

Consumer Animal Care Expectations

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Consumer

Expectations of Their Food Supply

- Safe
- High Quality
- Produced in a responsible manner
- “Reasonable” cost

Current Situation

- The 2000 US census was 281,421,906
- It is estimated that 2% of the population works in production agriculture
- A small portion of the ag population works with animal agriculture
- A large portion of the population has pets

What does this mean?

- Few people are familiar with production agriculture
- Systems have changed so that even those who grew up in agriculture are not familiar with current production systems
- Even those in other segments of agriculture may be unfamiliar with current systems

What does this mean?

- We need to consider how production practices look to someone who is not familiar with the practice or the production system.
- What if something similar were done to their pet?

What Images do we Portray

- Red hip-roof barns
- Animals on Pasture
- Cartoon animals
- One-to-one human animal interaction

Food for Thought

- What happens when reality doesn't match the pictures that we present?
- What happens when farm animal abuse is shown on the 6 o'clock news and industry does or says nothing?

Observations

- Animal welfare or wellbeing is difficult to define
- From the production side there is often a desire to look at just productivity, but this isn't enough
- It is a multi-faceted concept including a range of possible measures

Observations

- A part of the concept is “values” or ethics, so scientific data is not likely to be adequate to address the issue fully.

What's been happening?

- Animal Care/Welfare Standards have been announced by:
 - McDonald's
 - Burger King
 - Wendy's
 - Applebee's
- FMI and NCCR are working on program

The Guidelines

Restaurants

- Initial focus was on handling at the slaughter plant. (3rd party audits)
- All include standards for laying hens
 - Generally require 72 square inches cage space per bird
 - Eliminate forced molting induced by removal of food and water.
 - Move away from beak trimming

The Guidelines

Restaurants

- Gestation crates for sows are a concern in all guidelines
- Non-ambulatory animals are a concern in all guidelines

Applebee's Guidelines (dairy)

- Require producers to maintain conditions for veal calves in ways similar to existing United Kingdom and European standards
- Eliminate the use of rBST
- Require that all possible steps be taken to improve the living condition of dairy cows
- Euthanize downed animals

Free Farmed

- Program developed by AHA currently run as a “stand-alone” program
- Fee based programs that allows qualified products to carry “Free Farmed” label
- Some use in all species

FMI/NCCR

- “Animal welfare is a concern of the entire food retail industry” Terrie Dort- NCCR
- “FMI and NCCR share a commitment to comprehensive animal welfare policy and programs that are measurable and sustainable across the industry” Tim Hammonds- FMI President & CEO

FMI/NCCR Goals

- Consistency across the retail sector
- A measurable audit process
- Implementation of practicable and attainable guidelines
- An ongoing advisory council of third-party animal welfare experts
- Improved communication across the supply chain on animal welfare issues

What is the Significance?

- FMI members include all major supermarkets
- NCCR members include most “fast food” and “family” restaurants
- FMI and NCCR members are reported to sell approximately 90% of the retail meat supply

What can be done?

- Get Mad!! Complain!!
Result: No progress, poor public image
- Do nothing – “It’ll go away”
Result: Lose market share to innovators and imports. Become a “low end” supplier
- Develop pro-active programs

The FASS/ARPAS Animal Care Project

- Funded by the Animal Agriculture Alliance (AAA)
- Purpose – To develop criteria and a process for the evaluation of species-specific farm animal well-being guidelines to assess their compliance with the AAA Animal Care Principles that is based on the best science available.

ARPASAmerican
Registry of
Professional
Animal
Scientists

The AAA

Animal Care Principles

- **Food and Water**

Provide access to good quality water and nutritionally balanced diets as appropriate for the species

- **Health and Veterinary Care**

Implement science-based animal health programs, including prudent product use, and provide appropriate veterinary care when required.

- **Environment**

Provide living conditions sufficient to meet the wellbeing needs of the animal as appropriate to each species

The AAA

Animal Care Principles

- **Husbandry Practices**

Implement science-based husbandry practices appropriate to the species

- **Handling**

Ensure proper handling practices throughout the life of the animal as appropriate to each species

- **Transportation**

Provide transportation that avoids undue stress as appropriate to each species

The logo for ARPAS (American Registry of Professional Animal Scientists) features the acronym "ARPAS" in a large, bold, black, sans-serif font. The letters are contained within a white rectangular box with a thin black border.

American
Registry of
Professional
Animal
Scientists

The FASS/ARPAS Animal Care Project

- Steering committee will identify “overarching” criteria for use across species and quantifiable evaluation measures
- Species subcommittees will provide values and measures appropriate for their species.

The FASS/ARPAS Animal Care Project

Assures:

- **Consumers** that we are evaluating the care of all species in a comparable manner.
- **Buyers** of the identification of quantifiable measures so that there will be consistency in assessments by different individuals.
- **Producers** that measures used in evaluations are based on the best science currently available and also based on knowledge of current production systems

For the Future

- Producers will need to have in place science-based animal care programs
- Animal worker training will be expected
- Markets will increasingly require third-party verification

For more information

- McDonald's
<http://mcdonalds.com/countries/usa/community/welfare/index.html>
- Wendy's
<http://www.wendys.com/animal-welfare.html>
- Burger King
http://www.burgerking.com/company/press_releases/06_28_01.htm
- Food Marketing Institute
<http://www.fmi.org/media/mediatext.cfm?id=368>
- Free Farmed (AHA)
<http://www.freefarmed.org/>