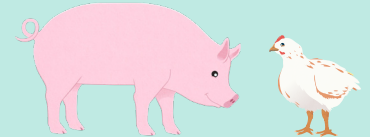




The Governmental animal-welfare label

October 2018



Why do we need an animal-welfare label?

The intention of the government animal-welfare label – named “Better Animal Welfare” - is to improve the animal-welfare of as many pigs and broilers 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 with better animal welfare at a slightly higher cost the consumer is helping ensure that more 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 3 levels with ascending animal welfare requirements. Stricter requirements lead to higher costs and prices - this means that there will be something for everyone’s preference and purse.

CRITERIA FOR BROILERS WITH THE ANIMAL-WELFARE LABEL

BETTER ANIMAL WELFARE

- Slower growing breed
- More space
- Extra control with footpath lesions
- Shorter transportation

EVEN BETTER ANIMAL WELFARE

- Even more space
- Enrichment in the form of coarse feed and manipulative material

MUCH BETTER ANIMAL WELFARE

- Much more space
- Attractive outdoor space
- Even better opportunity for activity 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)
- Out door space
- Piglets and sows in open field

Which meat products?

The animal-welfare label can be given to fresh and processed meat from pork and broilers. At a later date the label will be expanded to cover meat from other animals.

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 about 80% of the Danes are willing to pay extra for animal welfare. Thus the consumers are willing to pay a little extra for products, where the animals are raised with focus on better animal welfare, across different food products of animal origin. The survey also showed that 49% of the Danes already know the label and 67% have trust in it.

Production is already underway

The farmers have adapted the stable conditions in order to meet the label's requirements. Products sold under the label are subject to state control, and state authorised control from farmer to retail.

The Animal Welfare label at eateries

From January 2018 it has been possible for restaurants and eateries to market that they cook and serve animal welfare labelled pork and broilers. With the animal welfare label at eateries it is possible for the consumers to see which products that live up to the criteria for the animal welfare label e.g. at the buffet in their canteen.

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: The Organisation for cooperation of animal welfare groups (DOSO), the Danish Veterinary Association, the Danish Agriculture & 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