



## **Consumers' decision on visible animal friendly products as enforcement support**

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**ENFORCEMENT OF EUROPEAN ANIMAL WELFARE RELATED  
LEGISLATION**

*Brussels, 12-13 June 2012*



## Dutch Society for The Protection of Animals

### Target groups

- Cooperation and dialogue with industry – all parts of chain
- Addressing consumers and civilians
- Addressing government and politicians

### Instruments

- Information
- Dialogue
- Campaigns

### Place

- Local, national and international





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## Strategy Dutch SPA: Push and pull

### **Push for higher minimum standards in law**

- **Level of animal welfare very basic and low (compromise EU-27)**
- **Bottleneck: implementation and enforcement**

### **Push for higher minimum standards in private quality assurance schemes**

- **Dutch SPA participates. Aim: legislation + extra welfare improvements**
- **Disadvantage: little and small improvements animal welfare**
- **Advantage: better inspection (every year)**

### **Pull to enlarge market share organic and comparable schemes**

- **High welfare, but market shares small (0.1% for chicken, 2% for pork)**



## Strategy Dutch SPA: Squeeze

### Set up segments between regular and organic

- Feasible for many farmers and consumers
- Examples: barn eggs and veal from group housed calves. Prove of principles, followed by legislation.



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- Niches proving it is technical and economical feasible.
- Group housing calves are now minimum in the EU and barn eggs (multi tier) have a large market share in the EU.



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## Implement segments in between

In 2007 the Dierenbescherming introduced the Better Life label on animal products



[WWW.DIERENBESCHERMING.NL](http://WWW.DIERENBESCHERMING.NL)



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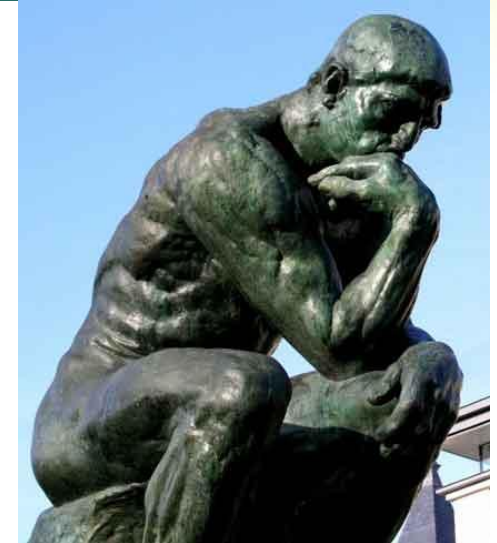
## Starting points Better Life label

- **Standards above legal requirements**
- **Important welfare improvements**
- **Gradual improvement of standards**
- **15 to 25% more expensive is acceptable for many farmers and consumers**
- **No cannibalism on organic products**
- **Partnerships: partner with supermarkets and industry**
- **Competition between supermarkets on Corporate Social Responsibility**
- **Increasing consumer awareness**
- **Role government: subsidies and education**



## Developing standards BL label

- **Science based: animal behaviour and animal needs**
- **Expert opinions**
- **Compare with existing standards**
  - Legislation
  - Quality Assurance schemes
  - Freedom Food standards
  - Other existing labels: Greenfields, free range etc.
- **Practical experience**
- **Feasibility in practice (cost price)**
- **Precautionary principle**  
**(giving animals the benefit of the doubt)**
- **Preconditions Dutch SPA (no excesses), e.g.**
  - **slower growing breeds (broilers)**
  - **no anaemia (calves)**





## Better Life label



- chicken of slower growing breed, more space, enrichment, covered outdoor run
- barn+ eggs (covered outdoor run, enrichment)
- pigs with more space and enrichment, non-castration
- veals with higher Hb, more roughage, less transport



- free range laying hens, shelter in outdoor run
- free range chicken
- outdoor bred/indoor reared pigs



- organic
- comparable animal welfare (Rondeel)










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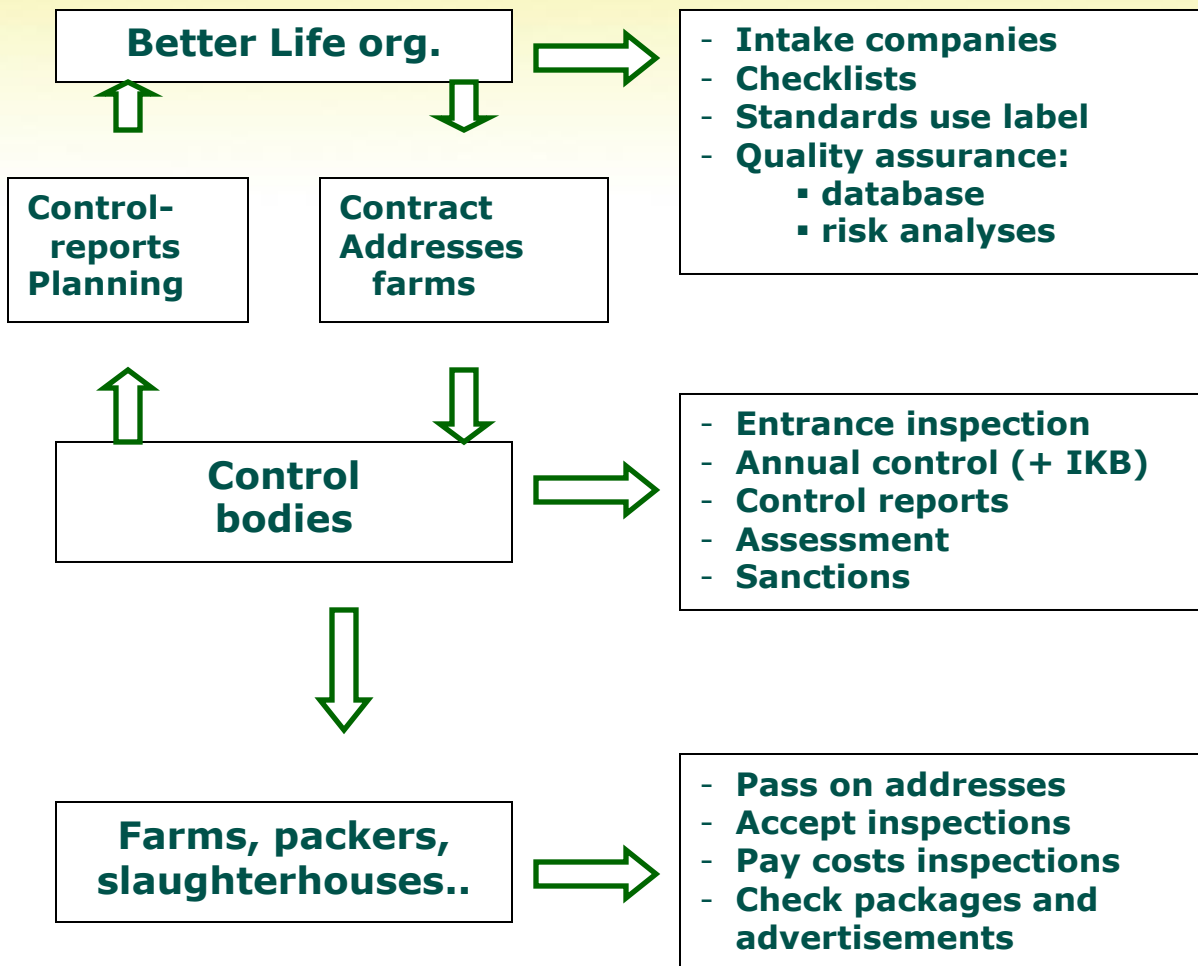
## Animals with Better Life label

|                     |  |  |  |
|---------------------|---|---|---|
| <b>broilers</b>     | yes   | yes   | yes   |
| <b>laying hens</b>  | yes   | yes   | yes   |
| <b>pigs</b>         | yes   | yes   | yes   |
| <b>calves</b>       | yes   | -   | yes   |
| <b>beef cattle</b>  | yes   | -   | yes   |
| <b>dairy cattle</b> | -   | -   | yes   |
| <b>rabbits</b>      | yes   | -   | -   |



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## Enforcement of standards Better Life label





## Companies joined in

### Companies joined in:

- 106 food chain firms
- 500 livestock farmers

### Location companies:

- Netherlands
- Ireland
- United Kingdom
- France



### 23 supermarket chains, a.o:

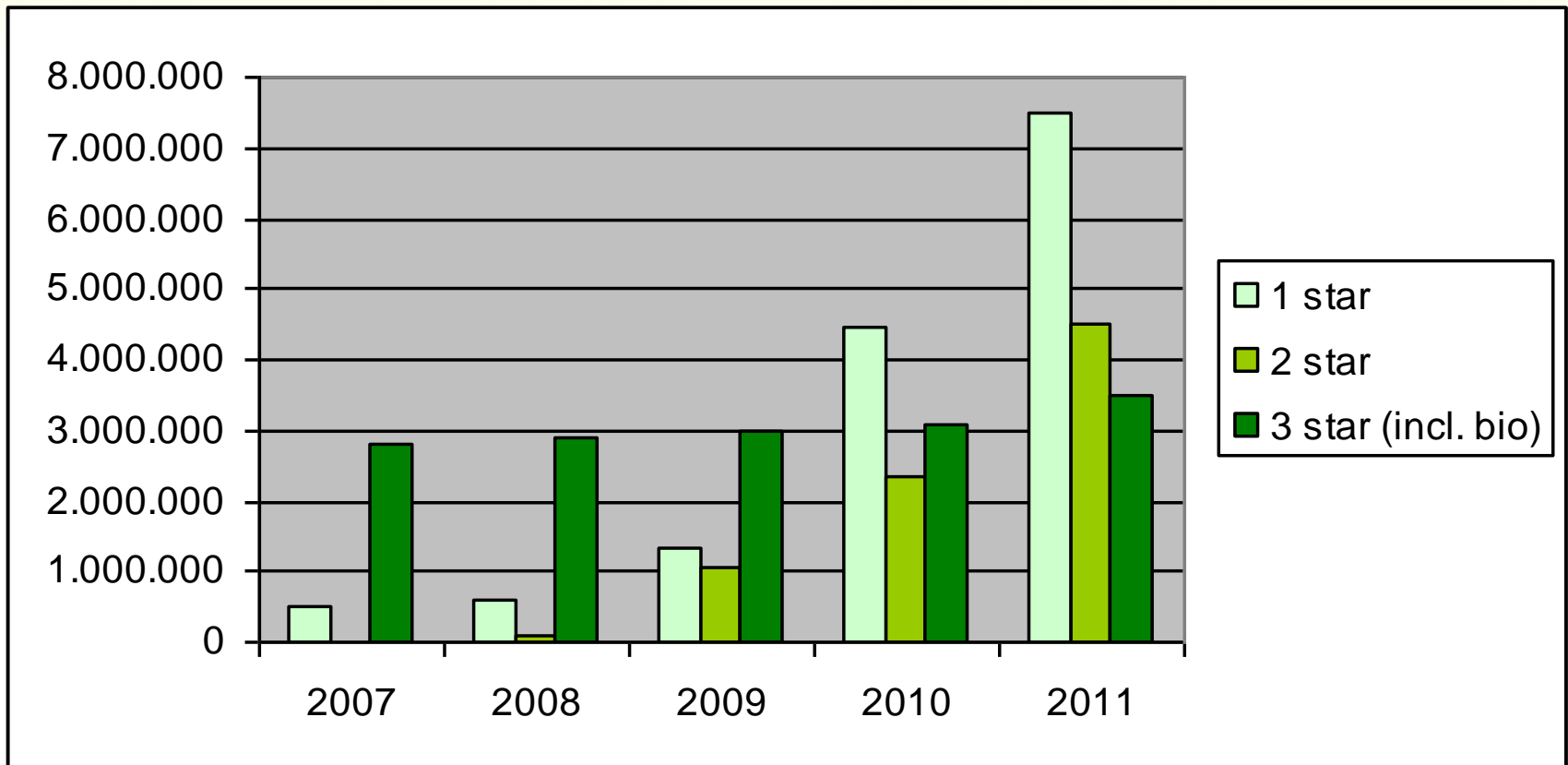
- Albert Heijn
- C1000
- Coop
- Deen
- Jumbo
- Lidl
- Plus

### 10 foodservice companies, a.o.:

- Deli XL
- Makro
- Sligro



## Total number of animals with a better life





## Developments Better Life label

- **Animals with a better life:**
  - 2007: 500.000
  - 2008: 660.000
  - 2009: 2,4 million
  - 2010: 6,8 million
  - 2011: 12 million
- **Annual turnover (consumer spending)**  
(x million euro):
  - 2009: € 68,1
  - 2010: € 153,6
  - 2011: € 295,3





## Successes

- **Albert Heijn: since 1 July 2011 all conventional pig meat replaced by pig meat with BLK with 1 star**
- **La Place restaurant: products with BLK**
- **Unilever: 36% of smoked sausages (Unox) with 1 star, towards 100% in 3 years + smoked sausage with 2 stars**
- **Unilever: all chicken sausages with 1 star in 2013**
- **Plus supermarket: all eggs free range with 2 stars**
- **Totally 1 million euro subsidies from Ministry of Agriculture (CAP) for farmers with BLK certificate for improvement of animal welfare (housing, enrichment) in 2011, 2012 and 2013**



## .....and the consumer?

- **High trust in Dierenbescherming**
- **Growth of knowledge of consumer of Better Life label:**
  - In 2010**
    - **41% knows the Better Life label**
    - **30% buys meat with BLK**
  - In 2011**
    - **66% knows the Better Life label**
- **50% of the consumers is willing to pay more for animal friendly products**





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**Thanks for your attention**

