

8. ASSESSING, MONITORING & LABELLING POULTRY WELFARE

- a) Defining animal welfare
- b) Animal welfare indicators (scoring - Dr K. Buyse)
- c) Aggregating indicators & monitoring protocols
(Legmoni - Dr N. Van Noten)
- d) Poultry welfare label**

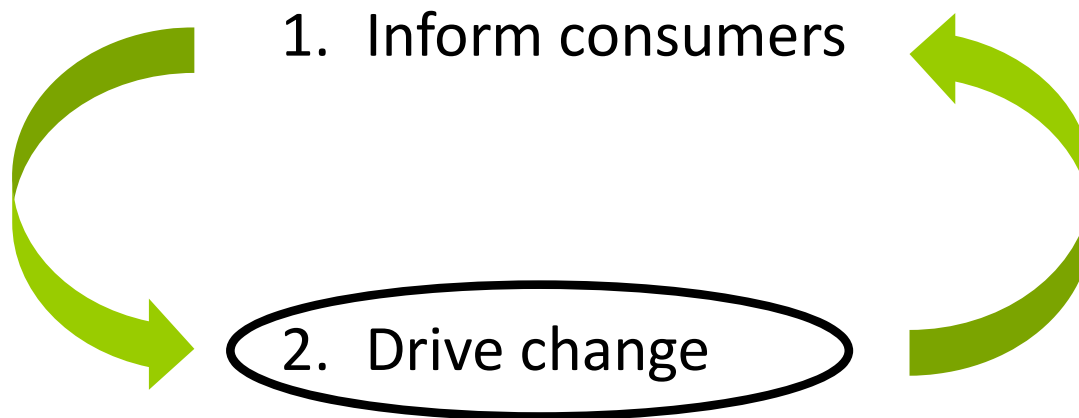
D. POULTRY WELFARE LABEL

Why labelling food?

1. Inform consumers
2. Drive change

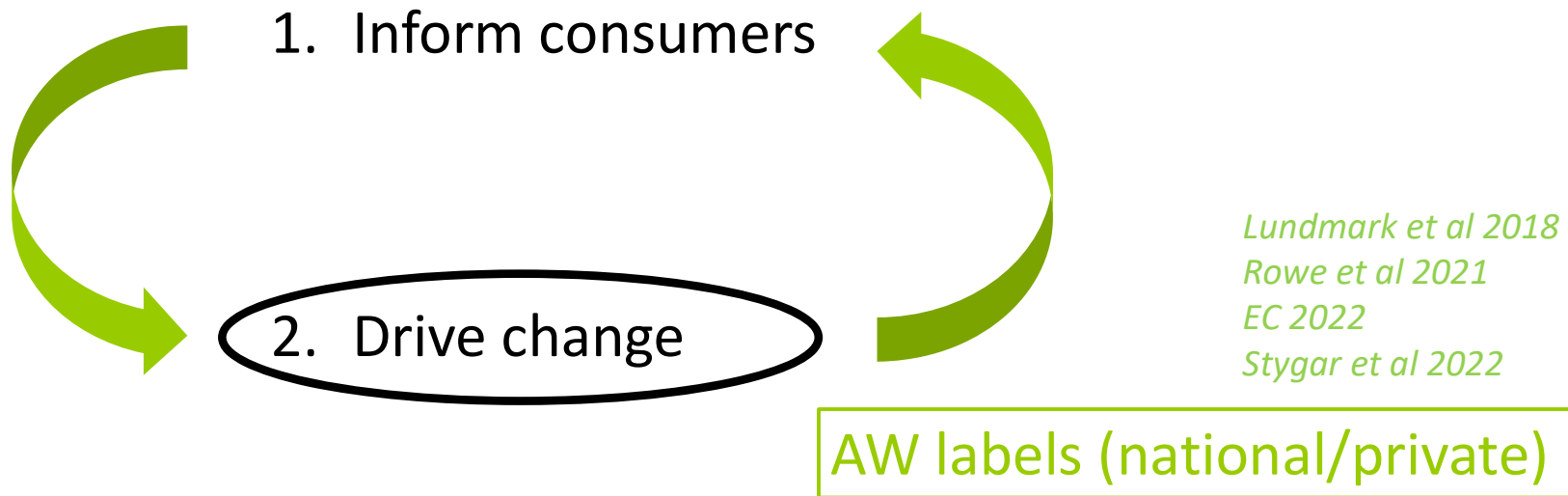
D. POULTRY WELFARE LABEL

Why labelling food?



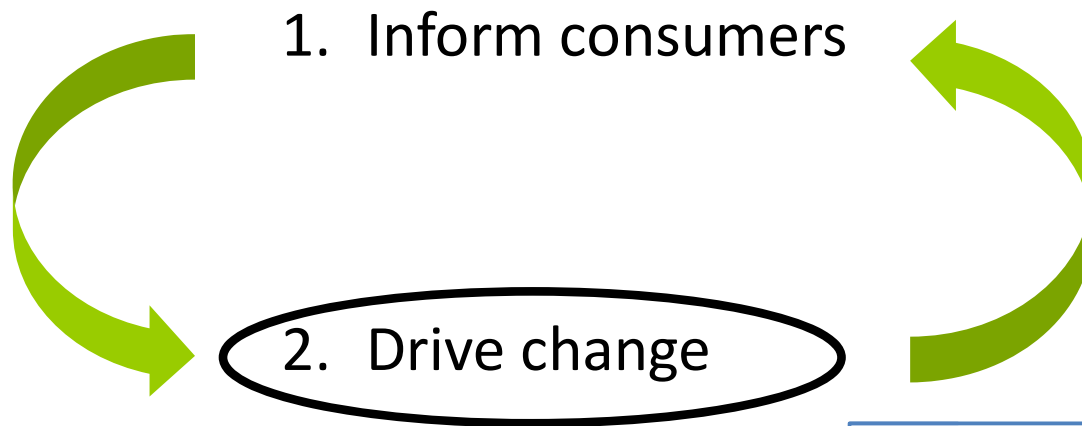
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Why labelling food?



*Ben-Shahar 2016
Osman & Jenkins 2021
EC 2022*

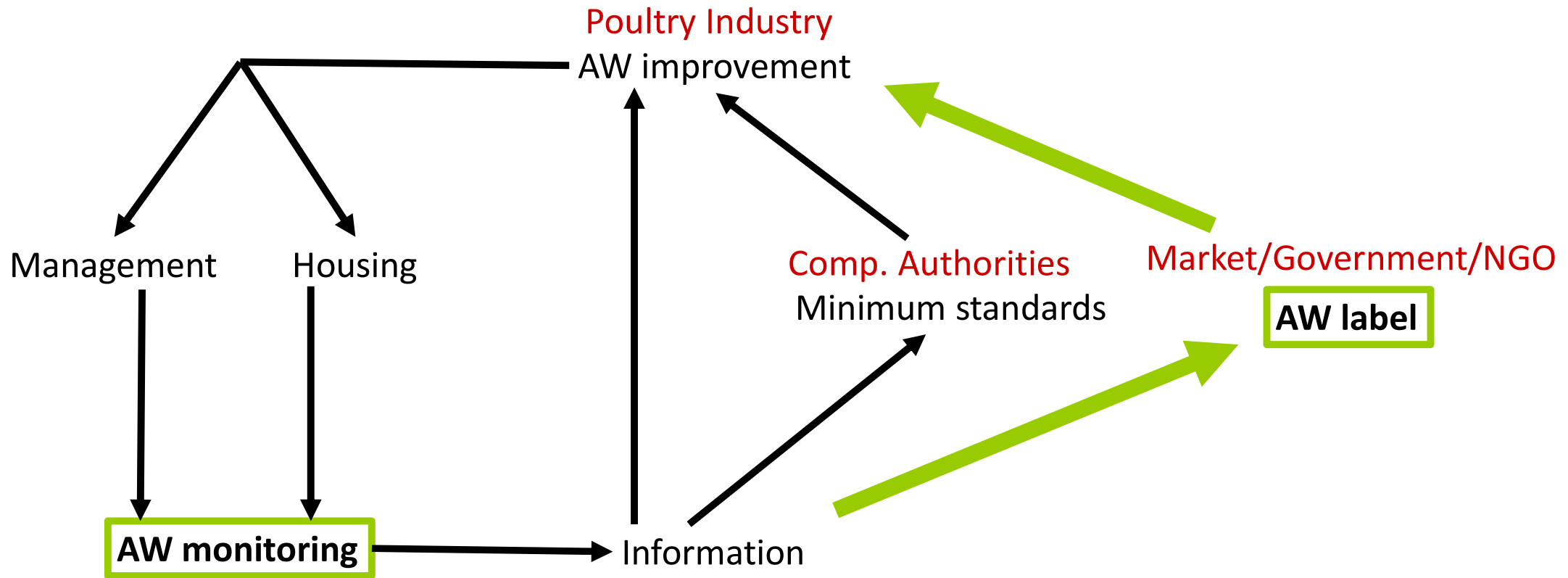
↗ AW-labels (national/private)
IMPACT: unknown or low - **Why?**

3. Profit, Image, Marketing.... → misled consumer

D. POULTRY WELFARE LABEL: REQUIREMENTS

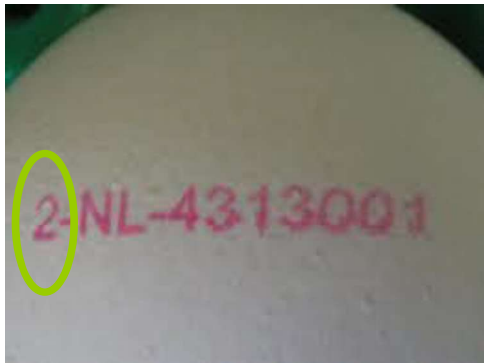
1. Reflect AW status **correctly**
2. Align with **consumer expectations**
3. **Cost-efficient** (value for money)
4. **Comprehensive:**
 - multidimensional (AW def.)
 - entire lifetime (rearing → **productive** → pre-slaughter → slaughter)

D. POULTRY WELFARE LABEL: MONITORING AW



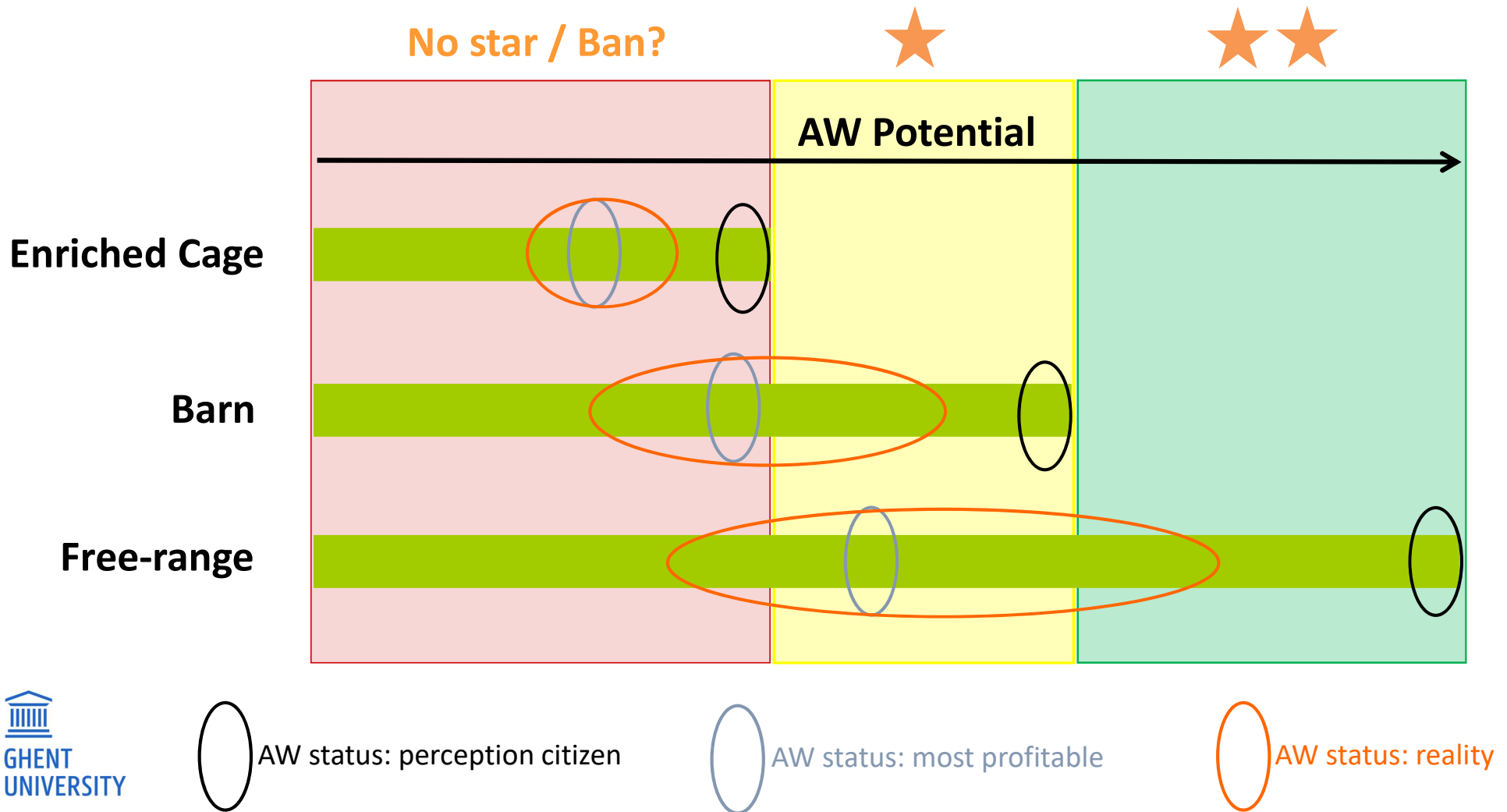
D. POULTRY WELFARE LABEL: MONITORING AW

Egg code (EU)
Doesn't it suffice?



EGG-CODE	HOUSING SYSTEM			
	<u>Indoor/outdoor</u>	<u>Type</u>		
3 (cage egg)	Indoor	(Battery cage) Enriched cage	Cage systems	Alternative systems*
2 (barn egg)	Indoor	Barn or floor Aviary	Non-cage systems	
1 (free range) 0 (organic)	Outdoor (<u>>4m²/hen</u>)	Barn or floor Aviary		

D. POULTRY WELFARE LABEL: MONITORING AW

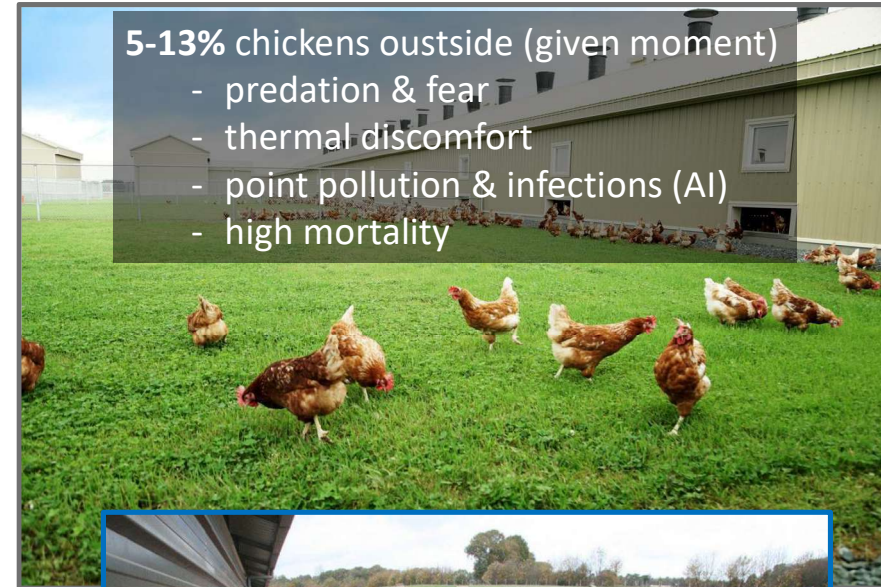


FREE RANGE

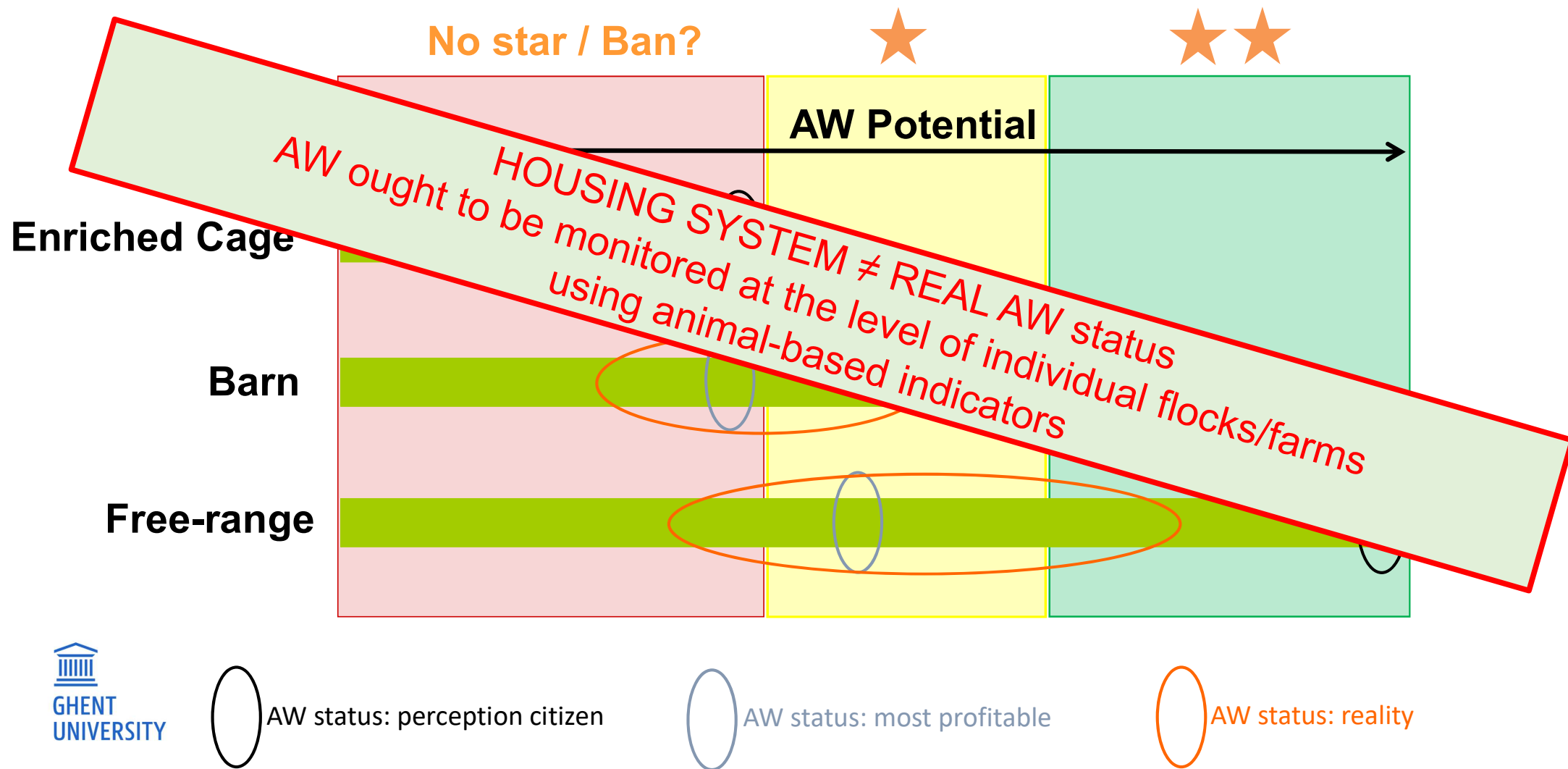
EXPECTATION (label)



REALITY

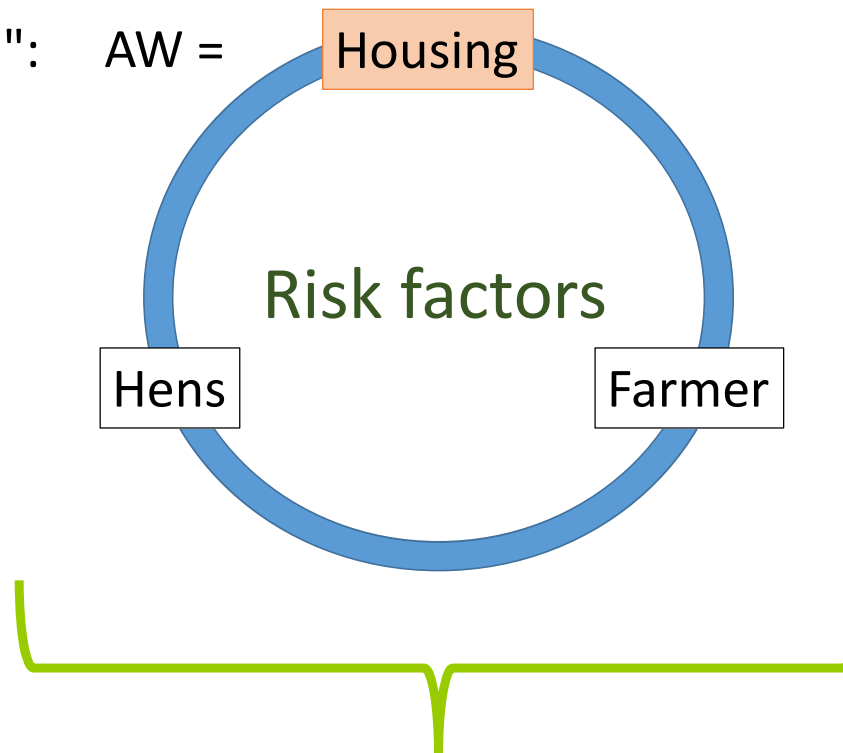


D. POULTRY WELFARE LABEL: MONITORING AW



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"Animal Housing Reductionism": AW =



ANIMAL-BASED (vs. resource-based) WELFARE INDICATORS

D. POULTRY WELFARE LABEL: MONITORING AW

Resource-based

Animal-based



ANI (1999)

Farm visits by trained auditors
to score condition/behaviour
of animals

Welfare Quality[®] (2009)
EFSA (2012)
AWIN (2015)
Welfair[™]
AssureWel
WI (Tuytens et al 2021)

D. POULTRY WELFARE LABEL: MONITORING AW

↘ UPTAKE & IMPACT: challenges of these animal-based protocols

- Cost-efficiency & Feasibility: labour intensive, bio-security, timing & planning (announced),...
- Unpredictable outcome (farmers' state of mind)
- Difficult communication/marketing ("only 5% is lame")
- Reliability: sampling, time-pressure, observer effects/expectations, test-retest (snapshot), confounding biases,...
- Not comprehensive: often productive part of life only
- Validity ~ **definition of AW** shifted towards more emphasis on:

ABMs focus on
behavioural/physical problems



1. Emotional/affective state
2. Positive welfare

D. POULTRY WELFARE LABEL: MONITORING AW

Positive welfare

resource-based

Good Life
Framework

What consumers expect to pay premium price for

QBA

WQ

AssureWel

AWIN

WI

animal-based

Negative welfare

"there are as yet no feasible animal-based measures indicative of good welfare" (Boissy et al 2007)

"animal-based indicators of positive welfare are yet to be validated" (Rowe & Mullan 2022)

COST-Action LIFT (°2022)

D. POULTRY WELFARE LABEL: MONITORING AW

Resource-based

Animal-based



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Welfare Quality[®] (2009)

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Welfair[™]

AssureWel

WI (Tuytens et al 2021)

?

End-the-Cage-Age (2020)

Rowe & Mullan (2022): Good Life Frameworks

Better Chicken Commitment

ALDI MoP: Welfare Windows

BLK (NL), Eurogroup MoP+

NW Eur. MoP+

Method-of-Production (input: envt. & managt.)

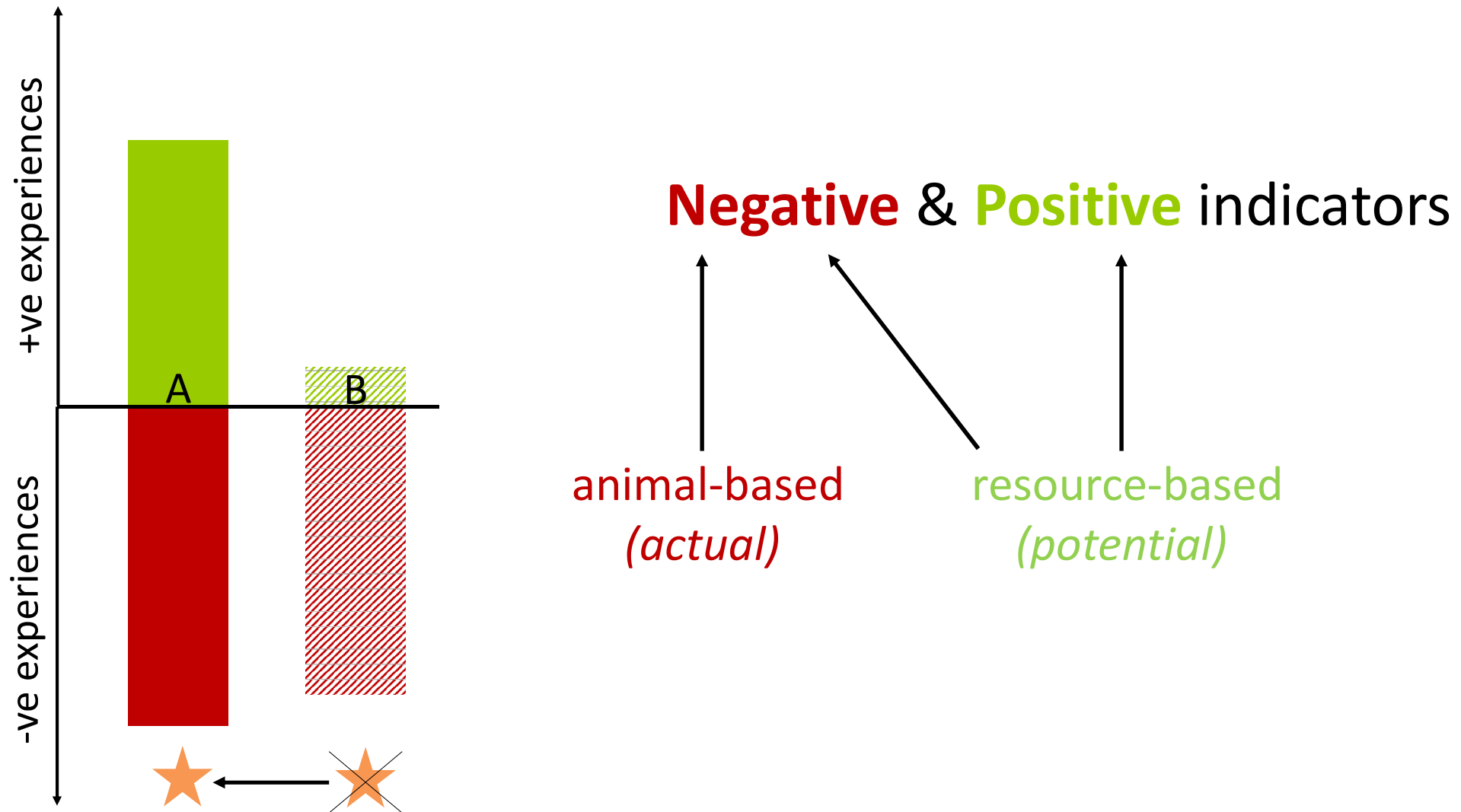


Risks & opportunities rather than direct AW indicator

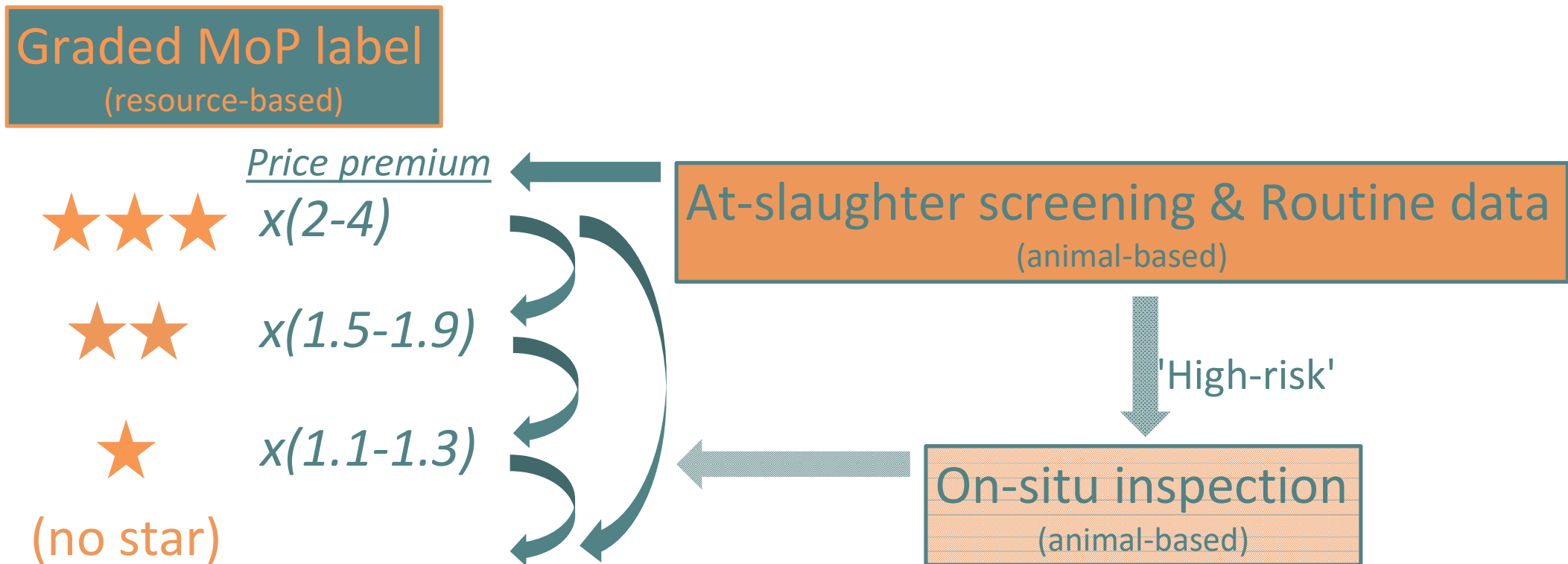


No incentives to improve within MoP level

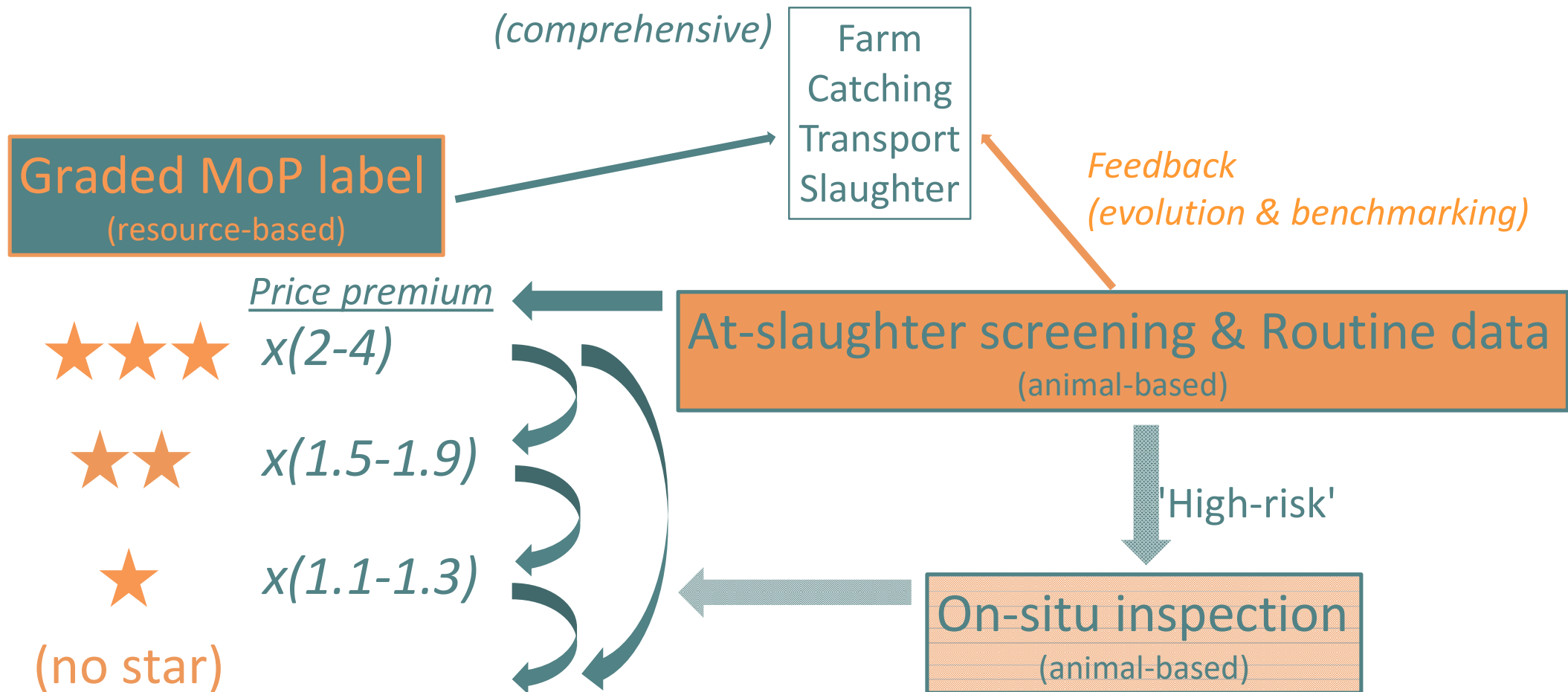
D. POULTRY WELFARE LABEL: PROPOSED FRAMEWORK



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D. POULTRY WELFARE LABEL: PROPOSED FRAMEWORK

- 1) Comprehensive (farm - catching - transport - slaughter)
- 2) Cost & time efficient
- 3) Few bio-security risks
- 4) Potential for automation & centralised data collection / processing
- 5) Standardised conditions (↘ biases & noise)
- 6) AW officers & meat quality inspections already in place

Graded MoP label
(resource-based)

★★★★ *Price premium*
 $x(2-4)$

★★★ $x(1.5-1.9)$

★ $x(1.1-1.3)$

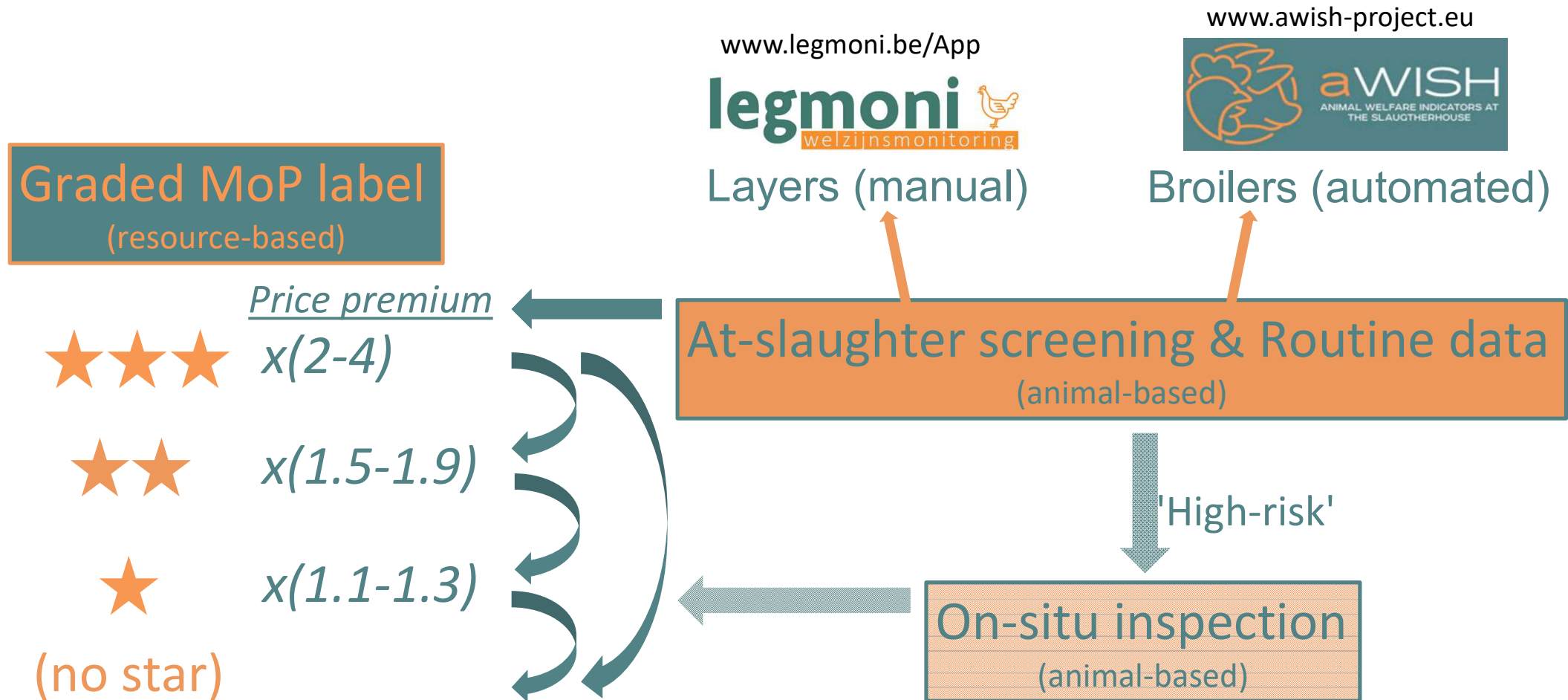
(no star)

At-slaughter screening & Routine data
(animal-based)

'High-risk'

On-situ inspection
(animal-based)

D. POULTRY WELFARE LABEL: PROPOSED FRAMEWORK



D. POULTRY WELFARE LABEL: BLOODY ETHICS

Honest & transparent: true cost & true AW status ("inform")

Discourage poultry production/consumption?

Label soothes our conscience...
(welfarist vs abolitionist)

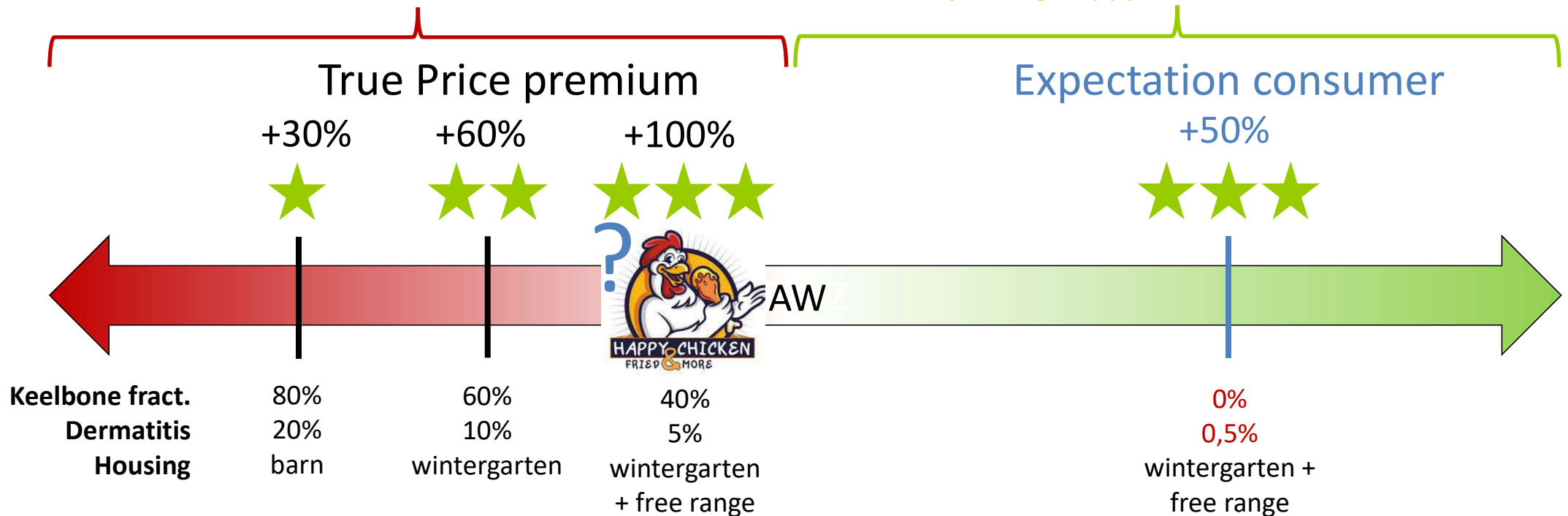
Encourage poultry production/consumption?

Breurs (2023): "NO" (slaves):

1. total welfare higher if kept in sanctuaries

2. sentient beings' right not to have their bodies exploited

Ethics of killing happy animals (↔ euthanasia)?



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