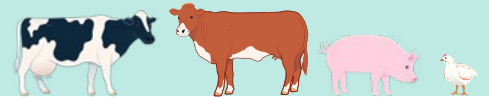




# The Governmental animal-welfare label

March 2020



## Why do we need a animal-welfare label?

The government created the animal-welfare label, aptly named “Better Animal Welfare”, with the intention of improving animal-welfare for as many production animals as possible through consumer purchasing. The animal-welfare label makes it possible for consumers to identify which products meet requirements for better animal welfare. By selecting products that promotes better animal welfare, at a slightly higher price, the consumer is helped ensure that animals are produced under improved conditions. It is market driven animal welfare.



## What does the animal-welfare label indicate?

The animal-welfare label is based on central requirements selected by animal welfare experts at the Danish Veterinary and Food Administration. These basic requirements meet conditions that go far beyond current statutory requirements:

The animal-welfare label has three levels with ascending animal welfare requirements. Stricter requirements generates higher costs and prices - there will therefore be choices befitting everyone's preference and budget.

### CRITERIA FOR BROILERS WITH THE ANIMAL-WELFARE LABEL



**BETTER ANIMAL WELFARE**



- Slower growing breed
- More space
- Extra care for footpath lesions
- Shorter transportation time

**EVEN BETTER ANIMAL WELFARE**



+

- Even more space
- Enrichment through coarse feed and manipulable materials

**MUCH BETTER ANIMAL WELFARE**



+

- Much more space
- Attractive outdoor space
- Even greater opportunity for activities and pursuits

### CRITERIA FOR PIGS WITH THE ANIMAL-WELFARE LABEL



**BETTER ANIMAL WELFARE**



- Curly tails
- More straw
- More space
- Free-range sows (barns)

**EVEN BETTER ANIMAL WELFARE**



+

- Even more straw
- Even more space
- Free-range sows (barns)

**MUCH BETTER ANIMAL WELFARE**



+

- Much more straw
- Much more space
- Free-range sows (open field)
- Outdoor space
- Piglets and sows in open field

### CRITERIA FOR BEEF AND DAIRY CATTLE WITH THE ANIMAL-WELFARE LABEL



**BETTER ANIMAL WELFARE**



- No killing of calves
- Demands on the quantity and quality of feed
- Shorter transportation time
- Demands on the quality of housing
- More space
- Extra time between cow and newborn calf

**EVEN BETTER ANIMAL WELFARE**



+

- Access to outdoors
- Extra demands on the quantity and quality of feed
- Demands on the quality of housing
- Even more space

**MUCH BETTER ANIMAL WELFARE**



+

- Access to pasture
- Much more demands on the quantity and quality of feed
- Much more time between cow and newborn calf
- Much more space

### **Which Meat Products are Included?**

The animal-welfare label is applicable to fresh and processed meat products, as well as dairy products.

### **Government Labels on Food**

The animal-welfare label is an addition to the two existing government labels under the Ministry of Environment and Food: the Ø label for organic products and the Keyhole for healthy choices when buying groceries.



### **What do Consumers Think of Improved Animal Welfare?**

A survey conducted by YouGov shows that around 80% of Danes are willing to pay extra for animal welfare. Thus, consumers are willing to pay a little extra for food products, from different animals, which focus on better animal welfare. The survey also showed that 49% of Danes know about the label, and 67% have trust in it.

### **Productions is Already Underway**

Farmers have already adapted the conditions of their stables to encompass the label's requirements. Products sold under the label are subject to state control. State authorized control from farmer to retail is also implemented.

### **The Animal Welfare Label in Eateries**

From January 2018, it has been possible for restaurants and eateries to market their use of animal welfare labelled products. With the animal welfare label at eateries, it is possible for consumers to see which products live up to the criteria of the animal-welfare label, e.g. the buffet in their cafeteria.

### **Who is Behind the Label?**

The label is developed by the Danish Veterinary and Food Administration in collaboration with relevant stakeholders throughout the entire commercial food chain/industry: The Organisation for cooperation of animal welfare groups (DOSO), the Danish Veterinary Association, the Danish Agriculture Camp; Food Council, DI food, DanHatch, Danish Crown, Danpo, Tulip, Danske Slagtermestre (the Danish butchers association) and retail businesses Salling Group (Bilka, Føtex og Netto), De Samvirkende Købmænd (including MENY, Rema1000, KIWI and Spar) and Lidl and Aldi).

**For more information, visit  
[www.bedre-dyrevelfaerd.dk](http://www.bedre-dyrevelfaerd.dk)**