imports be handled?
- To what extent does this case address consumer concerns?

Ask participants to **rate** the five scenarios from 1 to five according to how much they prefer each scenario. 1 is the best possible rating, 2 the second best possible rating, 3 the third best/worst possible rating, 4 the second worst possible rating, 5 the worst possible rating. Explain that they are free to give more than one scenario the same rating.

Ask participants to **rank** the five scenarios from **A** to **E** according to how much they prefer each scenario. A is the best rank, B the second best rank, C the third best/worst rank, D the second worst rank, E the worst rank. Explain that they may not give more than one scenario the same letter.

Hand out: Sheet of paper with question for **ideal scenario**

Ask each person to write up what they perceive as the ideal way to address current issues of farm animal welfare, i.e. their ideal strategy to address farm animal welfare. Say that they are free to extend beyond the scenarios discussed so far.

7.11 Ideal Scenario Handout (German)

Person [bitte Nummer oder Vornamen eintragen):

Idealszenario

Bitte schreiben Sie auf, wie Sie sich idealen Umgang mit den heutigen Tierschutzfragen in der Landwirtschaft vorstellen:

(Sie brauchen sich dabei nicht unbedingt an die bisher diskutierten Szenarien halten.)

8 Appendix C: Results & Data from the Focus Groups

8.1 Demographic Data of participants

Table 8: Female Focus Groups, fa: August 9th and fb: August 10th 2001

Name and Number	Occupation	Age	Age at which left school	Number of children living at home	Which animal based food don't you eat? (meat, poultry, eggs, milk and dairy products)	Proportion of household's weekly shopping	Occupation of chief income earner	Social grouping of chief income earner
Fa#1 Birgit	Lehrer	30-40	26	-	-	All	Lehrer	B
Fa#2 Marina	Kunsthistoriker	40-50	30	-	-	All	Kunsthistoriker	B
Fa#3 Sabine	Hausfrau	40-50	26	2	-	mehr als die Hälfte	Referatsleiter im Kultusministerium	A
Fa#4 Helga	Lehrer	40-50	25	-	-	All	Lehrer	B
Fa#5 Yvonne	Verwaltungsangestellte	30-40	28	-	-	mehr als die Hälfte	Verwaltungsangestellte	C1
Fa#6 Ines	Biologin	30-40	29	-	-	mehr als die Hälfte	Sachbearbeiter in der Verwaltung	B
Fa#7 Sigrid	Bürokauffrau Hausfrau	40-50	21	2	-	All	Techniker	C1
Fa#8 Inka	Angestellte im Sozialwesen	30-40	29	-	-	All	Reiseverkehrskaufmann	C1
Fb#1 Maya	Erzieherin	30-40	19	1	-	All	Erzieherin	C1
Fb#2 Ingrid	Bankangestellte	40-50	22	1	-	All	Bankangestellter	B
Fb#3 Erika	Hauswirtschaftsmeisterin	40-50	20	-	-	All	Hauswirtschaftsmeisterin	C1
Fb#4 Franziska	Lehrerin	30-40	30	-	Meat	All	Musiklehrer	B
Fb#5 Mary	Organisation im Sozialwesen	30-40	23	-	-	All	Organisation im Sozialwesem	C1
Fb#6 Antje	Biologin in der Gerichtsmedizin	30-40	30	-	-	All	Physiker	A
Fb#7 Maria	Pädagogin für Weiterbildung	40-50	29	-	Poultry	All	Pädagogin für Weiterbildung	B
Fb#8 Maren	Hauswirtschafterin Mutter	30-40	21	1	-	All	Techniker im Schiffbau	B

Table 9: Male Focus Groups: ma 08/14 2001; mb 08/15 2001

Name and Number	Occupation (not translated)	Age	Age at which left school	Number of children living at home	Which animal based food don't you eat? (meat, poultry, eggs, milk and dairy products)	Proportion of household's weekly shopping	Occupation of chief income earner (not translated)	Social grouping of chief income earner
Ma#1 Andreas	Betriebswirt im Krankenhaus	30-40	24	1	-	More than half	Lehrerin	B
Ma#2 Guido	Selbstständiger Ingenieur	30-40	26	-	-	More than half	Selbstständiger Ingenieur	A
Ma#3 Ulrich	Lehrer	40-50	28	1	-	About half	Lehrer	B
Ma#4 Torsten	Promovierter Lehrer	40-50	28	-	-	More than half	Selbstständige Apothekerin	A
Ma#5 Martin	Pädagoge	30-40	29	-	-	About half	Pädagoge	B
Ma#6 Sebastian	Verlagsbuch- händler	30-40	28	-	-	All	Verlagsbuch- händler	B
Ma#7 Christof	Lehrer	30-40	29	-	Meat	All	Lehrer	B
Ma#8 Christoph	Pädagoge	30-40	27	-	-	More than half	Projektmanagerin	A
Mb#1 André	Leitung im Kommunikationsbereich	30-40	26	-	-	All	Leitung im Kommunikationsbereich	A
Mb#2 Martin	Angestellter der Landes- verwaltung	40-50	32	-	-	All	Angestellter der Landesverwaltung	C1
Mb#3 Philipp	Jurist/ Beamter	30-40	26	-	-	All	Jurist/ Beamter	B
Mb#4 Horst- Dieter	Foto- fachkaufmann	40-50	35	-	-	All	Foto- fachkaufmann	C1
Mb#5 Alexander	Linguist	30-40	27	-	-	About half	Linguist	B
Mb#6 Hartmut	Vermessungs- techniker	40-50	20	2	-	About half	Vermessungs- techniker	C1
Mb#7 Björn	Geschäfts- kundenbetreuer	30-40	29	-	-	All	Geschäftskundenb etreuer	B
Mb#8 Oliver	Biologe	30-40	28	-	-	More than half	Management in Sprachschule	A

8.2 Data on attitude statements from recruitment questionnaire

Person Number (F/M = female / male; a/b = first / second group for each gender)	I am concerned about standards of farm animal welfare	When shopping for food, I rarely think about how it has been produced	I have a good understanding of the ways animals are reared in the production of food	I do not attach great Importance to farm animal welfare issues	I actively look at labels when shopping for food.	The way animals are reared in the production of food I buy does not really matter to me	Intensive animal production negatively affects the animals quality of life
Fa = First female focus group (09.08.01)							
Fa#1	5	2	2	1	4	1	5
Fa#2	5	1	4	1	5	1	5
Fa#3	5	1	5	1	5	1	5
Fa#4	4	1	4	1	5	1	5
Fa#5	4	1	4	2	4	2	5
Fa#6	5	2	4	1	4	2	5
Fa#7	5	1	4	1	5	1	5
Fa#8	4	2	5	1	5	2	5
Fb = Second female focus group (10.08.01)							
Fb#1	5	2	4	1	4	1	5
Fb#2	4	2	4	1	4	1	5
Fb#3	4	1	5	1	5	1	5
Fb#4	5	1	4	2	5	1	5
Fb#5	5	2	4	1	5	1	5
Fb#6	5	1	5	1	5	1	5
Fb#7	5	1	5	1	5	1	5
Fb#8	5	2	4	1	3	1	4
Ma = First male focus group (14.08.01)							
Ma#1	5	2	4	1	4	2	5
Ma#2	4	2	4	1	5	1	5
Ma#3	4	1	4	1	4	1	5
Ma#4	4	1	4	1	5	1	4
Ma#5	5	2	4	1	4	1	4
Ma#6	5	1	5	2	5	1	5
Ma#7	5	1	5	1	4	1	5
Ma#8	4	1	4	1	4	1	5
Mb = Second male focus group (15.08.01)							
Mb#1	5	2	5	1	4	1	5
Mb#2	4	1	5	1	5	1	5
Mb#3	5	1	4	1	5	1	3
Mb#4	4	1	4	1	5	2	4
Mb#5	4	2	5	1	4	1	5
Mb#6	4	1	5	1	4	2	5
Mb#7	4	1	5	1	4	2	5
Mb#8	4	1	5	1	4	1	4
	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly		
Scale-Number	5	4	3	2	1		

Table 10: Concern statement 1 by group

I am concerned about standards of farm animal welfare					
Ich bin über Tierschutzstandards in der Landwirtschaft besorgt					
		agree strongly		agree slightly	
		number	row %	number	row %
Group	first women's group (Fa)	5	63%	3	38%
	second women's group (Fb)	6	75%	2	25%
	first men's group (Ma)	4	50%	4	50%
	second men's group (Mb)	2	25%	6	75%
Gender	female	11	69%	5	31%
	male	6	38%	10	63%
Total		17	53%	15	47%

Table 11: Concern statement 2 by group

When shopping for food, I rarely think about how it has been produced					
Wenn ich Lebensmittel kaufe, denke ich kaum darüber nach, wie sie hergestellt wurden					
		disagree strongly		disagree slightly	
		number	row %	number	row %
Group	first women's group (Fa)	5	63%	3	38%
	second women's group (Fb)	4	50%	4	50%
	first men's group (Ma)	5	63%	3	38%
	second men's group (Mb)	6	75%	2	25%
Gender	female	9	56%	7	44%
	male	11	69%	5	31%
Total		20	63%	12	38%

Table 12: Concern statement 3 by group

I have a good understanding of the ways animals are reared in the production of food							
Ich habe eine gute Vorstellung darüber, wie Tiere in der Nahrungsmittelherstellung gehalten werden							
		agree strongly		agree slightly		disagree slightly	
		number	row %	number	row %	number	row %
Group	first women's group (Fa)	2	25%	5	63%	1	13%
	second women's group	3	38%	5	63%		
	first men's group (Ma)	2	25%	6	75%		
	second men's group (Mb)	6	75%	2	25%		
Gender	female	5	31%	10	63%	1	6%
	male	8	50%	8	50%		
Total		13	41%	18	56%	1	3%

Table 13: Concern statement 4 by group

I do not attach great Importance to farm animal welfare issues					
Ich messe Tierschutzbedenken in der Landwirtschaft keine große Bedeutung bei					
		disagree strongly		disagree slightly	
		number	row %	number	row %
Group	first women's group (Fa)	7	88%	1	13%
	second women's group (Fb)	7	88%	1	13%
	first men's group (Ma)	7	88%	1	13%
	second men's group (Mb)	8	100%		
Gender	female	14	88%	2	13%
	male	15	94%	1	6%
Total		29	91%	3	9%

Table 14 Concern statement 5 by group

I actively look at labels when shopping for food.							
Ich achte auf Kennzeichnungen, wenn ich Nahrungsmittel kaufe							
		agree strongly		agree slightly		neither agree nor disagree	
		number	row %	number	row %	number	row%
Group	first women's group	5	63%	3	38%		
	second women's group (Fb)	5	63%	2	25%	1	13%
	first men's group (Ma)	3	38%	5	63%		
	second men's group	3	38%	5	63%		
Gender	female	10	63%	5	31%	1	6%
	male	6	38%	10	63%		
Total		16	50%	15	47%	1	3%

Table 15: Concern statement 6 by group

The way animals are reared in the production of food I buy does not really matter to me					
Die Haltung der Tiere für die Nahrungsmittel, die ich kaufe, interessiert mich nicht wirklich.					
		disagree strongly		disagree slightly	
		number	row %	number	row %
Group	first women's group (Fa)	5	63%	3	38%
	second women's group (Fb)	8	100%		
	first men's group (Ma)	7	88%	1	13%
	second men's group (Mb)	5	63%	3	38%
Gender	female	13	81%	3	19%
	male	12	75%	4	25%
Total		25	78%	7	22%

Table 16: Concern statement 7 by group

Intensive animal production negatively affects the animals quality of life							
Intensive Tierproduktion beeinflusst die Lebensqualität der Tiere negativ							
		agree strongly		agree slightly		neither agree nor disagree	
		number	row %	number	row %	number	row %
Group	first women's group (Fa)	8	100%				
	second women's group	7	88%	1	13%		
	first men's group (Ma)	6	75%	2	25%		
	second men's group (Mb)	5	63%	2	25%	1	13%
Gender	female	15	94%	1	6%		
	male	11	69%	4	25%	1	6%
Total		26	82%	5	16%	1	3%

8.3 German Summary transcript: advantages and disadvantages of scenarios

Vorteile und Nachteile aller Fokusgruppen: fa, fb, ma, mb

Szenario 1: Allgemeine Kennzeichnungspflicht

Vorteile:

Erste Frauengruppe (Fa)

Fa#3: Gute Chance für Verbraucher zu kaufen, was er will.

Fa#6: Teuerung für eine Kennzeichnung wäre ok.

Zweite Frauengruppe (Fb)

Gruppe Fb: Allg. Zustimmung

Erste Männergruppe (Ma)

Ma#7: bei Bedarf besteht die Möglichkeit der Information (bisherige Praxis der Inhaltsstoffangabe weiterführen)

Ma#8: allgemeine Standards könnten europaweit definiert werden

Ma#2: Qualifizierungen sinnvoll, da unterschiedliche Preiskategorien möglich sein sollten, aber Mindestqualität (keine Kontamination) muss Pflicht sein

Zweite Männergruppe (Mb)

Mb#7: keine Nachteile, deutliche Kennzeichnung (auch „schlechter“ Produkte) schafft Bewusstsein / Sensibilität für Tierhaltung (z.B. Pictogramm: Henne hinter Gittern)

Mb#8: Szenario wäre keine Lösung, aber würde schon helfen, mehr Verbraucherbestimmung
Verbraucher wirken durch Kaufverhalten (z.B. bei abschreckender Kennzeichnung)
Auf Firmen ein, die müssen dann reagieren, wichtig ist Einheitlichkeit der Kennzeichnung

Mb#4: Kennzeichnung => Bewusstmachung der Problematik, Volksbildung, man sieht Dann die Nachteile für Mensch und Tier (z.B. wegen schlechter Haltung)

Mb#7: Verbrauchern zeigen, dass sie Einfluss nehmen können

- Mb#3: Menschen tun auch andere schädliche Dinge (z.B. Rauchen), Kennzeichnung
Fördert Ehrlichkeit, EU-weite Regelungen notwendig, dadurch können europa-
Weite Standards durchgesetzt werden (die Macht des Verbrauchers über den Markt)
Nationale Alleingänge wären begrenzt sinnvoll, aber sind nicht machbar
- Mb#7: Exportländer müssen sich auch an die durch Kennzeichnung festgelegten Standards
Halten ,da sonst keine Einfuhr erlaubt wird

Nachteile:

Erste Frauengruppe (Fa)

- Fa#1: Bestimmte Haltungsformen werden nicht verboten.
- Fa#6: Definitionen sind gefährlich.
- Fa#7: Seriösität bei Wissenschaftlern ist fraglich.
- Fa#6: Kennzeichnung der Haltung alleine reicht nicht aus. Geburt, Transport, Schlachtung
gehören auch dazu.
- Fa#3: Ärmere sollen es sich auch leisten können (besseres Fleisch).
- Fa#8: Wegen der sozialen Unterschiede in der Bevölkerung würde der Tierschutz nicht
verbessert.
- Fa#3: Importe müssen auch gekennzeichnet werden.
- Fa#3: Teuerung durch Kennzeichnung wäre Problem für sozialschwache Personen.

Zweite Frauengruppe (Fb)

- Fb#1: regelmäßige Kontrolle, Sicherstellung der Unabhängigkeit der Tierschützer und
Wissenschaftler, keine Drittmittel
- Fb#2: regelmäßige Kontrolle wichtig
- Fb#8: Sicherstellung der Kontrolle wichtig
- Fb#3: Gefahr, dass bei Kennzeichnung z.B. in zu vielen Sprachen, man das Fleisch nicht
mehr sehen kann
- Fb#2: Szenario schließt zu viele Sachen aus, gesamte Strukturen verändern ist nötig
- Fb#4: nötig auch überall anders anzusetzen (Haltung, LW), Szenario reicht nicht aus
- Fb#5: Kennzeichnung löst Tierschutzprobleme nicht, nur Verbraucherprobleme
- Fb#3: Begriffe („Massentierhaltung, intensive Haltung...“) bei Kennzeichnung problematisch
- Fb#4: Aufklärung und Information ist zentral, wichtig ist Verständlichkeit der Kennzeichnung
- Fb#8?: Kennzeichnung würde bei vernünftigen Mindeststandards und funktionierender
Kontrolle nicht mehr notwendig sein (Kontrolle per Zufall !!)
System der Kennzeichnung und Kontrolle so (wie dargestellt) zu aufwendig und
zu teuer, Schlupflöcher bei Formulierungen der Kennzeichnungen, Frustration des
Verbrauchers, weil er nicht mehr durchblickt, Gefahr der „Verschüttung“ (Vergessen,
mit der Zeit egal werden, etc.)
- Fb#4: finanzielle Bedrohung der Bauern bei genereller Umstellung, Existenzbedrohung
- Fb#7: Kosten soll/muss der Verbraucher tragen
- Fb#1: Verteilung der Kosten auf alle Beteiligten
- Fb#2: Verbraucher sollten nicht die Kosten tragen, Information ist Grundrecht, Kosten
sollten auf alle an der Herstellung Beteiligten verteilt werden
- Fb#4: keine Importe
- Fb#2/Allg: allgemeine Probleme bzgl. Kennzeichnung und Import, Kennzeichnung und
Kontrolle schon ab Beginn der Herstellung nötig

Erste Männergruppe (Ma)

- Ma#7: mehr behördlicher Aufwand
- Ma#8: Nachprüfbarkeit schwierig, mangelndes Vertrauen trotz objektiver, festgelegter
Regelungen, Hersteller müssen mit dafür sorgen, dass Vertrauen neu geschaffen
werden kann, Betrug immer noch möglich

- Ma#1: Thema an sich zu schwierig, als dass es auf Etiketten darstellbar wäre, auch zu viele Informationen für zu wenig Platz, Voraussetzung ist Einigung aller Beteiligten (Politik, Landwirtschaft, Ärzte, etc.) auf genau festgelegte Standards
- Ma#2: Vereinfachung der Kennzeichnung nötig (vgl. Elektrogeräte), evt. auch farblich Überforderung bei zu großer Informationsmenge => keiner liest es
- Ma#1: vgl. E-Nummern, Gefahr der zu geringen Verständlichkeit der Kennzeichnung
- Ma#8: wichtig ist öffentliche Diskussion und Bekanntmachung der Standards und der Jeweiligen Details (die nicht aufs Label passen)
- Ma#5: Qualifizierungen führen zu Bildung verschiedener „Verbraucherklassen“, die einen Bekommen gutes Essen, die anderen werden vergiftet (passiert jetzt auch schon)
- Ma#6: bei zu geringer Qualität bzw. Kontamination der Lebensmittel: Verbot für gewisse Produkte, es dürfte dann alles verkauft werden (gekennzeichnet)
- Ma#?: es muss auch für Menschen mit wenig Interesse bzgl. des Themas sicheres Essen geben
- Ma#3: Definition der Produktionsmethoden ist gut, aber organisatorisch schwierig Klärung der bisherigen Kennzeichnungen wäre gut
- Ma#8: Schwierigkeit bei der Umsetzung und Kontrolle europaweiter Standards
- Ma#4: grundsätzliche Schwierigkeit der Festlegung von Standards
- Ma#2: Experten müssen definieren, was gut fürs Tier ist, genaue Kennzeichnung positiver Art
- Ma#5: Problem der Auswahl der Informationen, die drauf stehen: wie gesund? Wie gut ging Es dem Tier? Was wurde gefüttert?
- Ma#4: notwendig ist Bekanntgabe der Art/Klassifizierung der Haltungsmethoden
- Ma#3: ebenso, Tierhaltung ist wichtig
- Ma#2: Information über Haltung wichtig, Qualität ist teurer
- Ma#1: tatsächliche, faktische Qualität des Lebensmittels müsste ersichtlich werden, Kombination der Informationen
- Ma#8: wichtig: Haltung und Entstehung des Tieres/Produktes
- Ma#7: ähnlich
- Ma#6: Haltung der Tiere ist zentral

Zweite Männergruppe (Mb)

- Mb#1: „Henne hinter Gittern“ => verdirbt Appetit, man würde mehr Geld für bessere Produkte (laut Kennzeichnung/Pictogramm) ausgeben
- Mb#6: Gefahr der Zwei-Klassen-Gesellschaft, Qualität hätte dann hohen Preis, arme / Sozial Schwache müssen aus finanziellen Gründen die billige Ware kaufen
- Mb#4: Kennzeichnung ist noch kein Gütesiegel
- Mb#5: Problem bei der Definition der Kennzeichnungen, Einigung schwierig Die meisten Menschen werden weiterhin auch „schlechte“ Produkte kaufen, sie wollen sich keine Gedanken machen
- Mb#5: Kontrolle der Etikettierung schwierig (weltweit?), Abwälzung der Kosten auf Verbraucher schwierig, da sie sehr sensibel reagieren, sich beschweren werden
- Mb#7: bei grünem Punkt, auch kein Aufruhr in der Öffentlichkeit
- Mb#4: Kennzeichnung der Haltung wichtig, auch nicht so teuer, bei Qualitätssiegeln wäre Kontrolle teuer
- Mb#3: Kennzeichnung der Haltung muss kontrolliert werden, auch auf getrennte Haltung Verschiedener Tiere achten, Qualitätskontrolle schwierig
- Mb#2: Kennzeichnung möglichst für Haltung und Qualität, allein nicht ausreichend
- Mb#1: Kennzeichnungen der Qualität besser
- Mb#8: Siegel/Kennzeichnung müsste alles beinhalten: Haltung und Qualität !
- Mb#7: Egoismus => Leute wollen wissen was gut für sie ist, Haltungsnachweis => mehr Ethik in der Haltung, Qualitäts-Aussage sagt nur was nicht drin ist, deshalb

- Haltungskennzeichnung besser
- Mb#6: es ist schlecht, wenn Kennzeichnung auf Dauer keine Nachweise über Qualität bringt, mehr Kontrollen der Erzeuger nötig, mehr Kontrolleure
- Mb#4: Kennzeichnung der Haltung lässt Rückschlüsse auf Qualität zu
- Mb#5: pro Kennzeichnung der Haltung, Verbraucher wollen nicht zuviel Kennzeichnung

Scenario 2: Mindeststandards

Vorteile:

Erste Frauengruppe (Fa)

- Fa#1: Minimalstandards muß es geben.
- Fa#4: Kombination zwischen Preisen und Standards.
- Fa#6: Ist ok, ein Anfang.
- Fa#7: Minimalstandards existieren doch schon.
- Fa#3: Verbraucherverhalten dann besserer Einfluß.
- Fa#3: Kennzeichnungskontrolle an den Grenzen.
- Fa#5: Lizenzvergabe / Lizenzentzug möglich machen.
- Fa#8: Importe dann nur mit Kennzeichnung, insbesondere aus dem außereuropäischen Raum.
- Fa#7: Minimalstandard muß artgerecht sein.
- Fa#6: Der Verbraucher profitiert davon.
- Fa#7: Durchsetzung der Kontrolle per Gesetz

Zweite Frauengruppe (Fb)

- Fb#5: unbedingte Notwendigkeit der Neufestlegung von Standards
- Fb#8: Vorteile sowohl für Tier als auch für Mensch
- Fb#3: gut, dass überhaupt ein Standard (wenn auch ungenügend nur eine Mindest-) besteht, sichert Vergleichbarkeit

Erste Männergruppe (Ma)

- Ma#1: Betonung der Kontrolle gut
- Ma#1: Einfachheit und Praktikabilität des Mindeststandards
- Ma#2: Szenario ist praktikabel, mehr Kontrolle direkt bei den Landwirten, bessere Verantwortlichkeit, auch relevant bei Vermischung von Lebensmitteln, Handel nur mit Waren des Mindeststandards => erleichterter Kontrolle
- Ma#7: Selbstvergewisserung der Landwirte auch nötig für spätere Haftbarmachung

Zweite Männergruppe (Mb)

- Mb#1: Kontrolle und Strafen o.k., Kosten bei Festlegung/Erstellung der Standards artgerechte Haltung => kostenintensiver, nicht artgerecht => billiger
- Mb#2: Standards verbindlich machen, Preisfrage hängt mit Haltungsform zusammen, Szenario 1 besser, da keine so massive staatliche Intervention

Nachteile:

Erste Frauengruppe (Fa)

- Fa#6: Standards vielleicht aber zu niedrig.
- Fa#4: Verbote von Haltungsverfahren besser als Einhaltung von Mindeststandards
- Fa#5: Erster Absatz bei der Definition „Mindeststandards“ sollte herausgenommen werden.
- Fa#8: Schutzzölle sind nicht gut. Dadurch die Gefahr von Schmuggel.
- Fa#7: Dadurch würde aber nicht unbedingt weniger produziert.
- Fa#6: Der Arbeitsmarkt könnte gefährdet werden, insbesondere Landwirte.
- Fa#7: Kontrolle nicht unbedingt seriös. Experten sind nicht unbedingt unabhängig bzw. sind abgestumpft.

Zweite Frauengruppe (Fb)

- Fb#5: wieder Problem der unabhängigen Experten und Wissenschaftlern
- Fb#7: jetzige Standards schlecht, gesetzliche Regelungen, Strafen unbedingt notwendig
Es stellt sich die Frage wer das tun soll/darf/kann
- Fb#2: Einbeziehung der Kosten und praktischen Fragen in Standardfestlegung birgt Gefahr der „Verwässerung“ der Standards und Niveaus, Kosten sollten nicht Im Vordergrund stehen, Gefahr des „üblen Kompromisses“
- Fb#4: artgerechte Haltung als Grundvoraussetzung, alles andere kommt danach
- Fb#8?: bei artgerechter Haltung, erübrigt sich evt. die Kennzeichnung
- Fb#2: schnelle Umsetzung der Mindeststandards im Sinne des Verbrauchers ist Illusion, funktioniert einfach nicht, ist unrealistisch
Strafen für Bauern problematisch, wenn man was erreichen will, nur Zusammen-Arbeit wird Veränderung bringen, alle an Standardfestlegung beteiligen
- Fb#4: gesetzliche Regelungen unverzichtbar, wegen Notwendigkeit, Landwirte hatten Genug Zeit
- Fb#5: Effektivität der Kontrollen problematisch, Veränderung muss „von unten“, also (über die Kennzeichnung) und den Verbraucher aus passieren
- Fb#1: Mindeststandard nicht im Sinne des Verbrauchers, Bewusstseinswandel in den Köpfen der Bauern, Beginn der Erziehung in der Schule, Problem ist Gesamtgesellschaftliches (hohe Gewaltbereitschaft, Einstellungen)
- Fb#6: Standards müssen an Bedürfnisse der Tiere angepasst werden (artgerechte Haltung) z.B.: genug Platz, bedürfnisgerechte Haltung, Lebensraum, normales, natürliches Verhalten der Tiere ermöglichen
- Fb#9?: Durchsetzung der Standards auch mit Zwang, Standards nach wissenschaftlichen Erkenntnissen, Verbrauchererziehung ist illusorisch, Verwendung der Erkenntnisse Aus der Forschung und Wissenschaft
- Fb#2: eigene Vorstellungen über artgerechte Haltung eh nicht umsetzbar, Spielraum für Land Wirte durchaus möglich
- Fb#4: Problem: Subventionierung von Überproduktion

Erste Männergruppe (Ma)

- Ma#2: Verbindung zwischen Mindeststandards und Kennzeichnung fehlt, immer noch zu Zu wenig Information für Verbraucher
- Ma#7: bisherige Standards bringen nichts, sie müssen erhöht werden und transparent gemacht Werden
- Ma#3: Problem der Definition von „Mindeststandard“, welche Grenzen, was bleibt erlaubt, Gutachter als problematische Personen
- Ma#4: Landwirte müssen Folgen externen Einwirkungen tragen., Haftbarmachung ist Problem
- Ma#5: beide Szenarien nicht praktikabel, da sie bisheriges System von Subventionen, Endlosverbrauch, Billigwahn, etc...
- Ma#5: Notwendigkeit von Veränderungen in der Politik
- Ma#6: Mindeststandards o.k., müssen hoch sein, => andere Verbraucherpolitik
- Ma#2: erneut: Problem der Festlegung der Standards
- Ma#2: Problem der Bedarfsdeckung bleibt bestehen (z.B. bei ausschließlich extensivem Wirtschaften)
- Ma#5: auf welcher Grundlage findet Definition der Standards statt? Momentanen Verbrauch Halten? Überproduktion abbauen
- Ma#1: kostengünstige gute Qualität nicht durch viele Kleinbetriebe schaffbar, Großbetriebe Sind unentbehrlich, bessere Kontrolle der Großbetriebe möglich, Lösung des Systematischen Problems in der allg. Agrarpolitik

Ma#2: bei Streichung der Subventionen, wird Landwirtschaft zur Industrie, weil Wirtschaftlicher (vgl. Kollektivproduktionen/Kolchosen, vgl. DDR, Niederlande) Subventionen bedingen Teufelskreis

Ma#4: Kunden müssten bereit sein mehr zu zahlen

Ma#7: bei Subventionen, zahlt der Bürger mehr für Lebensmittel in Form von Steuern, könnte man auch direkt das Geld in teureres Fleisch investieren

Zweite Männergruppe (Mb)

Mb#4: Mindeststandards zu niedrig angesetzt, da viele sonst nicht arbeiten könnten

Mb#3: bei diesem Szenario spielt Verbraucherverhalten keine Rolle, der Staat regelt das
Das Ziel wird gleich erreicht, ist aber keine Lösung auf Dauer

Mb#5: Wenn Standards zu niedrig, fühlt Verbraucher sich betrogen

Mb#6: Wo setzt Mindeststandards an? Erzeuger oder Verbraucher?, auch: je höher der Standard, desto teurer das Produkt

Mb#3: Mindest-Standard ist nicht ausreichend, Ergänzungen nötig

Mb#1: bei Importen schwierig, Kontrollmechanismen zu überprüfen, Vergleiche nötig
Importeinschränkungen wären ein Nachteil

Mb#4: EU-weite Regelungen, deutlich machen, wenn nicht aus EU => Importkennzeichnung

Scenario 3: Änderung der Agrarpolitik

Vorteile:

Erste Frauengruppe (Fa)

Fa#4: Mindeststandards und Änderung der Agrarpolitik könnten kombiniert werden.

Fa#2: Anreize sind gut.

Fa#3: Leute müssen mehr Geld zahlen, oder der Staat muß helfen.

Zweite Frauengruppe (Fb)

Gruppe Fb: Allg. Zustimmung: Anreize effektiver als Strafen, aber Kontrolle der anderen, die Anreize nicht nutzen muss sein

Erste Männergruppe (Ma)

Ma#1: höhere als Mindeststandards werden subventioniert

Ma#2: höhere als Mindeststandards werden subventioniert

Ma#3: höhere als Mindeststandards werden subventioniert

Ma#3: Ähnlichkeit Szenario 2 und 3

Ma#5: Unterscheidung zwischen Strafen und Subventionen

Zweite Männergruppe (Mb)

Mb#5: Anreize statt Strafen, sonst kaum Unterschiede, Szenario 1 besser

Mb#8: auch Anreize besser als Strafen, Belohnungsprinzip

Nachteile:

Erste Frauengruppe (Fa)

Fa#2: Der Mensch ist Opportunist, deswegen keine Freiwilligkeit.

Fa#5: Es sollte trotzdem Strafen /Lizenzentzug geben. Gefängnis, harte Strafen bei Verletzung von Standards.

Zweite Frauengruppe (Fb)

Fb#2: Anreize gut, Kontrolle bestimmter Sachen, z.B. Tierquälerei, muss gewährleistet sein, Sicherstellung des Tierschutzes ist Pflicht, Zweigleisigkeit

Erste Männergruppe (Ma)

Ma#1: auch bei diesem Szenario höhere Strafen notwendig

Ma#7: Politikänderung dahingehend, dass man vom Prinzip der Gewinnmaximierung in der Landwirtschaft absieht, Bezahlung nach Arbeitszeit als Möglichkeit

Ma#1: nicht zuviel staatliche Regelungen

Ma#7: mehr Freiwilligkeit, bei Bezahlung nach Arbeitszeit

Ma#8: positiver Druck (Subventionen) besser als Strafen

Zweite Männergruppe (Mb)

Mb#4: Strafen besser, Szenario 3 nicht o.k.

Mb#8: Rücksichtnahme auf Bauern im allgemeinen ungewiß

Scenario 4: Verbraucherbildung

Vorteile:

Erste Frauengruppe (Fa)

Fa#7: Sehr gut

Fa#3: Schon Kinder in der Schule könnten so informiert werden.

Fa#7: Eine „sinnliche“ Überzeugung ist wichtig.

Fa#5: Besichtigungen bei Landwirten u. ä. wären gut.

Fa#2: Bessere Aufklärung bedeutet bessere Produktauswahl dadurch besseres Marktwirken.

Fa#6: Mehr Verbraucheraufklärung ist ok.

Zweite Frauengruppe (Fb)

Gruppe Fb: Allg.: Zustimmung zu Aufklärung schon in der Schule

Fb#1: Bildung in Schule gut

Fb#7: Schülerbildung begleitend sinnvoll,

Erste Männergruppe (Ma)

Ma#8: Information schon im Kindesalter, Thematisierung in der Schule, Kritik der Art Der momentanen Informationspolitik, immer in Kombination mit anderen Maßnahmen

Ma#6: frühe Information, auch grundsätzlich in Schule gut

Ma#3: Kindesalter ist richtige Zeit für Zugang zum Tierschutz

Ma#4: vorteilhaft, dass jeder Verbraucher in die Lage versetzt wird, selbst entscheiden zu Können, Umsetzbarkeit problematisch

Ma#2: Verbraucherbildung in jungem Alter gut, da Kinder anderes Verhältnis zu Tieren Haben als wir heute; Möglichkeit des Verbrauchers zu entscheiden schon jetzt, besser wären mehr Informationen

Ma#8: Einflussnahme auf Kaufbarriere, Aufzeigen der Verbindung zwischen Tier und Nahrungsmittel, gerade in der Schule => Möglichkeit des Bewusstseinswandels

Zweite Männergruppe (Mb)

Mb#3: wäre wünschenswert, Ware muss aber auch gekennzeichnet sein, keine Probleme Dabei mit Importen etc.

Mb#5: Bildung gut => Verbraucher bekommt Macht, Verpflichtung problematisch Lieber Freiwilligkeit

Mb#7: gut als begleitender Schritt, grundsätzliche Änderung nur durch Bewusstseins-Änderung, Szenario reicht allein nicht, Mindeststandards und Subventionen auch Wichtig und notwendiger, Verbrauchermacht stärken

Nachteile:

Erste Frauengruppe (Fa)

Fa#4: Tiere müssen vor den Verbrauchern geschützt werden.

Fa#8: Zahlen für die Information: Städte; Gemeinden.

Fa#7: Besichtigungen bringen aber Hygieneprobleme.

Zweite Frauengruppe (Fb)

Fb#1: Information über Fernsehen, Rundfunk, Zeitungen viel zu teuer, lieber das Geld den Landwirten geben

Fb#3: Kampagne wäre einmalige Großaktion, danach?

Fb#1: Tier bleibt der Willkür des Bauern ausgeliefert

Fb#7: Medienkampagnen zu teuer, lieber Testergebnisse veröffentlichen

Fb#4?: Szenario reicht alleine nicht aus

Erste Männergruppe (Ma)

Ma#6: großer Aufwand, schwer durchsetzbar, viele Menschen würden sich beklagen, dass Ihre Produkte jetzt als „schlecht“ dargestellt werden, sehr schwer durchsetzbar

Ma#7: bzgl. Umsetzbarkeit: vgl. Lernen des Umgangs mit Autofahren (es fährt später doch Jeder, nur hohe Benzinpreise waren erfolgreich), auch bei diesem Thema geringe Chance auf Erfolg bei Umsetzung

Ma#2: zuviel Information => Hyperreaktion, Panik, etc..., Menschen fallen trotzdem in einen gewissen Trott zurück

Zweite Männergruppe (Mb)

Mb#1: Szenario sinnlos, zu teuer, das Geld lieber der Tierhaltung zuführen und so dann Kaufverhalten ändern => gleich bei Haltung ansetzen

Mb#1: auch negativ kennzeichnen, nicht nur positiv

Scenario 5: Freiwillige Selbstverpflichtung

Vorteile:

Erste Frauengruppe (Fa)

Fa#5: Offen sein für positive Erfahrungen.

Fa#2: Dadurch Wechselwirkungen zwischen Landwirten und Verbrauchern

Zweite Frauengruppe (Fb)

Gruppe Fb: Allg.: kaum Vorteile erkannt

Fb#3: keine Vorteile

Fb#2: wenn es alle machen (mit Anreizen/Vorteilen) evt. doch Vorteile

Erste Männergruppe (Ma)

Ma#1: Wandel wird schneller erreicht, wenn Vorschläge gemeinsam von Politik und Erzeugern ausgearbeitet werden, Freiwilligkeit als besserer Motor für Wandel als Zwang

Zweite Männergruppe (Mb)

Mb#3: gute Maßnahme, Mittelweg zwischen Freiwilligkeit und Zwang gut, Bewusstseins-Bildung auch bei den Landwirten

Mb#4: Freiwilligkeit gut, wer will kann mitmachen, wer nicht will nicht

Mb#1: Szenario gut, wer nicht will gefährdet eigene Existenz und Chance am Markt

Mb#7: allg. gut, Frage der Durchsetzbarkeit, unabhängige Kontrolle muss sein, Szenario Reicht allein nicht aus

Mb#5: wer nicht mitmacht fliegt dann raus

Nachteile:

Erste Frauengruppe (Fa)

Fa#2: Reicht auf nationaler Ebene nicht aus.

Fa#8: Geht nur im kleinen Rahmen.

Fa#1: Nur freiwillig oder durch Staatliche Förderung machbar.

Zweite Frauengruppe (Fb)

Fb#8: Selbstverpflichtung problematisch, bewegt Bauern dazu, sich je nach allg. Stimmungslage in der Bevölkerung zu verhalten, nicht ausreichend

Fb#3: Vertrauensmangel, Selbstverpflichtung = Lippenbekenntnisse, Korruption

Fb#4: Einbeziehung unabhängiger Gremien auch bei Selbstverpflichtungskonzept (Tierschutzbund, Wissenschaft,...)

Fb#5: Absicherung der Qualität muss gewährleistet bleiben, Kontrolle durch kompetente, unabhängige Experten

Erste Männergruppe (Ma)

Ma#1: Problem der Kontrolle bei Freiwilligkeit, Notwendigkeit der externen Kontrolle

Ma#7: vgl. Selbstverpflichtung der Getränkeindustrie bzgl. Flaschen => keine Änderung, Profit vs. Verpflichtung

Ma#8: europaweite Standards auch hier sinnvoll, auch Vereinheitlichung wegen Konkurrenz (Existenzbedrohung), Freiwilligkeit problematisch

Ma#5: konsequentes Überdenken des gesamten Systems der Nahrungsmittelproduktion, Szenarien nicht ausreichend genug

Ma#1: Kombination der versch. Szenarien notwendig

Zweite Männergruppe (Mb)

Mb#6: Kontrolle muss sein, Selbstkontrolle schwieriger als Prüfung durch Unabhängige Landwirte sollten nicht die Standards setzen

Mb#8: Kontrolle schwierig, Ausbildung ist wichtig

Mb#2: Szenario 4 und 5 nicht effektiv, da zu geringe Verbindlichkeit

Mb#4: Tierschutz verbessern durch Kombination der Szenarien

8.4 English Summary transcript: advantages and disadvantages of scenarios

Mentioned advantages and disadvantages: all focus groups: fa, fb, ma, mb

Scenario 1: Compulsory Labelling

ADVANTAGES:

First women's group (Fa)

Fa#3: The good possibility for the consumer to buy what they want.

Fa#6: Price rise for a label would be ok.

Second women's group (Fb)

Group Fb: General Agreement/Consensus

First men's group (Ma)

Ma#7: The possibility of information exists as needed (continue the previous practice of contents-material statement)

Ma#8: General standards could be defined europe-wide.

Ma#2: Qualifications make sense, since different price categories should be possible, but a minimum quality standard (no contamination) needs to be obligatory

Second men's group (Mb)

Mb#7: No disadvantages, clear labelling, (labelling of „worse“ products as well) creates awareness/ sensitivity to livestock breeding (for example pictogramm: Hen behind bars)

Mb#8: Scenario would not be a solution, but would help, more consumer determination
Consumers have an effect on companies through their buying behaviours (for example with deterring labels), they need to react then, uniformity of the labels is important

Mb#4: Making aware of the problem, education of the people, one sees the disadvantage for people and animal (for example, due to poor keeping)

Mb#7: Consumers see that they can have an influence

Mb#3: People do other things that harm them (for example, smoking), Labelling supports honesty, EU-wide regulations are necessary, through which European standards can be implemented (the power of the consumer over the market) National limited single handed efforts would be sensible

Mb#7: Export countries must also conform to the determined labelling standards, since no importation would otherwise be allowed

DISADVANTAGES:

First women's group (Fa)

Fa#1: Certain forms of keeping are not forbidden.

Fa#6: Definitions are dangerous.

Fa#7: Seriousness of the scientists is questionable..

Fa#6: Labelling of the type of keeping alone does not suffice. Birth, transport, and slaughtering all belong as well.

Fa#3: Those less fortunate should also be able to afford better quality meat..

Fa#8: Due to social differences in the population, animal welfare has not been improved

Fa#3: Imports also need to be labelled..

Fa#3: The rise in prices through labelling would be a problem for the socially disadvantaged person..

Second women's group (Fb)

Fb#1: Regulated inspection, guarantee the independence of animal rights activists and scientists, no third party financing

Fb#2: Regulated inspection important

Fb#8: Guarantee of the inspection important

Fb#3: Risk that one cannot see meat due to labeling in e.g. too many languages.

Fb#2: The scenario excludes too many topics, is necessary to change the entire structure.

Fb#4: The scenario does not suffice. It is important to start everywhere else, too (husbandry, agriculture)

Fb#5: Labelling does not solve animal welfare problems, only consumer problems.

Fb#3: Terms („large scale animal husbandry, intense keeping“) on labels are problematic.

Fb#4: Explanation and Information is key, the ability of the label to be understood is important

Fb#8: Labelling, with sensible minimum standards and functioning inspection, wouldn't be necessary anymore (random inspection!!) System of labelling and inspection would

(as portrayed) require too much effort and expenses, Holes in the formulation of labels, frustration of the consumer, because they don't understand, risk of forgetting, becoming less important with time

Fb#4: Financial threat to the farmers in the case of a general modification, threat to livelihood

Fb#7: The consumer should/must bear the cost

Fb#1: Distribution of the costs for all involved.

Fb#2: Consumers shouldn't bear the costs. Information is a basic right. Costs should be distributed to all producers involved.

Fb#4: No imports.

Fb#2: General problems regarding labeling and import, labeling and inspection at the start of production necessary.

First men's group (Ma)

Ma#7: More governmental effort

Ma#8: Verifiability difficult, lack of trust despite objectively assessed regulations, Manufacturers must provide for that new trust can be built, fraud is still possible

Ma#1: The topic in itself is too complicated, as if it were possible to put so much information on a small tag, Condition is agreement of all involved parties (politics, agriculture, doctors, etc) on exactly defined standards

Ma#2: Simplification of the label necessary (compare to electric appliances), possibly also colour Expecting too much with large amounts of information => no one will read it

Ma#1: Comparable to E-numbers, there is a risk of low ability to understand the label

Ma#8: Public discussion and announcements of the standards and the details are important

Ma#5: Qualifications lead to the education of different „consumer classes“, one class receives good food, the other is poisoned (is going on already)

Ma#6: With poor quality in regards to contamination of the food: Ban on certain products, then everything would be allowed to be sold (labelled)

Ma#?: There must also be safe food for those people who have little interest regarding the topic

Ma#3: Definition of production methods are good, but organisationally difficult. Clarification of the previous labels would be good

Ma#8: Difficulty with implementing/enforcing and control of Europe-wide standards

Ma#4: Basic difficulty of the assessment of standards

Ma#2: Experts must define what is good for the animal, exact labeling of the ;positive type.

Ma#5: Problem with the choice of information that's on the label: how healthy? Was the animal well? What was fed?

Ma#4: Disclosure of the type/classification of keeping methods is necessary

Ma#3: Exactly, keeping of animals is important

Ma#2: Information about keeping is important, quality is expensive

Ma#1: Actual, factual quality of the food must be evident, combination of the information

Ma#8: Keeping and developing of the animal/product

Ma#7: similar

Ma#6: Keeping of the animal is pivotal

Second men's group (Mb)

Mb#1: "Hen Behind Bars" => ruins appetite, one would spend money on better products (according to labels/ pictogramms)

Mb#6: Risk of a two class society, quality would have a higher price, poor/socially disadvantaged people would have to buy the cheaper goods due to financial reasons

Mb#4: Labelling is still not a seal of quality

Mb#5: Problem of the definition of labelling, uniformation is difficult, most people would continue to buy the „worse“ products, they don't want to have to think about it

Mb#5: Control of the tags would be difficult (worldwide?) Shifting of the costs onto the consumer difficult, because they react very sensitively, and they will complain

Mb#7: Like with the „Grüne Punkt“ („Green Point“) no public commotion

Mb#4: Labelling of the keeping important, also not very expensive, control of quality seals would be expensive

Mb#3: Labelling of the keeping must be controlled, also pay attention to separated keeping of different animals

Mb#2 : Labelling mostly possible for keeping and quality, alone does not suffice

Mb#1: Labelling of quality would be better

Mb#8: Seal/label must include everything: keeping and quality

Mb#7: People want to know what's good for them, Proof of keeping =>ethics in keeping, quality reports only says what's not inside, therefore keeping labels better

Mb#6: It is bad, if labelling in the long run would not bring proof of quality, more control of manufacturer necessary, more inspection.

Mb#4: Labelling of the keeping allows one to draw conclusions about the quality

Mb#5: Labelling of the keeping, consumers don't want too many labels

Scenario 2: Minimum Standards

ADVANTAGES:

First women's group (Fa)

Fa#1: There must be minimum standards.

Fa#4: Combination between prices and standards.

Fa#6: .It's ok, a beginning.

Fa#7: Minimum standards already exist.

Fa#3: Consumer behaviour then better influence.

Fa#3: Label control at borders..

Fa#5:.. Administration/revoking of licenses should be made possible.

Fa#8: Imports only with labels, especially from non-European areas..

Fa#7: Minimal standard must be in accordance with the type

Fa#6: consumer profits from it..

Fa#7: Following through of the inspections by law.

Second women's group (Fb)

Fb#5: A new assessment of standards is definitely necessary

Fb#8: Advantages for the animal as well as humans.

Fb#3: Good, that a standard (even if reluctantly a minimum standard) even exists, secures comparability.

First men's group (Ma)

Ma#1: Stressing of the inspection is good

Ma#1: Simplicity and practicability of minimum standards

Ma#2: Scenario is feasible more control directly of the farmers, better responsibility, also relevant to the combination of food products, trade only with good that are of the minimum standard =>easier inspections

Ma#7: Self check of the farmers also necessary for making them liable later

Second men's group (Mb)

Mb#2: Intervention, make standards obligatory, question of price is connected with method of keeping, scenario 1 better,

DISADVANTAGES:

First women's group (Fa)

Fa#6: Possibly standards but too low..

Fa#4: The forbidding of keeping methods is better than adherence of minimum standards.

Fa#5: First paragraph in the definition of „minimum standards“ should be taken out.

Fa#8: Protective duties are not good. There is a risk of smuggling.

Fa#7: There wouldn't necessarily be less produced through it.

Fa#6: The work force could be endangered, especially farmers..

Fa#7: Control not necessarily serious. Experts are not necessarily independent, or rather hardened.

Second women's group (Fb)

Fb#5: Again a problem of the independent experts and scientists.

Fb#7: Current standards bad, legal arrangements, penalties absolutely necessary

Calls into question who should/may/can do that.

Fb#2: Inclusion of the costs and practical questions in the assessment of standards conceal the danger of „watering down“ the standards and levels, costs shouldn't be top priority, risk of „nasty compromises“.

Fb#4: Keeping animals in their natural environment is a basic requirement, everything else comes last

Fb#8?: If animals are kept in their natural environment, the necessity of labels would possibly take care of itself

Fb#2: A fast conversion of the minimum standards in the sense of the consumer is an illusion, simply doesn't work, is unrealistic, penalties for farmers is problematic, when one wants to reach something, only team work will bring about change, all need to take part in the assessment of minimum standards

Fb#4: Lawful regulations cannot be done without, due to their necessity, farmers had enough time

Fb#5: Effectiveness of the inspections is problematic, change must come from the bottom up, through labels and the consumer

Fb#1: The minimum standard is not in the interest of the consumer, change in awareness in the heads of the farmers, beginning with education in school, problem is a problem of the entire society (high tendency towards violence, attitudes)

Fb#6: Standards must be adjusted to the needs of the animals (keeping in their natural environment, for example, enough space, keeping according to their specific needs, room to move, make normal, natural behaviour of the animals possible

Fb#8: Implementation of the standards, even with force, standards according to scientific knowledge, consumer education is an illusion, utilisation of knowledge from research and science.

Fb#2: Own ideas about keeping animals in their natural environment aren't able to be implemented, more room for farmers

Fb#4: Problem of the subsidising of overproduction

First men's group (Ma)

Ma#2: Association between minimum standards and labels is missing, still not enough information for the consumer

Ma#7: previous standards don't change anything, they don't need to be heightened and made transparent

Ma#3: Problem of the definition „minimum standard“, what will still be allowed, Expert is a problematic person

Ma#4: Farmers must carry the results of the external effects , making them liable is a problem

Ma#5: Both scenarios are not practicable, because the previous system of subsidies, endless use, cheapness, etc.

Ma#5: Need for change in politics

Ma#6: Minimum standards ok need to be high =>a different consumer policy

Ma#2: Problem of the assessment of standards

Ma#5: On what basis does the defining of standards take place? Reduce overproduction

Ma#1: Inexpensive, good quality products are not possible through many small holdings, Not possible to do without large concerns better control of large concerns is possible, Solution of the systematic problems in general agricultural politics

Ma#2: If subsidies are done away with, then agriculture will become an industry, because economical (comparable to collective productions/collective farms, compare to GDR, Netherlands) subsidies cause vicious cycle.

Ma#4: Customers could need to be willing to pay more

Ma#7: With subsidies the citizen is paying more for food in the form of taxes, one could just invest the money directly into more expensive meat

Second men's group (Mb)

Mb#4: Minimum standards are set too low, since many couldn't work otherwise

Mb#3: In this scenario the behaviour of the consumer does not play a role, the state sees to it that the goal will be reached, but is not a long term solution

Mb#5: If the standards are too low the consumer feels betrayed

Mb#6: Where do minimum standards begin? Manufacturer or consumer? Also the higher the standard the higher the price

Mb#3: Minimum standard is not sufficient, supplementation is necessary

Mb#1: With imports it is difficult to verify the control mechanism, comparisons are necessary, import restrictions would be a disadvantage

Mb#4: EC-wide regulations, make clear when not from EC =>import labels

Scenario 3: Changes in Agricultural Policy

ADVANTAGES:

First women's group (Fa)

Fa#4: Minimum standards and modifications of the agricultural policy could be combined.

Fa#2: Incentives are good.

Second women's group (Fb)

Group Fb: General consensus: Incentives are more effective than penalties, but inspection for those who don't need to use the incentives.

First men's group (Ma)

Ma#1: Higher than minimum standards are subsidised

Ma#2: Higher than minimum standards are subsidised

Ma#3: Higher than minimum standards are subsidised

Ma#3: Similarity between scenarios 2 and 3

Ma#5: Differentiation between penalties and subsidies

Second men's group (Mb)

Mb#5: Incentives instead of penalties, otherwise hardly any differences scenario 1 better

Mb#8: Incentives are better than penalties, Rewards principle

DISADVANTAGES:

First women's group (Fa)

Fa#3: People will have to pay more money, or the government needs to help.

Fa#2: The human is an opportunist, therefore no voluntary

Fa#5: There should be penalties/revoking of licenses anyway. Prison, strict penalties/fines when standards are abused.

Second women's group (Fb)

Fb#2: Incentives good, control of such things as animal cruelty, must be ensured, guarantee of animal protection is duty, double sided.

First men's group (Ma)

Ma#1: In this scenario stricter penalties are also necessary

Ma#1: Not too many governmental regulations

Ma#7: More voluntary action,

Ma#8: Positive pressure is better than penalties

Second men's group (Mb)

Mb#4: Penalties better, scenario 3 not ok

Mb#8: Consideration of farmers in general is uncertain

Scenario 4: Education of the Consumer

ADVANTAGES:

First women's group (Fa)

Fa#7: Very good.

Fa#3: Children could already be informed in school..

Fa#7: A sensible persuasion is important.

Fa#5: Visits to farmers, among other things, would be good.

Fa#2: Better clarification means better choice of products and through that a better effect on the market.

Fa#6: More consumer clarification is ok..

Second women's group (Fb)

Group Fb: General consensus on clarification in the schools

Fb#1: Education in the schools is good.

Fb#7: Student education accompanying wise,

First men's group (Ma)

Ma#8: Information already in childhood, making it a subject of discussion in the schools, criticism of the type The current information politics, always in combination with other measures

Ma#6: Early, fundamental information in school is good

Ma#3: Childhood is the right time for approaching the topic of animal welfare.

Ma#4: It is to the advantage of the consumer to be in the position to decide themselves, to put it into action is problematic

Ma#2: Consumer education at a young age is good, since children have a different relationship with animals than we do today, possibility of the consumer to decide now, it would be better if there were more information

Ma#8: Influencing control of buying barriers, showing the connection between animal and food products, especially in school => possible change in awareness

Second men's group (Mb)

Mb#3: would be worth wishing for, but goods must also be labelled, no problems with imports, etc

Mb#5: Education good => Consumer becomes powerful, obligation is problematic, rather voluntarily

Mb#7: Good as an accompanying step, basic change only through change in awareness, scenario alone does not suffice, minimum standards and subsidies also important and more necessary

DISADVANTAGES:

First women's group (Fa)

Fa#4: Animals must be protected from the consumer.

Fa#8: Payment for the information. Cities, community.

Fa#7: Visits cause hygiene problems.

Second women's group (Fb)

Fb#1: Television, Radio, and newspapers are much too expensive, would be better to give that money to the farmers.

Fb#3: Campaign would be a one time deal, then what?

Fb#1: Animal is still at the mercy of the farmer.

Fb#7: Media campaigns are too expensive, rather publish test results

Fb#4: The scenario alone is not sufficient

First men's group (Ma)

Ma#6: Great effort, difficult to implement, many people would complain that their products as now being labelled "bad".

Ma#7: Implementation comparable to the learning of dealing with driving cars(everyone drives a car later anyway, only high gas/petrol prices were successful), with this topic there is also a slight chance of success later implementation

Ma#2: too much information => hyperreaction, panic, etc. People fall back into a hyper-sensitive reaction, panic rut anyway

Second men's group (Mb)

Mb#1 Scenario is senseless, rather supply the livestock breeding with the money and as a result change buying habits=> gleich bei Haltung ansetzen apply directly to livestock keeping

also negative labels, not only positive

Scenario 5: Voluntary Code of Practice

ADVANTAGES:

First women's group (Fa)

Fa#5: Be open for positive experiences..

Fa#2: As a result, interaction between farmers and consumers.

Second women's group (Fb)

Group Fb: General consensus hardly any advantages were recognised

Fb#3 no advantages

Fb#2: If all participate(with incentives and advantages), possible advantage

First men's group (Ma)

Ma#1: Change will be reached faster when advice of politics and are worked out together. Volunteering is a better motor for change than force.

Second men's group (Mb)

Mb#3: Good measure, middle course between voluntary and force good, awareness education also for the farmers

Mb#4 Voluntarily is good, who wants to participate can, who doesn't want to doesn't.

Mb#1: Scenario good, who doesn't participate endangers their own livelihood and chance in the market

Mb#7: general good, question of implantation, independent control is necessary, scenario alone does not suffice

Mb#5: whoever doesn't participate is out

DISADVANTAGES:

First women's group (Fa)

Fa#2: At the national level is not enough..

Fa#8: Works only on the small scale..

Fa#1: Only possible when voluntary or through governmental sponsorship.

Second women's group (Fb)

Fb#8: Voluntary code of practice poses a problem

Fb#3: Lack of trust, self-obligation = lip service, corruption

Fb#4: The bringing in of independent committees, also in voluntary code of practice (Animal welfare, science)

Fb#5: Security of quality must be guaranteed, inspection through competent, independent experts

First men's group (Ma)

Ma#1: Problem of voluntary inspection, External inspections are necessary

Ma#7: Comparable self obligation of the beverage industry in regards to bottles => no change, profit, vs. obligation

Ma#8: Europe-wide standards make sense here as well, Europe-wide standards are also practical here, also standardisation as a result of

Competition(threat to one's livelihood), voluntary inspection problematic.

Ma#5: Thorough reassessment of the entire food production system,
Scenario does not suffice

Ma#1: Combination of the different scenarios is necessary.

Second men's group (Mb)

Mb#6: There must be inspections, self inspections are more difficult than examinations, independent farmers shouldn't set the standards

Mb#8: Control is difficult, education is important

Mb#2: Scenario 4 and 5 are not effective, too little obligation

Mb#4: Improve animal welfare through combination of the scenarios.

8.5 Answers to Label Questionnaire

Table 17: Answers to poultry labels (information labels IK1 and IK2)

Person	liked best	liked 2nd best	Buy which?	What do you like about this way of labeling?	What do you not like about this way of labeling?
fb #1	IK 1	IK 2	IK 1	Wicht. Inf. Sind kurz und klar formuliert	---
fb #2	IK 1	IK 2	IK 1	---	Ist zu lang.
fb #3	IK 1	IK 2	IK 1	Beschreibung der Aufzucht in IK 1	Es bleiben zu viele Fragen offen z.B. Futter
fb #4	IK 1	IK 2	IK 1	Käfighuhn ehrlich gekennzeichnet	Futter könnte zusätzl. Inf. über Inhalt haben.
fb #5	IK 1	IK 2	IK 1	Erwähnung von Haltung und Fütterung	Sagen was im Futter ist, nicht was nicht drin ist. Qualität: Subjektiv
fb #6	IK 1	IK 2	IK 1	Hinweis auf Freilandhaltung	Photo wäre gut, das Sachverhalt „Gehege“ widerspiegelt.
fb #7	IK 1	IK 2	IK 1	Die Feinstofflichkeit des Wesen	So schmeckt Fleisch nun mal.
fb #8	IK 1	IK 2	IK 1	Es beinhaltet die wichtigsten Punkte	--
ma #1	IK 1	IK 2	IK 1,IK 2	Erläuterung, Verständlichkeit	Umfang
ma #2	IK 1	IK 2	IK 1	Aufschlüsselung/Erklärung	Optischer Eindruck, nüchterne Darstellung
ma #3	IK 1	IK 2	IK 1	Detailliert, kurz u. bündig	Thesen schwer nachzuprüfen, textlastig
ma #4	IK 1	IK 2	IK 1	Information	1. Gesundheit wenig Aussage. 2.Deutlicher
ma #5	IK 1	IK 2	--	Klar strukturiert	Zu abstrakt
ma #6	IK 1	IK 2	IK 1	Informativ (Haltung, Gesundheit Fleischqualität)	Kein Hinweis auf Kontrolle der Kennzeichnung.
ma #7	IK 1	IK 2	IK 1	Klartext	--
ma #8	IK 1	IK 2	IK 1,IK 2	Beide transparent	--
mb #1	IK 1	IK 2	IK 1	Wichtige Inf. gut gebündelt	Qualitäten: Geschmackssache
mb #2	IK 1	IK 2	IK 1	--	--
mb #3	IK 1	IK 2	IK 1	Information z.B. Futter	Lange Erklärung könnte abschrecken
mb #4	IK 2	IK 1	IK 1	Detaillierte Erklärungen, auch Abschreckung	--
mb #5	IK 1	IK 2	IK 1	Informativ, wenig alternativen	Nicht plakativ, kann überlesen werden
mb #6	IK 1	IK 2	IK 1	--	Zu kurz
mb #7	IK 1	IK 2	IK 1	Beinhaltet Mindeststandards	Keine klaren Aussagen über mögl. Gefahrenquellen (Medikamente)
mb #8	IK 1	IK 2	IK 1	Entspricht nat. Lebensform eher	Kompromiß, kein „Wildleben“

Table 18: Answers to pork labels (visual/brief information labels, BKI1, BKI2, BKI3)

Person	liked best	liked 2nd best	liked 3 rd best	Buy which?	What do you like about this way of labeling?	What do you not like about this way of labeling?
fb #1	BKI 3	BKI 1	BKI 2	BKI 1	Aus Bild geht hervor, wie Tiere gehalten werden. Ohne Zeitaufwand. Verb. Fleisch/Tier	--
fb #2	BKI 1	BKI 2	--	BKI 1	Kurz, verständlich	Bild muß nicht sein.
fb #3	BKI 1	BKI 2	BKI 3	BKI 1	Mehr Einblick als früher	Zu wenig effektive Infos
fb #4	BKI 1	BKI 2	BKI 3	BKI 1	Das Bild	Mehr ausführlicher Text
fb #5	BKI 1	BKI 2	BKI 3	BKI 1	Haltung ist dargestellt	Fütterung wird nicht erwähnt
fb #6	BKI 1	BKI 2	BKI 3	BKI 1 BKI 2	Haltungsformen werden genannt	--
fb #7	BKI 1	BKI 2	BKI 3	BKI 1	Verspricht artgerechtes Leben	Bezieht sich nur auf Deutschland
fb #8	BKI 1	BKI 2	BKI 3	BKI 1	Ich sehe wie die Tiere leben	Sagt nicht genug aus
ma #1	BKI 1	BKI 2	BKI 3	BKI 1-3	Formulierung knapp und verständlich	Bilder überflüssig da manipulierbar
ma #2	BKI 1	BKI 3	BKI 2	BKI 1	Darstellung farbig, kurze prägnante Angaben	--
ma #3	BKI 1	BKI 2	BKI 3	BKI1 BKI2	Visuelle Überzeugungskraft	Fotos können vieles verpfuschen, sie können gefälscht werden
ma #4	BKI 1	BKI 2	BKI 3	BKI 1&2	Bilder	Bilder sind suggestiv, subjektiv, partikulär
ma #5	BKI 1	BKI 2	BKI 3	BKI 1	Assoziativ, anregend, Umgebung der Tiere	Zu wenig Informationen (Medikamente etc.)
ma #6	BKI 1	BKI 2	BKI 3	BKI 1&2	Informiert über Haltung und Herkunft	Keine Inf. über Beifutter, med. Versorgung, Kontrolle, Risiken
ma #7	BKI 1	BKI 2	BKI 3	BKI 1&2	Text unter den Bildern	Zu suggestiv
ma #8	BKI 1	BKI 2	BKI 3	--	Außenhaltung spricht mich an	Was ist mit Fütterung und Medikamentenß
mb #1	BKI 1	BKI 2	BKI 3	BKI 1	Visuelle Information schneller verarbeitbar als Text	Bild 3 abschreckend
mb #2	BKI 1	BKI 2	BKI 3	BKI 1	Bild und Beschreibung	Futter ist nicht definiert.
mb #3	BKI 1	BKI 2	BKI 3	BKI 1	Art der tatsächlich möglichen Haltung	Es werden viele Informationen suggeriert
mb #4	BKI 1	BKI 3	BKI 2	BKI 2	Es wird auf eine begrenzte Anzahl verwiesen	Über die Größe der Anzahl wird keine Aussage getroffen
mb #5	BKI 1	BKI 2	BKI 3	BKI 1	Zeigt Verbraucher das Tier, aus dem das Produkt stammt.	Bilder können zu falscher Idylle führen. Keine Aussage zu Futter etc.
mb #6	BKI 1	BKI 2	BKI 3	BKI 1	--	Zu kurz
mb #7	BKI 1	BKI 2	BKI 3	BKI 1	Einfach verständliche Visualisierung.	Erweckt zu schnell den Eindruck „Heile Welt“
mb #8	BKI 1	BKI 2	BKI 3	BKI 1	Haltungsunterschiede deutlich gemacht	Keine Aussage zur Fütterung etc.

Table 19: Answers to egg labels (visual 1,2,3)

Person	liked best	liked 2nd	liked 3 rd	Buy which?	What do you like about this way of labeling?	What do you not like about this way of labeling?
fb #1	Bildl. 3	Bildl.2	Bildl.1	Bildl.1	Aus Bild geht hervor, wie Tiere gehalten werden. Ohne Zeitaufwand. Verb. Fleisch/Tier	--
fb #2	Bildl.1	--	--	Bildl.1	Bezeichnung reicht aus	Bild nicht erforderlich
fb #3	Bildl. 3	Bildl.2	Bildl.1	Bildl.1	Nichts	Nicht ausreichend
fb #4	--	Bildl.2	--	--	--	Imitierte Freilandhaltung, zu viele Hühner pro Fläche, Alternative Bezeichnung zu Käfighaltung
fb #5	Bildl.1	Bildl.2	Bildl. 3	Bildl.1	--	Freilandhaltung ist nicht sichergestellt
fb #6	Bildl.1	Bildl.2	Bildl. 3	Bildl.1 u.2	Daß das Bild einen Eindruck von der Haltung der Tiere gibt	
fb #7	Bildl.1	Bildl.2	Bildl. 3	Bildl.1	Bild 1 macht Hoffnung auf authentische Natur	Bild 2 Hof sagt nichts über Natur. Käfig oder Freiland als Kriterien
fb #8	Bildl.1	Bildl.2	Bildl. 3	Bildl.1	--	Zu wenig Information. Man weiß nicht was man glauben soll, außer bei 3
ma #1	Bildl.1	Bildl.2	Bildl. 3	Bildl.1, 2, 3	Kürze der Erläuterungen	Bilder überflüssig da manipulierbar
ma #2	Bildl.1	Bildl.2	Bildl. 3	Bildl.1	Farbliche Darstellung, Label	--
ma #3	Bildl.1	Bildl. 3	Bildl.2	Bildl.1	Visuelle Überzeugungskraft	Fotos können vieles verpfuschen, können gefälscht werden
ma #4	Bildl.2	Bildl.1	Bildl. 3	Bildl.1, 2	Bild zeigt angebliche Lebensbedingungen.	Bilder sind suggestiv, subjektiv, partikulär
ma #5	Bildl.2	Bildl.1	Bildl. 3	Bildl.2	Umgebung der Tiere ist zu sehen	Zu wenig Information
ma #6	Bildl.1	Bildl.2	Bildl. 3	Bildl.1	--	Nur Basisinformation, Kennzeichnung der Phantasie des Kunden überlesen
ma #7	Bildl.1	Bildl.2	Bildl. 3	Bildl.1,2	Bild 3 abschreckend genug um das Produkt zu meiden	Bildüberschriften sind nichtssagend
ma #8	Bildl.2	Bildl.1	Bildl. 3	Bildl.1, 2, 3	Sagt scheinbar aus, das Tiere freilaufend sind.	Futter nicht sicher, lückenhafte Information
mb #1	Bildl.1	Bildl.2	Bildl. 3	Bildl.1	Bebilderung zweckmäßig	Bild 3 abschreckend
mb #2	Bildl.1	Bildl.2	Bildl. 3	Bildl.1	Bild und Beschriftung	Futter nicht definiert, Anzahl der Hühner pro Fläche nicht klar.
mb #3	Bildl.1	Bildl. 3	Bildl.2	Bildl.1	Haltung beschrieben	Fehlende Informationen
mb #4	Bildl.1	Bildl. 3	Bildl.2	Bildl.1	Es wird auf genügend Platz für die Tiere verwiesen	--
mb #5	Bildl.2	Bildl.1	Bildl. 3	Bildl. 2	Bild 3 könnte abschreckend wirken	Gleiche Bilder, kann Idylle suggerieren, wenig Informationen
mb #6	Bildl.1	Bildl.2	Bildl. 3	Bildl.1	--	--
mb #7	Bildl.2	Bildl.1	Bildl. 3	Bildl. 2	Abschreckung von Käfighaltung	Schwammige Definition: Freilandhaltung, Eier frisch vom Hof
mb #8	Bildl.1	Bildl.2	Bildl. 3	Bildl.1	--	Zu allgemein, zu unpräzise, 1 und 2 nicht unterscheidbar, Fütterung?

Table 20: Answers to beef labels (product descriptive labels 1, 2, 3)

Person	liked best	liked 2nd best	liked 3 rd best	Buy which?	What do you like about this way of labeling?	What do you not like about this way of labeling?
fb #1	PBK 1	PBK 2	PBK 3	PBK 1	Kurze klare Informationen	Verharmlosende, beschönigende Formulierungen(mit Rücksicht auf das Wohl der Tiere)
fb #2	PBK 1	-	-	PBK 1		Tierfreundlich? Sollte artgerecht heißen, Text zu lang
fb #3	PBK 1	PBK 2	PBK 3	-	Nur das was mehr informiert als früher	PBK1 läßt Medikament, Futter offen. PBK 2 schwammig, undeutlich ausgedrückt
fb #4	-	-	PBK1,2,3	-	Viele textliche Informationen	Was sind Wohlergehen, Futtermittelsicherheit, klar definiert?
fb #5	PBK 1	PBK 2	PBK 3	PBK 1	Auslauf sichergestellt	Futter ist nur negativ erwähnt. Besser gras, Silage
fb #6	PBK 1	PBK 2	PBK 3	PBK 1	Hinweis auf die Haltung (Stall, Weide)	Bild sollte aussagekräftiger sein, sonst Verwirrung. Text beansp. Zeit
fb #7	PBK 1	PBK 2	PBK 3	PBK 1	Wortwahl, Zusicherung	3 kann von Kauf abhalten
fb #8	PBK 1	PBK 2	PBK 3	PBK 1	Sie sagt fast alles aus	Nur nicht woher das Tier stammt. Alter der Tiere wird nicht angegeben
ma #1	PBK 1	PBK 2	PBK 3	PBK 1, 2, 3	Verständlich, viele Aspekte werden berücksichtigt	Nutzlose Bilder
ma #2	PBK 1	PBK 2	PBK 3	PBK 1	Detaillierte Info	Label/Farbgestaltung
ma #3	PBK 1	PBK 2	PBK 3	PBK 1	Genauere Angaben, Details zur Haltung	Es kann zuviel versteckt werden hinter begriffen wie „Standard“
ma #4	PBK 1	PBK 2	PBK 3	PBK 1, 2	Emblem sieht aus wie staatl. Siegel	--
ma #5	PBK 1	PBK 2	PBK 3	--	Eindeutig klare Aussagen	Könnte noch klarere Information sein. Label kitschig
ma #6	PBK 1	PBK 2	PBK 3	PBK 1, 2, 3	Ausreichend informativ über Haltung, Qualität, Kontrolle	--
ma #7	PBK 1	PBK 2	PBK 3	PBK 1	Klartext z.B.unter Bild 1	Unterschrift „die gesündere Wahl“, tierfreundlich,... ist nichtssagend
ma #8	PBK 1	PBK 2	PBK 3	PBK 1, 2, 3	Viele Infos über Futter, Medikamente	Die gesündere Wahl?
mb #1	PBK 1	PBK 2	PBK 3	PBK 1	Bild & Text, staatl. Prüfung	Text zu lang
mb #2	PBK 1	PBK 2	PBK 3	PBK 1	Klare Aussagen	--
mb #3	PBK 1	PBK 3	PBK 2	PBK 1	Hinweis: Tierfreundlich	Gesündere Wahl ist keine Beschreibung sondern Wertung
mb #4	PBK 2	PBK 3	PBK 1	PBK 2	Erfüllbare Beschreibung	--
mb #5	PBK 1	PBK 2	PBK 3	PBK 1	Informativ, neutrales Bild, sachlich	Kann verharmlosend wirken (3) Schlechte Bedingungen nicht erwähnt. Staatlich geprüft?
mb #6	PBK 1	PBK 2	PBK 3	PBK 1	--	--
mb #7	PBK 1	PBK 2	PBK 3	PBK 1	Klare Fakten (1)	Rücksicht auf Wohl der Tiere? Standards? Nichtssagende Phrasen!
mb #8	PBK 1	PBK 2	PBK 3	PBK 1	Text gut	Teilweise zu schwammig und undurchsichtig (2/3). Zeit zu lesen

Table 21: General questions 1 about labeling format

Person	Which forms of labeling attract your attention most? Why?	Which form of labeling would you personally prefer?
fb #1	Die mit Fotos und kurzen Inf. in dicker Schrift.	Schweinefleisch, Fotos sprechen mich emotional an.
fb #2	Schweinefleisch aus Freilandhaltung kurz und Informativ weil ich die Schweinchen niedlich finde	Kurze Beschreibungen, z.B. Freilandeier
fb #3	Die mit den meisten klaren Infos, damit der Tierschutz zu seinem Recht kommt und meine Nahrung sicher ist	Viele Infos
fb #4	Bildliche Kurzinformativkennzeichnung wegen der Information des Bildes	IK 1, die meisten und relativ aussagekräftige Aussagen
fb #5	Die, die auf Freilandhaltung wert legen. (BK 1 spricht emotional an).	Bild nicht am wichtigsten . Wie gehalten? Futter? Gesundheit ist Auslegungssache.
fb #6	BKI , da ein aussagekräftiges Bild und 1 o. 2 Sätze zur Erklärung.	--
fb #7	Alle Nr. 1 Visuell: Artgerechtigkeit/ Natur. Emotional Tier- und Menschenschutz (Nahrung)	Alle Nr. 1 kommt den pers. Ansprüchen nahe.
fb #8	IK 1 Freiland Huhn	IK 1
ma #1	Einfache verständliche Formulierung, Keine Bilder . Bsp. Hühnerfleisch	Hühnerfleisch, da die wichtigsten Aspekte hier wohl genannt werden.
ma #2	Bildliche Darstellung und kurze prägnante Sätze.	„Rindfleisch“ Sowohl bildliche Darstellung als auch detaillierte Angaben
ma #3	Bildliche, da visuelle Reize am intensivsten wahrgenommen werden.	Beispiel Rind: Kombination Bild und genauer stichwortartiger Text zu allen wesentlichen Punkten.
ma #4	PBK fotos sagen nichts aus. BKI fällt auf	PBK und BKI: Ansprechend und informativ
ma #5	Produktbeschreibende Kennzeichnung, produktbezogene Infos, nicht allgemeine Floskeln	--
ma #6	BKI, optisch auffallend mit Beitzext.	PBK da sie die für mich interessantesten Aspekte am meisten berücksichtigt.
ma #7	Ich lese fast immer die Produktbeschreibung auf der Packung.	IK 1: Klartext ist am wenigsten suggestiv und kann am leichtesten überprüft werden.
ma #8	IK 1u. PBK 1. Viel Information über unterschiedliche Aspekte.	Diejenigen, die umfassend informieren und auf Vor- und Nachteile hinweisen. Diejenigen mit Fakten, nicht Werbung.
mb #1	Bilder vermitteln schnellen Eindruck, da eigängiger als Text.	Bilder, will einkaufen und nicht lange lesen müssen.
mb #2	Die ersten, weil dort klare Aussagen gemacht werden.	--
mb #3	Die Form PBK, da dort einfache Visualisierung und differenzierte Beschreibung.	PBK, es lenkt den Blick vom Produkt und Verpackung auf den Hinweis.
mb #4	Rindfleisch, weil kurze, aber informative Texterklärungen	Rindfleisch wegen der Texterklärungen
mb #5	IK. Ich lese gerne alles an Inf. zu einem Lebensmittel	IK . Mündiger Verbraucher muß in der Lage sein, abstrakte Information auf das Kaufverhalten zu beziehen.
mb #6	BKI 1, es informativer aber hier nicht passend	PBK 2. Es ist knapp und Übersichtlich
mb #7	Rindfleisch: Das Kleine Rind ist ein Hingucker.	Im Mittelpunkt sollten jedoch Fakten stehen.
mb #8	Bilder: Schnell, Übersichtlich, einfach. Wenig/ kein Text.	Am besten ist schwierig, da sie nur minimal auf den Tierschutz einwirken können.

Table 22: General questions 2 about labeling format

Person	Mit welcher Kennzeichnungsform könnten die aktuellen Tierschutzprobleme in der Landw. Am besten angegangen werden? Warum?	Was wäre Ihrer Meinung nach die ideale Kennzeichnungsform (gegebenenfalls unabhängig von den präsentierten Vorschlägen) für tierische Produkte.
fb #1	BKI, weil Informationen den Verbraucher auch emotional ansprechen soll, Bezug zum Tier herstellen	BKI
fb #2	Wenn der Staat entsprechende Auflagen für artgerechte Tierhaltung machen würde	Staatlich geprüfte, artgerechte Tierhaltung
fb #3	Mit jeweils der Ersten (IK 1, Bildlich 1, BKI 1, PBK 1)	Eine, die keine Fragen für Verbraucher- und Tierschutz offen läßt.
fb #4	IK1, meiste und relativ aussagekräftige Aussagen.	Aussagen, die nicht in die irre führen, schonungslos die Realität repräsentieren. Futter, Aufzucht, Haltung, Fläche, Freilandhaltung, Muttertierhaltung.
fb #5	BKI 1, weil durch die Bilder emotionale regungen angesprochen werden, was wahrscheinlich große Wirkung hätte.	Klare Information, evtl. mit Bild: Wie gehalten, was im Futter, größe des Hofes, woher, Medikamente verabreicht?
fb #6	BKI, da aussagekräftiges Bild und 1-2 Sätze zur Erklärung	BKI, da aussagekräftiges Bild und 1-2 Sätze zur Erklärung
fb #7	Mit jeweils der Ersten (IK 1, Bildlich 1, BKI 1, PBK 1): Zielt auf Art- und Kreaturschutz ab. Allerdings gehören Tierproduzenten „umbelehrt“	Erzeugung/ Aufwachsen/ Ort und Dauer/Haltungsareal
fb #8	IK 1	IK 1, PBK 1. Eventuell sollten sich noch mehr Angaben au der Kennzeichnung befinden. (Alter etc.)
ma #1	Transparente Qualität, verschiedene Stufen, d.h. vom Mindeststandard bis zu hoher Qualität	Standards, die definiert sind. Anerkannte Klassifizierung in z.B. 3 Güteklassen. Dabei zwei Gruppen: 1. Tierschutz, 2.Lebensmittelqualität.
ma #2	PBK, sowohl bildliche Darstellung als auch detaillierte Angaben in kurzen prägnanten Sätzen	Am besten PBK. Mögliche verbesserung z.Zt. nicht erkennbar
ma #3	PBK1, da am ehesten kontrollierbar (harte Fakten)	--
ma #4	BKI, Bild unterstützt Information.	Gibt es eine?
ma #5	PBK: Durch Informationen Unsicherheit abbauen, Vertrauen schaffen	Ein einheitliches Label, in dem renommierte Labels zusammengeschlossen sind (Bioland, Demeter), transparente Standards. Private u. staatliche Initiativen zusammenführen.
ma #6	PBK 1, da größtmögliche Auswahl an Inf. Kaufentscheidung kann dann Angebot steuern.	PBK mit unterscheidbaren Logos: Schnelle Kaufentscheidung, genug Information.
ma #7	IK 1 setzt bewussten , informationsbereiten Verbraucher voraus und kann leicht kontrolliert werden	IK 1
ma #8	(IK?) Keine Bilder, viel Information über alle Bereiche!	IK und Verweis auf weitere Infos, die zur Verfügung gestellt werden müssen
mb #1	Bildform kann das schlechte Gewissen des Konsumenten eher anregen	Bild- & Textkombination plus staatliches Siegel
mb #2	Mit jeweils der Ersten (IK 1, Bildlich 1, BKI 1, PBK), weil sie den Tieren eine artgerechte Haltung zugesteht	Eine offene, aussagekräftige Beschreibung von Haltung, Fütterung
mb #3	BKI, da dort abschreckendes dem Verbraucher vorgeführt wird.	Eine Kennzeichnung mit Bildwiedergabe der Haltungsbedingungen und und umfassender Information.
mb #4	PBK, weil auf Qualität der Haltung und bessere Fleischqualität hinweisen kann, und dies auch erklärt wird.	--
mb #5	BKI: Abschreckende Wirkung durch Bilder der Massentierhaltung.	BKI auf Vorderseite (Plakatív) mit IK auf Rückseite.
mb #6	BKI 1	Eine Kennzeichnung aller Tiere, die im Freiland aufwachsen.
mb #7	BKI: Bilder zu dominant, mehr sachliche Info.	PBK1 ist gut, sollte aber Haltungsbedingungen beinhalten.
mb #8	Schwierig, da nur minimal unterstützend auf Tierschutz	Kennzeichnung muß auch Transport berücksichtigen

8.6 Ranking and Rating of Scenarios

Table 23 Ranking of scenarios by participants

1 = best rank, 2 = second best rank, 3 = third best rank, 4 = fourth rank 5 = worst rank

Person	Compulsory Labelling	Minimum Standards	Change in Agricultural Policy	Voluntary Code of Practice	Education of Consumers
fa #1	5	4	1	2	3
fa #2	5	2	1	4	3
fa #3	2	5	1	3	4
fa #4	5	4	2	3	1
fa #5	4	3	1	2	5
fa #6	4	3	1	2	5
fa #7	5	4	1	2	3
fa #8	5	2	1	3	4
Sum	35	27	9	21	28
fa Rank	5	3	1	2	4
fb #1	1	4	2	3	4
fb #2	3	2	1	4	5
fb #3	2	1	3	4	5
fb #4	2	3	1	4	5
fb #5	2	3	1	4	5
fb #6	3	2	1	4	5
fb #7	3	2	1	4	5
fb #8	1	2	3	4	5
Sum	17	19	13	31	39
fb Rank	2	3	1	4	5
ma #1	1	3	2	4	5
ma #2	3	4	2	1	5
ma #3	2	3	4	1	5
ma #4	4	5	3	1	2
ma #5	3	4	2	1	5
ma #6	no comment	no comment	no comment	no comment	no comment
ma #7	1	3	4	2	5
ma #8	3	5	4	2	1
Sum	17	27	21	12	28
ma Rank	2	4	3	1	5
mb #1	2	3	4	5	1
mb #2	2	1	3	4	5
mb #3	1	5	3	4	2
mb #4	1	2	3	5	4
mb #5	1	3	4	2	5
mb #6	4	2	1	3	5
mb #7	1	4	3	2	5
mb #8	4	2	5	3	1
Sum	16	22	26	28	28
mb Rank	1	2	3	4/5	4/5

Table 24: Ranking and Rating of scenario 1: 'Compulsory Labeling'

		first women group (fa)	second women group (fb)	first men group (ma)	second men group (mb)	women	men	total valid sample (n=31)
Scenario 1: Compulsory Labeling								
Rating								
best mark	N	2	2	1	3	4	4	8
	%	25%	25%	14%	38%	25%	27%	26%
second best mark	N	3	2	1	3	5	4	9
	%	38%	25%	14%	38%	31%	27%	29%
medium mark	N	1	3	3	0	4	3	7
	%	13%	38%	43%	0%	25%	20%	23%
second worst mark	N	1	1	2	2	2	4	6
	%	13%	13%	29%	25%	13%	27%	19%
worst mark	N	1	0	0	0	1	0	1
	%	13%	0%	0%	0%	6%	0%	3%
Ranking								
first	N	0	2	2	4	2	6	8
	%	0%	25%	29%	50%	13%	40%	26%
second	N	1	3	1	2	4	3	7
	%	13%	38%	14%	25%	25%	20%	23%
third	N	0	3	3	0	3	3	6
	%	0%	38%	43%	0%	19%	20%	19%
fourth	N	2	0	1	2	2	3	5
	%	25%	0%	14%	25%	13%	20%	16%
fifth	N	5	0	0	0	5	0	5
	%	63%	0%	0%	0%	31%	0%	16%

Table 25: Ranking and Rating of scenario 2: 'Minimum Standards'

		first women group (fa)	second women group (fb)	first men group (ma)	second men group (mb)	women	men	total valid sample (n=31)
Scenario 2: Minimum Standards								
Rating								
best mark	N	1	0	1	0	1	1	2
	%	13%	0%	14%	0%	6%	7%	7%
second best mark	N	3	3	2	5	6	7	13
	%	38%	38%	29%	63%	38%	47%	42%
medium mark	N	1	3	1	1	4	2	6
	%	13%	38%	14%	13%	25%	13%	19%
second worst mark	N	3	2	2	2	5	4	9
	%	38%	25%	29%	25%	31%	27%	29%
worst mark	N	0	0	1	0	0	1	1
	%	0%	0%	14%	0%	0%	7%	3%
Ranking								
first	N	0	1	0	1	1	1	2
	%	0%	13%	0%	13%	6%	7%	7%
second	N	2	4	0	3	6	3	9
	%	25%	50%	0%	38%	38%	20%	29%
third	N	2	2	3	2	4	5	9
	%	25%	25%	43%	25%	25%	33%	29%
fourth	N	3	1	2	1	4	3	7
	%	38%	13%	29%	13%	25%	20%	23%
fifth	N	1	0	2	1	1	3	4
	%	13%	0%	29%	13%	6%	20%	13%

Table 26: Ranking and Rating of scenario 3: 'Changes in Agricultural Policy'

		first women group (fa)	second women group (fb)	first men group (ma)	second men group (mb)	women	men	total valid sample (n=31)
Scenario 3: Changes in Agricultural Policy								
Rating								
best mark	N	5	3	1	0	8	1	9
	%	63%	38%	14%	0%	50%	7%	29%
second best mark	N	3	4	1	3	7	4	11
	%	38%	50%	14%	38%	44%	27%	36%
medium mark	N	0	0	3	3	0	6	6
	%	0%	0%	43%	38%	0%	40%	19%
second worst mark	N	0	1	1	1	1	2	3
	%	0%	13%	14%	13%	6%	13%	10%
worst mark	N	0	0	1	1	0	2	2
	%	0%	0%	14%	13%	0%	13%	7%
Ranking								
first	N	7	5	0	1	12	1	13
	%	88%	63%	0%	13%	75%	7%	42%
second	N	1	1	3	0	2	3	5
	%	13%	13%	43%	0%	13%	20%	16%
third	N	0	2	1	4	2	5	7
	%	0%	25%	14%	50%	13%	33%	23%
fourth	N	0	0	3	2	0	5	5
	%	0%	0%	43%	25%	0%	33%	16%
fifth	N	0	0	0	1	0	1	1
	%	0%	0%	0%	13%	0%	7%	3%

Table 27: Ranking and Rating of scenario 4: 'Education of the Consumer'

		first women group (fa)	second women group (fb)	first men group (ma)	second men group (mb)	women	men	total valid sample (n=31)
Scenario 4: Education of the Consumer								
Rating								
best mark	N	5	1	1	1	6	2	8
	%	63%	13%	14%	13%	38%	13%	26%
second best mark	N	3	0	2	1	3	3	6
	%	38%	0%	29%	13%	19%	20%	19%
medium mark	N	0	3	3	3	3	6	9
	%	0%	38%	43%	38%	19%	40%	29%
second worst mark	N	0	4	1	2	4	3	7
	%	0%	50%	14%	25%	25%	20%	23%
worst mark	N	0	0	0	1	0	1	1
	%	0%	0%	0%	13%	0%	7%	3%
Ranking								
first	N	0	0	4	0	0	4	4
	%	0%	0%	57%	0%	0%	27%	13%
second	N	4	0	2	2	4	4	8
	%	50%	0%	29%	25%	25%	27%	26%
third	N	3	1	0	2	4	2	6
	%	38%	13%	0%	25%	25%	13%	19%
fourth	N	1	7	1	2	8	3	11
	%	13%	88%	14%	25%	50%	20%	36%
fifth	N	0	0	0	2	0	2	2
	%	0%	0%	0%	25%	0%	13%	7%

Table 28: Ranking and Rating of scenario 5: 'Voluntary Code of Practice'

		first women group (fa)	second women group (fb)	first men group (ma)	second men group (mb)	women	men	total valid sample (n=31)
Scenario 5: Voluntary Code of Practice Rating								
best mark	N	1	0	0	1	1	1	2
	%	13%	0%	0%	13%	6%	7%	7%
second best mark	N	2	0	1	2	2	3	5
	%	25%	0%	14%	25%	13%	20%	16%
medium mark	N	4	1	0	2	5	2	7
	%	50%	13%	0%	25%	31%	13%	23%
second worst mark	N	1	1	3	1	2	4	6
	%	13%	13%	43%	13%	13%	27%	19%
worst mark	N	0	6	3	2	6	5	11
	%	0%	75%	43%	25%	38%	33%	36%
Ranking								
first	N	1	0	1	2	1	3	4
	%	13%	0%	14%	25%	6%	20%	13%
second	N	0	0	1	1	0	2	2
	%	0%	0%	14%	13%	0%	13%	7%
third	N	3	0	0	0	3	0	3
	%	38%	0%	0%	0%	19%	0%	10%
fourth	N	2	1	0	1	3	1	4
	%	25%	13%	0%	13%	19%	7%	13%
fifth	N	2	7	5	4	9	9	18
	%	25%	88%	71%	50%	56%	60%	58%

Figure 1: individual range of ratings across scenarios

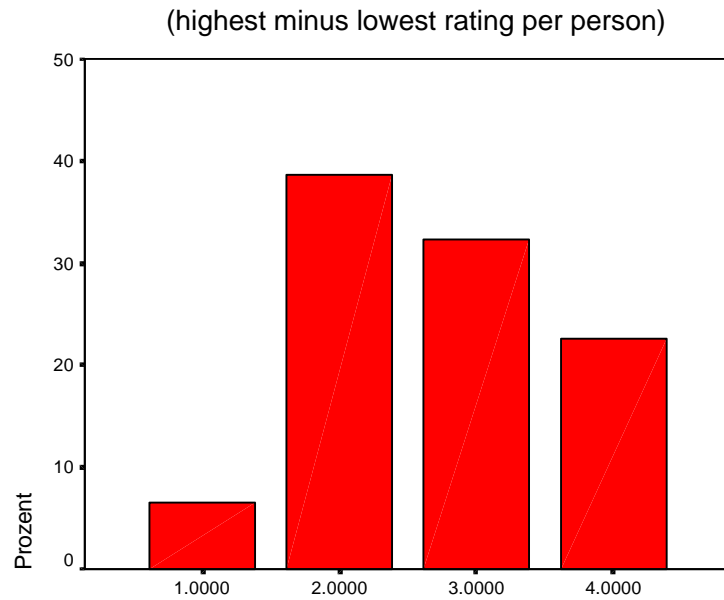


Figure 2: distribution of individual average scenario ratings

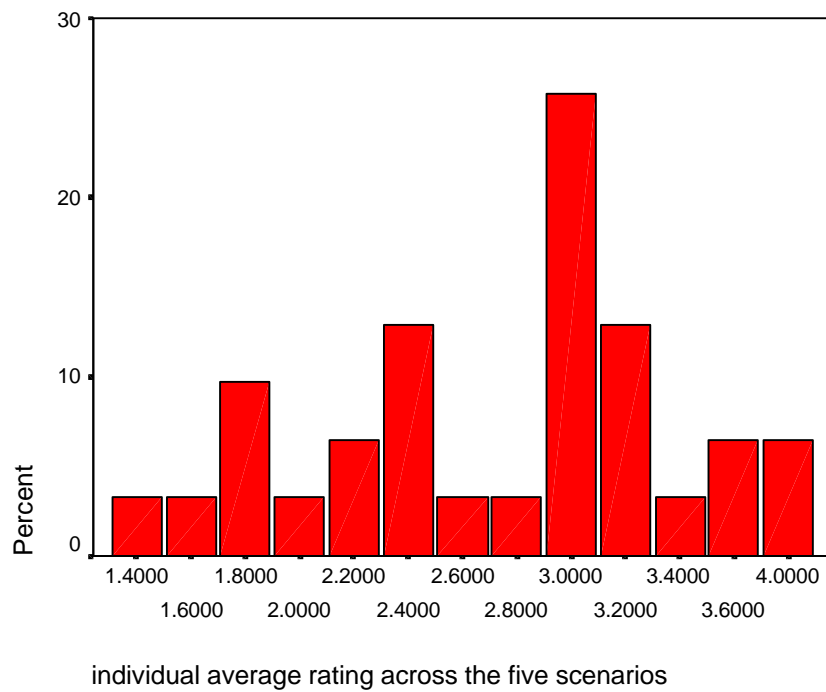


Table 29: Group scenario rankings derived from individual scenario ratings

Scenario Rating	Scenario1: Compulsory labeling.	Scenario2: Minimum Standards	Scenario 3: Changes in Agricultural Policy	Scenario 4: Consumer Education	Scenario 5: Voluntary Code of Practice
Group1 (Fa, n = 8)					
median	2	2.5	1	1	3
mean	2.5	2.8	1.4	1.4	2.6
Fa rate rank	3rd	5th	1st/2nd	1st/2nd	4th
range (variance)	4 (2.0)	3 (1.4)	1 (0.3)	1 (0.3)	3 (0.8)
Group2(Fb, n = 8)					
median	2.5	3	2	3.5	5
mean	2.4	2.9	1.9	3.3	4.6
Fb rate rank	2nd	3rd	1st	4th	5th
range (variance)	3 (1.1)	2 (0.7)	3 (1.0)	3 (1.1)	2 (0.6)
Group3 (Ma, n = 7 valid)					
median	3	3	3	3	4
mean	2.9	3.0	3.0	2.6	4.1
Ma rate rank	2nd/3rd	3rd/4th	3rd/4th	1st	5th
range (variance)	3 (1.1)	4 (2.0)	4 (1.7)	3 (1.0)	3 (1.1)
Group4 (Mb, n = 8)					
median	2	2	3	3	3
mean	2.1	2.6	3.0	3.1	3.1
Mb rate rank	1st	2nd	3rd/4th	4th/5th	4th/5th
range (variance)	3 (1.6)	2 (0.8)	3 (1.1)	4 (1.6)	4 (2.1)
Female (n = 16)					
median	2	3	1.5	2	3.5
mean	2.4	2.8	1.6	2.3	3.6
femal rate rank	2nd/3rd	4th	1st	2nd/3rd	5th
range	4 (1.5)	3 (1.0)	3 (0.7)	3 (1.6)	4 (1.7)
Male (n = 15)					
median	2	2	3	3	4
mean	2.5	2.8	3.0	2.9	3.6
male rate rank	1st	2nd/3rd	3rd/4th	2nd/3rd	5th
range (variance)	3 (1.4)	4 (1.3)	4 (1.3)	4 (1.3)	4 (1.8)
All / total valid sample (n = 31)					
median	2	3	2	3	4
mean	2.5	2.8	2.3	2.6	3.6
total / all rate rank	2nd	4th	1st	3rd	5th
range (variance)	4 (1.4)	4 (1.1)	4 (1.4)	4 (1.5)	4 (1.7)

Table 30: Group scenario rankings derived from individual scenario rankings

Scenario Ranking	Scenario 1: Compulsory labeling.	Scenario 2: Minimum Standards	Scenario 3: Changes in Agricultural Policy	Scenario 4: Consumer Education	Scenario 5: Voluntary Code of Practice
Group1 (Fa, n =8)					
median	5	3.5	1	2.5	3.5
mean	4.4	3.4	1.1	2.6	3.5
Fa rank rank	5th	3rd / 4th	1st	2nd	3rd /4th
range (variance)	3 (1.1)	3 (1.1)	1 (0.1)	2 (0.6)	4 (1.7)
Group2(Fb, n = 8)					
median	2	2	1	4	5
mean	2.1	2.4	1.6	3.9	4.9
Fb rank rank	2nd	3rd	1st	4th	5th
range (variance)	2 (0.7)	3 (0.8)	2 (0.8)	1 (0.1)	1 (0.1)
Group3 (Ma, n = 7)					
median	3	4	3	1	5
mean	2.4	3.9	3.0	1.7	4.0
Ma rank rank	2nd	4th	3rd	1st	5th
range (variance)	3 (1.3)	2 (1.3)	2 (1.0)	3 (1.2)	4 (3.0)
Group4 (Mb, n =8)					
median	1.5	2.5	3	3.5	4.5
mean	2.0	2.8	3.3	3.5	3.5
Mb rank rank	1st	2nd	3rd	4th	5th
range (variance)	3 (1.7)	4 (1.6)	4 (1.4)	3 (1.4)	4 (3.4)
Female (n=16)					
median	3	3	1	3.5	5
mean	3.3	2.9	1.4	3.3	4.2
female rank rank	3rd	2nd	1st	4th	5th
range (variance)	4 (2.2)	4 (1.2)	2 (0.5)	2 (0.7)	4 (1.4)
Male (n = 15)					
median	2	3	3	2	5
mean	2.2	3.3	3.1	2.7	3.7
male rank rank	1st	4th	3rd	2nd	5th
range (variance)	3 (1.5)	4 (1.5)	4 (1.1)	4 (2.1)	4 (3.1)
All / total valid sample (n = 31)					
median	3	3	2	3	5
mean	2.7	3.1	2.2	3.0	4.0
total rank rank	2nd	4th	1st	3rd	5th
range (variance)	4 (2.1)	4 (1.3)	4 (1.6)	4 (1.4)	4 (2.2)

Table 31: Group parameters for 'individual range of rating' and 'individual average rating' across the five scenarios

	individual range (highest minus lowest rating number)	individual average rating across the five scenarios
Group1 (Fa, n =8)		
median (mean)	2 (2.3)	1.9 (2.1)
range (variance)	2 (0.5)	1.8 (0.4)
Group2 (Fb, n = 8)		
median (mean)	3.5 (3.1)	3 (3.0)
range (variance)	2 (1.0)	1.8 (0.4)
Group3 (Ma, n = 7)		
median (mean)	2 (2.7)	3 (3.1)
range (variance)	2 (0.9)	1.6 (0.5)
Group4 (Mb, n =8)		
median (mean)	3 (2.8)	3 (2.8)
range (variance)	3 (0.8)	1 (0.2)
Female (n=16)		
median (mean)	2.5 (2.7)	2.8 (2.6)
range	3 (0.9)	2.2 (0.6)
Male (n = 15)		
median (mean)	3 (2.7)	3 (2.9)
range (variance)	3 (0.8)	1.8 (0.3)
Alle (n=31)		
median (mean)	3 (2.7)	3 (2.7)
range (variance)	3 (0.8)	2.6 (0.5)

Table 32: Participants with consistent versus inconsistent rating and ranking

		consistent (rating order = ranking order)	not consistent
Fa	number	3	5
	%	37.5%	62.5%
Fb	number	5	3
	%	62.5%	37.5%
Ma	number	3	3
	%	50%	50%
Mb	number	7	1
	%	87.5%	12.5%
women	number	8	8
	%	50%	50%
Men	number	10	4
	%	71.4%	28.6%
Total (n = 30)	number	18	12
	%	60%	40%

Scenario rankings and ratings of a person are consistent, if except for ties both yield the same order of preference for the different scenarios. I.e. if scenario 1 is preferred over scenario 2 in a rating, then the ranking is consistent with the rating if and only if scenario 2 is ranked superior to scenario 1.

Table 33: Group scenario rating parameters for consistent vs. inconsistent participants

Scenario rating	Scenario1: Compulsory labelling.	Scenario2: Minimum Standards	Scenario 3: Changes in Agricultural Policy	Scenario 4: Consumer Education	Scenario5: Voluntary Code of Practice
Participants whose rating is consistent with their ranking (n = 18, i.e. 60%)					
median	2.5	2.5	2	3	4.5
mean	2.4	2.8	2.2	3.0	3.8
consistent p. rate rank	2nd	3rd	1st	4th	5th
range	3	2	4	4	4
variance	1.4	0.8	1.4	1.5	2.1
Participants whose rating is not consistent with their ranking (n = 12, i.e. 40%)(
median	2	3	2	2	3
mean	2.5	2.9	2.4	1.9	3.3
inconsistent p. rate rank	2nd / 3rd	4th	2nd / 3rd	1st	5th
range	4	4	4	2	3
variance	1.5	1.7	1.5	0.8	1.1

Table 34: Group scenario ranking parameters for consistent vs. inconsistent participants

Scenario ranking	Scenario1: Compulsory labelling	Scenario2: Minimum Standards	Scenario 3: Changes in Agricultural Policy	Scenario 4: Consumer Education	Scenario 5: Voluntary Code of Practice
Participants whose rating is consistent with their ranking					
median	2	3	2	4	5
mean	2.4	2.8	2.3	3.3	4.2
consistent p. rate rank	1st / 2nd	3rd	1st / 2nd	4th	5th
range	4	4	4	4	4
variance	1.7	1.2	1.9	1.3	2.0
Participants whose rating is not consistent with their ranking					
median	3	3.5	2	2.5	4.5
mean	3.2	3.3	2.1	2.6	3.8
inconsistent p. rate rank	3rd	4th	1st	2nd	5th
range	4	4	3	3	4
variance	2.5	1.3	1.4	1.2	2.3

Table 35: Consistent versus inconsistent participants: average individual range of ratings and average individual rating of scenarios

	individual rating range (highest minus lowest rating number)	individual average rating across the five scenarios
Participants whose rating is consistent with their ranking		
median	3	3
mean	3.1	2.8
range	3	2.4
variance	0.8	0.3
Participants whose rating is not consistent with their ranking		
median	2	2.7
mean	2.3	2.6
range	3	2.6
variance	0.6	0.7

8.7 Proposed Ideal Scenarios (German)

1. Fokusgruppe (Damen)

fa # 1

- * Festgelegte Gesetze bezüglich des Tierschutzes in der Landwirtschaft -> Gesetze festgelegt durch Tierschützer.
- * Ständige Kontrollen durch Tierschützer bzw. Tierschutzorganisationen.
- * Saftige Strafen bzw. Lizenzentzug bei Verstößen gegen den Tierschutz, ggf. Gefängnis Verbraucheraufklärung / -bildung, wie Szenario 4, auch abschreckende Beispiele Kindern zeigen.
- * Ständige aktuelle Diskussion / Erneuerung von Tierschutzfragen, Beispiel: Straußenzucht hätte dann gar nicht erst aufkommen dürfen -> Landwirte müssen eine Tierhalterprüfung machen, die sie befugt Tiere überhaupt halten zu dürfen.
- * Abschaffung der EU, da wohl mit einigen Ländern keine Übereinstimmung machbar.

fa # 2

Die Frage des Tierschutzes steht an erster Stelle. Die Tiere müssen vor den Verbrauchern geschützt werden. Deshalb muß es zu einem Umdenken in der Agrarpolitik und im Bewußtsein des Verbrauchers kommen! Dieses Umdenken erreicht man nicht mehr durch freiwillige Initiative von Biobauern, sondern durch staatliche Vorschriften bezüglich einer artgerechten Tierhaltung. Vorschriften und Strafen wie Lizenzentzug. Ich vertraue der Landwirtschaft wenig. Tiere sind zur Sache geworden, zum Objekt. Tierschutzfragen müssen deshalb staatlich geregelt werden. Ich halte deshalb das Szenario 3 (Änderung der Agrarpolitik mit der Ergänzung, daß es nicht nur finanzielle Anreize, sondern auch Strafen gibt) für gut. Zu diesen Maßnahmen muß eine weitreichende Information des Verbrauchers in Schulen hinzukommen. Diese sollten fortan im Lehrplan verankert sein.

fa # 3

- * Aufklärung der Bevölkerung über die Situation in der Massentierhaltung
- Zusammenarbeit der verantwortlichen Stellen (z.B. Ministerien, Landwirtschaftskammer, tiererzeugungs- und verarbeitender Industrie und Tierschützern), eventuell einen "runden Tisch".

- * Verbot tierquälerischer Haltung von Tieren.
 - * Aufklärung der Landwirte im Ausbildungssystem (Uni, Praxis, Fachhochschulen etc.).
 - * Finanzielle und ideelle Unterstützung der Betriebe, die mit gutem Beispiel vorangehen.
 - * Abbau von Vorurteilen durch Aufklärungen in den Medien (z.B. höhere Standards wären etwa existenzbedrohend oder eine Massengesellschaft kann nur von einer Massentierhaltung ernährt werden).
 - * Ökologischer Landbau und Tierhaltung, versuchen, alles aus der Nische herauszuholen und gute Beispiele aus der Praxis versuchen auch in konventionellen Betrieben umzusetzen.
- Einfach mehr Austausch unter den Verantwortlichen.
- * Sich über Beispiele im Ausland informieren, wo es vielleicht andere Alternativen gibt.
 - * Die "Seele" im Tier sehen und nicht nur einen Produktionsgegenstand.
- mehr Zusammenarbeit der Landwirte untereinander, damit der Einzelne auch bei einem positiven Vorsatz unterstützt wird.

fa # 4

- * Artgerechte Tierhaltung, die auch kontrolliert wird.
- * Finanzielle Anreize bei Änderungen der Tierhaltung bzgl. Artgerechter Tierhaltung.
- * Festlegung von Mindeststandards in der Tierhaltung und in der Nahrungsmittelproduktion (Transport, Schlachtung) mit Kontrolle!
- * Tierschutz muß auch in den Gesetzen vermehrt verankert werden.
- * Verbraucheraufklärung und -bildung bzgl. Tierhaltung und Nahrungsmittelproduktion muß erheblich ausgeweitet werden.
- * Kennzeichnungspflicht aller landwirtschaftlichen Produkte mit Aussagekraft über Herkunft (Land, Region, Betrieb?), Erzeugungsart, Haltungsformen, Qualitätskontrolle...

fa # 5

Hohe Standards für die Tierhaltung (weniger ist mehr), gutes Futter, d. h. keine Medikamente oder Tierreste, z.B. Vollwertfutter (Vollwertgetreide). Ausreichend Personal zur Reinigung der Ställe und Pflege der Tiere. Kurze Wege zu den Schlachthöfen, kurze und schmerzlose Schlachtung. Tiere dürfen keine Angst haben. Legebatterien müssen vollständig abgeschafft werden. Preise können erhöht werden. Verbraucher könne sich auch einschränken, d. h. sie kaufen dann vielleicht weniger (aber bessere Qualität) und der Landwirt macht keine Verluste. Die hohen Standards müssen per Gesetz durchgesetzt werden. Die Landwirte werden finanziell unterstützt, haben aber nur eine geringe Zeit (ca. 1-2 Jahre) zur Umsetzung. Da später keine Kennzeichnungspflicht mehr nötig, werden in der Umsetzungsphase nur noch die Lebensmittel gekennzeichnet, die noch nicht alles umgesetzt haben.

fa # 6

Artgerechte Tierhaltung als Mindeststandard mit Lizenzentzug bei Verstoß (gesetzlich geregelt, reglementiert und kontrolliert). Änderung der EU-Agrarpolitik mit finanzieller Förderung bei der Umstellung. Eine Kennzeichnungspflicht während der Übergangszeit. Umfangreiche Verbraucherinformation, beginnend in der Schule, Lehrplaninhalt, mit Besuch(en) auf entsprechenden Höfen. Der Mensch ist den Tieren gegenüber in einer Machtposition, Macht verpflichtet aber auch zur Rücksichtnahme auf die artgerechte Behandlung!

fa # 7

Festlegung eines Mindeststandards durch Tierschutzexperten. Verschärfung staatlicher Kontrollen, die auf Höfen oder in den Betrieben die Einhaltung überprüfen. Landwirte, die die Standards nicht einhalten müssen zunächst Strafen zahlen und bei Wiederholung wird ihnen die Lizenz zur Tierhaltung entzogen. Staatliche finanzielle Unterstützung der Landwirte, die ihren Betrieb auf Bio-Landwirtschaft im Sinne des Tierschutzes umstellen. Tierschutzbezogene Ausbildung der Landwirte und aller im Umgang mit Tieren Beteiligten – generell. Information der Verbraucher über aktuelle Tierschutzstandards. Kampagnen in den aktuellen Medien und Einbeziehung des Tierschutzes in den Schulunterricht. Bessere Kennzeichnungspflicht landwirtschaftlicher Produkte (vielleicht nur als Übergangslösung).

fa # 8

Gesetzlich festgelegte Mindeststandards in Bezug auf Haltung (Auslauf, Ernährung, Kontakte mit Artgenossen) und Verwertung (Schlachtung, Transport) müssen den Rahmen bilden für eine artgerechte "Erzeugung" von Fleisch und tierischen Produkten. Um den Verbraucher sensibel für die verschiedenen Produktionsmöglichkeiten in Hinblick auf Tierschutz und Wohlbefinden zu machen, muß es eine flächendeckende Verbraucherinformation und

-bildung geben (Lehrpläne dementsprechend !!). Agrarpolitisch werden zunehmend jene Höfe subventioniert (finanziell), die diese Mindeststandards ausbauen und arbeitsintensiver auch tierschützender "produzieren". Der Verbraucher wird evtl. so dadurch finanziell entlastet beim Kauf wirklicher Öko- und "Demeter"-Produkte, da die Landwirte die hohen Unkosten nicht in dem Maße wie zur Zeit selber tragen müssen und an den Verbraucher/Käufer weitergeben müssen. Um dem Verbraucher auf einen Blick Aufschluß über den Standard der erzeugenden Betriebe zu geben, sollte auch die Kennzeichnungspflicht nicht fehlen.

2. Fokusgruppe (Damen)

fb # 1

Aufklärung und Information halte ich für sehr wichtig (Plakate, Kennzeichnung, Sensibilisierung von Kindern), aber nicht ausreichend. Es muß nach meiner Meinung, da weder von Verbrauchern noch von Landwirten freiwillige Veränderungen zu erwarten sind, unbedingt neue Gesetze zum Schutz der Tiere geben. Diese Gesetze sollten die natürlichen Bedürfnisse und Triebe der Tiere (Schweine, Kühe, Hühner etc.) berücksichtigen und ihnen dringend Schutz vor der mißhandelnden und tierverachtenden Haltung geben, der sie immer noch ausgesetzt sind. Die Gesetze sollten nicht nur von Wissenschaftlern und Tierschützern, sondern auch von "Volksvertretern" festgelegt werden. Um zu wissen, was Tiere lebensnotwendig brauchen und was eindeutig unter Mißachtung und Grausamkeit fällt, muß man kein Wissenschaftler sein. Die neuen Gesetze sollten streng und regelmäßig kontrolliert werden und Übertretungen bei Gefängnis bestraft werden. Eine kleine Geldstrafe halte ich weder für abschreckend, noch für angemessen. Bitte neue Gesetze!

fb # 2

Tierschutz sollte von staatlicher Stelle stärker kontrolliert werden. Hier sollten auch die Tierschutzverbände größere Unterstützung erhalten. Auflagen gegenüber den Bauern sollten verstärkt werden, wobei der stärker gefördert werden sollte, der den Tierschutz und damit die artgerechte Tierhaltung ernst nimmt. Tiertransporte quer durch die EU um Zuschüsse zu erhalten sollten mit sofortiger Wirkung gestoppt werden. Damit entfallen auch ein Großteil der Importe. Sofern Importe vorhanden sind, ist eine entsprechende Kennzeichnungspflicht erforderlich, damit der Verbraucher entscheiden kann, ob er das Produkt kaufen will. Kennzeichnungen sollten streng von unabhängigen Stellen überwacht werden und für jeden verständlich sein.

fb # 3

- * Umdenken der Menschen bewirken, die unbedenklich massenhaft Fleisch essen (schwierig in unserer Wohlstandsgesellschaft).
- * Bauern dazu bringen, Tiere nahezu artgerecht zu halten (das betrifft auch Futter und Medikamentengabe), vom Staat für Umstellung Unterstützung.
- * Tierhaltung muß von unabhängigen, kompetenten Menschen kontrolliert werden.
- * Fleischangebot wird zugunsten der guten (besseren) Qualität reduziert.
- * Klare Deklaration des Fleisches.
- * Import bzw. importierende Länder müssen sich den deutschen Richtlinien anpassen. bzw. müssen diese aufweisen, sonst wird keine Einfuhr zugelassen.

fb # 4

- * Allgemeine Kennzeichnungspflicht wie Sz. 1, + genaue Vorschriften über Formulierungen, Schriftgröße und zentralen Ort der Aufklärung auf der Produkt-verpackung, + Kontrolle, bei Irreführung hohe Strafen (Geld bis zum Entzug der Vertriebslaubnis).
- * Änderung der Agrarpolitik wie Sz. 3, durch zusätzliche, verpflichtende, kontrollierte Mindeststandards müßten auch die, die sich nicht an die "vorgeschriebenen" Standards halten zu einer Tierhaltung gezwungen werden, die der Würde des Tieres annähernd Rechnung trägt, -> Strafen.
- * Verbraucherbildung gezielt und in begrenzten Kostenrahmen in den Medien, sehr wichtig wie in Sz. 4 beschrieben, in den Schulen.
- * Importe müssen den Idealstandards (den "vorgeschriebenen Standards") entsprechen, was auf für jedem nachvollziehbarem Wege auf dem Produkt dargestellt sein muß.
- * Zusätzlich müßten alle Vertreiber Informationen dazu anbieten, wo die Verbraucher sich über die Produkte weitere Informationen holen können.

fb # 5

- * Je artgerechter die Haltung, um so höher die Subventionen [z.B. a (bio) 100%, b (ganz gute) 50%, c (intensiv) 0%].
- * Tierschutzgesetz nivellieren: Tierquälerei verbieten (z.B. Puten, die sich die Beine brechen – Tiere, die sich gar nicht bewegen können). Bei Verstoß empfindliche Strafen (bis Freiheitsentzug).
- * Tiertransporte nur regional bis zum nächsten Schlachthof.
- * Einigermäßen klare Kennzeichnung.
- * Medikamente nur bei Krankheit erlaubt, nicht präventiv.
- * Erziehung: alle radikalen Änderungen funktionieren nur, wenn das Konsumverhalten hinterfragt wird. Daher so etwas wie eine Anzeigenkampagne – z.B. was ist preiswert aber nicht billig. Das bezahlen, was etwas wert ist. Es muß angestrebt werden daß Fleisch teurer wird, auch Tierprodukte. (Auch: Schönerer Landschaft, saubere Flüsse, keine (Langzeitfolgen)).
- * Für Importe muß dasselbe gelten (sonst brechen sie den Markt mit Dumping-Preisen).
- * Umstrukturierung: Über mehrere Jahre angelegt, damit alle die Möglichkeit haben auf tierfreundliche/öko-Haltung umzusteigen.

fb # 6

- * Landwirte finanzielle Anreize zur Umsetzung artgerechter Tierhaltung (z.B. Mindestplatz, Futter).
- * Gesetze schaffen, die eine vernünftige Tierhaltung zum Ziel haben.
- * Verlängerte und aussagekräftige Produktkennzeichnung, z.B. auch Hinweise auf tierquälerische Massentierhaltung.
- * Abkehr von der Schlachtung von Tieren nur zu Subventionszwecken.
- * Importfleisch verbieten, es sei denn es wurde artgerecht gehalten, am Ort der Aufzucht geschlachtet und dann verarbeitet.
- * Landwirte, die Tiere unter unwürdigen Bedingungen halten bestrafen oder die Genehmigungen für Tierhaltung entziehen.
- * Verbot von Futtermittelzusätzen, die nur auf größere Erträge in kurzer Zeit zielen.
- * EU-Subventionspolitik -> mehr Masse statt Klasse, überprüfen und ggf. ändern.

fb # 7

Verbraucher bestimmen den Mindeststandard und unabhängige Fachleute prüfen kosten-günstig die tatsächlichen Bedingungen der Haltung/Zucht/Produktion. Auf keinen Fall globale Entscheidungen à la EU-Brüssel und am Profit orientiert. Transparenz auf Bedarf. Restriktive (Mindest-)Vorgaben von der Politik, Förderung der Einhaltung, Bestrafung und Ächtung (öffentlich bekannt machen der Tierquäler-Betriebe). Aufklärung der Verbraucher über Ernährung und die Sinnlosigkeit des hohen Fleischkonsums, Ersatznahrung fördern/propagieren. Die systemische Zwänge aufzeigen. Fatale Tierhaltung – Auswirkung auf das Tier, die Natur, die Gesundheit des Menschen, und dies für kommende Jahrzehnte / Generationen. Globale Einheit schaffen mit sämtlichen Staaten, damit Exporttiere vergleichbar werden. Sind Importe nicht vergleichbar, dann abweisen !! Also entsprechen sie nicht den deutschen Standards -> zurück !!

fb # 8

- * Allgemeine Kennzeichnungspflicht verbessern.
- * Keine Mindeststandards, sondern Beststandards.
- * Bessere Verbraucherinformation.
- * Die komplette Änderung bzw. Aufarbeitung der Agrarpolitik.
- * Nur Produkte aus Deutschland.
- * Bessere oder gar keine Tiertransporte.
- * Humanere Schlachtverhältnisse.

1. Fokusgruppe (Männer)

ma # 1

- * Änderung der Subventionierung in Richtung großer landwirtschaftlicher Einheiten, da besser kontrollierbar, besser (wirtschaftlicher) organisierbar, technische Hilfsmittel lohnen sich erst bei einer bestimmten Größe.
- * Mehrere staatliche Standards mit unterschiedlichen Qualitäten, die dann (sichere Verbraucherbildung) bekannt gemacht werden müssen.
- * Wichtig ist dann eine glaubwürdige Kontrolle der Standards (Verbrauchervertrauen).

ma # 2

- * Verbraucher intensiver informieren.
- * Agrarpolitik ändern (“Agrarwende”): ökologische Standards setzen und (zunächst) fördern.
- * Wettbewerbsdruck von der Landwirtschaft nehmen, Subventionen teilweise anders einsetzen: keine Überproduktionen fördern, sondern den Landwirt gezielter unterstützen bei z.B. Naturschutzaufgaben.
- * Ziel von Eigenversorgung (nationaler) überdenken: möglicherweise lieber landwirtschaftliche Produkte zu kaufen (dabei auf Standards wie ökologischer Landbau,... achten) und frei werdende Mittel zum Wohl von Landwirtschaft, die noch in Deutschland bleibt, einsetzen.

ma # 3

- * EU – einheitliche Bestimmungen !
- * (Mindest-)Tierschutz definieren und umsetzen, da dann viele Haltungsformen automatisch verschwinden würden, da verboten
- * Preise anheben, um dem Landwirt Möglichkeiten zum rentablen Wirtschaften zu geben.
- * Erhöhter Preis -> weniger Massentierhaltung, da weniger Verbrauch (Fleischberge? Milchseen? Verboten!).
- * Verbraucherbildung, die auf Fleischreduzierung in der Ernährung abzielt (höherer Anteil pflanzlicher Nahrung).
- * Berufsverbot und harte Strafen für “schwarze Schafe” in Landwirtschaft und Vertrieb (Transport).
- * Einheitliche Kennzeichnung (kurz, prägnant auf Kernfakten basierend) tierischer Lebensmittel.

ma # 4

- * Unbedingt artgerechte Haltung (wie immer die auch sei, wer legt das fest), kurze Transporte, Tötung minimieren, folglich muß der Verbraucher weniger Fleisch konsumieren.
- * Konsument kauft einheimische Produkte, auch wenn ausländische Produkte günstiger sind.
- * So wenig staatliche Einflussnahme wie möglich.
- * Verbraucherbildung ist wünschenswert, Eigenverantwortung wird gefördert (ermöglicht?).
- * Wenn es keine Nachfrage nach “genmanipuliertem Schafffleisch” gibt, so wird auch nichts produziert.

ma # 5

Mindestens europaweite Standards, die schrittweise auf ökologisches Niveau gebracht werden (Richtwert: Bioland/ Demeter).

Streichung von Subventionen, Abbau der Fleischberge.

Stop der Tiertransporte: regionale Aufzucht und Schlachtung.

Politische Vorgaben auf EU- Ebene schaffen.

Tierschutz bedeutet nicht weniger Geld für die Bauern: wenn ich den angemessenen Preis bekomme, brauche ich weniger Tiere: Veränderungen auch ökonomisch plausibel machen.

Wahrnehmung der Tiere als Geschöpfe mit eigenem Lebensrecht – nicht seines Nutztier und Objekt.

Einheit von Mensch und Tier im Zusammenleben.

????? von Alternativprodukten zum Fleisch

Diskussion in der Gesellschaft: Wie sollten wir leben? Was sollen wir essen? Wollen wir immer alles im Überfluß sofort verfügbar haben?

Die Landwirte nicht als Prellböcke politischer Verflechtungen nehmen - ????? am Ende der Kette.

ma # 6

Ich habe da zwei Vorstellungen. Die erste entspricht weitgehend Szenario 2, wobei ich hier davon ausgehe, daß die Standards für den Tierschutz hoch, aber erfüllbar sein sollten. Entsprechend hoch sollten dann auch die Strafen bei Verstößen sein. Entsprechend dürfte auch nur diesen Standards gemäß erzeugte Ware importiert werden. Wegen des hohen Handelsvolumens an tierischen Lebensmitteln innerhalb der EU, vor allem aber auch der EU weltweit ist diese Lösung wohl kaum praktikabel. Beginnend an der Wurzel, fände ich es daher am besten, es würde gleich bei der Erziehung daran gedacht werden, die Kinder für Tierschutz, Lebensmittelqualität und Ernährungsfragen (wie viel Fleisch braucht der Mensch – wenn welches braucht er wirklich) zu sensibilisieren. Das kann langfristig die Nachfrage beeinflussen. Ansonsten sollte das Fleisch etc. allgemein gekennzeichnet sein (so wie oben genannt). Tiererzeuger sollten (unter Strafandrohung) zur Einhaltung von Standards verpflichtet werden. Freiwillig läuft da ja wohl leider nichts. Die Tierschutzmindeststandards in der Landwirtschaft sollten nach den in 1 und 2 genannten Aspekten erheblich heraufgesetzt werden. Hier sollten eindeutig ethische vor wirtschaftlichen Aspekten stehen.

ma # 7

Abkehr von Förderung der Massenproduktion / Ertragsmaximierung: (1) Abschaffung der Subventionen für Großbetriebe, auf lange Sicht Abschaffung aller Subventionen, (2) Förderung von kleinen und naturnah wirtschaftenden Betrieben.

Sofortiges Verbot von tierquälerischer Massentierhaltung und Transporten über 50 km => Förderung und Neuaufbau regionaler Strukturen (auch in der Milchproduktion)!

Verbesserung energieintensiver Landwirtschaft über Energiesteuern.

ma # 8

Eine Kombination und Erweiterung der genannten Szenarien und Mittel.

Verbraucherinformation.

Markt = Preise regeln die Nachfrage, wenn Bewußtsein (=Informierung) geschaffen wird, so bedeutet Freiwilligkeit eine Möglichkeit auf höhere Standards zu gelangen

Die politischen Bedingungen sollten unterstützend bei Einhalten und Überschreiten der Normen sein, sowie ???????

Aufklärung über Zusammenhänge und Alternativen anbieten, sowie die Erkenntnis über z.B.

Produktionskosten und deren reale Wirkung auf den Endpreis ermöglichen, verändert Käuferverhalten und damit die Chance auf Tierschutz zu achten

2. Fokusgruppe (Männer)

mb # 1

Abschaffung lebensverachtender Tierhaltung auch unter der sicherlich schwer durchzusetzenden Auflage, den Menschen das Fleischessen zu untersagen. Tierhaltung an sich ist problematisch und ethisch immer unkompatibel, da Lebewesen zum Eigennutz der vermeintlich höheren Spezies Mensch ausgebeutet werden, indem sie an dem Vollzug ihres natürlichen (biologisch) vorgesehenen Lebens gehindert werden. Das Problem der Tierhaltung wird also so lange existent bleiben, solange es Tierhaltung gibt. Ob ein Schwein also „zusammengepfercht“ oder im „Freiland“ gehalten wird, ist m.E. nahezu irrelevant, wenn es am Ende doch geschlachtet wird.

mb # 2

Ich halte die Einführung von Mindeststandards am besten, die kontrolliert werden und sowohl eine preisliche Produktdifferenzierung als auch der Produktqualität und damit verbunden Tierschutzkriterien gerecht werden. Verbrauchergefährdung durch Fütterung muß nach bestem Wissen und Gewissen ausgeschlossen sein.

mb # 3

Eine Kennzeichnung der Lebensmittel nach Szenario 1 müßte m.E. notwendigerweise mit anderen Instrumenten verbunden werden. Die Verbraucherbildung beispielsweise hätte keinen Erfolg, wenn das Ergebnis eines aufmerksamen Verhaltens sich nicht in der Auswahl eines entsprechenden Produktes niederschlagen kann. Anreize für ein tierfreundliches Halten sollten unterstützend (Szenario 3) hinzutreten, um diesen Produkten den Eintritt in den Markt und dort eine Durchsetzung zu ermöglichen. Das System einer freiwilligen Selbstverpflichtung halte ich für ergänzend sinnvoll, da so engagierte Erzeuger sich aus der Masse positiv abheben können. Importprobleme werden nicht notwendigerweise bestehen, da vorgesehene Standards auch in anderen Wirtschaftseinheiten bestehen. Problematisch wäre hierbei aber wohl ein effektives Kontrollsystem.

mb # 4

Ich würde eine Kombination der Szenarien 1, 3 und 5 bevorzugen. Mindeststandards wird unter Punkt 3 ja berücksichtigt und durch die finanzielle Unterstützung würde die Selbstverpflichtung erleichtert werden. Importprodukte, welche nicht den Standards entsprechen, müßten deutlich gekennzeichnet werden. Zumindest sollte es in der EU aber eine Vereinheitlichung geben.

Mb # 5

Tierhaltungsbedingungen sollten sachlich publiziert werden, nicht reißerisch.

Tierschutz sollte Einzug in der Bildung haben. Kaum jemand kennt die Wirklichkeit auf dem Bauernhof; wie wäre es mit einem Klassenausflug zu einem Fleischproduzenten? (Auch, um konventionelle Tierhaltung zu stützen)

Klare, einfache Definitionen müßten Allgemeingut werden.

Vorweg: alle Regelungen zur Tierhaltung müßten europaweit gelten.

Landwirte müßten leider doch zu gewissen Standards verpflichtet werden durch gleichzeitiges Belohnen und (wenn es ganz schlecht kommt) Bestrafen

Kennzeichnungspflicht (s. Szenario 1)

Der Weg des Tieres muß transparent gemacht werden

Import? Länderbezeichnungen, damit Verbraucher die Bedingungen einigermaßen einschätzen können

mb # 6

Es müssen Standards geschaffen werden, die sowohl für den Erzeuger, Tierschützer und Verbraucher einen sinnvollen bzw. dem Tier angemessenen Zufriedenheit schafft. Der Import sollte diesen Standard übernehmen, sonst dürfte es nicht eingeführt werden. Es ist nur damit gemeint, das nur EU-Länder daran teilnehmen.

mb # 7

Breite Kennzeichnungspflicht, gepaart mit langfristiger Aufklärung, damit sich jeder selbst eine fundierte Meinung bilden kann. Gewisse Mindeststandards, die Tierhaltungsbedingungen und die eingesetzten Mittel (z.B. Medikamente) betreffen, müßten für alle Hersteller gelten, darüber hinaus sollten finanzielle Anreize für besonders tierfreundliche bzw. umweltfreundliche Haltung von Tieren geschaffen werden. Wird dies EU-weit durchgesetzt, sehe ich im- und exportmäßig wenig bis keinen Nachsteuerungsbedarf.

mb # 8

(keine Rangabfolge, sondern Kausalkette)

Tierschutzkonzept veröffentlichen (s. Szenario 5). In Verbindung mit aktuellen Tierstandards und Bildungsaktivitäten ist der Hauptfaktor (das Verbraucherbewusstsein) positiv für die „tierischen Individuen“ zu beeinflussen.

Unabhängige Kontrolle für die unten genannten Punkte schaffen.(s. Szenario 5)

Setzen von Mindeststandards, die für notwendig erachtet werden und verbindlich sind. Eher Strafen für Nichterfüller, statt Belohnung für die Erfüller der Standards (s. Szenario 2)

Tierschutzbezogene Ausbildung von Tierproduzenten und Umfeld (s. Szenario 5). Kennzeichnungspflicht als Ergänzung. (s. Szenario 1)

Bildung in der Schule (s. Szenario 4), Verbraucherinformation über die aktuellen Tierschutzstandards.

Keine Infos von den Supermärkten, das würde zu sehr geschönt werden.

8.8 Group and Person Abbreviations

fa: first women's focus group conducted on August 9th 2001

fb: second women's focus group conducted on August 10th 2001

ma: first men's focus group conducted on August 14th 2001

mb: second men's focus group conducted on August 15th 2001

fa # 1: woman 1 in the first women's focus group

fa# i: woman i in the first women's focus group, i = 1, ..., 8

fb # 1: woman 1 in the second women's focus group

fb# i: woman i in the second women's focus group, i = 1, ..., 8

ma # 1: man 1 in the first men's focus group

ma# i: man i in the first men's focus group, $i = 1, \dots, 8$

mb # 1: man 1 in the second men's focus group

mb# i: man i in the second men's focus group, $i = 1, \dots, 8$