



## **Stakeholder and consumer views towards animal welfare-enhancing practices in organic pig and poultry production: insights from the PPILOW survey**



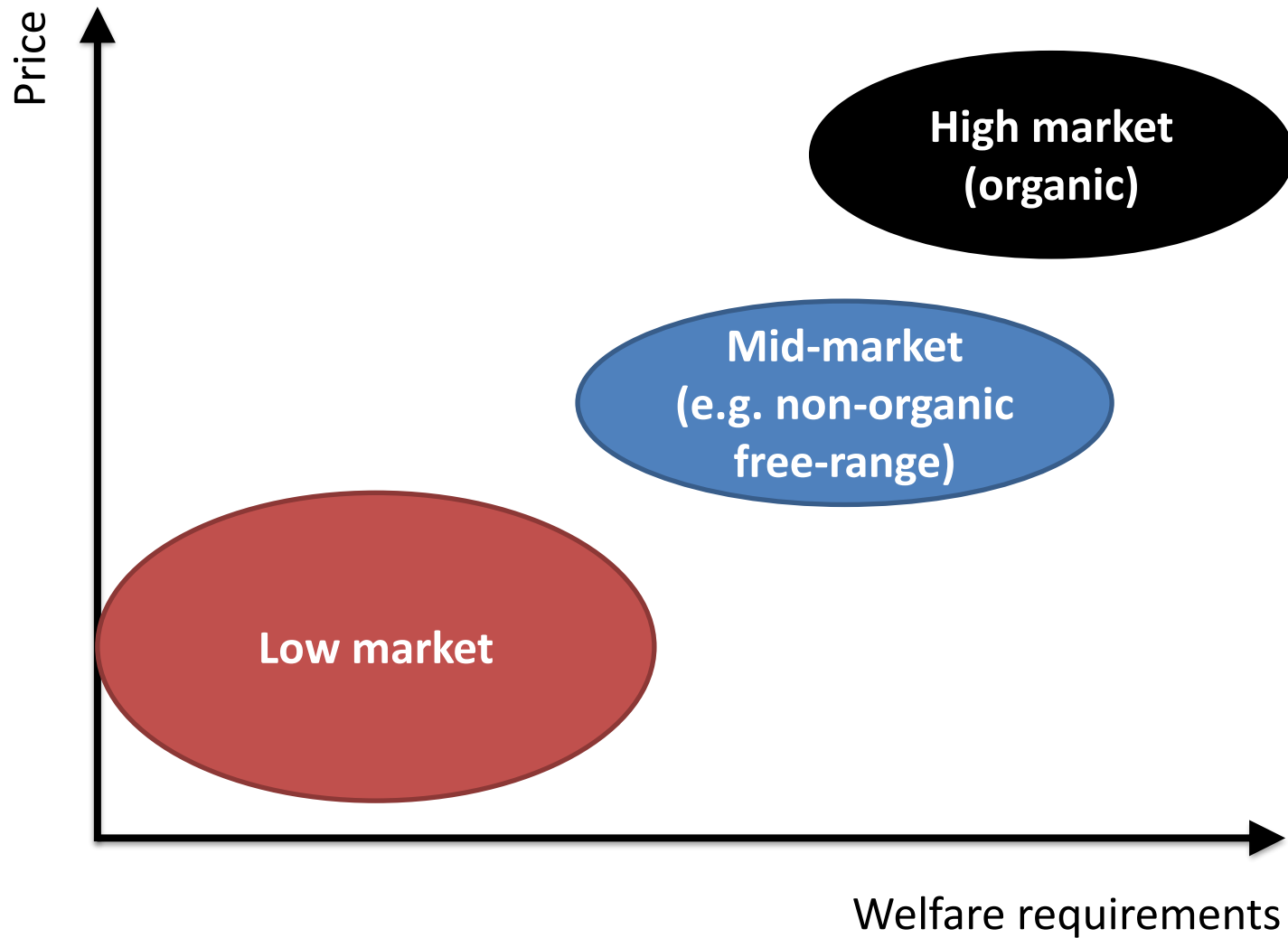
Jarkko Niemi & PPILOW collaborators

**Luomuinstituutin kevätwebinaarit 2022**

The **PPILOW** project aims to co-construct solutions to improve the welfare of poultry and pigs reared in organic and low-input outdoor production systems.



- Organic production is **very well known** among consumers, substantially better than other *alternative forms* of production
  - Although organic and outdoor livestock farming are often considered as high animal welfare farming systems, some welfare challenges and improvement needs remain in these systems
  - Diversity of organic systems
- ➔ How animal welfare could be enhanced?
  - ➔ What do consumers and farmers think about these measures?
  - ➔ Implications on the quality of farming & products
  - ➔ What are the barriers and levers of adopting specific measures?
  - ➔ Are demand and supply side actors in agreement about the measures that could be adopted?

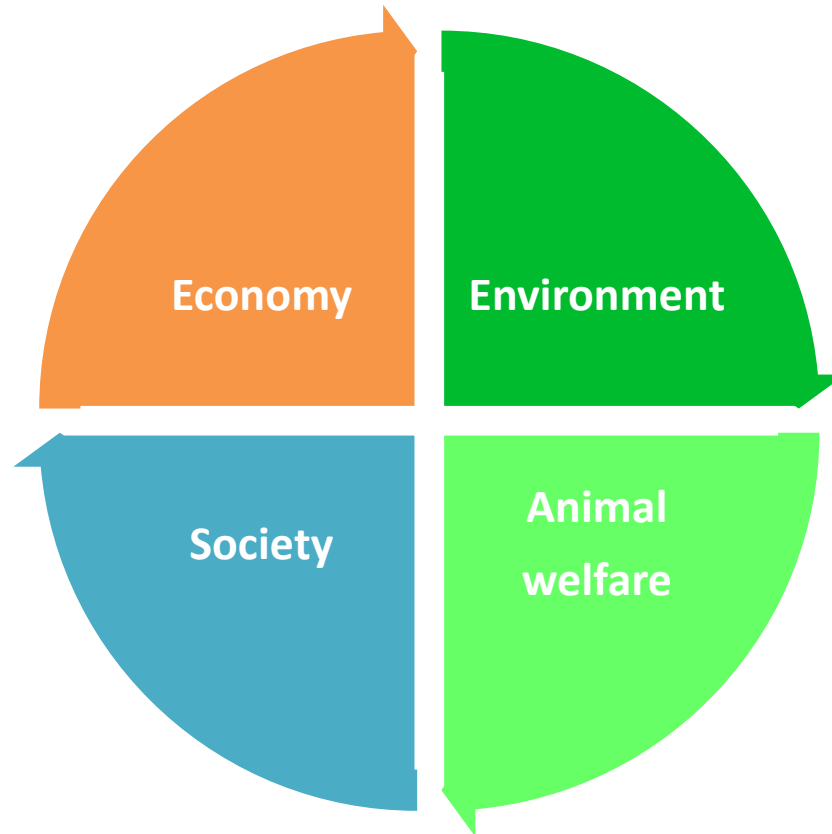


## The OneWelfare approach

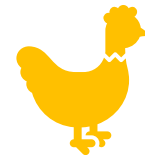
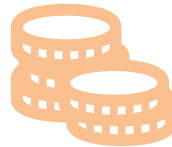
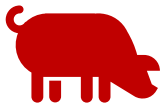
The OneWelfare concept embraces the goals of sustainability with emphasizing impacts of rearing practices on animal welfare and human well being



**One Welfare  
perspective**

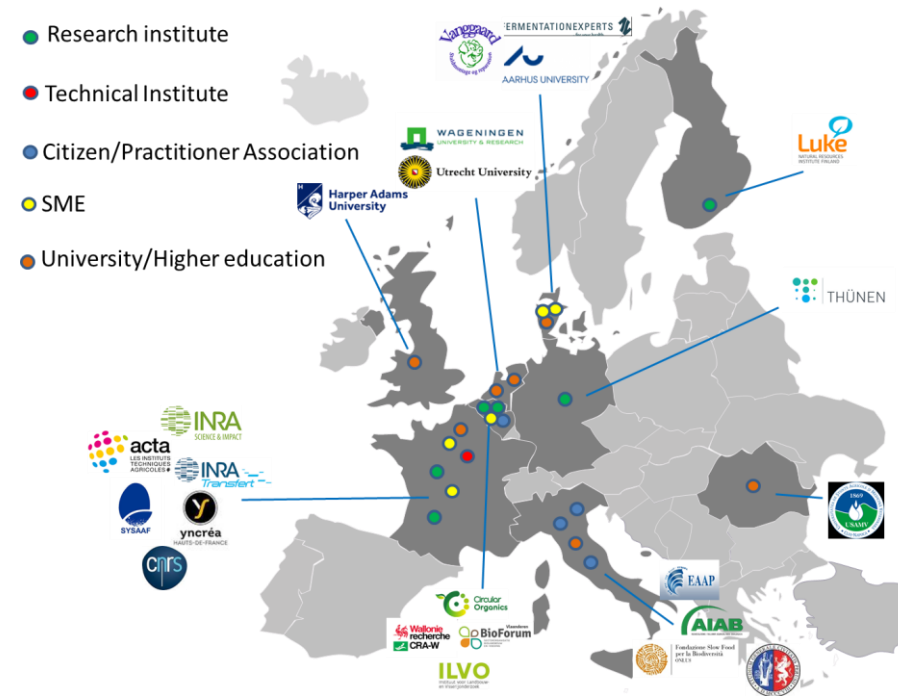


# What do practitioners and citizens expect from animal welfare in organic production?



# PPILOW Surveys and feasibility study

- Citizen survey (N=3601) and supply side actor survey (N= 250)
- Nine countries 📍
- Questions were determined based on a systematic review, 26 focus groups and expert knowledge
- Ethical approval
- Translation ⇔ back-translation
- Statistical analysis carried out at Luke



## Eliciting the views of European experts & citizens: Input from focus groups

- Multiple stakeholders play a key role in ensuring animal welfare
  - Farmers, consumers and veterinarians
  - Organic production: farmer-centric and requires skills
- The concept of One Welfare is recognised, but needs clarification

**“Happy animals = happy farmer = happy customer”**
- Organic regulations are considered strict
- Harmonisation of policies needed
- Biosecurity – parasites and disease risk
- Climatic challenges, especially on the range
- Range access and management, including enrichments, vegetation, predator control
- Feeding & amino acids – a major challenge!



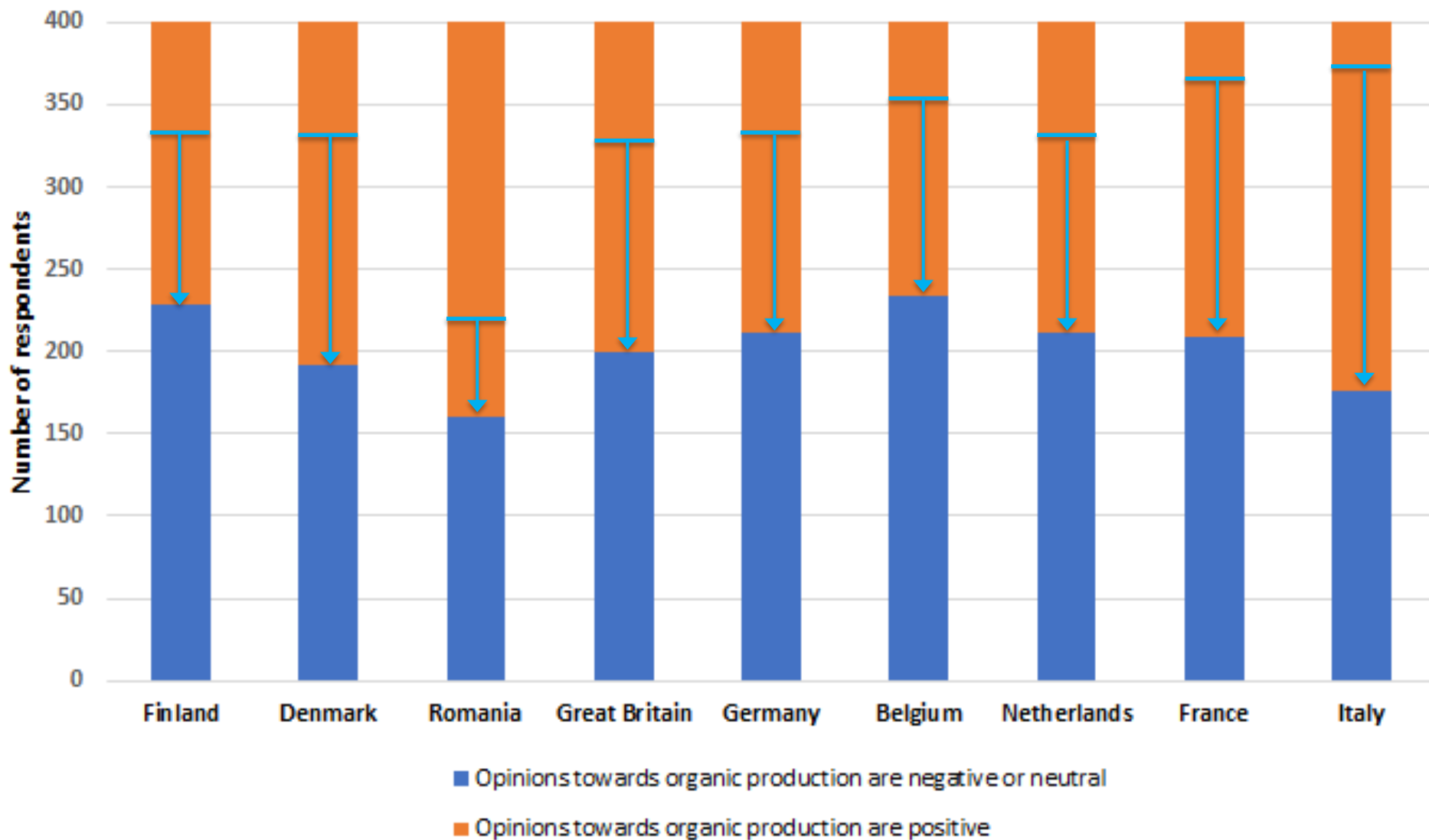


## Topics mentioned by chicken and egg producers and experts

- Cost of production!
  - Environmental parameters: Humidity, temperature, ventilation
  - Control of feather pecking: diet, stocking density and environmental stress
  - Beak trimming is not advocated
  - Small organic sector is limiting support services
- 
- Thermal comfort
  - Cannibalism, feather pecking and bone fractures
  - Killing one-day-old chicks is an *ethical* issue
- ➔ Dual-purpose breeds and in-ovo sexing?



## Public's opinions towards organic and conventional indoor production



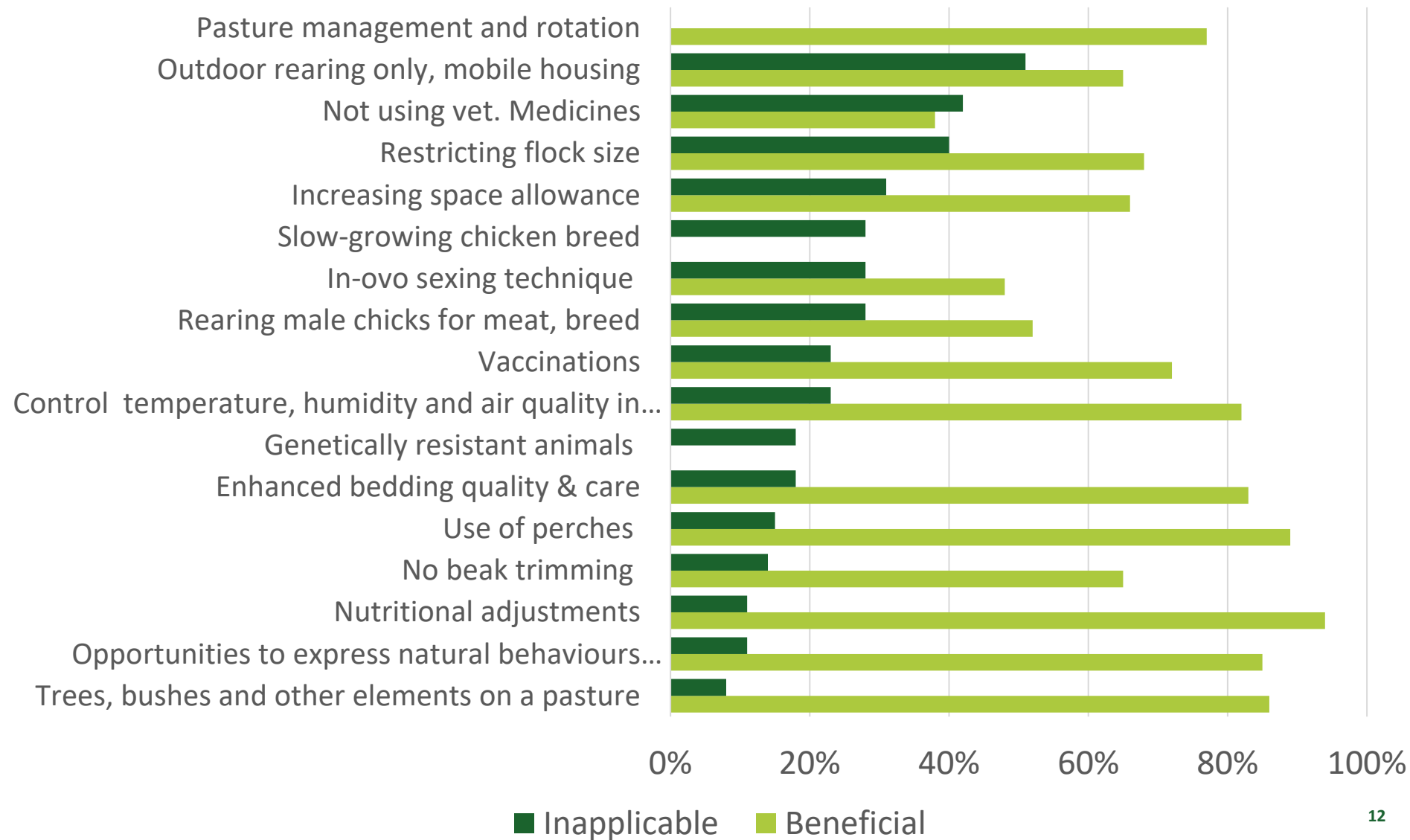
### Eggs

- Freshness, price, quality and local produce
- Concerns about farmer welfare – investments and profitability
- Stocking density, disease control and predation

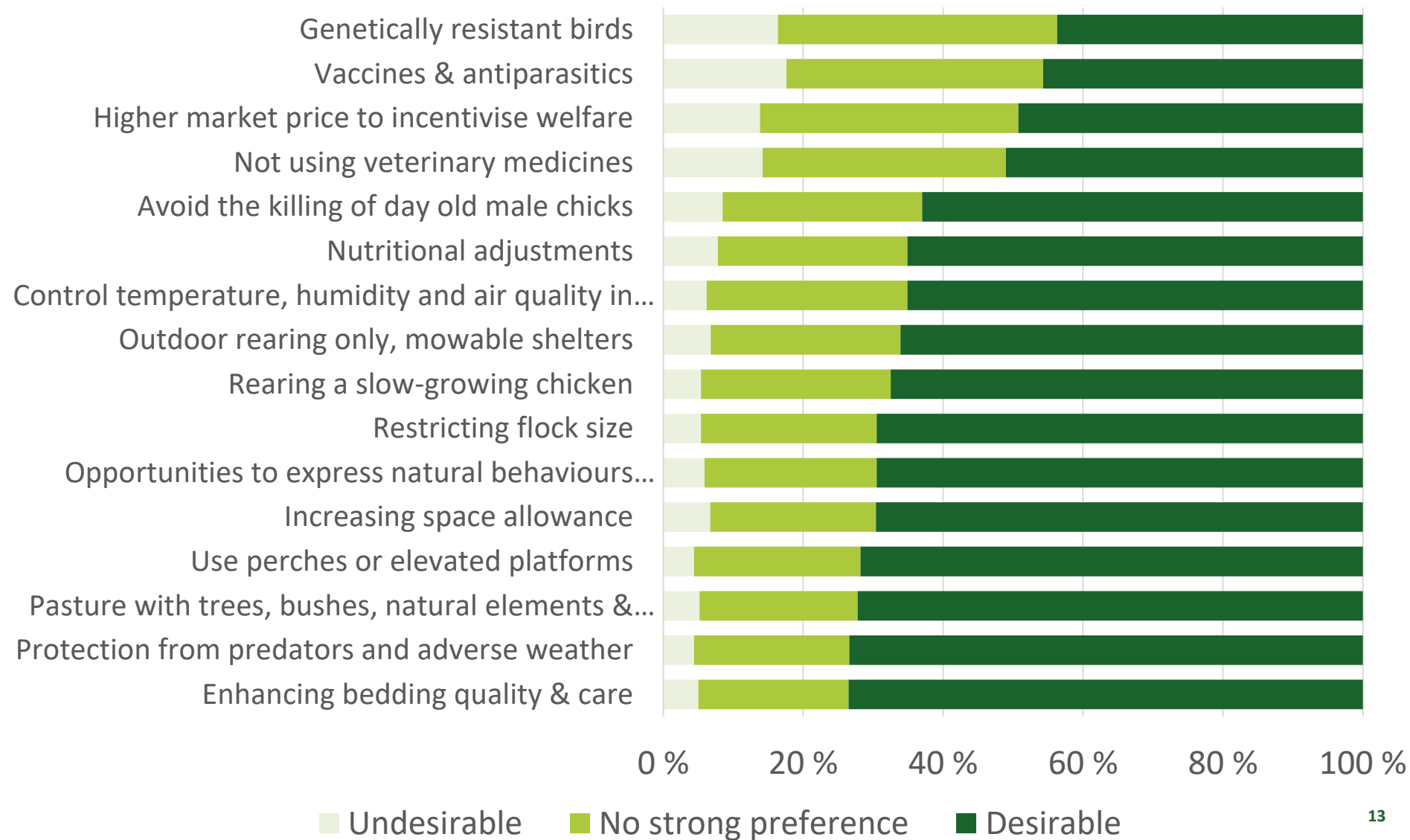
### Meat

- Country of origin or local produce → Trust towards the products
- Quality and appearance (e.g. colour, leanness, fat content), price-quality combination

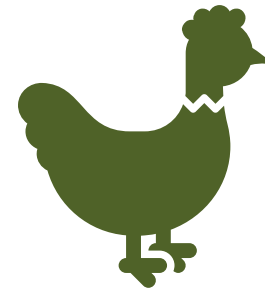
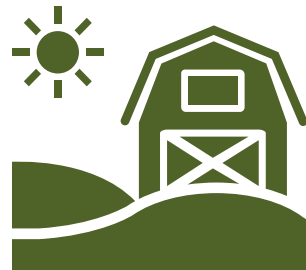
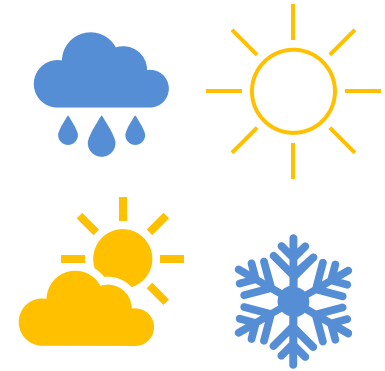
## Practitioners' views on how applicable and beneficial *some* measures are in egg production (missing bar = info not available)



## Citizens' views on how desirable *some* measures are in egg production



# Why some practices are seen useful but inapplicable?



## Concluding remarks

- Citizens view low-input & organic production favourably
- Mid-market production can produce animal welfare efficiently, but low-input as a concept is not well defined
- A substantial proportion of citizens (~1/3) were uncertain about the desirability of production features → Trust, communication, knowledge
- Farmers see the benefits of welfare improvements, but financial provisions or other barriers may prevent their adoption
- Some country differences were identified, partly relating to natural and societal conditions



This presentation is based on the work carried out by the PPILOW consortium, with inputs from Jarkko Niemi, Minna Väre, Katja Lähtinen, Katriina Heinola, Jarmo Mikkola, Tricia Parrott, Laura Van Vooren, Saskia Kliphuis, Lisa Baldinger, Petra Thobe, Anna Zuliani, Monica Coletta, Raffaella Ponzio, Caterina Accotto, Laurent Alibert, Christine Roguet, Elsa Delanoue, Vasile Cozma, Marina Spinu, Laura Warin, Martina Re, Sophie Herremans, Ninfa Rangel Pedersen, Sanna Steinfeldt, Claire Bonnefous and Anne Collin

