

# **Animal Welfare**

## **Meating expectations**



**Jim Webster, March 2016**

# **Meating expectations**

## **Societal expectations for meat production**

### **Important influencers**

- **Ethical consumers - Conscientious omnivores**
- **Religious consumers – Halal**
- **Can be compatible**
- **Normal practice vs Abuses**

# Expectations are a moving target

**Science can tell us about an animal...**

**Physical**

**Mental**

**Environment**

**Increasing animal capacities**

**..but this doesn't get us all the way...**

**Our beliefs and ethics also have an important role to play in deciding what is acceptable**

**Urban – rural divide**



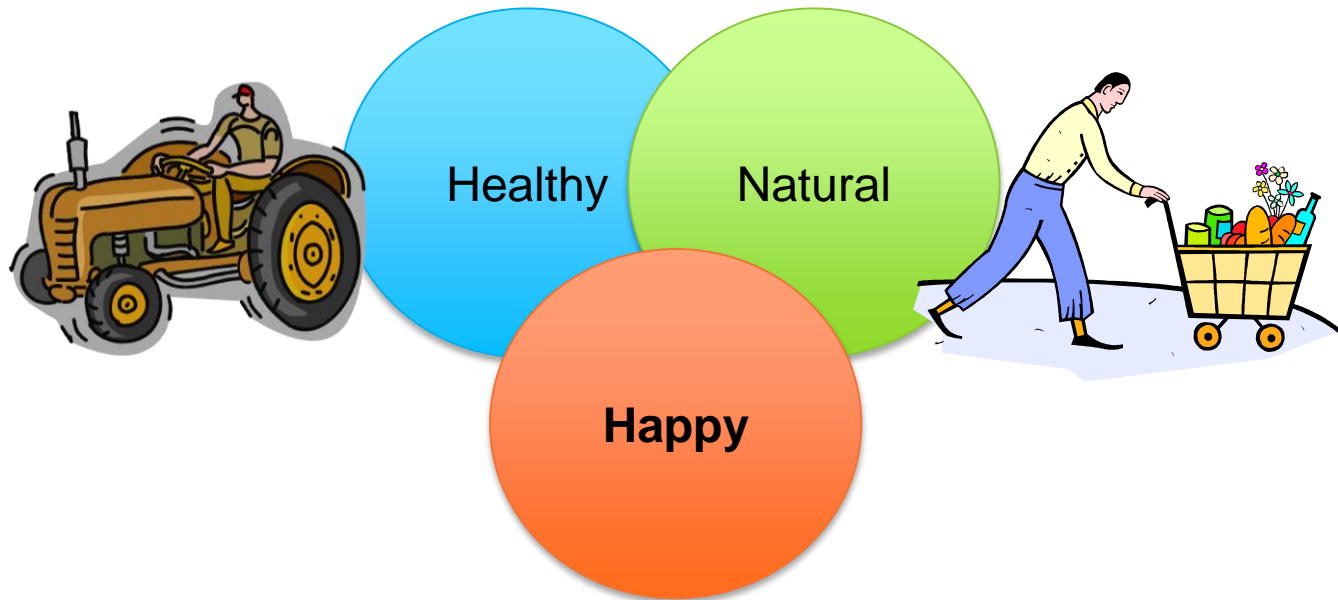
Animal welfare is  
a **JOURNEY** not a  
destination

# Expectations are changing

- Five Freedoms
- Elimination of negative
- Incorporation of affective states
- Move past neutral
- Incorporation of positive states
- A life worth living
- Convergence of western and halal approaches to animal welfare



# Differences in values



# Differences in values

**In a survey 5 pictures from a 40,000 broiler barn shown to citizens**

**The pictures were taken in the same barn but vary in age of the animals and stocking densities.**

**Overall, evaluation was very negative. Only the picture showing day-old-chicks was perceived as favorable**

**This is a challenge for the communication of animal welfare standards because increasing standards (e.g. stocking density) may not be perceived as an animal welfare advantage from a citizen perspective**



# Caution with marketing

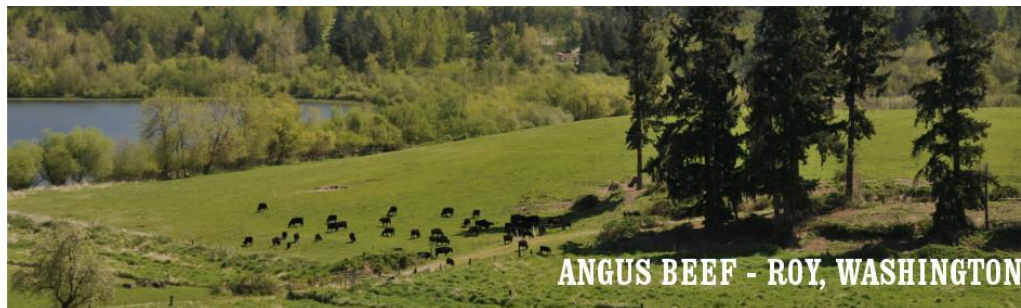
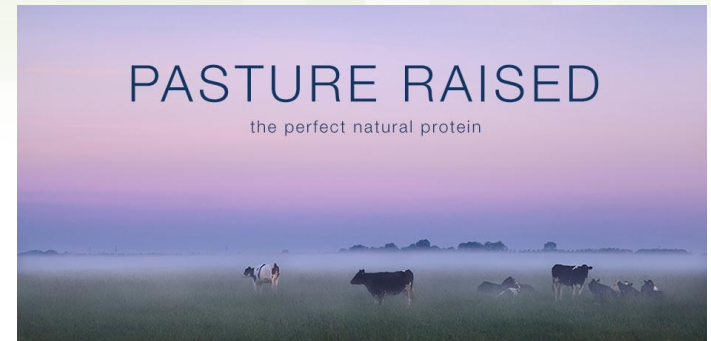
**Over-use of “naturalness”**

**“Willing blindness”**

**Animals can suffer**

**Sudden exposure to reality can lead to mistrust**

**Need for transparency**



# What might we see on NZ Farms?

**Increasing requirements for animal welfare**

**Inclusion of positive dimensions of welfare**

**Some tensions over certain farming practices**

**Confinement**

**Painful procedures**

**Mortality/morbidity**

**Transport**

**Slaughter**

**Increasing scrutiny from retailers**

**Increased attention from consumers**

