



Workshop 4.5: **Animal welfare: Education - Labelling - Action**

Convenor: **Ulrike Nuck and Erik Schmid**

Farm education in the Netherlands

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Farm education is a growing phenomenon in the Netherlands. It describes agricultural farms that open their doors for educational activities. Many visiting classes come from basic schools. Our scientific team has conducted the first study that compares the individual goals and effects of three types of farm education programs varying in their length and intensity. Results of several categories – knowledge transfer, development of attitude and skills – were gathered from children, their teachers and parents. It can be concluded that all farm education programs follow individual goals, from mainly knowledge transfer of day trips to attitude/skill development of longer programs.

Econwelfare project

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In the EU funded research project EconWelfare (www.econwelfare.eu) the Research Institute of Organic Agriculture (FiBL) has compiled a database of animal welfare initiatives in Europe. Altogether 84 initiatives from DE, ES, IT, NL, SE, PL, UK and Macedonia were clustered and analysed with regard to their main goals, instruments used, major actors and success factors, taking account of national differences. The assessment of these initiatives showed that some actor networks are successfully aiming at multiple goals (including labelling), using different policy instruments by involving broader networks, whereas a majority of initiatives are focussing on single goals using smaller networks.

Animal welfare, information and consumer behaviour

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This paper analyses the impact of information on consumers' attitudes and behavioural intentions towards animal welfare using a set of structural equation models (SEM) with latent variables. The models simultaneously test and estimate, on the one hand, the impact of socio-demographic variables on animal welfare knowledge and perception of information (labelling) and, on the other hand, the impact of knowledge and perception of information on both animal welfare attitudes and intentional purchasing behaviour. We compare results between the different European Union (EU) countries and make policy recommendations on improving the access to animal welfare information for the EU consumers.

The role of labelling in increasing consumers' sensitivity towards animal welfare: The Italian experience

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The European Union, among the recent initiatives of the Action Plan for animal welfare, envisaged the possibility of introducing a system of certification and labelling based on a common standard. The current study examines Italian public policies and industry standards regarding animal welfare and evaluates Italian consumers' interest for an animal welfare label. A survey, on 300 Southern Italian shoppers, reveals that the majority of respondents would like to find more information on animal welfare standards on the food label and is interested in additional information on the use of antibiotics, hormones and growth promoters in animal feed.