

# A quality label can communicate farm animal welfare

**Labelling helps consumers to make informed choices by certifying that specific requirements are met in food production.**

## Quality label in a nutshell

Natural Resources Institute Finland (Luke) and Pellervo Economic Research PTT are developing a concept for an animal welfare label.

The label **i)** defines a production standard, **ii)** ensures that enrolled parties meet the standard and **iii)** communicates with consumers about high quality of products.

**Requirements:** **i)** product traceability, **ii)** reliable and credible certification, **iii)** incentives for the actors to participate, **iv)** the label improves animal welfare.



## Multi-actor approach for sustainable labelling

It is critical to understand actors' views on animal welfare. We employ a multi-actor approach by engaging farmers, NGOs, consumers, authorities, food industry and retailers in the development process.

Scientific knowledge, surveys and multi-actor workshops are devised to address these views.

## Consumers think favorably

The public views welfare labelled products positively, and 61% of people are interested in buying welfare-labelled products if they were available (on-line citizen survey, N=1200). The willingness to pay for animal welfare varies by consumer profile.

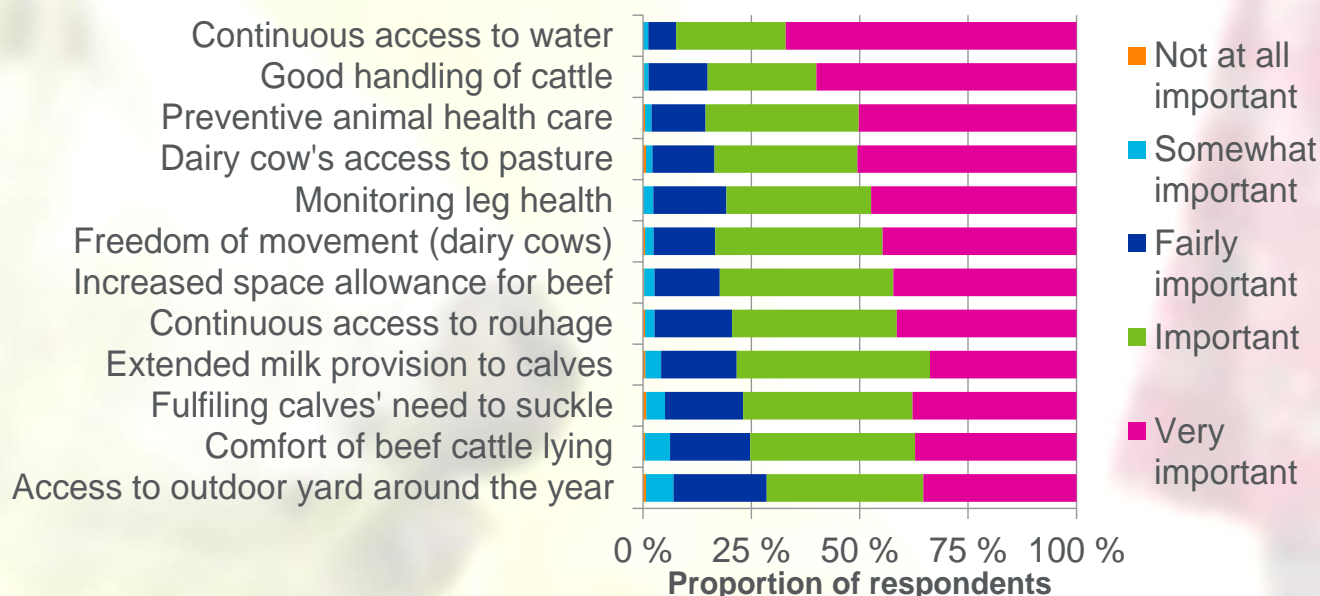
Further strengthening of consumer communication is warranted.

## The public appreciates healthy animals

Welfare Quality® has defined 12 criteria to assess farm animal welfare. In our survey, Finnish consumers considered criteria related to good animal health and good feeding *the most frequently* as very important domains of animal welfare. However, good housing as well as appropriate behaviour were also considered as important principles.

## Good handling and freedom of movement important

When asked about specific measures, good handling of cattle, preventive animal health care and access to pasture were among the characteristics that the public expected the most frequently the labelled production to provide (Figure 1).



**Figure 1.** How important it is to the respondent that each proposed measure to enhance animal welfare is required by the label?

## Further information

Research professor Jarkko Niemi, Natural Resources Institute Finland (Luke), [jarkko.niemi@luke.fi](mailto:jarkko.niemi@luke.fi), tel. +358 29 532 6392

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