



Source: [www.pixabay.com](http://www.pixabay.com) (2017).

# Animal Welfare and Livestock Production in Australia

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# Introduction

- **Intensive livestock production** has received **criticism** about animal conditions.
- **Ethical views** have resulted in **legislative changes**, and **influenced consumer preferences for animal welfare-friendly products**.
- **Also created premiums** for certified animal welfare products.
- **Animal welfare, environmentally friendly and safety** have been **jointly offered**.
- **Potential for product differentiation** based on **animal welfare certification** offered in addition to **other credence attributes**.

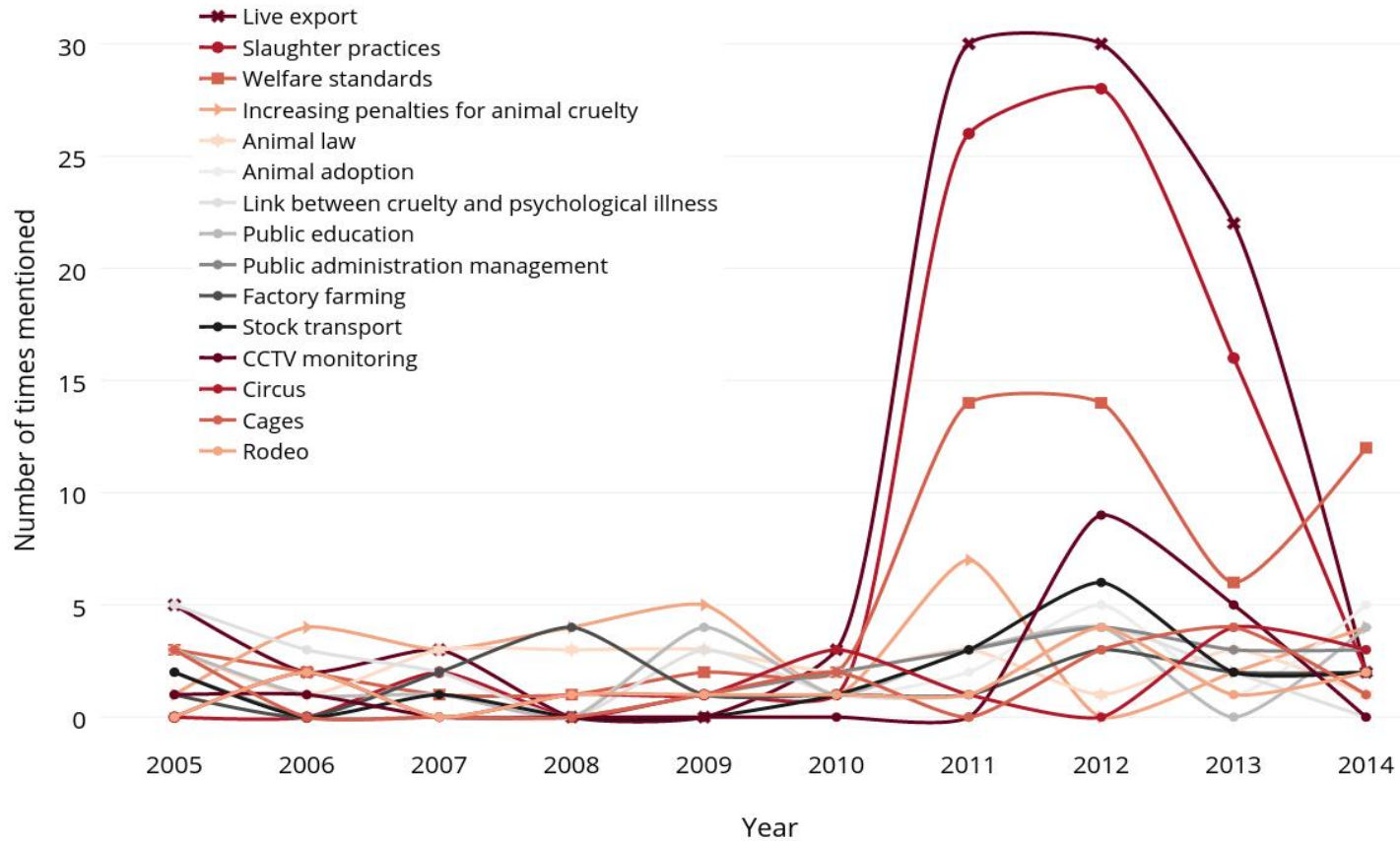
# Public Perceptions in Australia

- **Most of Australians enjoy eating meat, but there is low tolerance to animal mistreatment** (Chen, 2016).
- **Studies about attitudes and beliefs of Australians** towards the wellbeing of animals indicated that **most of them support that:**
  - *‘farm animals deserve the same legal protections as companion animals’.*
  - *‘animals deserve some protection from harm and exploitation, but it is still appropriate to use them for the benefit of humans’.*
  - *‘it is quite acceptable to eat meat so long as animals are reared and killed humanely’.*
  - *‘modern methods of “factory farming” in the production of eggs, milk and meat are cruel’.*

# Media Coverage

- The ABC special report ***“A Bloody Business”***:
  - Has had a **very strong effect on public opinion since 2011.**
  - **Temporarily suspended exports of live animals to Indonesia.**
  - It has been indicated as **responsible of the increase in the Australian media coverage on animal protection-related issues** (RSPCA, 2017).
- **Strong impact** on the **attention that Australians put to animal mistreatment.**

# Animal Protection Related Issues Covered in Australian Newspaper (2005-2014)



Source: Chen (2016).

# Regulation

- ***'State and territory governments have responsibility for animal welfare and laws to prevent cruelty. The Australian Government is responsible for trade and international agreements relating to animal welfare'*** - Department of Agriculture and Water Resources -
- There are **Model Codes of Practice for the Welfare of Animals** that are prepared by committees.
- Included in the Australian **Animal Welfare Strategy**.
- A project aims to create an **Australian Animal Welfare Standards and Guidelines** (mandatory across Australia).

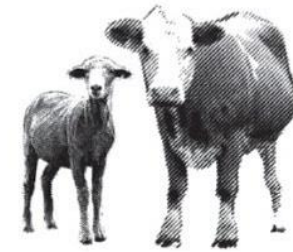
# Major Stakeholders and Activists

- **Major restaurant chains and retailers** have been the focus of **activists' campaigns** to adopt higher animal welfare standards.
- **Very successful strategy in highly concentrated chains**, such as the **Australian egg industry**.
- **The major stakeholders are committed to responsible sourcing** → including animal welfare standards certified by **RSPCA**.

# Some Animal Protection Campaigns in Australia



Source: [www.makeitpossible.com](http://www.makeitpossible.com) (2017).



**STOP LIVE EXPORTS.org**

Source: [www.stopliveexports.org](http://www.stopliveexports.org) (2017).



Source: [www.banliveexport.com](http://www.banliveexport.com) (2017).



Source: [veganismisnonviolence.com](http://veganismisnonviolence.com) (2017).



# Value Chain Responses

- **Livestock industries have been active in:**
  - **responding to campaigns** led by animal protection organisations and
  - **addressing the increased interest in animal welfare.**
- **Major retailers have **third-party standards or developed their own standards.****
- **Poultry and pork products** are offered with **certified animal welfare** by the **RSPCA**.

# Some RSPCA Certified Products Available at Australian Retailers



Source: [www.woolworths.com.au](http://www.woolworths.com.au) (2017).



Source: [www.adgile.media](http://www.adgile.media) (2017).



Source: [www.adgile.media](http://www.adgile.media) (2017).



Source: [www.woolworths.com.au](http://www.woolworths.com.au) (2017).



Source: [www.rspca.com.au](http://www.rspca.com.au) (2017).

# Value Chain Responses (contd.)

The influence of ethical factors on acceptability of animal products can be verified in **the case of eggs.**



Source: [www.abc.net.au](http://www.abc.net.au) (2017).

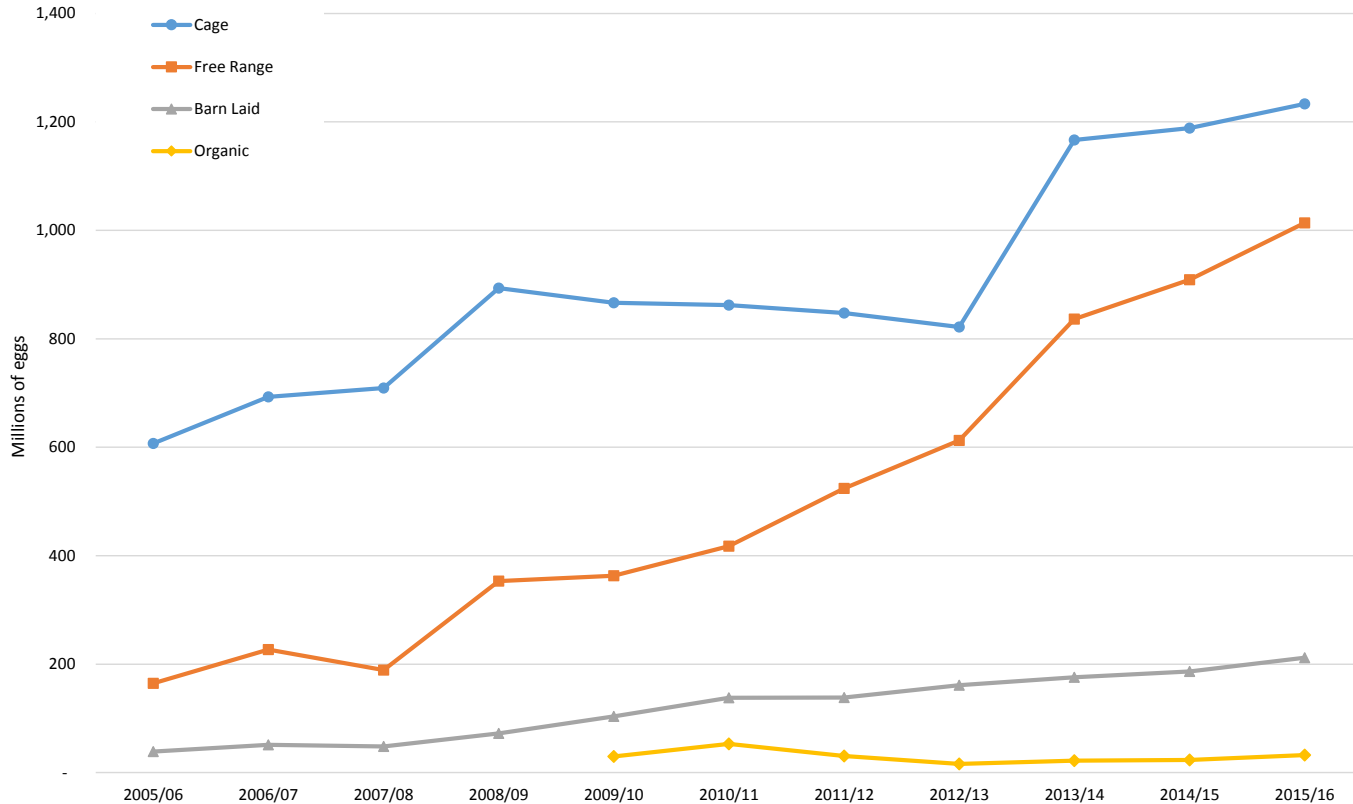


Source: [www.woolworths.com.au](http://www.woolworths.com.au) (2017).



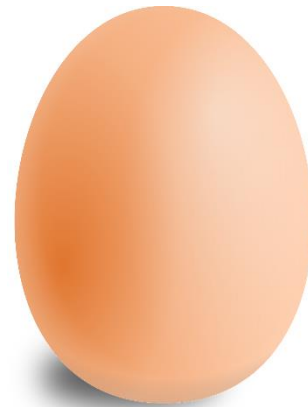
Source: [www.abc.net.au](http://www.abc.net.au) (2017).

# Volume of Different Types of Eggs Sold in Australia in Millions of Eggs (2005/06-2015/16)

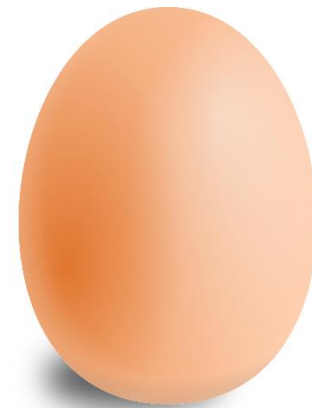
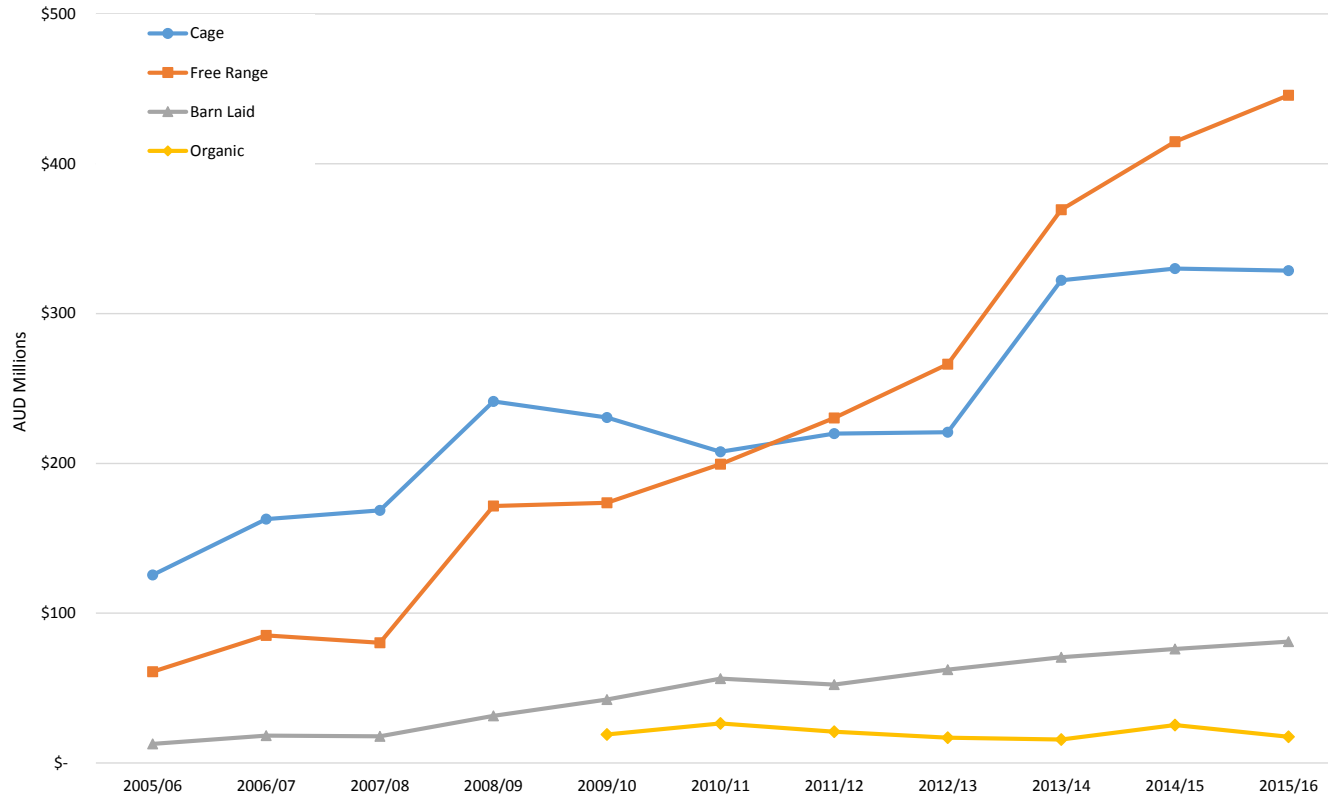


Source: Australian Egg Corporation Limited (2006-2016).

Source: www.pixabay.com (2017).



# Value of Different Types of Eggs Sold in Australia in AUD Millions (2005/06-2015/16)



Source: Australian Egg Corporation Limited (2006-2016).

Source: www.pixabay.com (2017).

# Australian Beef and Lamb Industries

- **Australian Beef Industry** has evolved in:
  - **Eating Quality Evaluation System** → Introduction of **MSA Grading**.
  - **Processing** → A more integrated value chain (**Plate to Paddock**).
- **MSA grading** planned to be implemented in the **lamb industry**.
- **MLA (2017)** declares a **strong commitment to animal welfare practices**, **but lamb and beef are not certified in Australia**.
- These industries should study alternatives to **differentiate products**:
  - **Based on credence attributes, including animal welfare**.
  - **Alternatives to based on taste**.

# Conclusions

- Ethical views have **changed legislation and consumer preferences** for **animal welfare-friendly products**.
- Most of Australians **enjoy eating meat**, but they do not **accept animal mistreatment**.
- The ABC special report **“A Bloody Business”** has had a **strong impact on the attention that Australians put to animal mistreatment**.
- Regulation is moving from **Model Codes of Practice for the Welfare of Animals** to an **Australian Animal Welfare Standards and Guidelines**.

## Conclusions (contd.)

- **Livestock industries** have adjusted their production practices responding to campaigns and preferences.
- **Major restaurant chains and retailers** are committed to **responsible sourcing**, including the use of **standards certified by RSPCA**.
- **The Australian Beef and Lamb Industries** should explore the potential to **offer certified animal welfare products**.



# Thank You Very Much!!

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# Comments / Questions?



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