

Pig welfare model development: consumers and citizens

QPC - Animal Welfare Modelling Team

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Consumers and Citizens: PEOPLE

2 distinct roles

in their role as building a civilised society
citizens

in their role as buyers of animal products
consumers



Message

Animal welfare is more than animal happiness
(social construct)
Not only **animals**, but also **people** involved!

In our current civilisation,
production circumstances are a compromise
between *farmer, animal, society and market*

understand the society/citizen: acceptance / tolerance
understand the consumer: sell the extra welfare-cost
TO SOLVE THE SOCIETAL UNEASE



the citizen

- determines what is good and bad
or what is acceptable or not
 - Animal welfare is a societal headache
- concept: **Knowledge – Attitude – Behaviour**
no further good concept on Societal acceptability available
Lots of acceptability studies
→ **determine the key elements (attributes)**
expected result: icons like
straw, freedom, naturalness, pastorality, farmer



the consumer

- welfare is related to the meat choice in several ways
 - it concerns the same thing (animal / muscle)
 - better welfare conditions can affect product quality
 - the consumer can buy extra welfare
take his (her) responsibility / realise an ideal
- food choice process (Furst et al.)
 - balancing various interests
 - **animal welfare is of minor relevance**



chain strategy : some elements of consideration

we* believe that the market should solve the welfare problem
→ meet a consumer demand!

how to sell animal welfare to the non-demanding consumer?

! meet her interests
communicate the win-win's
+ address donation behaviour



to conclude

- for the citizen: meet icons
 - idealism / tolerance
 - desirability / acceptability
 - incl. the view on the farmer (trust, empathy)
- for the consumer: address utility
- connections between citizen role and consumer role:
 - donation behaviour
 - political consumerism

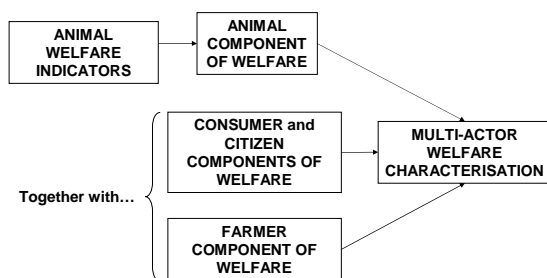


work to do

- consumer
 - 1) identify consumer-relevant relations
 - housing conditions – meat quality (literature)
 - 2) identify the 'utility-signals' that persuade the consumer
- citizen
 - 3) identify the key elements for social acceptance
 - (meta)analyse the various empirical studies



ambition - the end product



to judge systems from different animal welfare perspectives



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