

# Session 41

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**SLOVENE CONSUMERS' ATTITUDE  
REGARDING THE QUALITY OF EGGS  
FROM DIFFERENT LAYING HENS HOUSING SYSTEMS**

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# Reasons for (non)buying certain food item(s):

- quality*
- influence on human health*
- price*
- appearance*

AND

## SYSTEM OF REARING

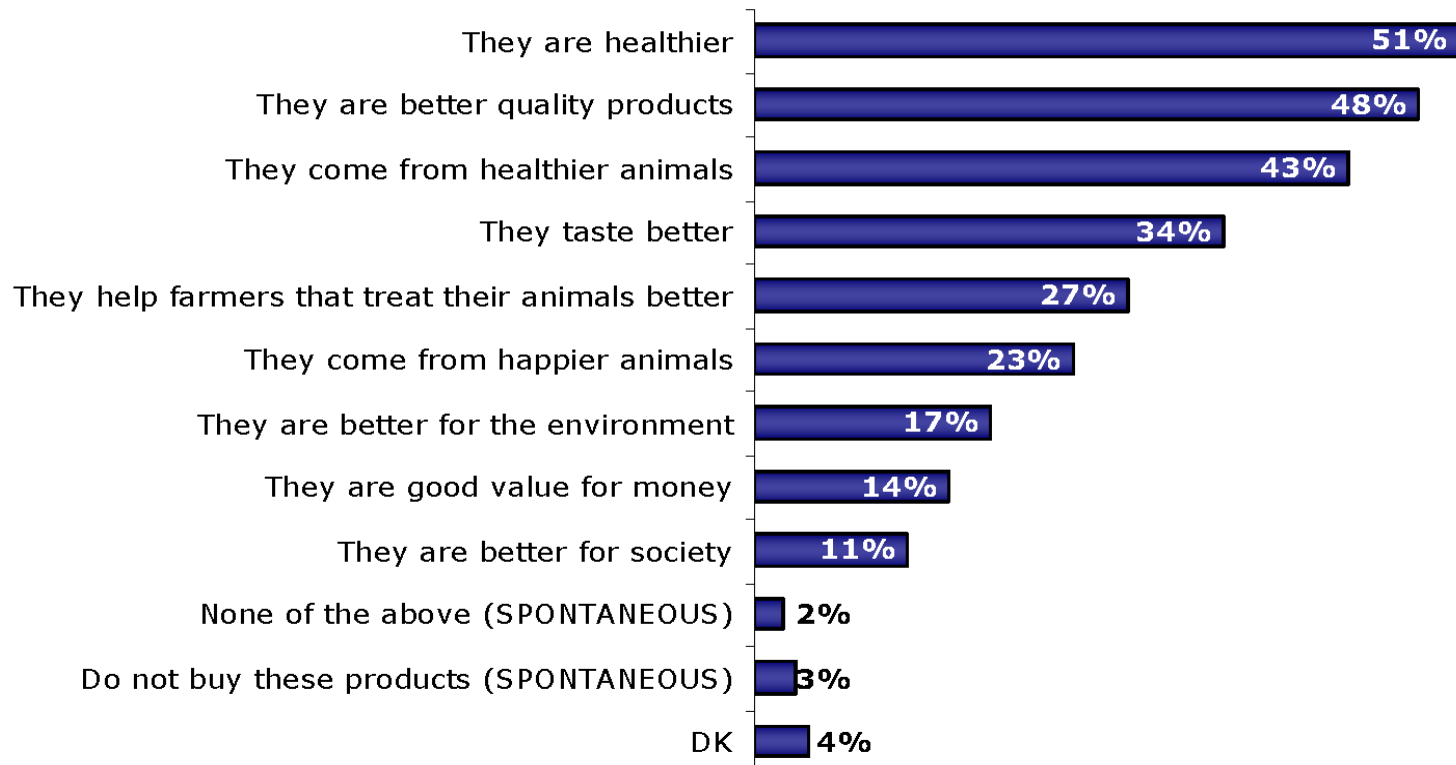
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conditions under which animals are kept from birth to death

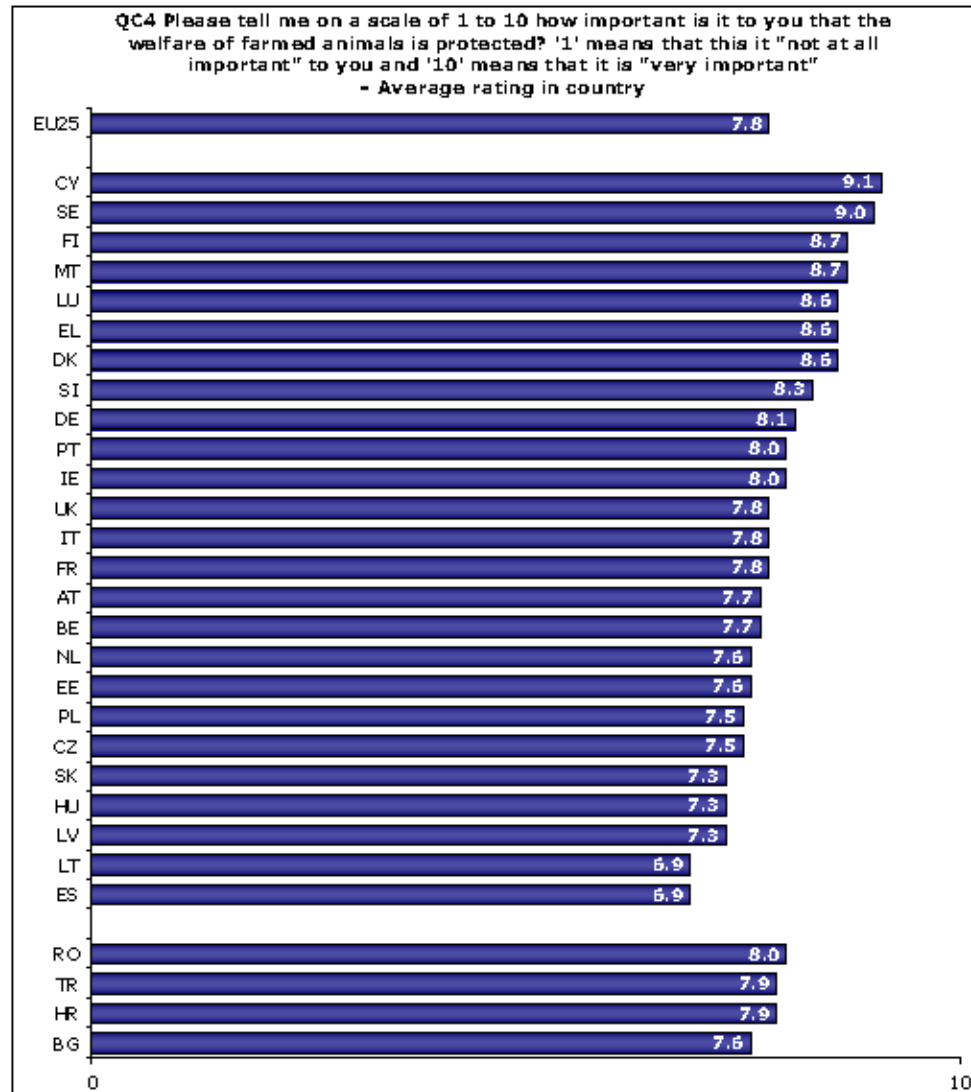
- relations between quality of products and type of rearing system !
- increased concerns about animals welfare!

# How European consumers expressed their position regarding system of rearing?

**QC15 From the following list, what would be for you the main reasons why you would buy food products produced in a more animal friendly way (e.g. free-range systems)(ROTATE – MAX. 2 ANSWERS)? - % EU25 Total**



# How European consumers expressed their position regarding system of rearing?



# Is the care for animals left to the free decision of farmers and to their ethics and moral?

- Council Directive 1999/74/EC of 19 July 1999 laying down minimum standards for the protection of laying hens
- Commission Regulation (EC) No 589/2008 of 23 June 2008 laying down detailed rules for implementing Council Regulation (EC) No 1234/2007 as regards marketing standards for eggs

*1. Free range eggs*

*2. Barn eggs*

*3. Eggs from caged hens*



2. *Barn eggs*



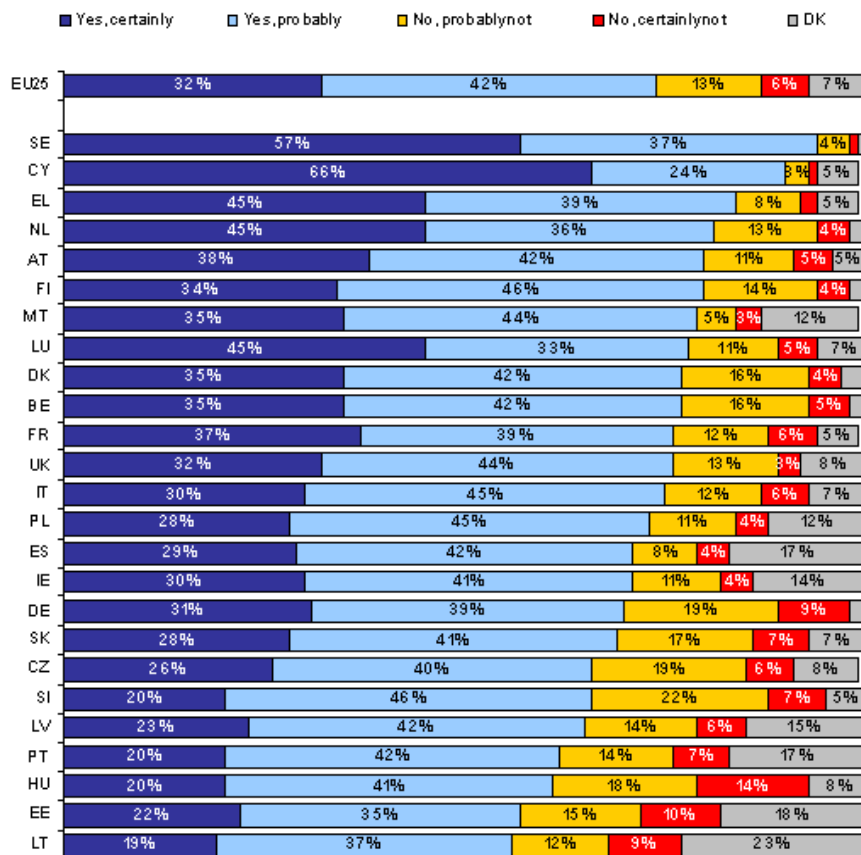
3. *Eggs from caged hens*



1. *Free range eggs*

# Do buyers think that they can influence positively the welfare and protection of animals for the better by their purchasing behavior?

**Q7 Do you believe that buying animal welfare friendly products could have a positive impact on the welfare/protection of farm animals?**



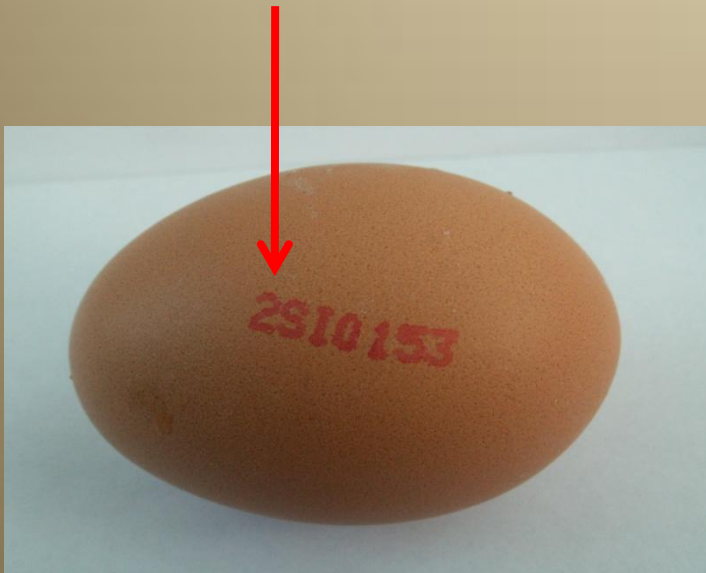


# Do we in reality do the things we claim we do?

*(The problem of socially desired answers!)*

If buyers would want to influence positively the welfare and protection of animals for the better by their purchasing behavior they should buy eggs which comes from housing system which is the most animal friendly?

If someone wants to decide to buy eggs which comes from housing system which is the most animal friendly he/she should be (at least) aware of how eggs are marked regarding this “quality” information and what certain mark means!



# Methods of research

- Personal interviews with consumers
- Interview at counter after purchasing was done regardless if eggs were included to the shopping list
- Interviews done at two types of outlet (supermarket, convenient store) of two (out of 3) major retail chains in Slovenia
- 288 consumers were approached, 151 were willing to participate, 89 rejected the participation, 48 declared they don't buy eggs



- Marks and signs (about producer, due date, brand name, weight class...) which have to be or are usually written on package were mentioned to participant apart from mark of rearing system asking them if they can bring to mind also some marks which we did not mention (if housing system was mentioned)
- The consumer which in listing marks did not recalled marks for designating rearing system was explicitly asked if she might have noticed that package of eggs and/or eggs are marked also with such a mark (if answer was affirmative)

spontaneous  
knowledge  
+25 (16,56%)  
- 126 (83,44%)

Evoked  
knowledge  
+81 (64,28%)  
-45 (35,71%)



- Consumers belonging to the group declared as “having spontaneous knowledge” were asked if they could list the types of rearing they know
- To consumers belonging to the group declared as “having evoked knowledge” the types of rearing system were listed and thereafter they were asked to identify this/those about which they have already heard

Listing of rearing types in group  
having “spontaneous knowledge”:

None	4
Some	19
All	2

Listing of rearing types in group  
having of “evoked knowledge”:

None	42
Some	39
All	0

Listing of rearing types in group  
of “spontaneous knowledge”:

None	4
Some	19
All	2

Listing of rearing types in group  
of “evoked knowledge”:

None	42
Some	39
All	0

From which type of housing system are the eggs you usually buy?

Free range	2
Floor (Barn)	10
Cage	1
Don't know	8

Free range	4
Floor (Barn)	10
Cage	0
Don't know	25

?

Floor or Barn

# Floor or Barn?

Oznaka jezika	1	2	3
BG	„Яйца от кокошави свободно отпелжаване на открито“	„Яйца от кокошави подово отпелжаване“	„Яйца от кокошави клетъчно отпелжаване“
ES	„Huevos de gallinas camperas“	„Huevos de gallinas criadas en el suelo“	„Huevos de gallinas criadas en jaula“
CS	„Vejce nosnic ve volném výběhu“	„Vejce nosnic v halách“	„Vejce nosnic v klecích“
DA	„Frilandsæg“	„Skraetæg“	„Buræg“
DE	„Eier aus Freilandhaltung“	„Eier aus Bodenhaltung“	<del>„Eier aus Käfighaltung“</del>
ET	„Vabalt peetavate kanade munad“	„Õrrekanade munad“	„Puuris peetavate kanade munad“
EL	„Αυγά ελεύθερης βοσκής“	„Αυγά αυγώνων ή αυγά στρωμνής“	„Αυγά κλωβοστοιχίας“
EN	„Free range eggs“	„Barn eggs“	<del>„Eggs from caged hens“</del>
FR	„Œufs de poules élevés en plein air“	„Œufs de poules élevés au sol“	„Œufs de poules élevés en cage“
GA	„Uibheacha saor-racín“	„Uibheacha sciobóil“	„Uibheacha ó chearta chúbamaí“
IT	„Uova da allevamento all'aperto“	„Uova da allevamento a terra“	„Uova da allevamento in gabbie“
LV	„Brīvās turēšanas apstākļos dētas olas“	„Kūti dētas olas“	„Sprostos dētas olas“
LT	„Laisvai laikomų vištų kiaušiniai“	„Ant kraiko laikomų vištų kiaušiniai“	„Narvuose laikomų vištų kiaušiniai“
HU	„Szabad tartásban termelt tojás“	„Alternatív tartásban termelt tojás“	„Ketreces tartásból származó tojás“
MT	„Bajd tat-tigjeg innobbija barra“	„Bajd tat-tigjeg innobbija ma' l-art“	„Bajd tat-tigjeg innobbija fil-gaġġeġ“
NL	„Eieren van hennen met vrije uitloop“	„Scharreleieren“	„Kooieleieren“
PL	„Jaja z chowu na wolnym wybiegu“	„Jaja z chowu ściółkowego“	„Jaja z chowu klatkowego“
PT	„Ovos de galinhas criadas ao ar livre“	„Ovos de galinhas criadas no solo“	„Ovos de galinhas criadas em gaiolas“
RO	„Oua de găini crescute în aer liber“	„Oua de găini crescute în hăle la sol“	„Oua de găini crescute în baterii“
SK	„Vajcia z chovu na voľnom výbehu“	„Vajcia z podstielkového chovu“	„Vajcia z kletkového chovu“
SL	„Jajca iz proste reje“	„Jajca iz hlevske reje“	<del>„Jajca iz batenjske reje“</del>
FI	„Ulkkokanojen munia“	„Lattakanojen munia“	„Häkkokanojen munia“
SV	„Ägg från utehöns“	„Ägg från frigående höns inomhus“	„Ägg från burhöns“

Bodenhaltung

Barn

Official term “hlevske reja”  
(Barn eggs)

Commercial term: “talna reja”  
(Eier aus Bodenhaltung)

# Estimation of the quality of eggs from different housing systems by consumers on 7- point Likart scale

## Spontaneous

Housing system	Average score
Free range	6,27
Floor	4,87
Barn	4,53
Cage	1,80

## Evoked

Housing system	Average score
Free range	6,24
Floor	4,50
Barn	3,78
Cage	1,98

## Uninformed

Housing system	Average score
Free range	6,48
Floor	4,50
Barn	3,15
Cage	1,10

# Estimation of the housing systems regarding animal welfare by consumers on 7- point Likart scale

## Spontaneous

Housing system	Average score
Free range	6,03
Floor	4,31
Barn	3,41
Cage	1,82

## Evoked

Housing system	Average score
Free range	6,24
Floor	4,50
Barn	3,78
Cage	1,98

## Uninformed

Housing system	Average score
Free range	6,03
Floor	4,31
Barn	3,41
Cage	1,82



## **Statement:**

**“Three quarters of citizens in the European Union (almost 2/3 of Slovenes) believe in their capacity to influence the welfare of farmed animals by their purchasing behavior”!**  
*Special Eurobarometer, No. 229, 2007b.*

## **Question:**

**How many of them empower their capacity of influence by action?**

to get

**BETTER QUALITY OF PRODUCTS**

and

**HAPIER ANIMALS**

**For Slovenia the results of our research shows: only few**

Don't just listen what consumers  
say,  
observe what they  
do