What do stakeholders want in relation to the control of production diseases?


Beth Clark
beth.clark@newcastle.ac.uk
Stakeholder perceptions

- Stakeholders in 5 EU countries, across the pig, broiler and layer industries were consulted

- The associated physical yield and cost changes were also assessed

- No significant different results were found across countries or between different stakeholders

- More proactive interventions were preferred
Why public perceptions matter

- The sustainability of a production systems also includes how acceptable they are to stakeholders, including the public.

- The public are becoming more concerned about how the food they eat is produced.

- However, they are also becoming less familiar with modern food production.

- A greater understanding of societal expectations can lead to greater trust.
Systematic reviews

- Two separate systematic reviews were conducted:
  - Willingness-to-pay (WTP) meta-analysis (n=54)
  - Attitudes narrative review (n=80)

- Protocols were published online prior to reviews commencing

- Four databases were searched for each review using a combination of pre-specified key words

- Results were screened in a two stage process

Meta-analysis results

• A research gap was identified in relation to interventions to address production diseases

• A small, positive WTP premium was found for higher welfare products. This varied by subgroup;
  
  – Western and Southern Europe had a higher WTP than Northern Europe and the UK
  
  – Highest for beef cattle, dairy cattle and layer hens and lowest for pigs
  
  – Consumers had a higher WTP than citizens (Both were positive)

Meta-analysis results continued

• Socio-demographic characteristics explain the most variability in the data, although heterogeneity remains high at over 80%

  – WTP for FAW appears to decrease with age

  – Results suggest that women are likely to pay more than men

  – Those with a higher income and higher education are also WTP more
Thematic analysis results

• Again a research gap was identified in relation to attitudes towards production diseases

• Consumers mostly view modern production systems negatively and voice a number of concerns
  – Naturalness and humane treatment were central to this

• The majority of concerns were also motivated by human health
  – e.g. the use of antibiotics was associated with food safety

• Sociodemographic characteristics were again important

Thematic analysis results

• Consumers have a number of coping mechanisms to enable them to eat meat
  – A number of barriers to purchasing higher welfare products were identified

• Consumers associated higher welfare/animal friendly products with improved product quality, safety and healthiness

• Both reviews indicate support for the use of legislative and market based solutions for improving farm animal welfare

European Consumer Survey

- 2,330 responses were collected across the 5 countries and 3 survey versions
- Questions were asked in relation to a range of topics
- Descriptive statistics were obtained and Kruskal-Wallis ANOVA used to establish cross-country differences
- Exploratory factor analysis and structural equation modelling was used to explore the relationship between latent variables
Conclusions

- The public have very little knowledge about modern production systems
  - Including where the products they eat come from

- Natural and proactive interventions are preferred
  - E.g. biosecurity measures, and changes to housing design and stocking density.
Conclusions

- The public have very little knowledge about modern production systems
- Stakeholders need to be more proactive in terms of the information they are providing to the public.
  - This may help with miscommunication and increased trust
- Case studies/practice changes that would create public good will should be identified and communicated
- Independent assurance is important and stakeholders should be identified who could carry out this role.
  - Greater communication of existing relationships
Thank you!

Any questions?
Further reading


