



Animal welfare initiatives in Europe

Technical report on grouping method for animal welfare standards and initiatives

Final Report D 1.1

Rahel Kilchsperger, Otto Schmid, Judith Hecht

January 2010



Research Institute of Organic Agriculture (FiBL)



Impressum

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A PDF version can be downloaded free of charge from the project internet site:
www.econwelfare.eu



Final Report

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EconWelfare is a European research project aiming to provide suggestions for national and European policy makers to further improve farm animal welfare. In collaboration with stakeholder groups it collates and investigates the options and their impacts on the livestock production chain, the animal and European society.

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List of abbreviations

EU European Union
FiBL Research Institute of Organic Agriculture, Switzerland
NGO Non-Governmental Organisation

Country codes

DE Germany
ES Spain
IT Italy
MK Macedonia
NL Netherlands
PL Poland
SE Sweden
UK United Kingdom

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Foreword

EconWelfare is a European research project aiming to provide suggestions for national and European policy makers to further improve farm animal welfare. In collaboration with stakeholder groups it collates and investigates policy options and their impacts on the livestock production chain, the animal and European society.

The project started with a detailed overview on animal welfare standards and initiatives in eight European countries, presented in this report. The aim of this overview was to facilitate discussions in subsequent parts of the EconWelfare project on the advantages and disadvantages of different types of welfare initiatives. Ultimately, in the final parts of the project, this information and the ensuing discussions will result in advice on policy options.

To achieve this aim, the project team identified and then analysed current animal welfare standards and initiatives in the following EU-countries: Germany, Spain, Italy, the Netherlands, Poland, Sweden, the United Kingdom and Macedonia. Therefore, the project partners have selected within their countries several relevant and interesting public and private instruments and measures, summarised with the terms “standards and initiatives”, which intend to improve animal welfare. The analysis of the different initiatives should help to identify the main instruments as well as the type of approaches and issues, which can be found in the different standards and initiatives.

The project coordination and the editors of this report appreciate the big efforts of the whole project team, the external experts, which participated in the workshop in September 2009 in Madrid (R. Bennet, H. Fuller, M. Vaarst, B. Wechsler) and many national experts, which contributed with their information to facilitate the description and the assessment of the animal welfare initiatives.

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Lelystad, Netherlands and Frick, Switzerland, January 2010

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Executive summary

This technical report on grouping Animal Welfare (AW) standards and initiatives in eight European and selected 3rd countries was compiled as part of the EU funded project “Good animal welfare in a socio-economic context: Project to promote insight on the impact for the animal, the production chain and European society of upgrading animal welfare standards (EconWelfare)”. The project provides scientific support for the development of European policies implementing the Community Action Plan on the Protection and Welfare of Animals for 2006-2010.

The documentation is based on a standardised on-line survey approach which was conducted by the project partners in Germany, Spain, Italy, the Netherlands, Poland, Sweden, the United Kingdom and Macedonia. The Swiss project partner was responsible for the survey in Germany. The survey asked for general information about different public and private initiatives for improved animal welfare as well as for specific information concerning objectives, implementation, evaluation and impact of each of them. The source of this information included legislation documents of the different countries, websites of research institutes, animal welfare and consumer NGOs and interviews with experts.

The analysis of the animal welfare initiatives was made in two steps. First an analysis of the initially selected initiatives was made with the on-line questionnaire. In a second step a more in depth analysis was made with a newly elaborated clustering methodology and a higher number of initiatives as in the beginning.

The analysis of the first selected animal welfare initiatives was made mainly with two groups of initiatives: 33 regulatory (e.g. legislation, private standards) and 29 non-regulatory initiatives (e.g. campaigns).

For the group of regulatory initiatives the following characteristics were observed:

- One major group of considered regulatory initiatives was initiated by the government (30%), another group by individual farmers or small groups of farmers (27%) and a third group either by the industry or non-governmental organisations (33%).
- The costs for products with animal welfare standards were estimated by the experts to be higher than for mainstream products, with the exception of transportation costs.
- For organic farming initiatives the most important barriers are to find sufficient farmers to adopt new standards and to a less degree the distribution.
- For non-organic initiatives a major barriers are the production and processing, the distribution and to a less degree the trading of products. For legal animal welfare legislation initiatives no major barriers were reported.
- A majority of initiatives indicated that farmers are not compensated for guaranteeing higher animal welfare standards (between 56% and 94% of the surveyed regulatory initiatives), in particular in the case of non-organic initiatives.

The group of non-regulatory initiatives is characterised by the following findings:

- One important initiator of this category of non-regulatory initiatives was the industry. Other initiatives were initiated by animal interest groups or the government.
- Contrarily to the regulatory initiatives, the experts assessing programs and other non-regulatory initiatives did not necessarily expect cost items for AW-friendly products to be higher than for mainstream products
- The majority of the programs and other non-regulatory initiatives do not mention major barriers for the implementation of their initiatives and the need for financial compensation.

In order to make an appropriate grouping of initiatives, an expert workshop was held on the 28./29th of September 2009 in Madrid. Goals of the workshop were:

- To get an overview and to complete the list of interesting initiatives for animal welfare;
- To define suitable and appropriate criteria to cluster/group the different initiatives;
- To cluster different initiatives in general and from a policy perspective;
- To discuss the main issues and approaches, relevant for policy measures.

One of the main outcomes of the workshop was the development of an assessment system by internal and external experts. Each national research team in the EconWelfare project has assessed their national initiatives with this scoring system.

Altogether 84 initiatives were analysed:

- 40 regulatory initiatives (with production rules either ruled by legislation or voluntary standards), of which 8 have standards for organic production, including the relevant EC regulations for organic agriculture as well as 26 non-organic standards/labelling schemes and 7 governmental AW legislation
- 44 non-regulatory initiatives (with no production rules) of which 29 are education and information initiatives, 5 research initiatives, 3 quality assurance schemes, 2 cross-compliance (financial incentive) initiatives.

The initiatives were grouped as: all initiatives, regulatory initiatives (all, organic, non-organic) and non-regulatory initiatives (all, education & information initiatives).

The more detailed quantitative results of the scoring by the experts are found in Annex I.

The outcome of the workshop and the scoring exercise is summarised. The main part is the analysis of the different initiatives, which are characterised systematically, based on their goals, instruments and actors and also related to some success factors.

The overall analysis of the goals of AW initiatives is shown in Table 1. As main relevant goals besides Animal Welfare, are also the awareness created amongst target groups, highlighting and improving AW issues and response to consumer concerns.

Table 1: Characteristics and relevance of the main goals of different groups of AW initiatives

GOALS	ASPECTS	All initiatives	All Regulatory initiatives with production rules	Organic Regulatory initiatives	Non-Organic Regulatory initiatives	All NON-Regulatory initiatives - no production rules	Education and information initiatives
ANIMAL RELATED GOALS	Animal welfare: system	2.3	2.2	2.3	2.1	2.3	2.2
	Animal welfare: animal	1.7	1.5	1.9	1.4	1.8	1.7
	Sustainability	1.1	1.4	2.3	1.1	0.9	0.9
CHAIN RELATED GOALS	Profit in high value chain	1.0	1.3	1.8	1.1	0.7	0.4
	Competitive market	1.0	1.5	1.8	1.4	0.6	0.5
	EU livestock production	0.5	0.4	0.6	0.3	0.7	0.4
	Risk management in the chain	0.9	1.2	1.3	1.2	0.6	0.4
FARMER RELATED GOALS	Support farmers	1.3	1.4	2.0	1.2	1.2	1.0
	Farmers skills	1.3	1.2	1.4	1.1	1.4	1.2
SOCIETY RELATED GOALS	Awareness amongst target groups	1.7	1.5	1.8	1.4	1.9	2.3
	Knowledge AW	1.7	1.4	1.3	1.4	2.0	2.1
CONSUMER RELATED GOALS	Food safety	0.9	1.4	1.4	1.4	0.5	0.4
	Transparency	1.2	1.7	2.3	1.5	0.7	0.8
	Customer fidelity	1.2	1.7	2.4	1.5	0.7	0.6
	Consumer concerns	1.8	2.2	2.6	2.1	1.4	1.4

0= not relevant, 1 = somewhat relevant, 2 = relevant, 3 = very relevant

The main instruments outlined in Table 2 used to promote animal welfare are regulatory instruments, which are both public (legislation, EC Regulations for organic production) and private combined with penalties; labelling, which may be public (public only for organic products) or private; financial incentives (private and public), Codes of practise (assurance schemes or guidelines) in combination with standards requirements and private information campaigns or other forms.

Table 2: Characteristics and relevance of the main instruments used of different groups of AW initiatives

INSTRUMENTS	ASPECTS	All initiatives	All Regulatory initiatives with production rules	Organic Regulatory initiatives	Non-Organic Regulatory initiatives	All NON-Regulatory initiatives - no production rules	Education and information initiatives
REGULATORY	Regulation: Public	1.2	1.5	2.7	1.2	1.0	0.6
	Regulation: Private	1.2	1.8	1.9	1.8	0.6	0.6
	Penalties (fine)	0.9	1.5	2.0	1.3	0.4	0.3
	Cross Compliance	0.2	0.3	0.0	0.3	0.1	0.1
LABELLING	Labeling: Public	0.5	0.8	2.4	0.3	0.2	0.2
	Labeling: Private	1.3	1.9	1.9	1.9	0.7	0.7
FINANCIAL, INCENTIVES	Incentives: Public	0.3	0.2	0.1	0.3	0.4	0.2
	Incentives: Private	0.9	1.5	2.2	1.2	0.3	0.3
ASSURANCE, GUIDANCE	Codes of practise: Public	0.8	0.9	1.2	0.8	0.7	0.5
	Codes of practise: Private	1.2	1.7	2.2	1.6	0.7	0.5
EDUCATION, INFORMATION	Education: Public	0.6	0.4	0.2	0.4	0.8	1.0
	Education: Private	0.7	0.6	1.0	0.4	0.8	0.9
	Training: Public	0.5	0.3	0.1	0.4	0.6	0.7
	Training: Private	0.6	0.8	1.4	0.6	0.4	0.4
	Information: Public	0.9	0.9	1.2	0.8	0.8	0.9
	Information: Private	1.2	1.3	2.0	1.1	1.2	1.5
DEVELOPMENT	Research: Public	0.8	0.6	1.1	0.5	0.9	0.7
	Research: Private	0.5	0.5	0.6	0.5	0.5	0.4

0 = no use at all, 1 = rarely used, 2 = sometimes used, 3 = main instrument

In Table 3 the actor involvement is assessed. Farmers and farmers groups, major retailers (and for organic farming initiatives also specialist retailers), processors and abattoirs, certification bodies and national governments are mentioned and scored as the main actors in the regulatory initiatives. In the non-regulatory initiatives Animal Welfare organisations and researchers have main roles.

Table 3: Main actors in different groups of AW initiatives

ACTORS	ASPECTS	All initiatives	All Regulatory initiatives with production rules	Organic Regulatory initiatives	Non-Organic Regulatory initiatives	All NON-Regulatory initiatives - no production rules	Education and information initiatives
FARMING COMMUNITY	Farmers	1.2	1.4	1.8	1.3	1.8	0.8
	Farmers groups	1.2	1.5	1.8	1.4	0.9	0.9
CHAIN ACTORS	Retailers - specialist	0.4	0.7	1.3	0.5	0.2	0.1
	Retailers - major	0.7	1.0	1.0	1.0	0.4	0.4
	Abattoirs, processing industry	0.9	1.3	1.7	1.2	0.5	0.4
	Input industry	0.6	0.7	0.8	0.7	0.4	0.3
	Certification bodies	0.5	1.0	1.8	0.7	0.2	0.1
VET'S	Veterinarians	0.5	0.6	0.4	0.6	0.5	0.4
CIVIL SOCIETY ACTORS	NGOS - Animal welfare	0.8	0.6	0.6	0.6	1.0	1.2
	NGOS- Consumers	0.2	0.2	0.3	0.2	0.1	0.0
	NGOS - others	0.2	0.2	0.0	0.3	0.2	0.2
PUBLIC REGULATORY AND HALF-PUBLIC ACTORS	European Commission	0.5	0.6	1.0	0.5	0.4	0.3
	National governments	1.2	1.1	1.1	1.1	1.2	0.9
	Agencies	0.1	0.2	0.1	0.2	0.1	0.0
OTHER (PRIVATE) ACTORS	Researchers	0.9	0.7	0.6	0.7	1.1	1.0
	Media	0.4	0.4	0.8	0.2	0.5	0.7
	Political parties	0.2	0.3	0.1	0.3	0.1	0.2
	Celebrety chiefs	0.2	0.3	0.5	0.3	0.0	0.0
	Schools	0.1	0.1	0.3	0.0	0.1	0.2

0= no role at all, 1 = give/offer advice, 2 = important role in the process, 3 = main decision makers

A specific analysis was made with regard to the country specific issues of the different initiatives, which shows that there are relevant differences between the goals, the use of instruments and the involvement of actors between different European countries. For example creating awareness among citizens and also a demand by consumers for AW friendly products was generally scored higher in DE, IT, NL and SE compared with PL, ES and MK.

In order to better identify success factors of different initiatives, a similar analysis was made as reported in Tab. 1-3 with the different cluster groups.

The overview in Tab. 4 shows that all regulatory initiatives were considered as more successful to improve AW for all four factors than the non-regulatory initiatives, including education and information initiatives.

The organic farming standards schemes had the highest score of all clustered groups.

Tab. 4: Assessment of success factors of different groups of AW Initiatives

	SUCCESS FACTORS	All initiatives	All Regulatory initiatives with production rules	Organic Regulatory initiatives	Non-Organic Regulatory initiatives	All NON-Regulatory initiatives - no production rules	Education and information initiatives
Question 1	Improving the welfare of the animals involved	3.7	4.0	4.4	3.9	3.4	3.2
Question 2	Creating awareness among citizens	3.2	3.4	4.0	3.3	3.0	3.2
Cluster 3	Generating a demand among consumers	2.7	3.1	3.6	3.0	2.4	2.6
Cluster 4	Inspiring others to develop new animal-friendly initiatives	3.0	3.3	3.4	3.3	2.8	2.8

Score: 1 = very little, 2 = little, 3 = medium, 4= high, 5=very high

The analysis and assessment of the Animal Welfare Initiatives has shown that a few actor networks have already been quite successful in reaching multiple goals, using different policy instruments involving broader networks.

But we identified several other initiatives with a number of weaknesses, such as:

- Goals that are sometimes too narrow (e.g. more focus on technical stable systems than on Animal Welfare)
- some instruments that are not used sufficiently in combination with each other (e.g. labelling schemes with education in non-organic schemes).
- some important or potentially interesting actors are neglected or even not enough involved (e.g. farmers in campaigns or in the design of research projects).

The challenge of the project is to come to a more dynamic governance model. This could mean that both the public and private sectors reflect the common multiple goals necessary for Animal Welfare to be successful.

Reflections have to be made in which way the different policy instrument could be used and combined in the best way for achieving the multiple goals.

Then it must be decided which (other) partners are needed and which actor networks have to be established or enlarged.

This process can lead to the formation of new and/or more dynamic governance structures, where an optimised mix of policy instruments will be the outcome.

The role of the public bodies in a more dynamic governance model would be:

- to interact in a participatory process with the private actors;
- to design better framework conditions to translate multiple goals with the best effectiveness and efficiency;
- to facilitate the formation of multiple acting and learning networks; and
- to develop and offer appropriate instruments – possibly with little bureaucracy and costs – which allow a good implementation of better animal welfare.

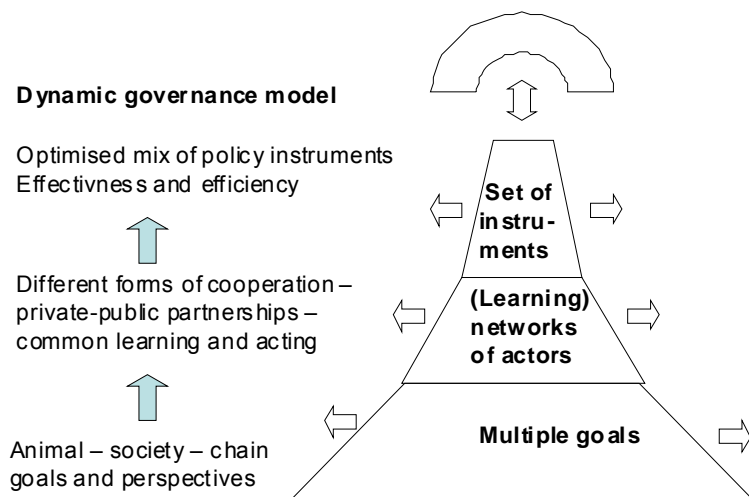


Fig 1: Dynamic governance model for promoting Animal Welfare

Such a dynamic governance model should facilitate the transition to better Animal Welfare, stimulating and facilitating private initiatives, supporting public-private partnership and where market mechanisms fail - setting regulatory, labelling or other framework conditions like financial incentives for farmers and other actors.

If we look at the conditions in the different countries how Animal Welfare can be promoted, we see still quite some differences related to the national and regional context, e.g. the level of animal welfare, culture, public awareness and farmers' skills in a certain country.. Therefore it is important that that an optimised dynamic governance model (e.g. an optimised mix of policy instruments) should be tailor-made for the context of a country (and region). There is a certain hierarchy in levels of animal welfare, awareness and skills, which differ from country to country. Furthermore there is also more or less a hierarchy in policy instruments itself to achieve these higher AW levels, ranging from full and only legislation to completely free market (although this is unfortunately not always a linear relationship with AW levels of course).

The challenge of the EconWelfare project is to discover effective policy instruments that are able to help a certain community (context) to reach the next higher Animal Welfare level in the hierarchy, as by doing so the aims of the European Community Action Plan on AW can be met. As countries are in different states/levels of welfare development, we will need varying policy instruments to realise improvements. The further analysis of the AW initiatives can give us insight in (the hierarchy of) policy instruments that are best matching to achieve the specified goals/next higher levels of animal welfare. This way we connect promising policy instruments to AW development levels of (groups of) countries.

1 Introduction

EconWelfare is a European research project aiming to provide suggestions for national and European policy makers to further improve farm animal welfare. In collaboration with stakeholder groups it collates and investigates policy options and their impacts on the livestock production chain, the animal and European society.

The project started with a detailed overview on animal welfare standards and initiatives in eight European and in selected third countries (only legislation).

The main aim of the first work package of EconWelfare was first the identification and then the analysis of current animal welfare standards and initiatives in the following EU-countries: Germany, Spain, Italy, the Netherlands, Poland, Sweden, the United Kingdom and Macedonia. Therefore, the project partners have selected within their countries several relevant and interesting public and private instruments and measures, summarised with the terms “standards and initiatives”, which intend to improve animal welfare.

One focus of the first phase of the project (in workpackage 1) was the analysis of the content of the legislation and standards in comparison with the EU legislative framework.

Another focus of the project is the identification of different promising instruments and measures to promote animal welfare. The analysis of the different initiatives should help to identify the main instruments as well as the type of approaches and issues, which can be found in the different standards and initiatives. Therefore the different animal welfare initiatives have been investigated systematically for specific information concerning objectives, implementation, evaluation and impact of each of them, considering the national and regional backgrounds. This information was the basis for clustering the current animal welfare standards in the EU and in selected third countries in an appropriate and useful way.

1.1 Aim of the report

This report is documenting the process of grouping or clustering animal welfare initiatives in a systematic way, which will facilitate the process of identifying and designing appropriate policy instruments. This will also provide an insight into the different range of topics covered by existing animal welfare legislation and standards as well as other non-legislative initiatives. It will inform the discussions which will take place later in the project, on strengths and weaknesses of animal welfare standards (Workpackage 2) and on policy instruments (WP3).

The report summarises the outcome of a clustering workshop, held in Madrid 28./29th of September 2009 with project partners (researchers) and with four scientific experts from other relevant EU research projects. This meeting was conducted in conjunction with a meeting of the core team of the EconWelfare Project.

1.2 Structure of the report

The introduction of the report will give a literature overview on instruments and approaches for improved animal welfare.

The methodology is then explained, which is relevant for the grouping/clustering work. The outcome of the workshop and the scoring exercise is summarised. The main body of work is the analysis of the different initiatives, which are characterised systematically, based on their goals, instruments and actors but also related to some success factors.

Some conclusions and recommendations will be given for the next research steps.

1.3 Instruments and approaches for improved animal welfare in literature.

What EU, national or regional governmental measurements, schemes and policy instruments for good animal welfare exist?

Based on the literature and reports from former EU Projects (e.g. Welfare Quality) it is reported that there are many different ways to reach a better level of animal welfare, both in the public sector as well as in the private sector or in a public-private partnership. The short summary was the starting point for this work and helped to inform about possible clusters of different measurements and instruments for improved animal welfare.

All Government policies in the European Union are framed within the context of EU law. The policy instruments and measurements are not mutually exclusive; they are used in combination. Furthermore the private sector has also developed measurements to promote animal welfare, and these sometimes receive governmental support.

The starting point of describing the different standards and initiatives was based on a systematic approach devised by the FAWC (UK Farm Animal Welfare Council), who defined the following policy instruments as effective for improving farm animal welfare (Fig. 1):

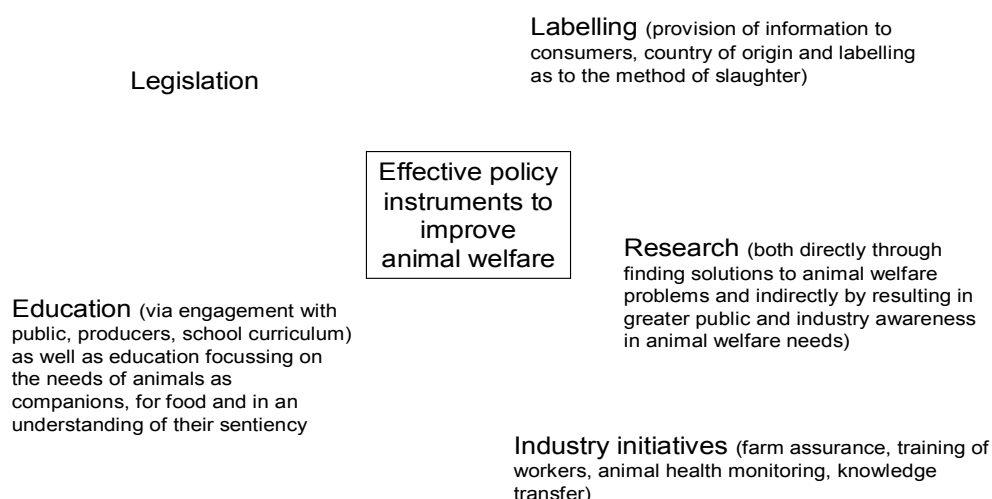


Figure 1.1 Effective policy options for improved animal welfare

Source: FAWC 2008

The above mentioned FAWC has published a report on the “Opinion on Policy Instruments for Protecting and Improving Farm Animal Welfare” (2008)¹, summarising different policy and instruments and measurements in the UK.

The table 1.1 below shows different categories used in this report. The categories may be also valid for the EU.

¹ Farm Animal Welfare Council (FAWC) (2008): Opinion on Policy Instruments for Protecting and Improving Farm Animal Welfare. Report. London. www.fawc.org.uk

Table 1.1 Policy instruments and measurements applied to animal welfare and health in the UK

Type of policy instrument	Example of measurement	Examples applied to animal welfare and health
1. Legal rights & liabilities	Rules of tort law.	Animal Welfare Act 2006 (England and Wales). Animal Health and Welfare (Scotland) Act 2006.
2. Command & control	Secondary legislation. Health & safety at work	Minimum space rules for poultry.
3. Direct action (by government)	Armed forces	Welfare inspections by state veterinarians and local authorities. Border controls.
4. Public compensation/ social insurance	Unemployment benefit.	Compensation for animals slaughtered for welfare reasons during 2001 FMD (Foot and Mouth Disease) outbreak. Cross compliance. Pillar II monies for farm animal welfare improvements.
5. Incentives and taxes	Car fuel tax.	Cross compliance. Pillar II monies for farm animal welfare improvements.
6. Institutional arrangements	Departmental agencies, levy boards, local government.	Animal Health, Meat Hygiene Service, Veterinary Laboratories Agency, Local Authorities.
7. Disclosure of information	Mandatory disclosure in food/drink sector.	Reporting of notifiable diseases. Labelling.
8. Education and training	National curriculum.	Animal welfare in veterinary education, national school curriculum.
9. Research	Research Councils.	Funding for animal welfare research through BBSRC, Defra, charities etc.
10. Promoting private markets	Office of Fair Trading. Airline industry. Telecommunications.	Market power of companies in the food supply chain and prices to farmers to meet production costs.
a) Competition laws		
b) Franchising and licensing	Rail, television, radio.	Veterinary drugs/treatments. Animal husbandry equipment.
c) Contracting	Local authority refuses services.	Hire of private vets to provide public services.
d) Tradable permits	Environmental emissions. Milk quotas.	Permits for intensive livestock production systems (e.g. the Netherlands).
11. Self regulation	(a) Insurance industry. (b) Income tax.	(a) Farm assurance schemes, veterinary profession, industry codes of practice. (b) Defra 'welfare codes'.
(a) private		
(b) enforced		

Source: FAWC 2008

The animal welfare initiatives collected for this report mainly belong either to the categories "command and control", "education and training", "research", "incentives and taxes" or "self regulation".

The many policy instruments listed above shall not be explained and discussed into detail as this will be done later in this report. However, to better understand the context of the different standards and initiatives and to facilitate the clustering exercise in Chapter 5, a brief explanation is given for the main types of policy instruments and measurements.

1.3.1 Legislation

The most popular policy instrument for the regulation of animal welfare is legislation. In the case of the EU, the Treaty of Amsterdam 1997 contains legally binding protocols recognizing that animals are sentient beings and require full regard to be paid to their welfare when policies are formulated or implemented.

The EU lays down minimum animal welfare standards for farmed animals by means of Directive 98/58/EC and other directives related to the welfare requirements of specific categories of farmed animals (calves, pigs, laying hens and broilers) as well as specific requirements for transport and slaughter.

The individual EU member states then implement EU regulatory framework by means of legislation at a national level (and sometimes also on a regional level). While some countries have adopted EU law as minimum governmental standards, others have created national legislation which goes beyond EU law in certain aspects.

Potential candidate countries, such as Macedonia, which is one of the project partner countries, are progressively adopting EU animal welfare standards.

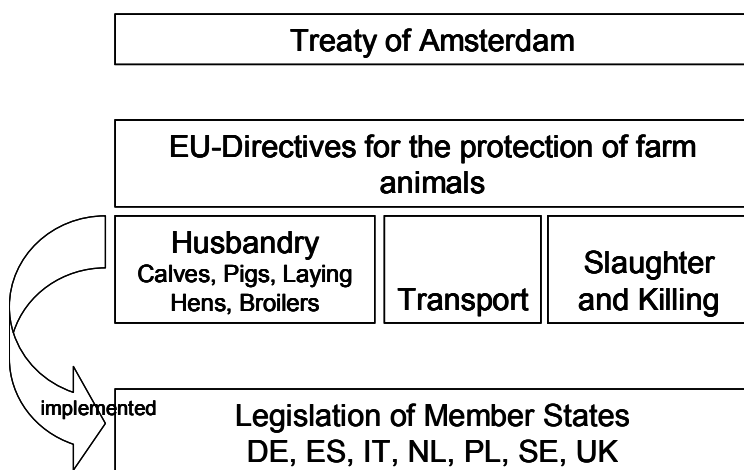


Figure 1.1. Levels of animal welfare legislation in the EU

Source: own design

The legislation for organic agriculture is not considered in the above diagram, however it is legally regulated throughout the EU by Council Regulation (EC) No 834/2007 of 28 June 2007 on organic production and labelling of organic products. More detailed rules on organic production, processing, distribution; labelling and controls are laid down by Commission Regulation (EC) No 889/2008 of 5 September 2008 for the implementation of Council Regulation (EC) No 834/2007 on organic production and labelling of organic products with regard to organic production, labelling and control. All organic farmers in the EU have to comply with these standards and are subject to annual on-farm inspections to ensure that they comply with legal requirements. The regulations on organic livestock farming reach a level that is clearly above legal minimum animal welfare standards, which will be shown later in the EconWelfare report Deliverable 1.2 (Schmid & Kilchsperger, 2010). Furthermore the EU regulations for organic production are also applied for imported organic products.

On the international level, most of the investigated countries only have an animal protection law but no detailed regulations for husbandry, transport and slaughter of the different categories of farm animals. In some countries, every region has its own legislation, which makes comparison with EU law a very complex task. Therefore as reported later in the report only the main national legislations of “third countries” exporting to the EU (Australia, Brazil, Canada, Switzerland, China, New Zealand and the United States of America) will be analysed. An outstanding example for detailed and high animal welfare legislation is Switzerland with standards which go beyond EU law in many aspects.

1.3.2 Education and training

As a consequence of EU animal welfare legislation animals shall be cared for by a sufficient number of staff who possesses the appropriate ability, knowledge and professional competence. This requires education and training programs for farmers, transporters and butchers. Education and training is often also provided to veterinarians. There are also education programs for school children where they learn about animals' needs. Some of these programs will be described and characterised in this report.

1.3.3 Research

Many research projects receive governmental support as do many research programmes and projects for animal welfare both at national as well as EU level. (EconWelfare is a prime example). A few examples are described later in the report.

1.3.4 Incentives

Incentives, mostly financial ones (e.g. direct payment or price premiums) are used by government and others to influence behaviour and to raise revenue to fund various activities. For example, in Germany in some regional states livestock farmers get direct payments (according to COUNCIL REGULATION (EC) No 1698/2005 of 20 September 2005 on support for rural development by the European Agricultural Fund for Rural Development) to encourage farmers who make animal welfare commitments on a voluntary basis. The animal welfare payments cover only those commitments going beyond the relevant mandatory standards and other relevant mandatory requirements established by national legislation and identified in the programme. More examples are found in the description of some initiatives in the Annex.

1.3.5 Self regulation schemes

In several countries, farm assurance schemes or private standards schemes guarantee the fulfilment of animal welfare requirements to the consumer. Some go little further than EU legislation (e.g. Assured British Pigs in the UK), but others have much more extensive requirements for animal welfare than EU legislation (e.g. Freedom Food in the UK). Most of these self regulation schemes are independently inspected and certified. These schemes can be either organic or non-organic.

Farm assurance schemes can help to ensure that current legislation pertinent to farm animal welfare is positively implemented (FAWC, 2008).

There is a difference in terminology as in other countries than the UK the term assurance scheme is usually considered rather as recommendations for the implementation, complementing standards with some more guidance documents, whereas in the UK this term means that these initiatives are also inspected and certified by an independent body.

Besides farm assurance and standards schemes there are other measures to enhance animal welfare on a private basis, for example by initiating campaigns, founding animal welfare NGOs or programming a consumer website. These measures will be presented later in this report and with more details.

2 Methods and procedure

The methodology described here is only referring to the process of grouping/clustering the different initiatives.

More details about the methodology used for the standardised survey (end of 2008/beginning 2009) are found in the synthesis report “Overview of animal welfare standards and initiatives in selected EU and third countries” (Schmid and Kilchsperger, 2010).

The following methodological steps are summarised:

1. Selection of initiatives,
2. Description of the initiatives,
3. Clustering workshop,
4. Scoring and analysis of the initiatives,
5. Synthesis and recommendations.

2.1 Selection procedure and collection of information

On the basis of agreed criteria, each project partner selected five to ten relevant animal welfare initiatives in their country according to their relevance from a society, animal and chain point of view (e.g. consumer’s opinion, high husbandry standards, market share).

It was recommended to have a mix of different schemes and other initiatives out of the following categories identified in the literature:

- Legislation;
- National organic legislation on animal welfare;
- Governmental incentives;
- Farm assurance schemes (non-organic and organic, with outstanding requirements);
- Education programs (of school children, farmers, transporters, butchers);
- Information campaigns;
- Research;
- Others.

The partners were invited to choose those initiatives that can be considered as successful as well as initiatives that can be considered as failures (from different perspectives), very well-known initiatives and very specialized ones.

The coordinators of this work package compiled a guidance list with different categories of initiatives the partners should look for in order to avoid uniform selection against a specific category of initiatives such as farm assurance schemes.

After the selection of initiatives the partners started to collect information with semi-structured online questionnaires, which were adapted to the type of initiatives. Table 2.1 gives an overview on the different types of questionnaires, which were used.

Tab. 2.1 Overview on the different on-line questionnaires used for AW initiatives

Description	Some examples	Version
Developing a market for animal friendly products by putting new (-4 years old) schemes or labels for consumers on the market	Introduction of new organic schemes	A
Industry initiatives such as retailers or butchers adopting animal welfare standards (or increasing their standards)	Marks and Spencer (UK)	B
AW Legislation that has been introduced in the last 4 years	National, regional, organic	B
Supporting the market for animal-friendly products by increasing the product assortment for consumers based on (at least 4 years old) existing standards or legislation	New, innovative products	C
AW Legislation or production schemes that have been introduced more than 4 years ago	National, regional, organic, Freedom Food,	D
Marketing tools to increase sales or market share of animal-friendly products	Promotion campaigns, price reductions, increasing outlets	D
Campaigns from governments, animal-interest or other groups to make the public more conscious about animal-welfare, research	See below (About version E)	E

In the first round in total 60 initiatives were investigated: DE 8, IT 8, NL 11, PL 6, ES 7, UK 7 and MK 5.

2.2 Description of the initiatives

A maximum one page description of the initiatives was made, summarising their history, actors, characteristics, achievement objectives (animal related, society related, chain related) and degree of success. This information was synthesised from the qualitative on-line questionnaire that the project partners had to use. See questionnaire in Annex III.

A documentation of the descriptions of the AW initiatives was sent to the participants of the clustering workshop in Madrid. After the workshop additional initiatives were described. All initiatives descriptions are found in Annex I.

2.3 Clustering workshop

In order to make an appropriate grouping of initiatives an expert workshop was held at the 28./29th of September 2009 in Madrid.

Goals of the workshop were:

- To get an overview and to complete the list of interesting initiatives for animal welfare;
- To define suitable and appropriate criteria to cluster/group the different initiatives;
- To cluster different initiatives in general and from a policy perspective;
- To discuss the main issues and approaches, relevant for policy measures.

The workshop had four sessions:

- Session I: Overview and completeness;

- Session II: Criteria for clustering;
- Session III: Clustering – testing a methodology;
- Session IV: feedback from other experts and the whole project team.

Detailed descriptions on the methodological steps are found in Annex V.

The results of the workshop are reported in chapter 4.

In total, 10 people from the project team and four experts also participated. The following external experts were present at the workshop:

- Dr. Mette Vaarst, Faculty of Agricultural Sciences, Aarhus University, DK;
- Dr. Beat Wechsler, Federal Veterinary office, Bern, CH;
- Prof. Henry Buller, The University of Exeter, UK;
- Prof. Richard Bennett, University of Reading, UK.

For detailed addresses see Annex V.

After the workshop, 12 additional initiatives, which were mentioned in the clustering workshop, have been included with a detailed description (but without completion of the on-line questionnaire).

2.4 Scoring and analysis of the clustered initiatives

The methodology used in the clustering workshop has been used in the preparation of an in-depth analysis of all selected initiatives.

The national project team members were scoring all initiatives in October 2009, in order to better group and qualify them. After a consistency check through the WP coordinator of the scoring results through a cross-comparison with other initiatives in other countries and with the collected information about these initiatives, the national teams were asked to adjust their scoring in December 2009.

The scoring was used for the analysis of the goals, instruments and actors in chapter 5.

3 Overview of selected initiatives per EU country

3.1 Overview of all initially collected standards and initiatives

In Figure 3 an overview map identifies the collected initiatives, including standards, which were analysed. Details are found in the Annex.

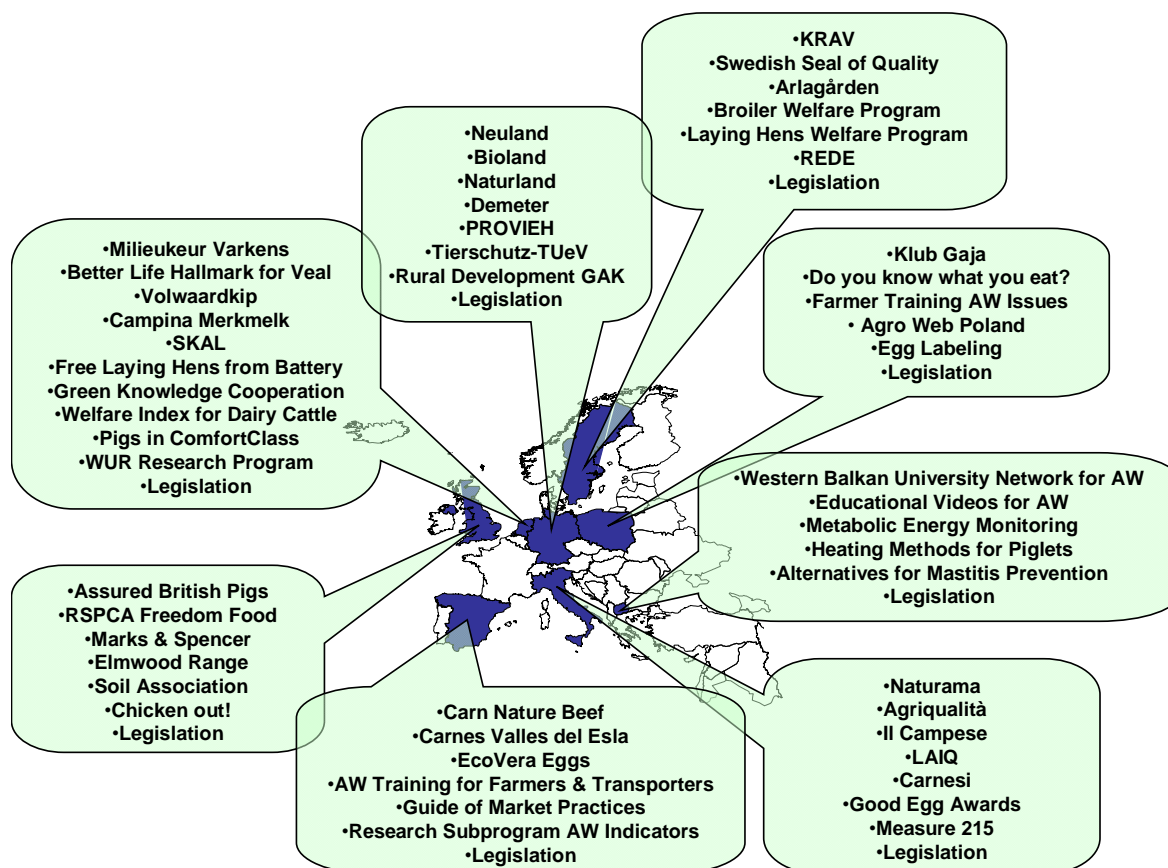


Fig. 3.1 Overview of initially selected Animal Welfare initiatives in Europe

In the next chapter an overview is given on the following types of initiatives:

- National governmental legislation in the EU and in countries exporting to the EU;
- Voluntary non-organic production schemes;
- Voluntary organic production schemes;
- Education and training programs;
- Governmental financial AW support (cross compliance);
- Animal welfare research programs;
- Other (AW NGOs, campaigns, websites, AW assessment tools, AW awards, guidelines).

3.2 Overview of national governmental legislation for animal welfare in several EU member states and a potential EU candidate countries

The following chapter firstly summarizes the state and characteristics of animal welfare legislation in the countries screened for this project and then goes on to compare the detailed

requirements. The exact references for the corresponding EU documents can be found in the annex of this report.

The following table 3.1 shows which aspects of animal welfare are regulated in detail in the different countries and for which animal category.

Tab. 3.1 Coverage of governmental animal welfare legislation related to different animal groups in selected European countries

	EU	DE	ES	IT	NL	PL	SE	UK	MK
General	✓	✓	✓	✓	✓	✓	✓	✓	+/-
Dairy cattle							✓	+/-	
Calves	✓	✓	✓	✓	✓	✓	✓	✓	+/-
Fattening pigs	✓	✓	✓	✓	✓	✓	✓	✓	+/-
Sows	✓	✓	✓	✓	✓	✓	✓	✓	+/-
Laying hens	✓	✓	✓	✓	✓	✓	✓	✓	+/-
Broilers	✓	6/2010	+/- ²	6/2010	6/2010	6/2010	+/-		
Transport	✓	✓		✓	✓	✓	✓	✓	+/-
Slaughter	✓	✓		✓	✓	✓	✓	✓	✓

✓ There are detailed requirements; +/- there are few requirements; 6/2010 by this date Council Directive 2007/43 will be transposed.

More details about the national AW legislations are found in the EconWelfare Deliverable 1.2 Report (Schmid & Kilchsperger, 2010).

Overview of voluntary non-organic animal welfare schemes (with standards and/or quality assurance schemes)

The table 3.2 shows which animal categories are covered by non-organic AW schemes.

² Meat production is regulated in Spain by Royal decree 1084/2005, but requirements are more on animal health than welfare. The EU Directive will be implemented at latest by 6/2010.

Tab. 3.2 Coverage of non-organic voluntary (private) animal welfare schemes in selected European countries in relation to different animal groups

	Country	Calves	Dairy cows	Sucking cows	Fattening bulls	Piglets	Weaners	Rearing and fattening pigs	Boars	Chicks	Laying hens	Broilers	Transport	Slaughter	Other animals	
non-organic	Agriqualita	IT	x	x	x	x	x	x	x	x	x	x			Buffalo, rabbits, bee, sheeps, goats	
	Arlagarden	SE	x	x	x	x										
	Assured British Pigs	UK					x	x	x				x			
	Better Life Hallmark for Veal	NL	x										x	x		
	Broiler Welfare Program	SE										x				
	Campina Merkmelk	NL		x												
	Carn Nature	ES	x	x	x	x		x								
	Carnes Valles del Esla	ES	x			x							x		Lambs	
	Elmwood Range	UK							x**			x		x	Turkeys. ** All pigs from Sept. 2009.	
	Il Campese	IT										x				
	LAIQ	IT		x												
	Laying hens Welfare Program	SE									x					
	Marks and Spencer	UK	x	x			x	x	x		x	x	x	x		Turkey, geese, sheep, fish
	Milieukeur Varkens	NL					x	x	x	x				x		
	Naturama	IT				x			x			x	x		turkeys, rabbits, fish	
	Neuland	DE	x		x		x	x	x	x	x	x	x	x		Sheep and goats
	Seal of Quality	SE	x	x*	x	x	x	x	x	x			x			*Only milk standards compulsory
	QMP	PL				x										
	Volwaardkip	NL											x	x	x	
	RSPCA Freedom Food	UK	x	x	x	x	x	x	x	x	x	x	x	x		Ducks, salmon, sheep, turkeys

3.3 Overview of voluntary organic production schemes

Within the project several voluntary schemes have been analysed which deal with organic products, which are listed below in Table 3.3.

Tab. 3.3 Coverage of organic voluntary (private) animal welfare schemes in selected European countries related to different animal groups

	Country	Calves	Dairy cows	Sucking cows	Fattening bulls	Piglets	Weaners	Rearing and fattening pigs	Boars	Chicks	Laying hens	Broilers	Transport	Slaughter	Other animals
organic	Bioland	DE	x	x	x	x	x	x	x	x	x	x	x	x	All farm animals + carp
	CarneSi (EU-Bio)	IT				x		x				x	x	x	
	Demeter	DE	x	x	x	x	x	x	x	x	x	x	x	x	fish
	EcoVera (EU-Bio)	ES									x		x	x	
	KRAV	SE	x	x	x	x	x	x	x	x	x	x		x	sheep, goats, deers, aquaculture and fishing.
	Naturland	DE	x	x	x	x	x	x	x	x	x	x	x	x	fish
	Soil Association	UK	x	x	x	x	x	x	x	x	x	x	x	x	Sheep, goats, deer, bees, fish, bivalves, geese, turkeys, guinea fowl, duck.

More details about the different AW standards are found in the EconWelfare Deliverable 1.2 Report (Schmid & Kilchsperger, 2010).

3.4 Overview of non-regulatory initiatives in Europe

Some of the non-regulatory initiatives are analysed regarding their coverage of different animal species.

Tab. 3.4 Coverage of non-organic voluntary animal welfare schemes in selected European countries related to different animal groups

Genre	Country	Name of initiative	Calves	Dairy cows	All cattle	Piglets	Rearing pigs	All pigs	Laying hens	Broilers	All chicken	Others
Activists	DE	PROVIEH	x	x	x	x	x	x	x	x	x	all farm animals + fish and fur animals
Activists	PL	Klub Gaja	x	x	x	x	x	x	x	x	x	all animals
Campaign	NL	Free Laying Hens from Battery							x			
Campaign	PL	Do you know what you eat?	x	x	x	x	x	x	x	x	x	
Campaign	UK	Chicken Out!								x		
Award	IT	Good Egg Awards							x			
Education	ES	AW Training for Farmers and Transporters	x	x	x	x	x	x	x	x	x	Sheep, goats and horses
Education	MK	Educational videos for AW	x	x	x							
Education	NL	Green Knowledge Cooperation	x	x	x	x	x	x	x	x	x	All domesticated animals
Education	PL	Farmer Training on AW Issues	x	x	x	x	x	x	x	x	x	
Education	SE	REDE	x	x	x	x	x	x	x	x	x	all animals
Research	ES	Research Subprogram AW Indicators		x	x	x	x	x	x	x	x	many research areas
Research	MK	Alternatives for Mastitis Prevention		x								
Research	MK	Metabolic Energy Monitoring		x								
Research	MK	Heating Methods for Piglets				x						
Research	NL	WUR Research Program on AW	x	x	x	x	x	x	x	x	x	
Research	NL	Pigs in Comfort Class					x					

Genre	Country	Name of initiative	Calves	Dairy cows	All cattle	Piglets	Rearing pigs	All pigs	Laying hens	Broilers	All chicken	Others
Research / Activists	MK	Western Balkan University Network for AW	x	x	x	x	x	x				laboratory animals
Tools	ES	Guide of Market Practices	x	x	x	x	x	x				Equine, sheep, goat
Tools	NL	Welfare Index for Dairy Cattle		x								
Tools	PL	Agro Web Poland	x	x	x	x	x	x	x	x	x	all farm animals
Governmental	DE	Tierschutz-TUeV	x	x	x	x	x	x	x	x	x	all farm animals
Governmental	DE	Rural Development National Strategy Plan GAK	x	x	x	x	x	x				all farm animals
Governmental	IT	Measure 215	x	x	x	x	x	x	x	x	x	Sheep
Governmental	PL	Egg Labeling							x			

More details can be found in Annex I of this report and in chapter 5 of this report

4 Analysis of initially selected initiatives with an on-line questionnaire

All the initially selected initiatives were analysed on the basis of an on-line questionnaire. The questionnaire was completed by the national expert teams of the EconWelfare project.

The purpose of this chapter is to get an overview on some of the key characteristics of these initiatives for a more in-depth analysis of clustered groups of initiatives, which is found in chapter 6.

Two main categories of initiatives are analysed: regulatory ones (e.g. legislation, private non-organic and organic standards) and non-regulatory ones (e.g. programmes, campaigns, etc.). Where relevant also subgroups of initiatives within these categories were compared. The percentages below indicate for how many initiatives of a category an aspect was relevant.

More details on the questions and results are found in the Annex III of this report.

4.1 Characteristics of regulatory animal welfare initiatives

As a starting point 33 regulatory animal welfare initiatives were investigated. Besides governmental regulations, the private regulatory initiatives initially selected in this category were analysed with respect to a) focus, b) initiator, c) ambitions and standards, d) costs, e) barriers and f) compensations. In general, the analysis covers all initiatives, but in some cases results are specified for organic farming initiatives (OI), non-organic initiatives (NOI) and national legislation (L). In the case that the questions could not be answered, these initiatives were excluded from the analysis.

a) Focus

In general the top two main focus areas of the regulatory AW initiatives are animal behaviour (79%) and animal health (73%); also for each initiative group (OI 72%, NOI 63–69% and L 90–100%). However, ethical considerations (57% for OI; 40% for L) and consumer's attitudes (63% for NOI) play another key role.

b) Initiator(s)

One major group of considered regulatory initiatives were initiated by the government (30%), another group by individual farmers or small groups of farmers (27%) and a third group either by the industry or non-governmental organisations (33%). However, there seems to be a difference between organic and non-organic initiatives. Especially OIs were often initiated by farmers or farmer groups (71% of the OIs) while NOI were predominantly developed by the industry or NGO's (31% of the NOIs).

c) Ambitions and standards

All investigated regulatory initiatives (AI) are not only highly ambitious in improving animal welfare (70% AI, 83% OI, 67% NOI) but as well ethical aspects of food production (65% AI, 83% OI, 58% NOI).

The majority of initiatives (85% AI, 100% OI, 83% NOI) refused to set lower standards in order to increase farmers participation rates. Likewise they agreed that standards are compulsory to comply with (75% AI; 83% OI, 82% NOI) and that it is not possible to compensate a non-compliance of some animal welfare requirements with a compliance of other requirements (80% AI, 83% OI, 90% NOI).

Results in terms of the statement that farmers can easily comply with standards are rather ambivalent (30% agreement, 35% neutral and 35% disagreement). However, there seems to be a difference between organic and non-organic initiatives. While for OIs 67% of the experts

disagreed with the statement that standards are easy to comply with, for NOIs only 25% disagreed. A possible explanation is that most of the non-organic requirements are easier for farmers to fulfil than are the organic standards' requirements.

d) Costs

The costs for products with animal welfare standards were estimated by the experts to be higher than for mainstream products, with the exception of transportation costs. This holds true in general (between 42% and 66% of initiatives stated that they are higher) but is different for organic and non-organic initiatives. For OIs compared with NOIs the experts stated higher costs mainly for farm production (100% of OIs/73% of NOIs), input materials like feed (100% of OIs/60%), animal transportation (29% of OIs, 26% of NOIs), for processing (85% of OIs /0% of NOIs), for investment in housing (57% of OIs/73% of NOIs), for administration and control (100% of OIs /60% of NOIs), for compliance with quality and welfare standards (71% of OIs /80% of NOIs).

No higher costs are expected in the case of legislation initiatives, with the exception of the costs for animal housing (relevant for 42% of the governmental regulatory initiatives).

e) Barriers

The experts had to rate the different types of barriers.

On average the experts observed rather low barriers for the implementation of the goals of their initiatives. However the situation is different for OIs and NOIs.

For organic farming initiatives the most important barriers are to find sufficient farmers to adopt new standards (for 80 % of OIs) and to a less degree the distribution (for 40% of all OIs).

For non-organic initiatives major barriers lie in the production and processing (45% of the NOIs) and the distribution and trading (33% of NOIs).

For the legal animal welfare legislation initiatives no major barriers were reported.

f) Compensations

A majority of initiatives indicated that farmers are not compensated for guaranteeing higher animal welfare standards (between 56% and 94% of all surveyed regulatory initiatives), in particular in the case of non-organic initiatives. OIs mentioned that farmers partly receive some financial compensations, e.g. by a) one-time financial support from the government, b) one-time financial support from other chain members, c) periodical direct payments from the government.

4.2 Characteristics of non-regulatory animal welfare initiatives

This category consists of the two groups a) programs and b) other non-regulatory initiatives (like e.g. campaigns). Due to the small number a differentiation into organic and non-organic initiatives is not suitable at this point. Furthermore as some questions regarding the initiatives (e.g. on costs) could not be answered by specific initiatives, these initiatives were excluded from the analysis of a particular question.

a) Focus

A majority of the considered non-regulatory initiatives focuses on animal welfare **and** other areas. However, the claims of the programs seem to focus on animal health while other initiatives have a broader scope, including at ethical considerations and consumers' attitudes towards animal welfare.

b) Initiator(s)

While one important initiator of non-regulatory initiatives is the industry, other initiatives were initiated by animal interest groups or the government.

c) Ambitions

Similarly like regulatory initiatives also non-regulatory initiatives are not only highly ambitious in improving animal welfare (100%) but as well as considering ethical aspects of food production (83% agreement).

d) Costs

Contrarily to the expert opinion on costs for regulatory AW initiatives, the experts of programs and other non-regulatory initiatives did not necessarily expect cost items for AW-friendly products to be higher than for mainstream products. For instance "costs for production on-farm" are estimated to be even lower than for mainstream products (50% of the non-regulatory initiatives), in particular costs for input materials (e.g. feed), animal transportation, processing and for compliance with quality and welfare standards. However investments in animal housing, for administration and control are estimated to be higher than for mainstream products.

e) Barriers

The majority of experts of programs and other non-regulatory initiatives do not mention major barriers for the implementation of their initiatives. However, some initiatives see rather low barriers regarding: a) trading of animal welfare products, b) finding sufficient farmers to adopt new standards, c) no compensation for farmers and d) that farmers do not comply with standards.

f) Compensations

Like with the regulatory initiatives, for a majority of the non-regulatory initiatives the experts mentioned no financial compensation for farmers for higher animal welfare standards.

5 Clustering the initiatives from a policy perspective- results of the clustering workshop

The main outcome of the clustering workshop of the EconWelfare project is summarised by Martien Bokma-Bakker, WUR-NO is reported related to the different sessions.

Session 1: Overview and completeness

The experts have written down and highlighted additional initiatives:

- Additions by the two UK experts:

- **Stakeholder animal welfare forums:** New way of working in UK: different stakeholders like major supermarket chains, producer group, animal protection, government in poultry welfare platform to discuss welfare issues → interesting change in working.
- **Codes of Good Agricultural Practices** (differs from legislation).
- **FAWC Farm Animal Welfare Council** to advise government and other stakeholders; these well structured advisory groups are very strong in improving welfare.
- **Good eggs awards:** Awards for supermarket if they improve animal welfare
- Also research, education etc. on animal welfare in UK.
- **Five star Animal Welfare labeling:** USA Welfare labeling action by Whole Foods: 5 different levels for farmers to encourage them to improve.
- **Made in Britain pigs** as a label.
- **Buy local get insight:** campaign.

- Additions by expert from Denmark:

- Not many different labels in Denmark: when legislation is fulfilled, consumers consider the welfare as satisfactory.
- Enforced **mandatory animal health advisory service** which should be combined in the future with control and inspection (but discussion about who should do it, the practical vet or not).
- **Aniplan farmers groups**

- Additions by Swiss expert:

- More initiatives of government in Switzerland, like:
 - **Regular cross-compliance control on farms:** direct payment linked with compliance with legislation (cross compliance). 25% of farm visited every year.
- **RAUS and BTS:** Direct payment for hectares, and also direct payments for housing conditions and regular outdoor exercise.
- Other governmental programs: bedding for pigs etc.; more then 50% of all farms participating in one or more of these governmental programs.
- **Preventative testing of housing systems** and parts of it (since 1980). One of the results: ban on crates for veal calves.
- **Declaration of “bad systems”**
- **Governmental website on good practices:** information on proper housing of animals.

- Additions by the Netherlands experts:

- **Cono cheese:** farmers are individually encouraged to enhance sustainability issues like welfare on their farm.
- **Adopt a chicken:** a way to connect public to farm animals.
- In the Netherlands a **Political Party for Animals** with 2 seats in parliament (also an animal welfare political party in Germany, no seats in Parliament).
- **Angry activists:** enforced "foie gras" to be banned in Dutch governmental restaurants. They entered restaurants and started feeding the guests.

- Additions by Poland:

- **Quality meat programme:** Polish association of beef producers

- General additions:

- **Networks of farmers learning from each other** in many countries.
- **New platform institution** e.g. in the UK: producers, government, others with real legislative power (as a department of government). General issue at the moment: how much responsibility will the new institution get?
- **Ireland: young heifer scheme**, farmers get money if they comply.
- France: **pig producing scheme Thierry Sweitzer**, Elsass, French equivalent for Freedom Foods.
- **Label Rouge France:** welfare is connected with food quality.
- **Welfare Quality:** how to measure animal welfare benchmarks. Research initiative. Important: **farm assurance schemes such as RSPCA Freedom Food in UK** pick it up already animal welfare indicators: how to measure welfare.
- **European Animal Welfare Platform:** all stakeholders together, linked to Welfare Quality.
- **Direct payments of supermarkets for farm health planning** to give advice on health and welfare (pays for veterinarians visiting the farms).
- **More attention for local food**, people can see the cows and buy the ice-cream. Is about food miles and environment, but they also think welfare is better.
- **Citizens visiting farms** try to make the relationship between farmers and citizens more personal, promoting people's awareness (in England problems with children caught up an E. Coli-infection after visiting a farm).

Session 2: Clustering criteria

A repetitive question of participants was why “we want” to cluster initiatives according to a few defined criteria. In the beginning it was not very clear why this was necessary for the project.

The discussions identified the following possible perspectives or areas for clustering:

1. goal of the initiative (was a compilation of impact, focus and outcome);
2. type of instruments;
3. involved actors;
4. Way of governance.

Clustering is also possible on a country level.

The perspectives mentioned above reflect the following questions:

- Who is involved (actors)?
- How are they involved (governance)?
- What do they do (instruments)?
- Why did they do it and are they achieving it (goals and outcome)?
- And how can we understand this in different contexts?

What followed was a discussion on sub-criteria for each of the 4 perspectives or areas for clustering. It resulted in a gross list of criteria for each perspective/clustering area, which was put into an Excel-file to discuss in session 3.

Session 3: Clustering the initiatives

The participants agreed that governance is not a tool for clustering, not an ordering perspective but an analytic perspective: if you have done the clustering, you can analyse what the governance was like. It helps to explain what the process behind the scoring is.

The Excel-file with sub-criteria on Goals, Actors and Instruments turned out to be an extremely useful tool to *classify* all the welfare initiatives summarized in WP1 by scoring them on a 3-points scale, varying from 'little at stake' (1) to 'much at stake' (3).

Classifying the initiatives within an Excel-file has the benefit of being able to cluster the initiatives on every sub criterion within the file that you want. For instance, if in Macedonia there is little awareness of the public concerning animal welfare, you can group the initiatives on the sub criterion 'creating awareness' (in the Goal-list) and analyze success and failure factors of those initiatives that score high (3 points) on 'creating awareness'.

It was recommended when scoring the actor sub-criteria: to have a score for a role-indication. '3' means an actor is really involved, a driving force behind the initiative, '1' means this actor has some kind of involvement, but it is not crucial.

As an example the participants of the workshop filled in scores for 3 initiatives. The exercise concluded that it is very well possible to cluster initiatives by this classification table; the system is able to show differences between initiatives. However summing up scores is not useful.

It was decided that the project partners and the participating experts (if they agree to do so) in October 2009 will score the initiatives of their country and send the results back to FiBL.

Session 4 Feedback from whole project consortium

The scoring system, which was presented and agreed by the whole consortium, is focussing on the following characteristics of initiatives.

Tab. 4.1: Proposed clustering criteria for different clustering themes

GOALS: why do they do it?	Animal welfare Sustainability Profit in high value chain Competitive market EU livestock production Risk management in the chain Support farmers Farmer's skills and knowledge	Awareness amongst target groups Knowledge AW Food safety Transparency Customer loyalty Consumer concerns (Feel good – not considered)
INSTRUMENTS: What instruments/ methods are used?	Regulation: Public Regulation: private Penalties (fine) Cross Compliance Labeling: Public Labeling: private Incentives: Public Incentives: private Codes of practise: Public Codes of practise: private	Education: Public Education: private Training: Public Training: private Information: Public Information: private Research: public Research: private
ACTORS: Who is involved?	Farmers Farmers groups Retailers - specialist Retailers - major Abattoirs Input industry Certification bodies Veterinarians NGOs - Animal welfare	NGOs-Consumers NGOs - others European Commission National governments Agencies Researchers Media Political parties Celebrity chefs Schools

After the workshop the scoring system was adapted and a detailed instruction has been worked out to ensure that the experts have the same understanding of the criteria and the scores. The scoring system is explained later in the different sections.

As already mentioned no scoring was made of governance criteria, as this was regarded as appropriate for a quantitative scoring. However in Chapter 6 there are reflections made in particular to success factors followed by a more general discussion on governance.

6 Analysis of clustered initiatives through an expert scoring

Each national research team in the EconWelfare project has assessed their national initiatives with a scoring system, developed with internal and external experts.

Altogether 84 initiatives were analysed:

- 40 regulatory initiatives (with production rules either ruled by legislation or voluntary standards), of which 8 have standards for organic production, including the relevant EC regulations for organic agriculture as well as 26 non-organic standards/labelling schemes and 7 governmental AW legislation
- 44 non-regulatory initiatives (with no production rules) of which 29 are education and information initiatives, 5 research initiatives, 3 quality assurance schemes, 2 cross-compliance (financial incentive) initiatives.

This chapter summarises the results of the scoring of the clustered initiatives regarding their goals, instruments used and the involved actors. The results of the on-line questionnaire, found in the description of the initiatives are taken into consideration.

Tables 5.1, 5.2 and 5.3 relate to the a) goals, b) the instruments and c) the main actors of the initiatives. They give an overview of the results regarding different groups of initiatives to allow a more detailed interpretation.

The initiatives were grouped as: all initiatives, Regulatory initiatives (all, organic, non-organic) and Non-Regulatory initiatives (all, education & information initiatives).

The more detailed quantitative results of the scoring by the experts are found in the Annex I.

It must be emphasised that the examples include a range of initiatives, that were chosen by the project partners on the basis of the criteria outlined in chapter 2. These initially selected initiatives were amended based on the feedback of project external experts with additional interesting and/or relevant initiatives included.

The relative high number of different initiatives of different types and from different countries/regions allowed a better grouping in subgroups.

6.1 Main goals of the analysed initiatives

One of the key tasks was to analyse the main goals of an initiative.

As result of the clustering workshop in Madrid in September 2009 the different goals have been grouped in the following way:

1. ANIMAL RELATED GOALS
2. CHAIN RELATED GOALS
3. FARMER RELATED GOALS
4. SOCIETY RELATED GOALS
5. CONSUMER RELATED GOALS

For scoring of the goals, the following system was used:

- 0 = not relevant: not applicable, not a relevant goal at all.
- 1 = somewhat relevant: more indirect promoting AW (e.g. as part of sustainability goals)
- 2 = relevant: direct promotion, one of the main goals (e.g. in organic).
- 3 = very relevant: direct promotion, unique goal to raise AW level.

For the analysis we differentiated the scores in a more tolerant way: scores over 2 indicated that the issue was of major relevance and scores of at least 1.5 as indicated at least a medium relevance. In the table 5.1 this is marked with different coloured shadows.

The overall analysis of the goals of AW initiatives is shown in Table 1.5.

Tab. 6.1.1 Characteristics and relevance of the main goals of different groups of AW initiatives

GOALS	ASPECTS	All initiatives	All Regulatory initiatives with production rules	Organic Regulatory initiatives	Non-Organic Regulatory initiatives	All NON-Regulatory initiatives - no production rules	Education and information initiatives
ANIMAL RELATED GOALS	Animal welfare: system	2.3	2.2	2.3	2.1	2.3	2.2
	Animal welfare: animal	1.7	1.5	1.9	1.4	1.8	1.7
	Sustainability	1.1	1.4	2.3	1.1	0.9	0.9
CHAIN RELATED GOALS	Profit in high value chain	1.0	1.3	1.8	1.1	0.7	0.4
	Competitive market	1.0	1.5	1.8	1.4	0.6	0.5
	EU livestock production	0.5	0.4	0.6	0.3	0.7	0.4
	Risk management in the chain	0.9	1.2	1.3	1.2	0.6	0.4
FARMER RELATED GOALS	Support farmers	1.3	1.4	2.0	1.2	1.2	1.0
	Farmers skills	1.3	1.2	1.4	1.1	1.4	1.2
SOCIETY RELATED GOALS	Awareness amongst target groups	1.7	1.5	1.8	1.4	1.9	2.3
	Knowledge AW	1.7	1.4	1.3	1.4	2.0	2.1
CONSUMER RELATED GOALS	Food safety	0.9	1.4	1.4	1.4	0.5	0.4
	Transparency	1.2	1.7	2.3	1.5	0.7	0.8
	Customer fidelity	1.2	1.7	2.4	1.5	0.7	0.6
	Consumer concerns	1.8	2.2	2.6	2.1	1.4	1.4

0= not relevant, 1 = somewhat relevant, 2 = relevant, 3 = very relevant

As main relevant goals besides Animal Welfare, are also the awareness created amongst target groups, highlighting and improving AW issues and response to consumer concerns.

6.1.1 Animal related goals

It is evident that the selected initiatives focus on animal welfare. This can be done either by improving the technical conditions for AW through husbandry practices and/or by setting parameters and indicators for animal well-being.

An important focus of the EU Animal Welfare Quality project was to give more emphasis “to measure parameters that reflect the actual welfare state of the animals (Blokhuis, H.J. et al., 2008)³ as already a lot of research and development had placed the emphasis on housing and management systems, etc.

³ Blokhuis H.J. (2008): Animal welfare’s impact on the food chain. Trends in Food Science and Technology 19 (2008), 79-87

AW through animal management and stable systems

When looking at the different initiatives, in particular regulatory ones, in most cases much more emphasis is placed on conditions/ management systems for better welfare (e.g. more space for AW), which is also mirrored in the scoring (Score: 2.3; 41 % very relevant, 46 % relevant, no clear differentiation between the subgroups).

Animal Welfare from an animal perspective

Less emphasis (Score: 1.7, 16 % very relevant, 40 % relevant for all initiatives) was placed on how to improve Animal Welfare (AW) from an animal perspective (e.g. no castration, dehorning, etc.). This was certainly due to the lack of appropriate indicators in most of the standards. Although organic standards compared with non-organic standards score higher (1.8 versus 1.4), the animal perspective might need more emphasis than the animal husbandry system/management perspective.

However there are some standards (DE-Neuland, DE-Demeter, UK-Freedom Food, UK-Chicken out, which give highest priority to the direct focus on animals as well as some campaigns of highly engaged AW organisations (including an animal party in the NL). This is also the case of assessment systems for animal welfare or stables (NL-Welfare Index for Dairy, CH-etc.) and some AW research and education initiatives in several countries.

Sustainability issues

Most of the initiatives have their main focus on animals, whereas the sustainability issue is hardly relevant (Score: 1.1). An exception is the group of organic standards initiatives, where AW is part of a whole system, focussing on high sustainability (Score: 2.3). Furthermore there are initiatives of some environmental NGOs and retail chains which place a high emphasis on sustainability issues, for example: IT-LAIQ, NL-Milieukeur Varkens, NL-Cono Cheese, UK-Marks & Spencer, UK-Buy local.

6.1.2 Chain related goals

It can be expected that due to the different history of AW initiatives, the orientation to the supply chain might be quite different. The scoring of different aspects of the supply chain mirrors this.

Profit in high value chain as well as competitive market

Across all initiatives these two aspects are hardly relevant (Score: 1.0), although for standards/labelling schemes and for chain operators this is a crucial issue that promoting AW is creating profit and a strong market position. For organic regulatory schemes this is scored higher (Score: both aspects 1.8) compared with non-organic regulatory schemes (Score: 1.0/1.4). Some initiatives also give a high relevance to profit and competitiveness. These are mostly initiatives which are supported by commercially powerful companies, often using a strong brand, e.g. IT-Il Campese, NL- Milieukeur Varkens, NL-Cono cheese; UK-Marks & Spencer.

EU livestock production

Generally for the large majority of AW initiatives the goal to contribute to improve livestock production in an EU perspective is not relevant at all (Score: 0.5). This is different for Rural Development programmes of EU Member States, where AW is taken up, e.g. DE-Rural Development GAK, IT-Measure 215, ES-Training for Farmers & Transporters, ES-Guide of Market Practices (initiated by a cooperation of Spanish livestock markets which are linked with European markets).

Risk management in the chain

For most of the AW initiatives food safety (reduction of risks in the supply chain or scandals) is only of minor or no relevance (Score: 0.9). Regulatory initiatives with standards generally scored slightly higher (Score 1.3).

There are a few initiatives which primarily deal with food safety and now also have interest in AW issues, e.g. like the PL-System Quality Meat Program (for cattle), SE-Broiler Welfare Program as well as SE-Laying Hens Welfare Program (both initiated as assurance programs by Swedish producer associations).

6.1.3 Farmer related goals

Support farmers as well as farmer's skills and knowledge

On average, both goals had a low score across all initiatives, indicating that both aspects are hardly relevant (both 1.3). However in organic farming schemes this is different: they place major relevance on farmer's support (economically and politically) compared with non-organic regulatory schemes (Score of 2.0 versus 1.2).

For education and information initiatives, the experts scored farmers skills and knowledge low (1.3). An explanation could be that several of these types of initiatives are more oriented to consumers. However there are some programs that aim to improve farmers skills and knowledge (e.g. with advice, information and education), which are seen by the experts as very relevant: DE-Neuland, IT-Measure 215, NL-Green Knowledge Cooperation, NL-Cono Cheese (e.g. with mandatory learning networks for milk farmers), PL- Farmer Training AW Issues, ES-AW Training for Farmers & Transporters, ES-Guide of (meat) market, UK-Stakeholder animal welfare forums, UK-Codes of Good Agricultural Practice, MK-Metabolic Energy Monitoring, MK-Heating Methods for Piglets, MK-Alternatives for Mastitis Prevention.

6.1.4 Society related goals

Awareness amongst target groups as well as knowledge on AW

These two goals were scored as medium relevant (Score: both goals 1.7). However non-regulatory initiatives, organic farming schemes had higher scores. In particular for education and information initiatives this goal is logically of major relevance (Score: 2.3 for awareness and 2.1 for AW knowledge).

There are some organisations, mostly animal welfare and consumer non-governmental organisations, which are very active in communication of AW welfare issues in general (e.g. on website, with publications, etc.): DE-Neuland, DE-PROVIEH, PL-Klub Gaja, SE-REDE, UK-RSPCA Freedom Food, UK- Chicken Out! (Consumer campaign – broilers), UK-Stakeholder animal welfare forums.

Examples focusing strongly on some target groups are: IT-Good Egg Awards (awarding companies with cage-free laying hen systems), DE-Tierschutz-TUeV (knowledge on better animal equipment for manufacturer's through an approval system), ES-AW Training for Farmers & Transporters, UK-Farm Animal Welfare Council (government level), CH-Mandatory testing of housing systems (comparable with DE-TUeV).

Other examples are education programs with universities: NL-Green Knowledge Cooperation, NL-Welfare Index for Dairy Cattle, NL-Pigs in ComfortClass (designing better pig husbandry systems with Wageningen University), PL-Agro Web Poland, MK-Western Balkan University network for AW.

6.1.5 Consumer related goals

Food safety

Food safety in AW initiatives are hardly relevant (Score: 0.9), although in regulatory initiatives the relevance is a little higher.

As already outlined in the section on risk management goals, there are only a few initiatives for which food safety is of major relevance; these are mostly run by producer organisations: PL-System Quality Meat Program (for cattle), ES-Eco Vera (organic producer), SE-Arlagården (milk producers), SE-Broiler Welfare Program as well as SE-Laying Hens Welfare Program, UK-Assured British Pigs (pig producers England & Wales),

Transparency as well as costumer loyalty

The relevance of both goals scored about the same. Overall the relevance was low (Score: 1.2, 33 % found it not relevant at all!). However, for the regulatory initiatives the relevance was medium (Score: 1.7). For the organic schemes the relevance of both goals was very high (Score: 2.3/2.4), whereas for non-regulatory initiatives this was not or hardly relevant (Score: 0.7).

Examples where costumer loyalty was scored the highest were either organic label organisations (DE, UK) or strong company brands like IT-Naturama (wholesaler brand), IT-Il Campese (company brand), NL-Cono Cheese (dairy cooperation), UK-RSPCA Freedom Food (well known AW logo).

Consumer concerns

Consumer concerns are an important driver for improving animal welfare. Across all initiatives, the relevance was scored as medium (Score: 1.8). However for all regulatory schemes the relevance was high (Score 2.2). In particular for the organic farming standards/labelling schemes the relevance was the highest (Score: 2.8).

For a few of the non-regulatory initiatives the consumer concerns have also highest priority: DE-Provieh, IT-Good Eggs Awards, all NL non-regulatory initiatives.

6.1.6 Country specific relevance of different goals

Table 6.1.2 summarises the assessment of the selected initiatives of the participating countries in the EconWelfare project, grouped according to different goals. As the assessment is based on the judgements of the national experts and the selected types of initiatives, the comparison of average country-specific scores has of course methodological limits and can only show tendencies. Nevertheless the analysis reveals interesting country-specific aspects, in particular with respect to goals that selected initiatives predominantly were aiming for in 2008/2009. The assessment thus reflects the developmental stage of a country regarding animal welfare.

We observed that animal husbandry is a major concern in all analysed country initiatives. However, for almost all countries with DE as an exception the main focus of the initiatives is more on livestock systems than the animal itself.

Chain-related goals are more important in the AW initiatives in Spain and Sweden.

Farmer-related goals (like direct farmer support, skills development) are ranked higher in Germany, Sweden and Macedonia.

Society-related goals (e.g. knowledge and awareness creation) are in general considered important in all analysed countries, but less in the Italian initiatives.

Consumer-related goals, in particular consumer concerns, are highly valued in DE, IT, NL, SE and UK. In ES and SE, animal welfare is predominantly linked to food safety.

Table 6.1.2 Country specific relevance of different goals by the AW initiatives

GOALS	ASPECTS	Average DE (8)	Average IT (8)	Average NL (14)	Average PL (8)	Average ES (7)	Average SE (7)	Average UK (15)	Average MK (6)	Average others: CH, DK (11)
ANIMAL RELATED GOALS	Animal welfare: system	2.3	2.3	2.1	2.5	2.3	2.4	2.3	1.7	2.5
	Animal welfare: animal	2.3	1.0	1.9	1.9	1.6	1.4	1.5	1.7	1.7
	Sustainability	1.8	1.1	0.9	1.1	0.6	1.1	1.4	1.2	1.0
CHAIN RELATED GOALS	Profit in high value chain	1.3	0.6	0.6	0.9	2.1	1.3	0.9	0.5	1.1
	Competitive market	1.4	1.0	1.1	1.0	0.9	1.9	0.8	0.8	0.9
	EU livestock production	0.6	0.9	0.2	0.8	1.7	0.4	0.2	0.7	0.1
	Risk management in the chain	0.8	0.9	0.1	0.8	1.4	1.9	1.3	1.0	0.4
FARMER RELATED GOALS	Support farmers	2.1	0.4	1.2	0.6	1.3	2.3	1.1	1.3	1.5
	Farmers skills	1.5	0.8	1.0	1.0	2.3	1.7	1.1	2.0	1.0
SOCIETY RELATED GOALS	Awareness amongst target groups	2.1	1.0	1.9	2.4	1.4	1.7	1.6	1.3	1.7
	Knowledge AW	2.0	1.1	1.1	2.1	1.7	2.0	1.6	2.0	1.9
CONSUMER RELATED GOALS	Food safety	0.5	1.4	0.1	1.0	2.0	1.9	1.1	1.2	0.1
	Transparency	1.9	1.3	0.9	1.8	1.7	1.6	0.9	1.2	0.1
	Customer fidelity	2.0	1.4	1.1	0.9	1.0	1.7	1.4	0.3	0.5
	Consumer concerns	2.6	2.4	3.0	0.5	1.4	1.9	1.6	0.3	1.3

0= not relevant, 1 = somewhat relevant, 2 = relevant, 3 = very relevant

To sum up, DE and SE include a rather broad set of relevant goals in their initiatives, that are not just limited to animal welfare. Initiatives in Poland and Macedonia often focus on awareness building. ES initiatives are strongly targeted on farmers' skills and chain-related goals, whereas IT and NL initiatives emphasise consumer concerns.

6.2 Main instruments used by the initiatives

One of the main questions of the EconWelfare project is what policy instruments can be designed to promote (higher) animal welfare as aimed in the EU Action Plan on Animal Welfare. Therefore it is interesting what policy instruments the analysed initiatives are using.

The clustering workshop concluded that the different instruments can be grouped in the following way:

1. REGULATORY INSTRUMENTS
2. LABELLING INSTRUMENTS
3. FINANCIAL INCENTIVES AS INSTRUMENTS
4. ASSURANCE, GUIDANCE INSTRUMENTS
5. EDUCATION, INFORMATION INSTRUMENTS
6. DEVELOPMENT INSTRUMENTS

For scoring of the instruments, the following system was used:

- 0 = no use at all
- 1 = rarely used
- 2 = sometimes used, one of several instruments
- 3 = main instrument

For the analysis we differentiated the scores in a more tolerant way: scores over 2 indicated that this is used as a main instrument and scores of at least 1.5 as indicated at least a moderate use. In table 5.2 this is indicated with different coloured shadows.

Tab. 6.2 Characteristics and relevance of the main instruments used of different groups of AW initiatives

INSTRUMENTS	ASPECTS	All initiatives	All Regulatory initiatives with production rules	Organic Regulatory initiatives	Non-Organic Regulatory initiatives	All NON-Regulatory initiatives - no production rules	Education and information initiatives
REGULATORY	Regulation: Public	1.2	1.5	2.7	1.2	1.0	0.6
	Regulation: Private	1.2	1.8	1.9	1.8	0.6	0.6
	Penalties (fine)	0.9	1.5	2.0	1.3	0.4	0.3
	Cross Compliance	0.2	0.3	0.0	0.3	0.1	0.1
LABELLING	Labeling: Public	0.5	0.8	2.4	0.3	0.2	0.2
	Labeling: Private	1.3	1.9	1.9	1.9	0.7	0.7
FINANCIAL, INCENTIVES	Incentives: Public	0.3	0.2	0.1	0.3	0.4	0.2
	Incentives: Private	0.9	1.5	2.2	1.2	0.3	0.3
ASSURANCE, GUIDANCE	Codes of practise: Public	0.8	0.9	1.2	0.8	0.7	0.5
	Codes of practise: Private	1.2	1.7	2.2	1.6	0.7	0.5
EDUCATION, INFORMATION	Education: Public	0.6	0.4	0.2	0.4	0.8	1.0
	Education: Private	0.7	0.6	1.0	0.4	0.8	0.9
	Training: Public	0.5	0.3	0.1	0.4	0.6	0.7
	Training: Private	0.6	0.8	1.4	0.6	0.4	0.4
	Information: Public	0.9	0.9	1.2	0.8	0.8	0.9
	Information: Private	1.2	1.3	2.0	1.1	1.2	1.5
DEVELOPMENT	Research: Public	0.8	0.6	1.1	0.5	0.9	0.7
	Research: Private	0.5	0.5	0.6	0.5	0.5	0.4

0 = no use at all, 1 = rarely used, 2 = sometimes used, 3 = main instrument

The main instruments used to promote animal welfare are regulatory instruments, which are both public (legislation, EC Regulations for organic production) and private combined with penalties; labelling, which may be public (public only for organic products) or private; financial incentives (private and public), Codes of practise (assurance schemes or guidelines) in combination with standards requirements and private information campaigns or other forms.

6.2.1 Regulatory instruments

Public regulations / legal regulatory framework

One of the most common instruments to promote animal welfare is legislation. The relevant legislation in the European Union and in the participating European Countries is summarised in Chapter 1.3.1 and more detailed in the Deliverable 1.2 Report of the EconWelfare project (Schmid & Kilchsperger, 2010).

A special case is the legal regulatory framework for organic food and farming, which is laid down in EU Council Regulation (EC) 834/2007 on organic production and the implementation rules laid down in EU Commission Regulation (EC) 889/2008 as already explained. These regulations are also relevant for all private standards, which label their products as organic or similar terms (bio, ecological). National governments are not allowed to set stricter rules (with few exceptions) as was the case in the former organic EEC Regulation 2092/91. Therefore for all organic farming schemes the EU legislation for organic production is a main instrument (Score: 2.7), even if organic standards schemes might have stricter requirements above the EU organic regulation.

The analysed initiatives do not make active use of the general Animal Welfare legislation of the European Union and the national AW legislation, although all farms should fulfil this. This is why the scoring is low, even for the non-organic standards/labelling schemes (Score: 1.2).

There are a few special cases beside organic farming where the national legislative framework is used as the main instrument: IT-Agriqualità (for a regional program in Tuscany), DE-Tierschutz-TUeV as well as the CH-Mandatory testing of housing systems (for the approval of husbandry equipment based on national animal welfare legislation), PL-Egg Labelling (related to the legal requirements of egg labelling in the EU), ES-AW Training for Farmers & Transporters (legal requirements for transport as basis). Also the UK-Codes of Good Agricultural Practice and the UK Farm Animal Welfare Council are operating on the basis of the legal requirements.

Private regulatory framework – non mandatory

Of the 84 initiatives a total of 40 do have their own standards/labelling requirements. These initiatives are named as “special animal welfare schemes” (Blokhuis, H.J. et al., 2008)⁴. In other publications such as the FAWC report 2008 the term “Assurance schemes” is used.

As already mentioned, there is a difference in terminology as in other countries than the UK the term assurance scheme is usually considered rather as recommendations for the implementation (sometimes linked to an internal quality assurance system), complementing standards with some more guidance documents, whereas in the UK this term generally means that these initiatives are also inspected and certified by an independent body.

The scoring exercise showed that for most of the organic and non-organic initiatives with production rules logically the private regulatory framework is one of the main instrument, which is used (Score: 1.8). This instrument is practically in all standards schemes combined with other instruments such as labelling, guidelines, training, etc.

Penalties (fine)

In most of the standards schemes usually a system of sanctions is established in the case where a producer/or operator does not fulfil the requirements. These sanctions can have different degrees of severity and can lead in the worst case to the exclusion of the operator and payment of a fine.

Therefore in the legal EU and/or national framework (national AW legislation and in the EC organic farming regulation) as well as in most private standards schemes sanctions are foreseen, the expert scoring indicated the moderate use of this instrument, which was higher in organic farming standards than in non-organic standards initiatives (Score: 2.0 versus 1.5).

Cross Compliance

There are a few initiatives, where the fulfilment of cross-compliance is linked strongly with Animal Welfare. In some countries (and regions or states) the fulfilment of the animal protection/welfare laws is a pre-condition to get direct payments (such as IT, ES, CH).

Examples are: DE-Rural Development GAK, ES-AW Training for Farmers & Transporters.

⁴ Blokhuis H.J. (2008): Animal welfare's impact on the food chain. Trends in Food Science and Technology 19 (2008), 79-87

6.2.2 Labelling instruments

Labeling: Public

Basically we observed two different uses of public labelling instruments:

1. The use of the term organic (bio, ecological and organic as similar terms) based on the EC Regulations 834/2007 and 889/2008, which will include the use of a mandatory label for organic food from 2011 on (as soon as a new logo for organic food is chosen). This explains why the scoring indicated a high current or future use of the public labelling by organic farming schemes (Score: 2.4).
2. Several non-organic private standards schemes also use public labelling systems, as in the case of: IT-Il Campese (free range broilers), PL-Egg labelling.
3. A special public labeling scheme is the Label Rouge system in France (mainly used for poultry).

Labeling: Private

For many organic and non-organic AW standards a private label is used; therefore this instrument was seen as one of the main instruments by standard setting organisations (Score: 1.9). However, whether the different requirements between so many labels/standards schemes are really understood by the consumers remains uncertain.

Some interesting examples of using labelling as an information tool are also some non-regulatory initiatives such as assurance schemes or information campaigns for consumers (also on labelling): IT-Good Eggs Awards, NL-Cono Cheese, PL-FREE BROILERS (Information Campaign), SE-REDE , (Education campaign), UK-Good egg awards, UK-Made in Britain Awards, UK-Five Star Animal Welfare labelling (Whole Foods Market retail chain, labelling different AW levels), UK-Buy local.

6.2.3 Financial incentives instruments

Incentives: Public

The main public financial incentives are direct payments linked to AW requirements. Until now only few countries have made use of Rural Developments measures to promote better AW. Examples identified are: DE-Rural Development GAK (only in few "Bundesländer"), IT-Measure 215 (Region Emilia Romagna).

In Switzerland two important instruments to promote animal welfare were specific AW direct payments, introduced in 1993: CH-Free-range payments and CH-Outdoor access payments. The success of these policy instruments are described by Mann 2005.⁵

In a more general way the financial support for AW research initiatives in all participating countries in the EconWelfare project can also be considered as an incentive for better AW.

Incentives: private

Generally the use of private incentives was mentioned more than public incentives. In particular for organic farming schemes/standards, the higher producer price is one of the most important incentives to convert to more animal welfare friendly systems. This allows covering higher production costs due to stricter requirements for AW and sustainability. The scoring confirmed this importance of this instrument for organic versus non-organic standards initiatives (Score: 2.2 versus 1.2).

Although many private non-organic regulatory initiatives have stricter requirements, only few of the producers get a significant higher price for their animal products, e.g. NL-Cono Cheese. For some AW programs this information was not even available.

In a few cases of non-organic standards schemes, the farmers might at least get a preferred supplier status (although this was not always explicitly reported): NL-Volwaardkip (AW

⁵ Mann, Stefan (2005): Ethological farm programs and the „Market for animal welfare“. Journal of Agricultural and Environmental Ethics (2005) 18: 369-382

friendly broiler production), ES-Campina Merkmelk, Swedish Seal of Quality, SE-Arlagården, SE-Broiler Welfare Program, SE-Laying Hens Welfare Program, UK- Assured British Pigs, UK-RSPCA Freedom Food, UK-Marks & Spencer, UK- Elmwood Range, UK-Five Star Animal Welfare labelling.

6.2.4 Assurance/guidance instruments (Codes of practice)

Codes of practise: Public

The use of public codes of practice is hardly used by organic farmers (Score: 1.2) and even less by non-organic regulatory initiatives (Score: 0.8).

However, there are a few examples where the use of public or half-public/half-private codes is seen as important: DE-Tierschutz TUV and similar the CH-Mandatory testing of housing systems, ES-AW Training for Farmers & Transporters, ES-Guide of Market Practices, UK-Codes of Good Agricultural Practice.

In some countries (like SE, ES, UK, MK) where public institutions have developed guidelines and recommendations for AW, these instruments are used to complement private guidelines.

Codes of practice: Private

Generally most of the label initiatives with standards have devised specific guidelines and codes of practice; mostly the organic initiatives (Score: 2.2), but also partly non-organic standards schemes (Score: 1.6).

6.2.5 Education & Information instruments

Education training and information: Public

Generally the use of public education as well as training instruments is very low (Score 0.5-0.6), even in the group of education and information initiatives on AW, as the main emphasis might be given to information.

There are only a few initiatives for which public education and training is an important instrument: NL-Green Knowledge Cooperation (cooperation with researchers), PL-Farmer Training AW Issues, ES-AW Training for Farmers & Transporters, SE-REDE (school education at primary school), UK-Stakeholder animal welfare forums. Also some universities emphasise education and training in AW (NL, ES, SE, UK, and MK).

Education training and information: Private

Generally the use of education, training and in particular information by private organisations is higher, which might be due to the type of selected initiatives, which are often private.

Regarding regular information: Whereas for organic farming schemes the regular use of the instrument information is high (Score: 2.0) this is less used in non-organic standards schemes (Score: 1.1). However some regulatory private initiatives are very active in communication: DE-Neuland, ES-Carnes Vales del Esla, NL-Welfare Index for Dairy Cattle, MK-Educational Videos for AW.

6.2.6 Education & Information instruments

Research: public

Several research institutes are placing more emphasis on specific AW research (NL; ES, SE, ES, UK). However in general research was scored relatively low for all initiatives. Some interesting examples were highlighted in the scoring with a high implementation potential. These are the following initiatives: DE-Tierschutz-TUV, NL-Pigs in ComfortClass, ES-Carnes Valles del Esla.

Research: private

Only little use of private research was indicated (Score 0.5). In the description of a few initiatives from IT, NL, SE, ES, UK, MK information can be found. See Annex I.

6.2.7 Country specific relevance of different instruments

The country-specific analysis, as already mentioned above, indicates some tendencies, which strongly depend on the experts' selection of the type of initiatives, the goals of the initiatives and the developmental stage of a country in respect to animal welfare.

Table 6.2.2 shows that in 2008/2009 countries generally disposed of various instruments to implement animal welfare.

Table 6.2.2 Country specific use of different instrument by the AW initiatives

INSTRUMENTS	ASPECTS	Ave-rage DE (8)	Ave-rage IT (8)	Ave-rage NL (14)	Ave-rage PL (8)	Ave-rage ES (7)	Ave-rage SE (7)	Ave-rage UK (15)	Ave-rage MK (6)	Ave-rage others: CH, DK (11)
REGULATORY	Regulation: Public	1.35	1.75	0.43	0.75	1.86	1.29	0.93	0.83	1.50
	Regulation: Private	1.30	0.88	0.86	0.38	1.43	2.43	2.20	0.33	0.20
	Penalties (fine)	1.06	1.38	0.86	0.50	1.29	1.29	0.07	0.00	1.10
	Cross Compliance	0.17	0.25	0.07	0.13	0.86	0.00	0.00	0.00	0.30
LABELLING	Labeling: Public	0.71	0.75	0.21	0.38	0.57	0.57	0.00	0.00	0.30
	Labeling: Private	1.39	1.38	1.07	0.75	1.43	2.57	1.73	0.50	0.20
FINANCIAL INCENTIVES	Incentives: Public	0.24	0.38	0.00	0.00	0.43	0.71	0.00	0.17	0.90
	Incentives: Private	1.06	0.00	1.00	0.00	1.29	1.86	1.40	0.17	0.20
ASSURANCE, GUIDANCE	Codes of practise: Public	0.82	0.00	0.14	0.00	1.43	1.43	1.80	0.83	0.40
	Codes of practise: Private	1.31	0.00	1.21	0.63	1.43	2.14	1.87	1.17	0.00
EDUCATION, INFORMATION	Education: Public	0.57	0.13	0.21	0.63	1.00	1.43	0.87	1.50	0.30
	Education: Private	0.71	0.13	0.71	1.25	0.71	0.86	0.00	1.83	0.00
	Training: Public	0.43	0.25	0.21	0.38	1.29	1.00	0.27	1.50	0.30
	Training: Private	0.72	0.00	0.57	0.00	1.00	1.00	0.67	1.50	0.10
	Information: Public	0.92	0.25	0.50	0.50	1.14	1.43	0.87	1.67	1.10
	Information: Private	1.39	0.25	1.71	1.63	1.43	1.71	0.93	2.00	0.20
DEVELOPMENT	Research: Public	0.76	0.25	1.00	0.00	0.86	1.29	0.40	1.83	0.90
	Research: Private	0.48	0.00	0.71	0.00	0.57	0.86	0.40	0.67	0.60

0 = no use at all, 1 = rarely used, 2 = sometimes used, 3 = main instrument

Public regulatory instruments are frequently used in IT and ES, whereas SE and UK chose voluntary private standards initiatives and codes of practise linked to labelling as instruments. Private standards schemes were not common in PL and MK.

Private and partly also public education and information instruments are predominantly used in NL, PL, SE and Macedonia.

6.3 Main actors involved in the initiatives

In this section we will focus on the main actors involved in the analysed initiatives.

The clustering workshop concluded that the different actors can be grouped in the following way:

1. FARMING COMMUNITY
2. CHAIN ACTORS
3. VETERINARIAN ACTORS
4. CIVIL SOCIETY ACTORS
5. PUBLIC REGULATORY ACTORS
6. HALF PUBLIC-HALF PRIVATE ACTORS
7. OTHER PRIVATE ACTORS

For scoring of the actors these scores were used:

- 0= no role at all
- 1 = give/offer advice
- 2 = important role in the process
- 3 = main decision makers

For the analysis we differentiated the scores in a more tolerant way: scores over 1.5 indicated that this a major actor and scores of at least 1.0 as indicated a medium or at least an advisory role. In Table 5.3 this is indicated by different coloured shadows.

Tab. 5.3 Main actors in different groups of AW initiatives

ACTORS	ASPECTS	All initiatives	All Regulatory initiatives with production rules	Organic Regulatory initiatives	Non-Organic Regulatory initiatives	All NON-Regulatory initiatives - no production rules	Education and information initiatives
FARMING COMMUNITY	Farmers	1.2	1.4	1.8	1.3	1.8	0.8
	Farmers groups	1.2	1.5	1.8	1.4	0.9	0.9
CHAIN ACTORS	Retailers - specialist	0.4	0.7	1.3	0.5	0.2	0.1
	Retailers - major	0.7	1.0	1.0	1.0	0.4	0.4
	Abattoirs, processing industry	0.9	1.3	1.7	1.2	0.5	0.4
	Input industry	0.6	0.7	0.8	0.7	0.4	0.3
	Certification bodies	0.5	1.0	1.8	0.7	0.2	0.1
VET'S	Veterinarians	0.5	0.6	0.4	0.6	0.5	0.4
CIVIL SOCIETY ACTORS	NGOS - Animal welfare	0.8	0.6	0.6	0.6	1.0	1.2
	NGOS- Consumers	0.2	0.2	0.3	0.2	0.1	0.0
	NGOS - others	0.2	0.2	0.0	0.3	0.2	0.2
PUBLIC REGULATORY AND HALF-PUBLIC ACTORS	European Commission	0.5	0.6	1.0	0.5	0.4	0.3
	National governments	1.2	1.1	1.1	1.1	1.2	0.9
	Agencies	0.1	0.2	0.1	0.2	0.1	0.0
OTHER (PRIVATE) ACTORS	Researchers	0.9	0.7	0.6	0.7	1.1	1.0
	Media	0.4	0.4	0.8	0.2	0.5	0.7
	Political parties	0.2	0.3	0.1	0.3	0.1	0.2
	Celebrety chiefs	0.2	0.3	0.5	0.3	0.0	0.0
	Schools	0.1	0.1	0.3	0.0	0.1	0.2

0= no role at all, 1 = give/offer advice, 2 = important role in the process, 3 = main decision makers

Farmers and farmers groups, major retailers (and for organic farming initiatives also specialist retailers), processors and abattoirs, certification bodies and national governments are mentioned and scored as the main actors in the regulatory initiatives. In the non-regulatory initiatives Animal Welfare organisations and researchers have main roles. Details about the degree and kind of involvement of different initiatives are described below.

6.3.1 Farming community

Farmers as well as farmers groups

In the non-regulatory initiatives and in organic farming schemes individual farmers play a medium or main role (Score: 1.8); but a more minor role in education & information initiatives (0.8), as these are often more oriented towards consumers.

However the analysis showed that in some cases individual farmers have the role of main decision makers: in the German organic standards schemes (DE-Bioland, DE-Naturland, DE-Demeter) but also in non-organic standards schemes: NL-Cono Cheese, PL-Farmer Training AW Issues, MK-Metabolic Energy Monitoring, MK- Heating Methods for Piglets, Alternatives for Mastitis Prevention, FR- Thierry Schweitzer pigs (label scheme).

The involvement of organised farmers groups and associations in Animal Welfare initiatives was the same as for individual farmers (Score: 1.8), but relatively low in education &

information initiatives (Score: 0.9). But there are initiatives where a strong involvement of farmer groups was reported and scored as high. Examples are: NL-Welfare Index for Dairy Cattle, NL-Pigs in ComfortClass, SE-Swedish Seal of Quality, SE-Broiler Welfare Program, SE-Laying Hens Welfare Program, UK-Assured British Pigs, DK-Aniplan farmers groups (Health plan groups in Denmark).

6.3.2 Chain actors

Retailers - specialist as well as major retailers or retail chains

In several initiatives both specialist and major retailers (or retail chains) are involved as actors but more often in organic initiatives. In non-regulatory initiatives the more major retailers are involved, whereas in organic standards schemes more specialist retailers are mentioned (Score: 1.3 and 1.0 for major retailers).

Examples with an important role of specialist retailers are: all German organic standards, IT-Carnesi (organic), NL-Milieukeur Varkens, PL-System Quality Meat Program, ES- Carnes Valles del Esla, ES-Training for Farmers & Transporters, ES-Guide of Market, SE-Arlagården.

Examples with a main role of major retailers (chains) as decision makers are:

IT-Naturama (Esselunga wholesaler), IT-Good Egg Awards (several large companies), NL-Volwaardkip (several retailers).

Abattoirs and processors

Overall the involvement of abattoirs and processors was scored low (Score: 0.9), but in organic standards schemes, these actors have an important role compared with non-organic regulatory initiatives (Score: 1.7 versus 1.2).

Several examples were identified where abattoirs and processors have a key role (partly also as decision makers): IT- Il Campese (Amadory company – poultry supply chain), IT-Carnesi (company slaughtering and processing organic meat), NL-Better Life Hallmark for Veal, NL-Campina Merkmelk (industrial dairy processor aiming for “healthier” milk composition), NL-Welfare Index for Dairy Cattle (Dairy processing industry & Dutch farmer’ association awareness campaign for farmers), NL-Cono Cheese (Dairy farmers cooperation with cheese processing aiming for more sustainability and AW), ES-Carn Nature Beef, ES-Carnes Valles del Esta, ES-EcoVera Eggs.

Inputs industry (feed, technology for animal production)

There are only few initiatives where the inputs industry plays a main role. Examples are: DE-Tierschutz-TUeV (for approving husbandry systems), CH-Mandatory testing of housing systems (comparable to TUeV). IT-II Campese (whole supply chain for organised broilers), NL-Volwaardkip (whole supply chain organised for poultry, including feed industry).

Furthermore, sometimes the inputs industry is involved in a minor, advisory role in organic standards schemes (Score: 0.8) but low in education and information initiatives (Score: 0.3).

Certification bodies

The scoring showed that certification bodies are much more important in organic standards schemes compared with non-organic regulatory initiatives (1.8 versus 0.7). This can be explained due the obligation for certification imposed by the EU Regulations for organic production. NL-SKAL, SE-KRAV and UK-Soil Association are organic certification bodies.

6.3.3 Veterinarians

Generally the role of veterinarians is low (Score: 0.6). However in some regulatory, education & information initiatives and research networks (NL, SE, ES, MK, DK) veterinarians have an advisory role.

A main role was identified in a few non-organic regulatory programs like SE-Arlagården, SE-Broiler Welfare Program. A minor advisory role was also recognised in national legislation issues and quality assurance programs.

6.3.4 Civil society actors

NGOS - Animal welfare

The role of Animal Welfare organisations varies. In some initiatives they had or still have a pioneering role as initiators and promoters; in others they have an advisory role but also sometimes no explicit role. (Score on average only: 0.8, in education & information initiatives: 1.2).

Example, where AW NGOs have a leading, decision-making role, are: DE-Neuland association (initiator of a high-level non-organic brand), DE-PROVIEH (German strongest AW organisation), DE-Tierschutz-TUeV, IT-Good Egg Awards (Campaign by NGO "Compassion in World Farming" with strong involvement of large food companies), NL-Better Life Hallmark for Veal (Cooperation of Dutch AW organisation with food retail industry), NL-Free Laying Hens from Battery (campaign of an AW NGO-group with focus on supermarkets and large egg processing companies), NL-Pigs in ComfortClass (cooperation of large AW organisation with farmers organisation and Wageningen University research), PL-Klub Gaja (AW organisation for AW and environmental protection), PL-Do you know what you eat? (AW interested groups campaign), PL-FREE BROILERS (campaign as member of Eurogroup), SE-REDE (school teaching programme of 2 AW organisations), UK-Chicken Out! (Campaign of consumer organisation with a celebrity chef).

NGOS-Consumers as well as NGO others.

Generally there are very few consumers and other NGOs dealing with AW (Score overall: 0.2). In some organic standards schemes consumer organisations have an advisory role.

A few other NGOs not only focussing on AW but also cooperating with environmental NGOs, have been identified in a main role of promoting AW such as: DE-Neuland (five NGOs as founders), DE-Tierschutz-TUeV, IT-LAIQ (environmental NGO Legambiente), PL-Agro Web Poland (researcher network).

6.3.5 Public regulatory actors

European Commission

The European Commission is an important actor for all organic farming schemes due to the regulations for organic production as well as for all national Animal Welfare legislation. Furthermore the EU Commission is seen as main actor for special labelling schemes for eggs, relevant for the initiatives PL-Egg Labeling. ES-AW Training for Farmers & Transporters, ES-Research Subprogram AW indicators.

National governments

National governments have been scored to have a medium role both for regulatory initiatives (Score: 1.2). However they are seen as main decision maker for all national legislations and for Rural Development as well as cross-compliance programs (DE, IT, CH), but also for national AW research programs.

But national governments have also be identified by the experts to have a major role in the following initiatives: IT-Agriqualità (label scheme for integrated farming by the Tuscany region with some specific AW requirements), PL-Farmer Training AW Issues, ES-AW Training for Farmers & Transporters, UK-Codes of Good Agricultural Practice, CH-Free-range payments (national and cantonal government), CH-Outdoor access payments, CH-Declaration of „bad“

systems, CH-Governmental website good practises, DK-Mandatory animal health advisory service, FR-Label Rouge labelling.

6.3.6 Half public-half private actors: agencies

The role of agencies was scored low (Score: 0.1). They were identified to have in some countries an advisory role to the government for AW legislation and for cross-compliance issues. A difficulty might be that the role of agencies is not always very transparent to the public.

6.3.7 Other (private) actors

Researchers

The involvement of researchers in AW initiatives was different; in some initiatives they have a main role whereas in others they are not mentioned at all. Of course they are the main actors in research programs.

Generally the researcher role was scored low, they are seen rather in an advisory function (Score overall: 0.9), but a little higher in education & information initiatives (Score: 1.0). A main role has been identified for national legislations and for the following initiatives: DE-Tierschutz-TUeV, IT-Measure 215 (Cross-compliance), NL-Pigs in ComfortClass, NL-Green Knowledge Cooperation, NL-Welfare Index for Dairy Cattle, PL-Agro Web Poland, UK-Freedom Food, UK-Farm Animal Welfare Council, MK-Metabolic Energy Monitoring, MK-Heating Methods for Piglets, MK-Alternatives for Mastitis Prevention, CH-Governmental website good practises.

Media

The role of media was seen as relatively low (Score: 0.4) but higher for organic farming standards schemes (Score: 0.8).

However for some initiatives they were identified as a main actor: all German and UK organic standards, DE-Neuland, DE, PROVIEH, NL-Free Laying Hens from Battery (campaign), NL-Pigs in ComfortClass, NL-Cono Cheese, NL-Adopt a chicken (organic campaign), NL-Political party for animals, PL-Club Gaja, PL-Agroweb, PL-FREE BROILERS, UK-Chicken Out!, MK-Educational Videos for AW.

Political parties

Generally the role of political parties is seen as low (Score: 0.2) but in the case of national legislation they play a major role. In NL there is one political party for animals, which has an important role although their number of parliamentarians in the national parliament is very low (2 seats in 2008).

Celebrity chefs

The UK campaign Chicken Out! was initiated by a celebrity chef. But in general, celebrity chefs have a minor role, mostly in campaigns used as well-known promoters for advertisements or as advisors, e.g. in most organic standards initiatives and in: DE-Neuland, NL-Volwaardkip, SE-Swedish Seal of Quality, SE-Arlagården, SE-Broiler Welfare Program, SE-Laying Hens Welfare Program, UK-RSPCA Freedom Food.

Schools

Only two initiatives were identified that strongly involve schools: NL-Green Knowledge Cooperation on an adult level and SE-REDE for school kids. All German organic standards

and DE Neuland have a more minor involvement with schools. But none of the other initiatives were linked in the scoring with school actors.

6.3.8 Country specific involvement of different actors

Table 6.3.2 shows the involvement of a broad range of actors (stakeholders).

Table 6.3.2 Country specific involvement of different actors by the AW initiatives

ACTORS	ASPECTS	Average DE (8)	Average IT (8)	Average NL (14)	Average PL (8)	Average ES (7)	Average SE (7)	Average UK (15)	Average MK (6)	Average others: CH, DK (11)
FARMING COMMUNITY	Farmers	1.56	1.25	0.71	0.50	1.86	0.86	0.87	2.00	1.70
	Farmers groups	1.67	0.00	1.21	0.38	1.00	2.00	1.27	1.17	1.50
CHAIN ACTORS	Retailers - specialist	1.00	0.25	0.21	0.50	1.00	0.57	0.20	0.00	0.10
	Retailers - major	0.78	1.25	0.79	0.50	1.00	0.86	0.80	0.00	0.20
	Abattoirs, processing industry	1.44	0.75	1.21	0.25	1.71	1.29	0.40	0.67	0.30
	Input industry	1.00	0.38	0.57	0.25	0.57	0.86	0.53	0.50	0.40
	Certification bodies	1.22	0.50	0.21	0.13	0.86	1.14	0.67	0.17	0.20
VET'S	Veterinarians	0.44	0.00	0.38	0.25	1.14	1.29	0.40	1.17	0.30
CIVIL SOCIETY ACTORS	NGOS - Animal welfare	1.44	0.63	1.36	1.25	0.00	0.86	0.40	0.33	0.80
	NGOS- Consumers	0.56	0.00	0.07	0.25	0.14	0.29	0.00	0.00	0.20
	NGOS - others	0.78	0.38	0.14	0.38	0.00	0.00	0.00	0.00	0.20
PUBLIC REGULATORY AND HALF-PUBLIC ACTORS	European Commission	1.33	0.38	0.29	0.75	1.14	0.29	0.00	0.67	0.00
	National governments	1.78	0.75	0.93	0.75	1.14	1.57	0.53	1.00	2.30
	Agencies	0.44	0.00	0.00	0.13	0.00	0.00	0.20	0.33	0.22
OTHER (PRIVATE) ACTORS	Researchers	1.00	0.63	1.36	0.75	0.43	1.14	0.47	2.17	0.60
	Media	1.11	0.00	0.86	0.75	0.00	0.14	0.20	0.50	0.00
	Political parties	0.22	0.25	0.36	0.13	0.00	0.43	0.07	0.33	0.00
	Celebrety chiefs	0.44	0.00	0.08	0.00	0.00	0.71	0.20	0.00	0.00
	Schools	0.44	0.00	0.21	0.00	0.00	0.29	0.00	0.00	0.00

0= no role at all, 1 = give/offer advice, 2 = important role in the process, 3 = main decision makers

Individual farmers are often strongly involved in DE, ES and MK, but to a less extent also in DK and CH.

Farmers' organisations and groups are often directly involved in the initiatives in DE, NL, ES, SE, UK and MK, but also in DK and CH.

Actors of the retail chain are predominantly involved in some of the AW initiatives in DE, IT, NL, ES and SE.

Veterinarians play an important role in initiatives in ES, SE and MK.

Animal welfare NGOs are actively involved in several initiatives in DE, NL and PL.

National governments play an active role in DE, SE and MK not just in legislation but also in e.g. an approval system for serial produced husbandry equipment and stable systems

Researchers play a more prominent role in AW initiatives in NL and SE than in other countries.

7 Conclusions and recommendations

7.1 Governance

The issue of governance has not been solved in the Clustering workshop. It emerged that it is difficult to use a quantitative scoring for the AW initiatives. One reason is that the context conditions are very different.

This issue of governance needs further reflection in the EconWelfare project.

The main question hereby is what role has the state and the private actor to play. This needs further theoretical reflections, also in an agro-economic and policy perspective based on literature, in order to classify the nature of Animal Welfare in a policy perspective.

Questions which have to be answered are:

- Which AW problems cannot be solved in a free market economy?
- To which extent and with what type of instruments is government intervention and/or regulation needed?
- What are advantages and disadvantages of different instruments?
- What are the most effective and efficient use of instruments for which goals by the involved actors?
- What are criteria to measure the effectiveness and efficiency of AW measures?
- What are synergies and conflicts between the different actors and their goals?
- With what strategies can such conflicts be solved?

7.1.1 Assessment of factors of success of Animal Welfare initiatives

One way to deal with governance as a starting point is the identification of potential success factors of Animal Welfare initiatives which have been investigated in the project. This follows more a pragmatic approach. The main question is: What success stories can be learnt from these initiatives?

Such an analysis was made on the basis of the expert judgements in the on-line consultation, where in the questionnaire four questions related to success factors/criteria. A semi-quantitative assessment was made. This assessment is also found in the description of the initiatives in the Annex of this report. The authors have analysed the results from the questionnaire with the same systematic grouping as it was done for the analysis of goals, instruments and actors. See Table 6.1.

The following questions were asked:

Were the initiatives:

1. Improving the welfare of the animals involved?
2. Creating awareness among citizens ?
3. Generating a demand among consumers?
4. Inspiring others to develop new animal-friendly initiatives?

The following score was used to identify the degree of success:

- 1 = very little
- 2 = little
- 3 = medium
- 4 = high
- 5 = very high

In the table 6.1 results with a higher score were shadowed in the following way: over 4.0 as successful and over 3.5 as medium-high.

The limitation of scoring potential success factors might be that generally by the national research teams more successful initiatives (at least based on preliminary information) have been selected than initiatives who failed partly or completely.

However the detailed analysis shows a more differentiated picture, when looking how single initiatives are scored (even sometimes with scores of 1.0 = little success).

Tab 7.1: Assessment of factors of success of different groups of AW Initiatives

	SUCCESS FACTORS	All initiatives	All Regulatory initiatives with production rules	Organic Regulatory initiatives	Non-Organic Regulatory initiatives	All NON-Regulatory initiatives - no production rules	Education and information initiatives
Question 1	Improving the welfare of the animals involved	3.7	4.0	4.4	3.9	3.4	3.2
Question 2	Creating awareness among citizens	3.2	3.4	4.0	3.3	3.0	3.2
Cluster 3	Generating a demand among consumers	2.7	3.1	3.6	3.0	2.4	2.6
Cluster 4	Inspiring others to develop new animal-friendly initiatives	3.0	3.3	3.4	3.3	2.8	2.8

Score: 1 = very little, 2 = little, 3 = medium, 4= high, 5=very high

The overview shows that all regulatory initiatives were considered as more successful for all four factors than the non-regulatory initiatives, including education and information initiatives. The organic farming standards schemes had the highest score of all clustered groups.

Improving the welfare of the animals involved

Overall the success of improving animal welfare of all initiatives was scored as medium (Score: 3.7). Organic standards initiatives received the highest score (Score: 4.4 compared to 3.9 compared with non-organic initiatives). Education and information initiatives were assessed with a medium success (3.2).

In the detailed analysis some initiatives received a very high score of 5.0: DE-Neuland, DE-Demeter, DE-Tierschutz-TUeV, IT-II Campese, IT-Carnesi, IT-Good Egg Awards, PL-Farmer Training AW issues, ES-CarnNature Beef, ES-EcoVera Eggs, AW Training for Farmers & Transporters, ES- Guide of Market Practices, UK- Marks & Spencer.

Furthermore almost all experts scored their national animal welfare legislation as a high success for improving the animal welfare.

Creating awareness among citizens

The criteria of creating awareness among citizens for AW received a lower score for all initiatives (Score 3.2), whereas organic initiatives had a higher score (Score 4.0).

Some initiatives have been recognised with a very high success rate: DE- Neuland, IT-II Campese, IT-Good Egg Awards, NL- Free Laying Hens from Battery, NL- Adopt a chicken, PL-Club Gaja, PL-Agro Web Poland, ES-EcoVera Eggs.

Generating a demand among consumers

The creation of more demand for AW friendly products has been higher scored in the case of regulatory than for non-regulatory initiatives (Score: 3.1 versus 2.4). For organic standards schemes the success was assessed as medium-high (Score 3.8).

Very successful in generating demand were: DE-Neuland, IT-Good Egg Awards.

Inspiring others to develop new animal-friendly initiatives

The multiplication effect of initiatives to inspire others was quite varied; on average it was medium (Score: 3.0) and for education and information initiatives even low-medium (Score 2.8).

Examples of initiatives with a high score are: DE-Neuland, IT-LAIQ, ES- AW Training for Farmers & Transporters.

All AW initiatives in the countries analysed consider that they improve animal welfare in a significant way, which depends also from the stage of AW development in a specific country. Some countries might be still on a “lower level” of AW, but the initiatives can be quite successful to rise the level on a medium level, whereas in other countries, where the level of AW is higher, progress to rise further AW animal welfare might be considered less successful.

Creating awareness among citizens and also a demand by consumers for AW friendly products was generally scored higher in DE, IT, NL and SE compared with PL, ES and MK.

7.1.2 Country specific analysis of factors of success of AW initiatives

Table 7.1.2 analyses success factors of AW initiatives in a country perspective.

Experts judged the AW initiatives to significantly improve animal welfare in all the observed countries.

Table 7.2 Country specific analysis of success factors of AW initiatives

	SUCCESS FACTORS	Average DE (8)	Average IT (8)	Average NL (14)	Average PL (8)	Average ES (7)	Average SE (7)	Average UK (15)	Average MK (6)
Question 1	Improving the welfare of the animals involved	4.3	4.1	3.6	3.3	4.6	3.9	3.1	3.2
Question 2	Creating awareness among citizens	3.8	3.7	3.6	3.3	2.6	3.3	2.7	2.4
Cluster 3	Generating a demand among consumers	3.5	3.4	3.1	2.5	2.4	3.0	2.1	1.6
Cluster 4	Inspiring others to develop new animal-friendly initiatives	3.6	3.4	3.6	2.6	3.0	3.3	2.4	2.4

Score: 1 = very little, 2 = little, 3 = medium, 4= high, 5=very high

The success depends to a high extent from the stage of the AW level in a specific country. In countries that are still on a “lower level” regarding AW, initiatives can sometimes easily raise

the level to “medium”, whereas other countries with higher levels of AW, initiatives to further rise animal welfare might be considered less successful.

Creating awareness among citizens and also a demand by consumers for AW friendly products was generally scored higher in DE, IT, NL and SE than in PL, ES and MK.

7.2 Conclusions and recommendations

The analysis has shown a much more multi-faceted picture as to how AW initiatives try to promote Animal Welfare. Often multiple goals are set (not only in the Animal Welfare perspective), different instruments are combined (not just standards) and different networks of actors (much broader than just the traditional AW organisations) are involved.

This leads to reflections about a model of governance, which came out in the clustering workshop as idea, but could not be further developed.

The authors of the report tried to give some recommendations which in the further work on the selection of instruments could be embedded in a future governance model.

When looking at a more historical perspective on the development of many initiatives, the classical setting was that a group of actors started with one goal, in most cases to improve Animal Welfare, and then were choosing usually only one instrument or only one or few instruments (in most cases legislation).

Classical policy setting

No governance – only legal framing

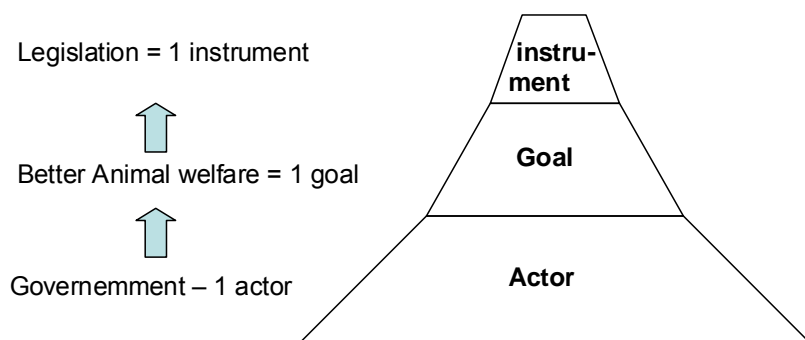


Fig. 6.1 Classical policy setting for Animal Welfare

Over time more goals have been considered and were adopted. The number and type of actors was enlarged and different instruments were combined.

In such a process generally the government/state had a rather static role mainly focussed on improving the legislation through a top-down approach.

Only in recent years in some countries new ideas to support AW initiatives other than by legislation emerged, but these ideas are still not yet incorporated in a dynamic governance model. The analysis and assessment of the Animal Welfare Initiatives has shown that a few actor networks have already been quite successful in reaching multiple goals, using different policy instruments involving broader networks.

But we identified several other initiatives with a number of weaknesses, such as:

- Goals that are sometimes too narrow (e.g. more focus on technical stable systems than on Animal Welfare)
- some instruments that are not used sufficiently in combination with each other (e.g. labelling schemes with education in non-organic schemes).
- some important or potentially interesting actors are neglected or even not enough involved (e.g. farmers in campaigns or in the design of research projects).

Towards a more dynamic governance model

The challenge of the project is to come to a more dynamic governance model. This could mean that both the public and private sectors reflect the common multiple goals necessary for Animal Welfare to be successful.

Reflections have to be made in which way the different policy instrument could be used and combined in the best way for achieving the multiple goals.

Then it must be decided which (other) partners are needed and which actor networks have to be established or enlarged.

This process can lead to the formation of new and/or more dynamic governance structures, where an optimised mix of policy instruments will be the outcome.

The role of the public bodies in a more dynamic governance model would be:

- to interact in a participatory process with the private actors;
- to design better framework conditions to translate multiple goals with the best effectiveness and efficiency;
- to facilitate the formation of multiple acting and learning networks; and
- to develop and offer appropriate instruments – possibly with little bureaucracy and costs – which allow a good implementation of better animal welfare.

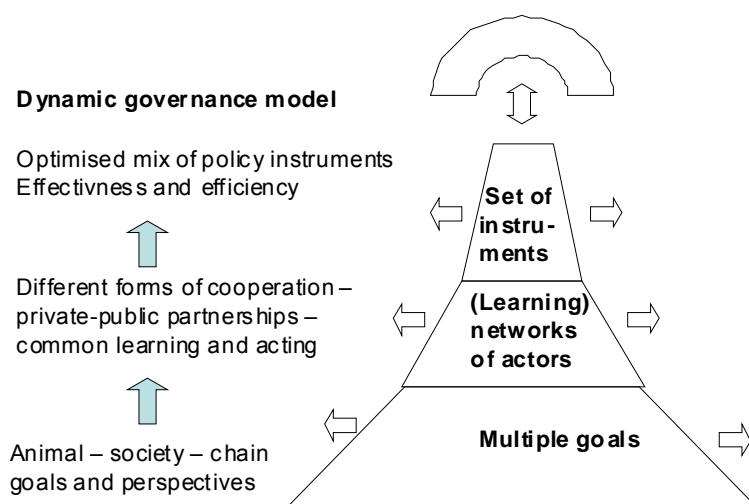


Fig 6.2 Dynamic governance model for promoting Animal Welfare

Such a dynamic governance model should facilitate the transition to better Animal Welfare, stimulating and facilitating private initiatives, supporting public-private partnership and where market mechanisms fail - setting regulatory, labelling or other framework conditions like financial incentives for farmers and other actors.

If we look at the conditions in the different countries how Animal Welfare can be promoted, we see still quite some differences related to the national and regional context, e.g. the level of animal welfare, culture, public awareness and farmers' skills in a certain country.. Therefore it is important that that an optimised dynamic governance model (e.g. an optimised mix of policy instruments) should be tailor-made for the context of a country (and region). There is a certain hierarchy in levels of animal welfare, awareness and skills, which differ from country to country. Furthermore there is also more or less a hierarchy in policy instruments itself to achieve these higher AW levels, ranging from full and only legislation to completely free market (although this is unfortunately not always a linear relationship with AW levels of course).

The challenge of the EconWelfare project is to discover effective policy instruments that are able to help a certain community (context) to reach the next higher Animal Welfare level in the hierarchy, as by doing so the aims of the European Community Action Plan on AW can be met. As countries are in different states/levels of welfare development, we will need varying policy instruments to realise improvements. The further analysis of the AW initiatives can give us insight in (the hierarchy of) policy instruments that are best matching to achieve the specified goals/next higher levels of animal welfare. This way we connect promising policy instruments to AW development levels of (groups of) countries.

8 References

8.1 General literature

Blokhuis H.J. (2008): Animal welfare's impact on the food chain. Trends in Food Science and Technology 19 (2008), 79-87

FAWC (Farm Animal Welfare Council) (2008): Opinion on Policy Instruments for Protecting and Improving Farm Animal Welfare. London. www.fawc.org.uk

Mann, Stefan (2005): Ethological farm programs and the „Market for animal welfare“. Journal of Agricultural and Environmental Ethics (2005) 18: 369-382

8.2 EU regulatory framework for animal welfare

Details on the different legislations and regulations. See Deliverable 1.2 report (Schmid and Kilchsperger, 2010).

Annex I: Description of selected Animal Welfare Initiatives

Description of selected Animal Welfare Initiatives

**for Clustering Workshop Task 1.4
in Madrid 28/29th of September 2009**

Updated version with additional initiatives



Annex I

to Report D 1.1

**Summaries of Initiatives
for Clustering Workshop Task 1.4**

**Otto Schmid,
Rahel Kilchsperger,
FiBL Switzerland**

January 2010

Updated version with additional initiatives

Summaries of collected initiatives

This annex to the EconWelfare Report D1.1 summarizes an on-line questionnaire, which was completed by project team members in the respective countries. The information was obtained mainly through internet searches, studying of relevant literature and interviews with responsible people from of the different initiatives.

The list of initiatives has been updated after an expert workshop in Madrid on the 28th and 29th of September 2009 with some additional interesting initiatives (in blue colour). Some of these are described in detail, whereas some are just listed. National legislations are not described in this report but in the EconWelfare Report D1.2 (Schmid & Kilchsperger 2010).

		Detailed description	Detailed questionnaire	Standard, label regulation	Other than standard or label	Remarks
Code	Name of Initiative					
EU-1	Regulation for Organic Farming	X	X	X		
DE-1	Neuland	X	X	X		
DE-2	Bioland	X	X	X		
DE-3	Naturland	X	X	X		
DE-4	Demeter	X	X	X		
DE-5	PROVIEH	X	X	X		
DE-6	Tierschutz-TUeV	X	X			
DE-7	GAK Rural Development	X	X		X	
DE-8	AW Legislation	In report D1.2	X	X		
IT-1	Naturama	X	X	X		
IT-2	Agriqualità	X	X	X		
IT-3	Il Campese	X	X	X		
IT-4	LAIQ	X	X	X		
IT-5	Carnesi	X	X	X		
IT-6	Good Egg Awards	X	X		X	
IT-7	Measure 215	X	X		X	
IT-8	AW Legislation	In report D1.2	X	X		
NL-1	Milieukeur Varkens	X	X	X		
NL-2	Better Life Hallmark for Veal	X	X	X		
NL-3	Volwaardkip	X	X	X		
NL-4	Campina Merkmelk	X	X	X		
NL-5	SKAL	X	X	X		
NL-6	Free Laying Hens from Battery	X	X		X	
NL-7	Green Knowledge Cooperation	X	X		X	
NL-8	Welfare Index for Dairy Cattle	X	X		X	
NL-9	Pigs in ComfortClass	X	X		X	

		Detailed description	Detailed questionnaire	Standard, label regulation	Other than standard or label	Remarks
NL-10	WUR Research Program	X	X		X	
NL-11	AW Legislation	In report D1.2	X	X		
NL-12	Cono Cheese	X	no		X	<i>Expert WS</i>
NL-13	Adopt a chicken	X	no		X	<i>Expert WS</i>
NL-14	Political party for animals	X	no		X	<i>Expert WS</i>
PL-1	Klub Gaja	X			X	
PL-2	Do you know what you eat?	X			X	
PL-3	Farmer Training AW Issues	X			X	
PL-4	Agro Web Poland	X			X	
PL-5	Egg Labeling	X		(X)	X	
PL-6	AW Legislation	In report D1.2		X	X	
PL-7	System Quality Meat Program — QMP	X	no	X		<i>Expert WS</i>
PL-8	FREE BROILERS	X	no		X	<i>Expert WS</i>
ES-1	Carn Nature Beef	X	X	X		
ES-2	Carnes Valles del Esla	X	X	X		
ES-3	EcoVera Eggs	X	X	X		
ES-4	AW Training for Farmers & Transporters	X	X		X	
ES-5	Guide of Market Practices	X	X		X	
ES-6	Research Subprogram AW Indicators	X	X		X	
ES-7	AW Legislation	In report D1.2		X		
SE-1	Swedish Seal of Quality	X	X	X		
SE-2	Arlagården	X	X	X		
SE-3	Broiler Welfare Program	X	X		X	
SE-4	Laying Hens Welfare Program	X	X		X	
SE-5	KRAV	X	X	X		
SE-6	REDE	X	X		X	
SE-7	AW Legislation	In report D1.2	X	X		
UK-1	Assured British Pigs	X	X	X		
UK-2	RSPCA Freedom Food	X	X	X		
UK-3	Marks & Spencer	X	X	X		
UK-4	Elmwood Range	X	X	X		
UK-5	Soil Association	X	X	X		

		Detailed description	Detailed questionnaire	Standard, label regulation	Other than standard or label	Remarks
UK-6	Chicken Out!	X	X		X	
UK-7	AW Legislation	In report D1.2	X	X		
UK-8	Stakeholder animal welfare forums	X	no		X	Expert WS
UK-9	Codes of Good Agricultural Practice	X	no		X	Expert WS
UK-10	Farm Animal Welfare Council	X	no		X	Expert WS
UK-11	Good egg awards	X	no		X	Expert WS
UK-12	Research and education on animal welfare	X	no		X	Expert WS
UK-13	Five Star Animal Welfare labelling (Whole Foods Market)	X	no	X		Expert WS
UK-14	Made in Britain Awards	X	no		X	Expert WS
UK-15	Buy local	X	no		X	Expert WS
MK-1	Western Balkan University Network for AW	X	X		X	
MK-2	Educational Videos for AW	X	X		X	
MK-3	Metabolic Energy Monitoring	X	X		X	
MK-4	Heating Methods for Piglets	X	X		X	
MK-5	Alternatives for Mastitis Prevention	X	X		X	
MK-6	AW Legislation	X	X	X		
CH-1	Mandatory testing of new housing systems	no	no		x	Expert WS
CH-2	AW Cross compliance	no	no		X	Expert WS
CH-3	Free-range payments	no	no		X	Expert WS
CH-4	Outdoor access payments	no	no		X	Expert WS
CH-5	Declaration of „bad“ systems	no	no		X	Expert WS
CH-6	Govern. website good practises	no	no		X	Expert WS
DK-1	Mandatory animal health advisory service	no	no		X	Expert WS
DK-2	Aniplan farmers groups	no	no		X	Expert WS

		Detailed description	Detailed questionnaire	Standard, label regulation	Other than standard or label	Remarks
FR-1	Label rouge	no	no	X		Expert WS
FR-2	Thierry Sweitzer pigs	no	no	X		Expert WS
IR-1	Young heefer schemes	no	no		X	Expert WS
GENE-RAL	Farmer learning networks	no	no		X	Expert WS
GENE-RAL	Local food / citizens initiatives	no	no		X	Expert WS
GENE-RAL	Supermarket health plan payments	no	no		X	Expert WS
GENE-RAL	Legal restriction of number of animals kept per farm	no	no		X	CH Pretest WS
GENE-RAL	Mandatory access to pasture	no	no		X	CH Pretest WS
GENE-RAL	Label for endangered breeds	no	no	X		CH Pretest WS
GENE-RAL	Breeding initiatives with locally adapted breeds	no	no		X	CH Pretest WS
GENE-RAL	Organisation of veterinarians implementing AW legislation	no	no		X	CH Pretest WS
GENE-RAL	Slaughtering on farms	no	no		X	CH Pretest WS

Expert WS: these initiatives have been recommended by invited experts in a workshop in Sept 2009

More details about the national AW legislations are found in the EconWelfare Deliverable 1.2 Report (Schmid & Kilchsperger, 2010).

A) European Union

EU-1	EU Regulations for organic production (Reg. EC 834/2007 and Reg. EC 889/2008)	http://ec.europa.eu/agriculture/organic/splash_en	European Union
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Already in 1991 the European Union has published the first regulation for organic production (EEC Regulation 2092/2091). In the year 1999 this regulation was amended with detailed rules for livestock production (EC 1804/1999). As requested by the European Action Plan for organic food and farming, the rules for organic production have been revised, including the rules for animal welfare.

The requirements for organic agriculture are now laid down in:

- Council Regulation (EC) No 834/2007 of 28 June 2007 on organic production and labelling of or organic products and repealing Regulation (EEC) No 2092/91 which has been amended since then by:
- Council Regulation (EC) No 967/2008 of 29 September 2008 amending Regulation (EC) No 834/2007 on organic production and labelling of organic products.

These regulations are implemented in all EU member states and are also valid for import. Private organic standards within the European Union cannot be below these rules.

To support the consumer in the choice of organic products the words “organic, ecological and biological” are protected for the use of food. A common logo will be mandatory in the European Union from 2011 onwards.

An important concept in organic animal husbandry is the creation of an environment that is appropriate to the species. Within this concept are a few common practices, including: Permanent access to open air; appropriate pasture and forage to meet nutritional and behavioural needs; prohibition of permanent tethering or isolating of animals; appropriate bedding and litter; low stocking rates, efforts to limit transportation times, prohibition of slatted floors in resting areas. Mutilations are restricted or forbidden. Organic agriculture stresses that pain and suffering must be kept to a minimum throughout the entire lifespan of an animal. Therefore, transport times are strictly controlled and methods of slaughter are designed to be as quick and as painless as possible. Organic livestock feed should contribute to the health and well-being of the individual animal in each stage of development. Therefore several restrictions are set such as minimum roughage, requirement of natural milk for calves and lambs, exclusion of some feed additives, etc.

In organic farming it is important for animal health to choose breeds according to their vitality, adaptability to local conditions and resistance to diseases. The preference for indigenous breeds and strains suited to the specific farm environment also helps in this regard.

The natural immunological defences of livestock is encouraged by providing the following: Adequate and high quality feed, regular exercise and free-range access to appropriate pasture, adequate and appropriate housing in hygienic conditions, appropriate stocking densities both outside. Treatments preferred by organic farming include homeopathy and phytotherapy.

Personnel keeping animals shall possess the necessary basic knowledge and skills as regards the health and welfare needs of animals.

Objectives

Animal related	Chain related	Society related
General and species related detailed rules aim in different areas for a high level of animal welfare regarding housing, feeding, treatment, etc.	Clear and equivalent and/or similar rules for market both within the EU as well as for imports	Protection of consumers with a clear labelling system, traceability and independent control and certification system

Assessed success of initiative	Very little success			Very high success
Improving the welfare of the animals involved			x	
Creating awareness among citizens			x	
Generating a demand among consumers				x
Inspiring others to develop new animal-friendly initiatives				x

B) Germany

DE-1	Neuland	www.neuland-fleisch.de	Germany						
<p>NEULAND was established in 1989. The association has set its own standards for species-appropriate animal husbandry which is sold under the NEULAND label. This non-organic initiative stands for species-appropriate, environmentally sound, quality oriented and socially responsible animal husbandry, with high reliability and transparency on farms. NEULAND has standards for beef cattle, pigs, broilers and laying hens.</p> <p>Products are mainly resold to butcher's shops, canteen kitchens and gastronomy. NEULAND has been founded by five environmental, animal welfare and farmer NGOs. In 2006 there were around 200 Neuland producers.</p> <p>NEULAND acts mainly on a regional level with short and transparent supply chains.</p> <p>The standards are highly ambitious in improving animal welfare and ethical aspects of food production. This raises the costs for compliance with quality and welfare standards on the farms. Farmers are compensated for these costs by higher prices at farm gate.</p> <p>Costs for development and implementation: much higher costs for production on farm.</p> <p>NEULAND can be considered successful because it shows a practicable alternative to industrial livestock farming and the number of members is growing continuously.</p> <p><i>Statistical data on the initiative for the year 2008:</i> Total number of farms complying: 180 of which 90 with fattening pigs and 35 with sows and gilts; Number of animals complying: 3.325 sows and gilts; Average price per 100 kg broiler meat: 305 €; Price level compared to non-organic price: e.g. fattening pig 121%.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>Especially species-appropriate animal husbandry and animal health.</td> <td>Conservation of rural agriculture, fair prices, regionalism.</td> <td>High produce quality, transparency, traceability, fair trade economic model based on ethical considerations.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	Especially species-appropriate animal husbandry and animal health.	Conservation of rural agriculture, fair prices, regionalism.	High produce quality, transparency, traceability, fair trade economic model based on ethical considerations.
Animal related	Chain related	Society related							
Especially species-appropriate animal husbandry and animal health.	Conservation of rural agriculture, fair prices, regionalism.	High produce quality, transparency, traceability, fair trade economic model based on ethical considerations.							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					X
Creating awareness among citizens					X
Generating a demand among consumers					X
Inspiring others to develop new animal-friendly initiatives					X

DE-2	Bioland	www.bioland.de	Germany
<p>The Bioland association was founded in 1971 by a small group of farmers interested in organic agriculture and is nowadays Germany's largest organic farmer association. There were 4967 Bioland farms on 1.1.09 in Germany (around 45% of all organic farms nationwide). It offers consulting, support for marketing, education and information for producers in Germany and South Tyrol (Italy). Bioland represents its farmers politically in Berlin and Brussels. The Bioland trade mark certifies farmers and processors through independent control and is a registered trade mark all over Europe. Bioland standards for animal husbandry in certain aspects go beyond the EEC Regulation for organic agriculture and cover all farm animals.</p> <p>See details on differences for each animal group: http://www.bioland.de/wissen/biotiere.html</p> <p>Costs for input material and administration and control are considered very high in comparison to mainstream products and costs for production, processing and investments in housing are considered higher. Farmers are compensated via periodical governmental direct payments and the price premium for organic produce.</p>			

Statistical data on the initiative for the year 2008:

Total number of farms complying: 4.712; Average price per 100 kg broiler meat: 230 €; Price per 100 kg fattening pig: 280 €; Price per 100 litre milk: 50 €; Price per 100 kg calf: 500 €; Price per 100 kg beef: 420 €; Price level compared to non-organic price: e.g. milk 152%.

Objectives

Animal related	Chain related	Society related
Health, vitality and resistance of animals as well as productivity. No maximizing of productivity if it affects health of animal.	Promote organic agriculture and processing, regional specialities, artisanal techniques of processing, direct marketing.	Promote consumption of organic, healthy and regional products. Product transparency, declaration.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens				x	
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives			x		

DE-3	Naturland	www.naturland.de	Germany
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Naturland e.V. is an organic farmer association which is active mainly in Germany but also other countries worldwide and was founded in 1982. In 2008 there were 2005 Naturland farms in Germany. The farmers produce organically but without any ideology or dogmata. Animal husbandry plays a key role in organic agriculture.

Naturland standards for animal husbandry cover all farm animals and are close to the EEC Regulation for organic agriculture and product prices at a regular level for organic produce. Compliance with standards is inspected annually by an independent certification body.

Costs for compliance with animal welfare standards as well as the costs for input materials, production and processing, administration and control are higher than for mainstream products. Naturland farmers benefit from the price premium for organic produce and governmental direct payments. Naturland is consistently growing in terms of participating farms and area.

Statistical data on the initiative for the year 2008:

Total number of farms complying: 2.005 of which 200 are farms with fattening pigs and 600 are farms with milking cows, 345 are farms with suckling cows; Number of animals complying: 14.646 fattening pigs, 5.664 calves, 7.230 suckling cows; Price per egg: 0.16 €; Price per 100 kg broiler meat: 210 €; Price per 100 kg fattening pig: 284 €; Price per 100 litre milk: 48.9 €; Price per 100 kg calf: 588 €; Price per 100 kg beef: 361 €.

Objectives

Animal related	Chain related	Society related
Organic and species appropriate animal husbandry, transport and slaughter: Slow growth, natural and appropriate feed, short transport journeys, no industrial animal husbandry. Free range keeping, much room and air for animals. Not maximizing productivity.	High quality organic products, networking among producers and processors. Strengthening regional enterprises.	Protection of consumers, guaranteed product quality, holistic approach promoted. Creating employment. Social responsibility and fair partnerships. Chance for small producers. Health for animals, humans and environment. Transparent production chains. Protection of resources.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens			x		
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives		x			

DE-4	Demeter	www.demeter.de	Germany						
<p>Demeter is the name of the worldwide association of biodynamic farmers which was founded in 1928 by farmers who based their method on the principles developed by anthroposophist Rudolph Steiner. Standards exist for all farm animal species and are inspected by an independent certification body. In Germany, there were 1'341 Demeter certified farms in 2007. Animal husbandry and fodder production is crucial to biodynamic farming. The keeping of ruminants or equids is mandatory for certification. Animal husbandry must be species appropriate and farmers must enhance the welfare, health and performance of their animals through affectionate care. The human-animal interrelationship therefore plays an important role. The standards for animal husbandry are considered very ambitious in improving animal welfare and in improving ethical aspects of food production. In general costs for production, transport, processing as well as administration and control are higher than for mainstream products. This results in consumer prices which are in many cases significantly higher than prices for regular organic products. Farmers are compensated via governmental payments and price premiums.</p> <p><i>Statistical data on the initiative for the year 2007:</i> Number of animals complying: 89.000 laying hens, 16.000 broilers, 6.000 fattening pigs, 400 sows and gilts, 15.000 milking cows, 4.300 suckling cows; Price per 100 litre milk: 50.83 €; Price level compared to non-organic price: e.g. milk 154%.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>Proper care of animals in loving responsibility. Anxiety, stress, thirst and pain should be avoided, also at slaughter.</td> <td>Cooperation of producers, processors, traders and consumers. Environmental, economic and social responsibility.</td> <td>Protection of rural-artisan culture locally and sustainable regional security structures</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	Proper care of animals in loving responsibility. Anxiety, stress, thirst and pain should be avoided, also at slaughter.	Cooperation of producers, processors, traders and consumers. Environmental, economic and social responsibility.	Protection of rural-artisan culture locally and sustainable regional security structures
Animal related	Chain related	Society related							
Proper care of animals in loving responsibility. Anxiety, stress, thirst and pain should be avoided, also at slaughter.	Cooperation of producers, processors, traders and consumers. Environmental, economic and social responsibility.	Protection of rural-artisan culture locally and sustainable regional security structures							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					x
Creating awareness among citizens				x	
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives				x	

DE-5	PROVIEH	www.provieh.de	Germany
<p>PROVIEH is Germany's oldest (founded in 1973) and strongest association for farm animal welfare. The organization lobbies and gives statements and advice to ministries and other public entities at national and EU level. It provides information about husbandry practices and consequences to consumers and presents alternatives through campaigns and magazines.</p>			

It is mainly concerned about all possible impacts of industrial animal production (e.g. climate gases, influence on regional food production, environmental impacts of GMO's for animal food production, patents on farm animals, devastation of rain forests for animal food production). One of its objectives is the introduction of a labelling for better animal production with respect to an implementation of appropriate AW indicators.

Objectives

Animal related	Chain related	Society related
Put animals' native needs more into focus, not only interests of stockbrokers. Species appropriate husbandry systems. No suffering. Careful and painfree transport, minimizing distance.	Presenting alternatives to intensive mass animal farming systems. Retrainings and skill enhancements of producers.	Raising awareness among consumers for the consequences of intensive mass animal farming. Keep society informed about animal welfare.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens				x	
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives				x	

DE-6	Tierschutz-TUeV	www.allianz-fuer-tiere.de	Germany						
<p>In March 2009 the recent German government has agreed to the introduction of an approval system for serial produced husbandry equipment. In order to establish such an approval system it was necessary to amend the German animal welfare act before concrete requirements can be laid down in a regulation.</p> <p>The so-called "Tierschutz-TUeV" was initiated by a consortium of leading German NGOs in terms of animal welfare, environmental and consumer protection called "Allianz fuer Tiere in der Landwirtschaft" (Alliance for livestock animals). The approval system aims to ensure livestock-friendly keeping systems that allow the fulfilment of the biological needs of animals and limit the risk of disease, injuries or behavioural disorders. According to the opinion of the consortium, animals, farmers and manufactures benefit from this approval system. Manufactures get the chance to optimize and improve their systems at an early stage so that capital investments may decrease. Both - manufactures and farmers - do not risk investing in systems that do not suit the market.</p> <p>The Alliance for livestock animals has compiled a list with key aspects which should be checked in the testing system. This has lead to a political discussion on a large scale which is still ongoing.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>To reduce welfare problems related to husbandry systems; manufacturers will focus more on animal welfare.</td> <td>Farmers and manufactures benefit because systems are scientifically tested.</td> <td>To meet citizens' concerns about animal welfare and healthy food.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	To reduce welfare problems related to husbandry systems; manufacturers will focus more on animal welfare.	Farmers and manufactures benefit because systems are scientifically tested.	To meet citizens' concerns about animal welfare and healthy food.
Animal related	Chain related	Society related							
To reduce welfare problems related to husbandry systems; manufacturers will focus more on animal welfare.	Farmers and manufactures benefit because systems are scientifically tested.	To meet citizens' concerns about animal welfare and healthy food.							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					x
Creating awareness among citizens				x	
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives				x	

DE-7	Rural Development National Strategy Plan GAK	www.bmelv.de/DE/Landwirtschaft/Direktzahlungen-Foerderung/GAK/gak_node.html	Germany
<p>Taking into account the political priorities set at Community level, the European Council has established strategic guidelines for rural development. EC No 1698/2005 of 20 September 2005 on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) lays down the general rules governing Community support for rural development, financed by the EAFRD. The payments are granted annually and cover additional costs and income foregone resulting from the commitment made. The amount and period of support is limited.</p> <p>The German Rural Development National Strategy Plan called "Gemeinschaftsaufgabe zur Verbesserung der Agrarstruktur und des Kuestenschutzes" (GAK) includes a broad variety of different agrarian and infrastructure measures. They are covered 60% by the national and 40% by the regional governments. The GAK is the connection between the European guidelines for development and the development programs of the German regions (Bundeslaender). The regional development programs define the support activities and the level of financial contributions. The GAK measures for animal welfare include improvement of stable systems, natural daylight, animal to feeding places ratio, littering, slatted floors and access to open run.</p> <p>Not all German regions have established own development programs. Mecklenburg-Vorpommern, Bayern, Baden-Württemberg and Sachsen-Anhalt do have their own development programs. The regional development program of Mecklenburg-Vorpommern region supports the following husbandry systems for dairy cows, beef, heifers, sows and fattening pigs: Freestall barns with pasture access, freestall barns with straw, freestall barns with straw and outdoor run, freestall barns with straw and pasture, freestall barns with outdoor run and pasture. All husbandry systems on the farm must fulfil the improved requirements.</p> <p>Objectives</p>			
Animal related	Chain related	Society related	
To improve the level of animal welfare.	To support farmers financially which implement higher animal welfare standards on a voluntary basis.	Not mentioned.	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens	x				
Generating a demand among consumers	x				
Inspiring others to develop new animal-friendly initiatives				x	

C) Italy

IT-1	Naturama	www.esselunga.it	Italy
<p>Naturama is a brand initiated in 1997 by the Esselunga wholesaler. It labels the whole Naturama supply chain of free range eggs, poultry meat and beef from integrated agriculture. Stocking densities for broilers are lower and beef is reared according to own standards. Naturama guarantees quality, origin and traceability of food. Certification and control is carried out independently. Naturama is one of the few most important Italian brands of quality food from animal origin with requirements above EU minimum standards, but standards are not very ambitious in improving animal welfare and farmers can easily comply.</p> <p>Costs for production, materials, housing, administration and control and compliance with quality and welfare standards are higher than for mainstream products. There was no information available that about any financial compensation for farmers.</p> <p>Naturama is very well known in Italy and has a high market share. The main weakness of is the poor transparency of its technical regulations, as consumers are not allowed to know them in detail.</p> <p>Objectives</p>			
Animal related		Chain related	Society related
To assure acceptable conditions according to EU minimum requirements.		To control the supply chain.	To offer controlled and safe food and ensure traceability.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens			x		
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives			x		

IT-2	Agriqualità	www.arsia.toscana.it/agriqualita	Italy
<p>Agriqualità is a label initiated by the government of the Tuscany region in 2002. The label includes several voluntary schemes of integrated agriculture methods with standards developed by the regional government, which guarantees the quality. Specific requirements of animal welfare are part of integrated production. Inspection and control is carried out by an independent certification body. The label covers all categories of cattle, pigs and poultry as well as sheep, goats and bees. In the first year the initiative has been promoted at regional level.</p> <p>Farmers producing according to the requirements of this scheme experience higher costs for production, materials, transportation, processing, housing, administration and control and compliance with quality and welfare standards. No information was available concerning neither barriers for the implementation of the initiative nor the financial compensation for farmers.</p> <p>Agriqualità may be considered positive to inform consumers, to make them more aware about sustainable and animal friendly agriculture and to address them to buy alternative food compared to intensive conventional farming. The weaknesses of Agriqualità are the low number of producers</p>			

joining the initiative, the few products labelled and that it seems not to meet consumers' needs.

Statistical data on the initiative for the year 2007 and 2008:

Total number of animals complying: 2,228,254 eggs in 2007 and 3,162,700 eggs in 2008.

Objectives

Animal related	Chain related	Society related
Good animal housing and transport.	Traceability.	To promote integrated agriculture. To promote GMO free food chains. To protect agricultural landscapes.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens				x	
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives			x		

IT-3	Il Campese	www.ilcampese.it	Italy
<p>The Il Campese brand has been created in 2002 by the Amadori Group, which is one of the most important Italian companies involved in the poultry supply chain. Il Campese labelled broilers are free range kept, according to EEC No 1538/91 of 5 June 1991 introducing detailed rules for implementing Regulation (EEC) No 1906/90 on certain marketing standards for poultry meat. They are fed without GMOs, animal proteins or fat. The farms are part of integrated and controlled supply chains. Il Campese is the best known Italian brand for free range chicken meat.</p> <p>Producers have to cover higher costs for production, materials and housing. No information was available on how farmers benefit from this initiative.</p> <p>The success of this initiative is related to the commercial power and to the large distribution network at national level of the Amadori Group. In 2008 there was an excess demand for Il Campese labelled meat, so a further increase of production can be expected.</p> <p><i>Statistical data on the initiative for the year 2007 and 2008:</i> Total number of farms complying: 27 in 2007 and 30 in 2008 with broilers; Number of animals complying: 1.415.556 broilers in 2007 and 1.560.000 broilers in 2008.</p>			
Objectives			
Animal related	Chain related	Society related	
To increase animal welfare through free range keeping. To increase the number of free range broilers.	To create a brand of free range chicken meat with high demand on the Italian food market.	To increase the supply of higher AW products and respond to consumers' demand. To differentiate the offer of chicken meat according to consumers' demand.	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					x
Creating awareness among citizens					x
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives		x			

IT-4	LAIQ	www.legambienteagricoltura.it	Italy						
<p>Legambiente for an Italian Quality Agriculture (LAIQ) is a labelling scheme developed by Italy's most important environmental NGO called Legambiente. It was launched in 2000 to promote sustainable, GMO free, animal friendly farming to produce healthy food. Legambiente has published a number of product specifications including all categories of cattle, pigs and poultry. Standards of animal welfare mainly refer to EU and national legislation but also include own requirements which are controlled by an independent body.</p> <p>LAIQ intends to inform consumers, to increase their awareness about sustainable and animal friendly agriculture and influence consumer choices towards healthier and ethical food.</p> <p>Costs for development and implementation of the standards are higher for production, materials, processing, housing, administration and control and much higher costs for compliance with quality and welfare standards.</p> <p>Actually the scheme is applied only to unprocessed cow milk due to the technical feasibility of the requirements and high production costs at farm level. In 2008 only a few dozen dairy farms were still part of the initiative.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>To respect animal physiology avoiding any activity able to change and force the natural</td> <td>To provide specific rules regarding feed production, slaughterhouses, transport,</td> <td>To create a new market of products in between the organic and the conventional markets</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	To respect animal physiology avoiding any activity able to change and force the natural	To provide specific rules regarding feed production, slaughterhouses, transport,	To create a new market of products in between the organic and the conventional markets
Animal related	Chain related	Society related							
To respect animal physiology avoiding any activity able to change and force the natural	To provide specific rules regarding feed production, slaughterhouses, transport,	To create a new market of products in between the organic and the conventional markets							

animal biology.	processing and distribution.	
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Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved		x			
Creating awareness among citizens				x	
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives					x

IT-5	Carnesi	www.carnesi.it	Italy
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Carnesi is a brand of an Italian company specialised in processing and selling organic meat from calves, fattening bulls, pigs and broilers on large scale. The company, which started its activity in 1998, buys live animals on organic farms for slaughter and processing. Around 1% of all meat in Italy is produced organically. They obtain a large quantity of cuts and packaged products according to the demand of their clients who are principally retailers and wholesalers specialised in organic food. From the animal welfare point of view it is a successful initiative because it contributes to increase the number of animals reared in accordance with the high welfare standards of organic farming.

Costs for input materials, administration and control as well as compliance with animal welfare standards are high above the level of mainstream products.

For the implementation some barriers were found regarding the number of farmers who wanted to participate, the compensation level to farmers and about maximum additional costs for animal welfare. Farmers who sell meat to Carnesi get price premiums and a preferred supplier status.

The strength of Carnesi is related to the relevant importance of this brand in the Italian market of organic meat.

Objectives

Animal related	Chain related	Society related
Keep animals according to EU organic rules	Supply processors, retailers, and catering companies	Increase the offer of organic meat in the Italian food market

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					x
Creating awareness among citizens				x	
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives				x	

IT-6	Good Egg Awards	www.goodeggawards.com	Italy
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The Good Egg Awards is a campaign which started in 2007 and is promoted by the NGO "Compassion in World Farming". Their vision is a world where farm animals are treated with compassion and respect without cruel factory farming practices.

The initiative claims the ban of cage systems and promotes animal friendlier alternatives.

The initiative awards companies that are making a difference to the welfare of laying hens by switching to cage-free eggs.

Until now the initiative has involved important companies in Europe and in Italy as well: food retailers, like COOP Italia and Lidl; food manufactures such as Calvè (owned by Unilever Europe) and the pasta producers La Campofilone and Bertagni; food service companies like Autogrill and Mc Donald's.

The main strength of the initiative consists in the relevant improvement of the welfare of laying hens avoiding the use of eggs from hens raised in cages and by the consequent rise of the number of laying hens reared in more friendly alternative housing techniques.
The winner companies currently altogether use over one billion eggs a year: their new policy will save millions of hens from a life of suffering in battery cages.

Objectives

Animal related	Chain related	Society related
To improve welfare of laying hens by supporting non-cage husbandry systems.	The Good Egg Awards selects companies that are making a difference to the welfare of laying hens by switching to cage-free eggs.	To promote awareness of consumers on laying hens farming methods and to boost the availability of cage free eggs in the food market.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					X
Creating awareness among citizens					X
Generating a demand among consumers					X
Inspiring others to develop new animal-friendly initiatives			x		

IT-7	Measure 215	www.ermesagricoltura.it/	Italy
<p>The "Measure 215 of the Rural Development Program of Emilia Romagna" is an initiative issued by the Regional Administration of Emilia-Romagna in its Rural Development Program, aiming to improve the welfare of farmed animals through the promotion of livestock techniques which go beyond the minimal legal requirements of animal welfare. It started in 2007.</p> <p>The strength of Measure 215 is to boost all the animal farmers in the Emilia-Romagna Region to implement welfare improving livestock techniques by means of a specific financial support aimed to counterbalance the extra costs due to investments in structures, equipment, management and training. In order to be eligible for financial support the proposed investments are evaluated with a resource based index of animal welfare set up and tested by the Research Centre on Animal Production (CRPA). The most important weakness of the initiative is related to the complexity of the bureaucratic procedure to obtain access to the funds.</p> <p>The maximum amount of the incentives for farmers per Livestock Unit is depending on the type of farm, the area in which the farm is located and the type of technique used to improve the animal welfare.</p> <p>The initiative stimulates farmers to invest in animal welfare and enables them to join animal welfare standards which are beyond the minimum EU and national requirements.</p> <p>Previous assessment of on-farm animal welfare is foreseen to be included in documentation for farms' applications. Animal welfare assessments are carried out in order to evaluate effectiveness and feasibility of best intervention to improve animal welfare.</p>			
Objectives			
Animal related	Chain related	Society related	
To improve generally good AW of animals in terms of feeding and	To trade off investments and higher costs for farmers for	To improve the quality, also in terms of health and	

drinking, outdoor housing, barn climate.	upgraded AW. To improve the competitiveness of the animal agri-food chains within the regional agricultural system.	safety, and the quantity of animal productions. To increase the level of customers' appreciation and loyalty towards food of animal provenance.
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Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens	x				
Generating a demand among consumers	x				
Inspiring others to develop new animal-friendly initiatives				x	

D) Netherlands

NL-1	Milieukeur Varkens	www.smk.nl and www.dehoevebv.nl	Netherlands						
<p>Milieukeur is a non-organic label for pork production emphasizing on food, environment and animal welfare issues. Certification and control is independent and standards are upgraded annually. Certified farms additionally have to be IKB-worthy (IKB is a private quality system with a large amount of Dutch pig farmers complying with it).</p> <p>The initiative had started with requirements concerning environmental issues in 1997. In 2006, on initiative of an existing network of 15 Milieukeur pig farmers, animal welfare measures were incorporated into the standards. For environmental and animal welfare issues, criteria were developed and index figures for compliance are calculated (some measures must be directly complied with, other measures provide in bonus points of which a minimum amount must be obtained). In 2007, Milieukeur pig farmers in cooperation with a retailer stopped the castration of male piglets.</p> <p>Milieukeur works with short chains: specific quality butchers with attention to CSR give a prominent role to Milieukeur pig meat and exclusive sell of Milieukeur pig meat by one of the big retailers. Higher costs for production, processing, housing, administration and control as well as compliance with quality and welfare standards are compensated through tax reductions, a preferred supplier status and lower costs through improving animal welfare.</p> <p><i>Statistical data on the initiative for the year 2007:</i> Total number of farms complying: 70 of which 20 farms are with fattening pigs; Price level compared to non-organic standard price: e.g. fattening pig 102%.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>Better animal welfare and health.</td> <td>Short chains.</td> <td>To meet the requirements of society concerning the welfare of production animals. To produce a market segment concerning animal welfare in between regular and organic pig meat.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	Better animal welfare and health.	Short chains.	To meet the requirements of society concerning the welfare of production animals. To produce a market segment concerning animal welfare in between regular and organic pig meat.
Animal related	Chain related	Society related							
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Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens			x		
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives			x		

NL-2	Better Life Hallmark for Veal	www.dierenbescherming.nl/kenmerk	Netherlands
<p>The Better Life hallmark of the Dutch Society for Protection of Animals (SPA) is meant to make consumers more conscious about their influence on the animal welfare situation in intensive animal husbandry systems. It uses a three-star system, symbolizing different levels of animal welfare. The SPA and the VanDrie-Group agreed about labeling veal with the Better Life hallmark with one star, which means that the calves do not suffer from anemia and that transport is restricted. In January 2009 the Dutch supermarket chain Albert Heijn started selling the veal from these calves.</p>			

Costs for administration and control and for compliance with quality and welfare standards are slightly higher than for mainstream products. One of the barriers encountered during the development of the standards was disagreement about the standards. Farmers benefit from a preferred supplier status. The initiative has started recently why it is to early to judge over its success.

Statistical data on the initiative for the year 2008:

The Van Drie-Group covers 70% of the veal production in the Netherlands.

Objectives

Animal related	Chain related	Society related
To increase average blood iron level. To reduce transport stress (time, distance).	To stimulate animal friendly production.	To increase the consciousness of consumers for animal friendly products and make consumption of these products accessible for a larger group of consumers.

Assessed success of initiative	Very little success			Very high success
Improving the welfare of the animals involved			x	
Creating awareness among citizens			x	
Generating a demand among consumers			x	
Inspiring others to develop new animal-friendly initiatives				x

NL-3	Volwaardkip	www.volwaard.nl	Netherlands
<p>The Volwaard Poultry initiative started in 2006 and is the result of a cooperation of a Dutch farmer organization, the Dutch Animal Protection Organization, a poultry slaughterhouse, feed industry, and several retailers. At the moment, there are seven poultry farms involved; expansion is foreseen. The Dutch Animal Protection Organization has granted her Better Life Hallmark (one star) to this initiative, because of the substantial welfare enhancing measures it takes: The promoted broilers are of a special, more robust breed that grows slower than regular breeds. The stocking density is lower than in conventional systems; they have outdoor access and grain feed. Costs for development and implementation are higher than for mainstream products, but farmers have a preferred supplier status.</p> <p>The demand of supermarkets regarding Volwaard broiler meat exceeds supply. The initiative is considered a success. Important success factor is the involvement of several important key actors in the poultry meat production chain and retail.</p> <p><i>Statistical data on the initiative for the year 2007:</i> Total number of farms complying: 7 farms with broilers; Number of animals complying: 130.000 broilers; Price level compared to non-organic price: e.g. broilers 130%.</p>			
Objectives			
Animal related	Chain related	Society related	
Better animal health and animal welfare, more vital broilers and no maternal animals with restricted feed.	To bring a new more welfare-friendly segment on the market, in between regular production systems and organic production systems.	Offer consumers products with a higher level of animal welfare with prices less than for organic products.	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens				x	
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives				x	

NL-4	Campina Merkmelk	No link	Netherlands						
<p>Campina, an industrial dairy processor in the Netherlands, commits around 500 dairy farmers (3% of all) to produce milk with a more balanced fatty acid composition all year round. The beneficial milk composition originates from giving the cows special, natural supplementary feed in combination with outdoor grazing in summer. In the Netherlands grazing of dairy cows plays an important role in consumers' perception.</p> <p>The initiative started in 2006. The main idea for Campina Merkmelk was product innovation with marketing issues, healthier milk and better animal welfare. Other aspects like conflicts with society because of problems with grazing on farms growing in size, pressure of animal interest groups and stimulation of grazing research funded by the government, were indirectly related.</p> <p>The milk is tested on fatty acid composition by an independent lab; based on the results farmers receive a premium by Campina. The special supplementary feed increases the feeding costs, but in summer grazing saves the costs for additional feeding, which makes it more attractive.</p> <p>With this initiative Campina kept the market share, increased the brand awareness and enhanced its image.</p> <p><i>Statistical data on the initiative for the year 2007:</i> Total number of farms complying: 400 farms with milking cows; Number of animals complying: 31.000 milking cows.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>Increase animal welfare through grazing in summer.</td> <td>Not mentioned.</td> <td>Produce healthier dairy products with a more balanced fatty acid composition.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	Increase animal welfare through grazing in summer.	Not mentioned.	Produce healthier dairy products with a more balanced fatty acid composition.
Animal related	Chain related	Society related							
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Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens				x	
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives				x	

NL-5	SKAL	www.skal.nl	Netherlands
<p>Skal is a non-profit inspection body for the organic production in the Netherlands in accordance with the public law, based on EU-Regulations 834/2007 and 889/2008. Skal was established in 1985 and since 1992 it operates as Foundation Skal.</p> <p>At present almost 1500 agricultural units and about 1250 processing units, importers and trade and storage companies are registered at Skal. Skal keeps close contacts with relevant government institutions, organisations of organic companies and several stakeholders in the Dutch society. Further descriptions still missing.</p>			

Objectives		
Animal related	Chain related	Society related
Keep animals according to EU organic rules	Control processors, retailers, and catering companies	Increase trust for animal products from organic farming

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					x
Creating awareness among citizens				x	
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives				x	

NL-6	Free Laying Hens from Battery	www.wakkerdier.nl	Netherlands
<p>The animal welfare organization 'Wakker Dier' ('Awaken Animal') claims that keeping laying hens in cages is unacceptable from an animal welfare point of view and therefore battery eggs have to be banned out of the Dutch production cycle. In 2002, the NGO started this initiative called "Free Laying Hens from Battery Cages – Campaign for a Free Range Future" with sending letters to filial managers of supermarket chains, with the announcement to take action in front of the supermarkets if managers were not willing to make an agreement about not selling battery eggs anymore. At the same time, Wakker Dier started a publicity campaign about the issue. Because of all the media attention, Wakker Dier got one supermarket chain after another to the point they tacked, just to avoid more negative publicity. After the supermarkets, the NGO focused on large egg processing companies by naming them explicitly in new publicity campaigns.</p> <p>The campaign is a real success. In the period from 2002 until now all Dutch supermarket chains and several egg processing companies decided to stop with selling and/or using battery eggs. It is also a well-known campaign among consumers thanks to a lot of media attention.</p>			
Objectives			
Animal related	Chain related	Society related	
To improve the welfare of laying hens to the minimum of free-range standards, so that laying hens are not locked in small cages anymore and have the possibility to behave more naturally.	To get all Dutch egg selling- and processing companies to quit using battery eggs and adopt free-range eggs as being the bottom standard.	To get consumers more conscious and refusing to battery eggs and to the companies which are still using and selling these eggs.	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens					x
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives				x	

NL-7	Green Knowledge Cooperation	http://www.groenkennisnet.nl/gkcrd/1965.htm	Netherlands						
<p>The program Green Knowledge Cooperation - education program for Animal Welfare runs from 2007 until 2011 and is a subdivision of the overall program of the Green Knowledge Cooperation (Groene Kennis Coöperatie).</p> <p>It is an innovation agenda to improve cooperation between educational institutions, research and practice, with the ultimate claim to contribute to a society in which animals kept to serve human beings are treated with respect, knowledge and professionalism. The program concerns all kinds of domesticated animals.</p> <p>The core idea is that knowledge can only be really valuable when it gets to the people who have to deal with it practically. Education and cooperation are therefore the key factors, so in time this initiative will lead to a more founded sense of animal welfare.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>By creating a better understanding of AW aspects it aims to stimulate a higher level of welfare because of different parties taking their responsibilities by coming up with new initiatives which can be well justified to the changing society.</td> <td>To get all links to the information and knowledge they need to make good choices about animal welfare.</td> <td>To indent to its changing demands regarding animal welfare, by constantly adapting research and education while strengthening the interplay and efficiently exchanging knowledge between different institutions.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	By creating a better understanding of AW aspects it aims to stimulate a higher level of welfare because of different parties taking their responsibilities by coming up with new initiatives which can be well justified to the changing society.	To get all links to the information and knowledge they need to make good choices about animal welfare.	To indent to its changing demands regarding animal welfare, by constantly adapting research and education while strengthening the interplay and efficiently exchanging knowledge between different institutions.
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Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens				x	
Generating a demand among consumers		x			
Inspiring others to develop new animal-friendly initiatives			x		

NL-8	Welfare Index for Dairy Cattle	Website under construction	Netherlands
<p>The campaign was initiated in 2007 by the Dutch dairy farmers' organization (LTO) and the sector organization of Dutch dairy processing industry (NZO) as an example of their continuous effort to anticipate proactively to rising issues in society.</p> <p>The Welfare index is developed as a management tool for the farmer. The tool is intended to assess the welfare status of a herd on individual farms using animal based control points. Where this is not feasible, housing parameters are used. It offers possibilities to compare the welfare status of an individual farm with other Dutch farms. Results are meant to be used for adaptations in the housing system or management. Suggestions for improvements are presented. Ultimately a web based instrument, which is being developed currently, will provide data which can be used to get insight in welfare status on a national scale.</p> <p>The aim of the initiative is to improve the welfare status of the dairy cows by cultivating awareness of the farmer about animal welfare issues on his farm. Solutions to enhance animal welfare on the farm are suggested. Better animal health will also result in better economic results for the farmer and a positive animal welfare image is important to maintain the license to produce.</p> <p>NZO members process about 95% of the raw milk produced by Dutch dairy farmers. It is still too early to say if the initiative will become a success.</p>			

Objectives		
Animal related	Chain related	Society related
To improve the welfare status of the dairy cows by cultivating awareness of the farmer about animal welfare issues on his farm. Suggesting solutions to enhance animal welfare on the farm.	For the milk production chain is important that farmers recognize animal welfare and health disorders in an early stage. Better animal health will also result in better economic results for the farmer. A positive animal welfare image is important to maintain the license to produce of the dairy chain.	There is a large interest for animal welfare in society and it is therefore important for the image of the dairy sector.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens		x			
Generating a demand among consumers		x			
Inspiring others to develop new animal-friendly initiatives				x	

NL-9	Pigs in ComfortClass	www.comfortclass.nl	Netherlands
<p>In 2006, the need to come up with an improved system for rearing pigs led to the cooperation of the largest Dutch animal welfare organization (Dierenbescherming), the farmers organization (LTO) and the university of Wageningen to develop a new system.</p> <p>The initiative claims to investigate whether a husbandry system designed to meet 'the 10 basic needs' of rearing pigs can stand the Proof of Principle and to discuss, develop and implement the husbandry systems around these needs on 5 Dutch farms throughout the country.</p> <p>The 10 basic needs are defined as follows: saturation, rest, exploration, social contact, excretion, comfort behavior, locomotion, health, thermal comfort and safety.</p> <p>Media are intensively involved to inform farmers and consumers about the progress of the study. Although the research and implementing phases are not finished yet the initiative can be considered a success. The collaboration of the major Dutch farmer's organization (LTO) and the major Dutch animal protection organization (Dierenbescherming) can be called unique itself. Also the LTO agreeing on the principle of animal based designing is a major step forward.</p>			
Objectives			
Animal related	Chain related	Society related	
To develop husbandry systems in which rearing pigs are kept according to their most important behavioural and physical needs.	To investigate on farm which systems or elements of the concept are practically applicable. A balance has to be found regarding other aspects like economy, environment and working conditions, so that the ComfortClass-concept or elements out of it can be adopted by farmers who want to rebuild or renew their pigsties in the future.	To inform both the public and the pig sector about the initiative itself and the results of the study on regular basis.	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens			x		
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives			x		

NL-10	WUR Research Program on AW	no link	Netherlands						
<p>The research program on animal welfare 2008 for Wageningen-UR, commissioned and financed by the Ministry of Agriculture, is meant to support the ambitions of the Policy Document on Animal Welfare 2007 from the Minister of Agriculture. It supports answers to complex questions regarding farm animal welfare concerning societal issues, policy instruments, mutilations of animals, vitality, adjusting holding systems to the requirements of the animals, transport and slaughter of animals. Stakeholders like farmers, chain actors and animal protection organization are involved in the research programming and guidance of the process. Policy officers of the Ministry and researchers frequently contact each other about strategic choices and research results. This supports animal welfare research to be focused on important policy issues concerning animal welfare and results almost immediately to be used in policy development, which is an important success factor of the animal welfare research program in Holland.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>To develop animal based measuring methods for animal welfare, species appropriate farming systems and management alternatives instead of mutilations of animals. To improve transport conditions and methods for killing animals.</td> <td>Awareness of opportunities in the chain and by consumers for improvement of animal welfare (also attention to potential social control instruments; strengthen the ability of selling products with improved animal welfare in the market).</td> <td>Getting insight in (international) social developments and considerations in the field of animal welfare (including creating awareness by keepers of the specific needs of animal species).</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	To develop animal based measuring methods for animal welfare, species appropriate farming systems and management alternatives instead of mutilations of animals. To improve transport conditions and methods for killing animals.	Awareness of opportunities in the chain and by consumers for improvement of animal welfare (also attention to potential social control instruments; strengthen the ability of selling products with improved animal welfare in the market).	Getting insight in (international) social developments and considerations in the field of animal welfare (including creating awareness by keepers of the specific needs of animal species).
Animal related	Chain related	Society related							
To develop animal based measuring methods for animal welfare, species appropriate farming systems and management alternatives instead of mutilations of animals. To improve transport conditions and methods for killing animals.	Awareness of opportunities in the chain and by consumers for improvement of animal welfare (also attention to potential social control instruments; strengthen the ability of selling products with improved animal welfare in the market).	Getting insight in (international) social developments and considerations in the field of animal welfare (including creating awareness by keepers of the specific needs of animal species).							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens			x		
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives				x	

NL-12	Cono cheese	www.cono.nl	Netherlands
<p>CONO Cheese-makers is a Dutch cooperation of dairy farmers (since 1910) with about 500 members and 135 employees. Producing about 30 million kilos of cheese with a turnover of € 160 million per year. Exporting cheese to several countries. The past 8 years Cono cheese-makers have paid the highest published milk price in the Netherlands.</p> <p>Since 2002, CONO Cheese-makers pay a premium of € 0.50 per 100 kg milk to farmers who give the cows access to pasture. Since 2008, a large proportion of CONO farmers participate in the Caring Dairy Program.</p>			

This program was developed by Ben&Jerry ice cream-makers, aiming at sustainable dairy farming. Farmers participating in Caring Dairy program receive an extra allowance of € 0.50 per 100 kg milk. Participating farmers are obliged to continuously develop their farm towards more sustainability, including animal welfare. Learning networks of farmers (mandatory participation) and action plans per farm are instruments by which these goals are to be realised.

Objectives

Animal related	Chain related	Society related
To enhance animal welfare	Financial advantages for farmers (premiums for better welfare/sustainability) and more working pleasure (learning from each other).	Informed choice to buy cheese with improved animal welfare and sustainability.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens				x	
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives				x	

NL-13	Adopt a chicken	www.adopteereenkip.nl	Netherlands
<p>'Adopt a chicken' is a successful campaign from the Dutch organization Biologica (chain organization for promotion of organic farming and organic food). Citizens can adopt a chicken one year for € 24.50 and above the adoption they will get 6 boxes of organic eggs. Objectives: Give citizens the opportunity to support a good cause, they get organic eggs for their money, they make an important contribution to the promotion of organic farming in the Netherlands and help to ensure a market for organic egg producers and they contribute to the happiness of the chicken, because organic chickens can peck grains in the air, take a dust bath and their beaks are not trimmed.</p> <p><i>Statistical data on the initiative for the year 2008:</i> There were over 15.000 chicken adoptions realized.</p>			
Objectives			
Animal related	Chain related	Society related	
To enhance chicken welfare by promoting organic farming.	Ensure a market for organic egg producers.	Get citizens more aware of chicken welfare and organic farming and create more tied relationships between society and farmers.	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens					x
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives				x	

NL-14	Political Party for animals	www.partijvoordedieren.nl	Netherlands						
<p>Since October 2002, there is a Dutch political party called “The Party for Animals”. Their highest priority is animal welfare and the respectful treatment of animals. In the Netherlands, the Party is represented in the House of Representatives (2 persons), the Senate (1 person) and the Provincial States (9 persons).</p> <p>The Party for the Animals is a fast growing political party in the Netherlands. They act as a ‘pacemaker’ in the parliament; they encourage the other political parties to move faster when it comes to animal welfare. The Party for the Animals believes that animals should be given the rights that they deserve. Animal interests should no longer continually be subordinated to economic interests. Not just in the Netherlands, but also beyond. The party aims at realizing animal rights, enhancing animal welfare, reducing animal use and a more pleasant society. The Party for the Animals has a youth organization and a scientific bureau. These are three separate organisations, which in principle function independently of each other.</p> <p>NO DATA IN EXCEL FILE</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>Animal rights, enhancing animal welfare and reducing animal use.</td> <td>Promoting the more animal-friendly forms of livestock production, which according to the Party at this moment are weighed down by unfair competition. Products from the ordinary livestock industry are priced unethically low in relation to products from the organic sector.</td> <td>Realise a more pleasant society by taken into account animal rights and enhancing animal welfare.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	Animal rights, enhancing animal welfare and reducing animal use.	Promoting the more animal-friendly forms of livestock production, which according to the Party at this moment are weighed down by unfair competition. Products from the ordinary livestock industry are priced unethically low in relation to products from the organic sector.	Realise a more pleasant society by taken into account animal rights and enhancing animal welfare.
Animal related	Chain related	Society related							
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Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens				x	
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives			x		

E) Poland

PL-1	Klub Gaja	www.klubgaja.pl/en	Poland
<p>Klub Gaja is a Polish organization for animal and environmental protection founded in 1988. The organisation acts toward animal welfare improvement through network building, publication of literature in Polish and English, leading workshops, creation of high profile events, lobbying, use of theatre, direct action, exhibitions, working with scientists, politicians, institutions, national and local governments, non-governmental organisations (NGOs), interested individuals and the media. The organisation is one of the most popular organisations committed to animal welfare in Poland. Klub Gaja has initiated several campaigns (see initiative “Do you know what you eat?”). Its actions are well known. It influences consumer choices and also execution of animal welfare standards in the down stream segments. Nevertheless, the influence on production conditions on farm is little.</p>			
Objectives			
Animal related		Chain related	Society related
To improve animal welfare and to protect animals against cruelty.		To increase the awareness of chain members about animals' needs and encourage people to pay attention to animal welfare improvement.	To increase the awareness of society about animals' needs and encourage people to pay attention to animal welfare improvement.

Assessed success of initiative	Very little success			Very high success
Improving the welfare of the animals involved			x	
Creating awareness among citizens				x
Generating a demand among consumers		x		
Inspiring others to develop new animal-friendly initiatives		x		

PL-2	Do you know what you eat?	no link	Poland
<p>The campaign “Do you know what you eat?” started in 2006 and targets the welfare of all animals kept for food production as well as food production in general. The campaign was founded by animal interest groups and is supported by the Eurogroup for Animals. It is very important to support customer awareness about animal welfare requirements and its real implementation. Main activities were: press publications, press conferences, information days, conferences, bulletins and brochures publication and dissemination, advertising on billboards, webpage information, lobbying in supermarkets and other retailers and also controlling activities in restaurants, supermarkets, animal traders, slaughterhouses and breeding companies with support of the national level institutions. It is a successful case of campaign which ranged a wide group of customers, retailers and institutions.</p>			
Objectives			
Animal related		Chain related	Society related
Not specified		To inform retailers on the methods of eggs and poultry production.	To inform and educate society about animal welfare law concerning breeding, transport and slaughter and its implementation. To enhance the awareness and deliberate choice of animal products. To inform about alternative animal products obtained with respect for animal welfare.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved	x				
Creating awareness among citizens				x	
Generating a demand among consumers		x			
Inspiring others to develop new animal-friendly initiatives				x	

PL-3	Farmer Training on AW Issues	no link	Poland						
<p>The farmer training on animal welfare issues in the Podkarpackie region had been initiated by the government. Around 22'000 farmers have been trained in 2005. The main focus was put on husbandry requirements and other animal welfare aspects for farming. The program included trainings with trainer (experts) and publication of 3 monographs about animal welfare general regulations and special conditions for the keeping cattle and pigs.</p> <p>The initiative was especially important for farmers and helpful in animal welfare improvement at the production stage. Farmers received a publication containing all the necessary information to implement the standards on their own farm.</p> <p>The training was insofar a success as that the objectives have been reached. A large group of producers has been trained.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>To improve the husbandry conditions of farm.</td> <td>To improve the knowledge of producers about the needs of animals and legal husbandry requirements.</td> <td>Not specified.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	To improve the husbandry conditions of farm.	To improve the knowledge of producers about the needs of animals and legal husbandry requirements.	Not specified.
Animal related	Chain related	Society related							
To improve the husbandry conditions of farm.	To improve the knowledge of producers about the needs of animals and legal husbandry requirements.	Not specified.							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					x
Creating awareness among citizens	x				
Generating a demand among consumers	x				
Inspiring others to develop new animal-friendly initiatives			x		

PL-4	Agro Web Poland	http://demeter.cbr.edu.pl/agroweb/welfare.html	Poland
<p>Agro Web Poland is a website established in 1999 by a network of researchers. Programme coordinator is Karel Hruska from the Veterinary Research Institute, Brno. The website contains information about farm animal legal regulations for husbandry, transport, slaughter and organic agriculture. It also promotes public events concerning animal welfare, shows full text publications and other information materials and indicates links to institutions somehow related to animal welfare topics.</p> <p>The web-page is very good and clear structured. It contains a big amount of different, interesting and up-to date information concerning the animal welfare issues. It is well positioned in the internet.</p>			

Objectives		
Animal related	Chain related	Society related
To link all involved subjects and individuals from Central and Eastern Europe and Former Soviet Union countries to share experience, information, to communicate and look for possible solution for region specific farm animal welfare topics.	To share experience, information, and to communicate with all chain segments.	To share experience, information, and to communicate with society.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens					x
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives				x	

PL-5	Egg Labeling	www.wiadomosci24.pl/artykul/konsumencie_nie_daj_sie_zrobic_w_jajo_31954.html	Poland
<p>The egg labeling initiative was introduced in 2003 in Poland. It is related to the legal requirement of eggs labelling in the EU. The egg labelling informs consumers about husbandry systems for laying hens and hence influences customer choices. The initiative leads to improved husbandry conditions for laying hens on farm and to increased awareness of people about the welfare of hens. The campaign is implemented mainly through eggs labels and info on the package with explanation of the number on the label. The success of the initiative depends on, and is supported by the information campaigns led by the different organisations and institutions about hen keeping systems like campaigns of Klub Gaja and Eurogroup for Animals. The campaigns are necessary to attract attention of customers to a conscious choice of egg products and to encourage them to read the eggs labels. Nowadays only part of consumers pays attention to it or knows what the numbers mean.</p>			
Objectives			
Animal related	Chain related	Society related	
To improve conditions of keeping laying hens on the farm.	To make retailers aware of animal welfare and conditions of keeping them.	To make people aware of animal welfare and conditions of keeping them.	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved		x			
Creating awareness among citizens			x		
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives	x				

PL-6	System Quality Meat Program — QMP	www.pzpbm.pl/qmp/System_QMP.pdf	Poland
<p>QMP is the first and unique quality system in Poland concerning beef production. It was started in January 2009 by Polish Association of Beef Producers.</p>			

The system is open and voluntary for everyone (such as farmers, slaughterhouses and retailers) who meets the requirements of QMP standards. The standards concern cattle welfare, fodder, transportation and meat quality. The participants are certified once a year.

One of its objectives is the introduction of a labelling for better animal production conditions especially animal welfare. The main goal is to increase QMP certified beef production in order to reach 30 000 tons of beef in 2012.

QMP System is supposed to enhance the participants' competitive advantage and it is in accordance with EU strategy "From Farm to Fork".

The strategy assumes that:

- the beef consumer is ready to pay slightly more for better quality,
- food safety starts on the farm a result of high standards of AW,
- success is conditioned by cooperation of all chain participants,
- product quality is guaranteed by triple quality control.

• Objectives

Animal related	Chain related	Society related
Change husbandry systems to more animal friendly and minimise suffering during transportation and slaughtering.	Educating all chain participants on AW. Implementing the standards and monitoring them.	Raising consumers' awareness of food safety. Providing accurate information about production conditions.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens				x	
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives		x			

PL-7	FREE BROILERS	www.klubgaja.pl/zwierzeta/kurka_wolna/	Poland
<p>This campaign started in Poland in October 2005 as part of European campaign organized by members of Eurogroup. Main objectives of this campaign:</p> <ul style="list-style-type: none"> ➤ Minimizing broilers' suffering by implementing AW requirements and providing production profitability; ➤ Informing consumers about broiler rearing systems and welfare; ➤ to make people aware of animal welfare and conditions of keeping them; ➤ providing access to alternative products made with respect for AW. 			
Animal related	Chain related	Society related	
Put broilers' needs more into focus of consumers.	Presenting alternatives to intensive broilers' rearing systems.	Raising awareness among consumers for the consequences of intensive broilers production. Keep society informed about animal welfare. Changing buying habits	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved		x			
Creating awareness among citizens				x	
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives			x		

F) Spain

ES-1	CARN NATURE	carnnature.com	Spain						
<p>Carn Nature is a private initiative which covers the whole production chain from farm to store. It was initiated in 1999 by a small group of farmers and is certified by an independent certification body. Husbandry requirements do not differ from legal standards. They say to put a special emphasis on stress reduction by avoiding the transport of animals.</p> <p>This initiative covers calves, dairy cows, sucking cows, fattening bulls, rearing and fattening pigs. There is no information available on costs or compensation to farmers or barriers encountered during the development and implementation phase of the initiative.</p> <p>No information available concerning the success of the initiative.</p> <p>Objectives</p> <table border="1"> <tr> <td>Animal related</td> <td>Chain related</td> <td>Society related</td> </tr> <tr> <td>Not mentioned.</td> <td>Not mentioned.</td> <td>Not mentioned.</td> </tr> </table>				Animal related	Chain related	Society related	Not mentioned.	Not mentioned.	Not mentioned.
Animal related	Chain related	Society related							
Not mentioned.	Not mentioned.	Not mentioned.							

ES-2	Carnes Valles del Esla	Vallesdelesla.com	Spain						
<p>Carnes Valles del Esla is a private label under which over 100 associated farmers are producing beef, veal and poultry meat under extensive conditions in the mountains of León. It started in 1996. High quality products are obtained through extensive rearing and races as well as improved animal welfare standards are mandatory for all members of the association. Carnes Valles del Esla has its own marketing channels and is present in the main supermarkets. The initiative developed an important communication campaign on the internet about production systems, nutritive and sensory characteristics and animal welfare conditions.</p> <p><i>Statistical data on the initiative for the year 2008:</i> Total number of farms complying: 102 farms with laying hens, 1 farm with fattening pigs, 90 farms with calves and 12 farms with fattening bulls; Number of animals complying: 2.354 broilers, 4,238 cattle of which 212 are milking cows; Price level compared to non-organic standard price: e.g. egg 110%, per 100 kg calf meat 110%, per 100 kg beef meat 110%.</p> <p>Objectives</p> <table border="1"> <tr> <td>Animal related</td> <td>Chain related</td> <td>Society related</td> </tr> <tr> <td>Extensive production with high levels of animal welfare.</td> <td>To produce products with high nutritional value.</td> <td>To curb rural depopulation. To produce high added value products.</td> </tr> </table>				Animal related	Chain related	Society related	Extensive production with high levels of animal welfare.	To produce products with high nutritional value.	To curb rural depopulation. To produce high added value products.
Animal related	Chain related	Society related							
Extensive production with high levels of animal welfare.	To produce products with high nutritional value.	To curb rural depopulation. To produce high added value products.							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens			x		
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives				x	

ES-3	Ecológicos La Vera, S.L. (EcoVera)	www.ecovera.es	Spain						
<p>EcoVera is a 12ha-family farm in the Extremadura region which produces eggs for the regional market according to the EU standards for organic farming, which includes annual independent inspection. EcoVera was initiated by two farmers and focuses mainly on the production of eggs free from antibiotics, drugs and other residues as well as high levels of animal welfare and the impact of animal husbandry on the environment. A high level of animal welfare is given through increased space requirements and outdoor access. Rotation and disinfection of grazing parks prevents pathogen proliferation and animal health is maintained through the use of preventive protocols. Husbandry practices try to cover physiological and behavioural needs in an ethical way. The standards are considered ambitious in improving animal welfare and ethical aspects of food production, but nevertheless the farmers seem to comply easily.</p> <p>Costs for egg production on farm, input material and transport are higher than costs for mainstream products.</p> <p>EcoVera is the only farm producing organic eggs in the region. A reason therefore could be that other farmers disagreed about additional costs for animal welfare through the implementation of higher animal welfare standards and the financial outcome. The higher costs are compensated by the price premium for organic products as well as periodical direct payments and investment aids from the government.</p> <p>The success of the EcoVera initiative is based on the lack of competition on the regional market for organic eggs and the increasing awareness of consumers of healthy food. Traditional systems are considered by consumers as safe and free from residues.</p> <p><i>Statistical data on the initiative for the year 2008:</i> Total number of farms complying: 120 farms with laying hens; Number of animals complying: 64.269 laying hens; Price per egg: 0.22 €; Price level compared to non-organic price: e.g. eggs 250%.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>High levels of animal welfare through preventive measures to maintain health</td> <td>Food safety and eggs with high nutritive value</td> <td>Protection of environment and showing people that ethical egg production is possible</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	High levels of animal welfare through preventive measures to maintain health	Food safety and eggs with high nutritive value	Protection of environment and showing people that ethical egg production is possible
Animal related	Chain related	Society related							
High levels of animal welfare through preventive measures to maintain health	Food safety and eggs with high nutritive value	Protection of environment and showing people that ethical egg production is possible							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					x
Creating awareness among citizens					x
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives			x		

ES-4	AW Training for Farmers and Transporters	aym.juntaex.es/servicios/formacion/continua/cursos_bienestar_animal.htm	Spain
<p>This initiative concerns the nation-wide training of farmers and livestock haulers regarding farm animal welfare during transport. The training activities are mainly focused on best practices during the transport of live animals (loading, unloading and movement) and on the existing legislation on this subject (European, national and regional).</p> <p>The achievement and the acceptance of the courses are regulated by annual calls issued by the communities. However, private and public entities are responsible for the training. The contents of the courses differ from community to community.</p>			

The courses are free and livestock haulers and farmers obtain an official certificate (valid throughout the EU). Given these characteristics, it can be considered as a successful initiative and it has wide dissemination in the Spanish livestock sector.

Objectives

Animal related	Chain related	Society related
To train farmers and transport workers to do adequately caretaker tasks.	To maintain the level of AW during all stages of the production chain.	Animals' responsible trait by transport workers to keep food safety level in food chain.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					x
Creating awareness among citizens	x				
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives					x

ES-5	Guide of Market Practices	www.asemga.com	Spain
<p>The Animal Welfare Good Practice Guide in Livestock Markets is an initiative promoted and adopted by the Spanish Association of Livestock Markets (ASEMGA) in 2004. The main objective of this guide is to establish a set of infrastructural, organizational, management, information and training features to enable the livestock commercialization in the physical presence of animals, under the best possible animal welfare conditions.</p> <p>The decision to adopt this initiative was freely taken by the main livestock markets in Spain: Talavera de la Reina, Medina del Campo, Leon, Salamanca, Silleda, Lea Castro Ribera, Santiago de Compostela, Pola de Siero and Torrelavega. This is the greatest stronghold of this initiative. The presence of animals during 2008 was 542'462 animals, with a global value of 191'703'582 €.</p> <p>The initiative is not relevant to consumers due to lack of information for them. But it is important for farmers because it implies the need to adapt to new procedures and mechanisms in the marketing of their livestock.</p>			
Objectives			
Animal related	Chain related	Society related	
To provide best possible welfare conditions to animals at markets.	To establish market infrastructure, organizations, trainings, information, procedures.	To provide information for visitors.	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					x
Creating awareness among citizens			x		
Generating a demand among consumers	x				
Inspiring others to develop new animal-friendly initiatives			x		

ES-6	Research Subprogram AW Indicators	www.boe.es	Spain
<p>The subprogram entitled "Agro-food resources and technologies national program" which is included in the National Research Plan 2004-2007. In this subprogram, it is intended to improve and optimize the agro-food production through the incorporation of those techniques that ensure a sustainable production and contribute to increase and / or exploit the biodiversity of agricultural, livestock, aquaculture, fisheries and forestry systems, with consideration of socio-economic, environmental and animal welfare aspects. The specific objectives are the identification, analysis and monitoring of indicators of farm animal welfare and the development of strategies for the improvement of infrastructure, management, breeding and feeding, as well as on transport and slaughter. More than 20 research projects have been financed.</p> <p>Objectives</p>			
Animal related		Chain related	Society related
To identify, analyze and monitor indicators of animal welfare and develop strategies for improvement of infrastructure, management, breeding and feeding, transport and slaughter.		Not specified	Not specified

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens	x				
Generating a demand among consumers		x			
Inspiring others to develop new animal-friendly initiatives		x			

G) Sweden

SE-1	Swedish Seal of Quality	www.svesnktsigill.se	Sweden						
<p>The Swedish Seal of Quality is a standard for quality assurance on farms, which started in 1995 and was initiated by the food industry. There are standards for milk, beef, pork and broiler production. The milk producers affiliated to some specific Swedish dairies compliance with these standards is compulsory. The standards are well worked out and they have a well considered audit/control system that mainly is independent. For pig and chicken producers it is voluntary to join the standard. The animal welfare demands are not much higher than in the animal welfare legislation, but the Swedish Seal of Quality have produced a lot of useful information material and guidelines. Costs for development and implementation are higher than costs for mainstream products. Farmers benefit from periodical governmental direct payments and a preferred supplier status. There haven't been that many producers who have voluntary and independently chosen to join this standard yet.</p> <p><i>Statistical data on the initiative for the year 2007:</i> About 40 % of the milk producers have joined the program, but only 1 % of the chicken producers, 2-3 % of the pig producers and 2-3 % of the beef producers. Total number of farms complying: 2.838 farms with milking cows, 2.873 are farms with calves, 35 are farms with fattening bulls, 35 are farms with suckling cows; Number of animals complying: 723.890 broilers, 20.307 fattening pigs, 3.579 sows and gilts, 147.858 milking cows, 151.000 calves, 1.500 fattening bulls, 1.500 suckling cows;</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>Good animal welfare. Animals should be respected as sentient beings regardless of production ability. Animals should be bred to be healthy and should live well without the use of drugs.</td> <td>To deliver trustworthy and good tasting products that is a good choice for the environment. Agriculture should be profitable.</td> <td>To offer the consumers Swedish and trustworthy products of a good quality where food safety, environmental care, a vivid landscape and independent controls/audits are key issues.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	Good animal welfare. Animals should be respected as sentient beings regardless of production ability. Animals should be bred to be healthy and should live well without the use of drugs.	To deliver trustworthy and good tasting products that is a good choice for the environment. Agriculture should be profitable.	To offer the consumers Swedish and trustworthy products of a good quality where food safety, environmental care, a vivid landscape and independent controls/audits are key issues.
Animal related	Chain related	Society related							
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Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens				x	
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives				x	

SE-2	Arlagården	www.arlafoods.se	Sweden
<p>With the Quality Assurance Program Arla Foods (a cooperative association owned by milk producers in Sweden and Denmark) wants to guarantee high quality and animal welfare levels of dairy products. The program started as a result of the trade becoming worried about the food safety when there were outbreaks of severe animal diseases (BSE, foot and mouth disease) in Europe. Arlagården specifies Arla Foods' demands on food safety, milk composition, animal welfare and environmental considerations, including demands on documentation. Standards cover calves, dairy cows, suckling cows and fattening bulls. After the independent inspection, action plans are prepared to correct deficiencies within a specified time period where necessary. Follow-up visits and sanctions are possible.</p>			

It is a program with basic demands on animal welfare that does not exceed the animal welfare legislation in Sweden, but when all farmers that deliver milk to Arla must follow the program and are regularly controlled, this increases animal welfare by improving compliance with legal standards.

Costs for development and implementation do not increase for producers and they don't seem to benefit financially from this program.

Statistical data on the initiative for the year 2008:

Total number of farms complying: 4000 milk producers.

Objectives

Animal related	Chain related	Society related
The animals' basic physiological and behavioral needs must be taken into account, which will improve their health and welfare.	Not mentioned.	That the consumers can choose a trustworthy product when it comes to milk composition, food safety, animal welfare and a production that is sound for the environment.

Assessed success of initiative	Very little success			Very high success
Improving the welfare of the animals involved			x	
Creating awareness among citizens			x	
Generating a demand among consumers			x	
Inspiring others to develop new animal-friendly initiatives			x	

SE-3	Broiler Welfare Program	www.svenskfagel.se	Sweden
<p>The Swedish Broiler Welfare Program and allows poultry producers to apply higher stocking density limits (basic 20kg/m²), up to a maximum of 36 kg per m². The program was initiated by the Swedish Poultry Meat Association in 1987.</p> <p>Nowadays, 99% of all Swedish broiler producers are part of the program. The independent annual control and classification is done by the Swedish Poultry Association's National Standards officers. Allowed density levels depend on the last assessment of housing, management and equipment as well as foot-health of the broilers when controlled at the abattoir.</p> <p>The program focuses on the following areas:</p> <ul style="list-style-type: none"> • Animal welfare and assessment of the animals • Hygiene and disease control • Feed handling • Buildings and equipment <p>The broiler chicken welfare programme also contains recommendation about the preparation, loading and transportation of the broilers to the abattoirs. These preparation, loading and transport practices are controlled by independent inspectors from ProSanitas.</p> <p>The welfare of the broiler chicken has improved considerably since the start of the programme. It has contributed to increase the consumers trust in the Swedish broiler production.</p> <p><i>Statistical data on the initiative for the year 2007:</i> Total number of farms complying: 116 farms with broilers; Number of animals complying: 71.665.110 broilers.</p>			

Objectives		
Animal related	Chain related	Society related
To improve the broiler chickens welfare and health.	Advantages for broiler producers, better economy because of higher density, an increase of Swedish chicken meat on the national market.	Food safety and an improved reliability and trustworthiness of Swedish chicken meat.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens		x			
Generating a demand among consumers		x			
Inspiring others to develop new animal-friendly initiatives			x		

SE-4	Laying Hens Welfare Program	www.svenskaagg.se	Sweden
<p>The Swedish Egg and Poultry Association's welfare program is a quality assurance system which comprises the entire chain of production from the import of breeding stock to the final product. The idea of the program came up with the ban of battery cages for laying hens in Sweden, in 1988.</p> <p>Nowadays, around 85% of all egg producers are part of the program. Regular controls are made by an independent national standard officer. The welfare program allows the egg producers with loose house layers in multi-floor system to have a higher stocking density which is compensated by improvements related to other parameters.</p> <p>The program consists of the following areas:</p> <ul style="list-style-type: none"> • Animal welfare and assessment of the animals • Hygiene and disease control • Feed handling • Buildings and equipment <p>However, the welfare improving parameters are not so very well developed in this initiative. The routines to supply necessary information to the authorities could be better. A majority of the egg producers in Sweden are however involved in the program and the Association is continuously working on improving the program.</p> <p><i>Statistical data on the initiative for the year 2007:</i> Total number of farms complying: 205 farms with laying hens; Number of animals complying: 4.794.756 laying hens;</p>			
Objectives			
Animal related	Chain related	Society related	
To improve the animals welfare and health.	Economical advantages because of higher density (for loose housing layers in multi-floor systems) and more healthy animals. Creating a larger trustworthiness in egg production when affiliated to the welfare program.	Food safety and an improved reliability and trustworthiness of eggs produced in Sweden.	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens		x			
Generating a demand among consumers		x			
Inspiring others to develop new animal-friendly initiatives			x		

SE-5	KRAV (Association for Control of Organic Production)	www.krav.se	Sweden						
<p>KRAV is the key player in the increasing Swedish organic food market and is an incorporated association with representatives of farmers, processors, trade and also consumer, environmental and animal welfare interests. It was founded by a couple of organic farmers from different associations which wanted to create a homogenous labelling association. In 2008 1'835 of 32'139 livestock producers in Sweden have been certified by KRAV. The first standards have been set in 1985. Nowadays four independent certification bodies carry out yearly inspections of KRAV standards, which consist partly of KRAV's own rules and partly of rules from the Swedish law and the EEC regulation for organic agriculture. Besides environmental issues the initiative focuses on animal welfare, health and social responsibility.</p> <p>KRAV standards cover all farm animals and are ambitious in improving ethical aspects of food production and animal welfare. They aim at natural behaviour, not preventing medical treatment but prolonging withdrawal periods, outdoor keeping of animals, grazing, supplying forage from the own farm and good environment in the stables.</p> <p>Production and processing as well as distribution and adoption were high barriers encountered in the implementation of the initiative. It was difficult to find sufficient farmers to adopt the new standards. Cost for investments in housing, production, input material, processing and administration and control are higher than for mainstream products.</p> <p>Nevertheless KRAV farmers benefit from organic price premiums as well as periodical direct payments from the government and slightly lower costs through improving animal welfare.</p> <p><i>Statistical data on the initiative for the year 2007/2006:</i> Total number of farms complying: 98 farms with laying hens, 3 farms with broilers, 32 farms with fattening pigs, 32 farms with sows and gilts, 436 farms with milking cows, 982 farms with calves, 930 farms with fattening bulls, 748 farms with suckling cows; Number of animals complying: 360.093 laying hens, 55.075 broilers, 20.000 fattening pigs, 1.050 sows and gilts, 24.141 milking cows, 29.000 calves, 14.500 fattening bulls, 13.826 suckling cows; Price level compared to non-organic price: e.g. eggs 173 - 193%, fattening pig 102%, piglet 102%, per 100 litre milk 120%, per 100 kg calf 117%, per 100 kg beef 117%.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>Promote good health and dignity during the entire life of farm animals, even at slaughter. Expression of natural behaviour.</td> <td>Higher price for the products and a more sustainable production on the farm.</td> <td>Offer sustainable and trustworthy products regarding environment, animal welfare, health and social responsibility.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	Promote good health and dignity during the entire life of farm animals, even at slaughter. Expression of natural behaviour.	Higher price for the products and a more sustainable production on the farm.	Offer sustainable and trustworthy products regarding environment, animal welfare, health and social responsibility.
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Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens				x	
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives				x	

SE-6	REDE	www.rede.se	Sweden						
<p>REDE (Respect, Empathy, Animals and Ethics) is an initiative started by two animal welfare organizations in 2005. It concerns all animals; both domesticated and wild, kept in captivity or free-living and addresses children between six and nine years of age. REDE consists of school teaching material that is adjusted to fit the curriculum in Swedish schools and consists of different exercises about animals and their needs and behaviour. The idea is to start educating children about animal behaviour and welfare. REDE aims at increasing the children's ability of compassion and respect to animals (both domestic and wild), nature and other humans.</p> <p>REDE has not yet reached its full potential and is not so well known by society. Right now there are 4-5 teachers per day that register themselves to get the education material from the webpage. The education days about REDE for teachers are fully booked and there are schools that have REDE as a permanent subject in school.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>Children and coming generations are learning about animals and their behaviours, needs and feelings so the animals are treated well.</td> <td>Animal welfare and environment conscious consumers choose local, organic and animal friendly produced food. This is positive for those producers/farmers.</td> <td>Children grow up to become good and caring citizens towards animals, humans and nature. Children may influence their parents.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	Children and coming generations are learning about animals and their behaviours, needs and feelings so the animals are treated well.	Animal welfare and environment conscious consumers choose local, organic and animal friendly produced food. This is positive for those producers/farmers.	Children grow up to become good and caring citizens towards animals, humans and nature. Children may influence their parents.
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Assessed success of initiative	Very little success		Very high success						
Creating awareness among citizens			x						
Generating a demand among consumers			x						
Inspiring others to develop new animal-friendly initiatives		x							

H) United Kingdom

UK-1	Assured British Pigs (ABP)	www.assuredpigs.co.uk	United Kingdom						
<p>Assured British Pigs is the largest scheme for pig producers in England and Wales, assuring approximately 90% of all pig production. It originated in 2001 from a small group of farmers and aims to provide effective assurance to internationally recognised standards throughout the whole pig meat production chain, from animal feed manufacture to meat processing and distribution. Compliance with standards is controlled by an independent certification body.</p> <p>Welfare standards are above the UK legal minimum requirements. The scheme operates under the umbrella of Assured Food Standards; therefore ABP assured pig meat is eligible to use the Red Tractor logo. The standards are specified for piglets, weaners, rearing and fattening pigs and boars.</p> <p>Costs for development and implementation as well as compensation seem to be at the same level as for conventional production.</p> <p><i>Statistical data on the initiative for the year 2008:</i> Total number of farms complying: 65% of the UK pig producers comply with ABP standards, among these are 1.820 farms with sows and gilts; Number of animals complying: 3.620.000 fattening pigs, 4.567.000 sows and gilts (both make up between 85 – 90% of the UK pig population);</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>To provide assurance throughout the whole pig meat production chain.</td> <td>To ensure traceability throughout the food chain and assure food safety.</td> <td>To satisfy consumers' increasing awareness of animal welfare issues</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	To provide assurance throughout the whole pig meat production chain.	To ensure traceability throughout the food chain and assure food safety.	To satisfy consumers' increasing awareness of animal welfare issues
Animal related	Chain related	Society related							
To provide assurance throughout the whole pig meat production chain.	To ensure traceability throughout the food chain and assure food safety.	To satisfy consumers' increasing awareness of animal welfare issues							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens		x			
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives		x			

UK-2	RSPCA Freedom Food	www.rspca.org.uk	United Kingdom
<p>This farm assurance scheme is closely linked to the RSPCA – a charity concerning animal welfare relating to farm, companion and laboratory animals. They insist on higher welfare standards than other assurance schemes. The Freedom Food logo is used in food labelling and is recognised by many consumers in the UK because of its link to the RSPCA.</p> <p>The main focus of Freedom Food is to improve animal welfare. The RSPCA welfare standards are based on scientific research, veterinary advice and practical farming experience. They are more comprehensive than the welfare requirements of current UK and EU legislation, and are constantly being reviewed. Standards cover all species of farm animals.</p> <p>Producer experience higher costs for production, materials, housing and compliance with quality and welfare standards.</p> <p>52.5% of all laying hens in the UK are now assured by Freedom Food, and although their market share is smaller for other products, the public awareness of Freedom Food is increasing: a recent survey showed that recognition of the Freedom Food logo has more than doubled in one year.</p>			

Statistical data on the initiative for the year 2008:

Total number of farms complying: 1.016 farms with laying hens, 669 farms with broilers; Number of animals complying: 19.385.776 laying hens, 44.353.074 broilers, 3.590.809 fattening pigs, 392.271 sows and tilts, 19.111 milking cows, 10.000 fattening bulls.

Objectives

Animal related	Chain related	Society related
To implement RSPCA welfare standards throughout the food supply chain and to improve animal welfare.	To implement RSPCA welfare standards throughout the supply chain: in order for a product to bear the Freedom Food logo, the animal must have been reared, transported and slaughtered according to RSPCA welfare standards.	To improve consumer understanding of farming and food protection, and to offer consumers a greater welfare choice at the point of purchase.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens				x	
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives			x		

UK-3	Marks and Spencer	www.marksandspencer.com	United Kingdom
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Marks and Spencer (M&S) is a premium supermarket chain in the UK that has its own farm assurance scheme which sets standards across the whole agriculture supply chain and is more extensive in its requirements than other schemes such as national farm assurance initiatives. The standards, which apply also to imported animal products, are regularly reviewed and amended to ensure that they maintain high standards. M&S is a 100% own-brand retailer; therefore their animal welfare policy applies to every food product they sell. Standards for animal welfare cover dairy, beef, pigs and poultry.

Marks and Spencer has a written corporate animal welfare policy and has made significant investment in farm animal welfare research, as well as undertaking significant promotion of higher welfare products. All suppliers meet the requirements of national farm assurance schemes and are audited by Marks and Spencer to ensure that they meet their own standards, which includes inspection of the animals. Standards cover farm conditions, transport and abattoir. M&S sell only free-range eggs and use only these as ingredients in all their food.

Farmers experience higher costs for production, housing and compliance with quality and welfare standards. No data are available concerning the compensation they receive for those efforts.

Due to the small food value market share for M&S (4.3% in 2007) only relatively small numbers of animals are kept under their standards. However, their standards are the most extensive of all the supermarkets, and M&S have made a strong commitment to improving farm animal welfare with 'Plan A', and have been recognized by Compassion in World Farming (winner of the Compassionate Supermarket of the Year 2008 award) and by the RSPCA (winner of a RSPCA Good Business Award in 2008) for their efforts to date in this area.

Objectives

Animal related	Chain related	Society related
More extensive than other national farm assurance schemes and legislation, based on the 5 freedoms.	To integrate suppliers in definition of standards. To encompass the entire agriculture supply chain.	To ensure high quality food production.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved					x
Creating awareness among citizens				x	
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives				x	

UK-4	Elmwood Range	www.co-operative.coop/food	United Kingdom						
<p>The Elmwood range of products of the national supermarket chain Co-op (based on a co-operative membership structure) launched in 2007. It offers products with higher animal welfare standards without substantially increasing product price. The Co-op has its own policy on farm animal welfare standards for the products that it sells, and standards apply to domestic as well as imported products. It has made significant investment in farm animal welfare research, as well as undertaking some promotion of higher welfare products.</p> <p>The majority of suppliers are audited by Assured Food Standards, whilst laying hens, turkeys, geese and ducks are audited to at least Freedom Food standards. Broiler chickens are audited to the Co-op's own standard (which exceeds the minimum legal standard but is not as far-reaching as Freedom Food standards) or Freedom Food standards. Standards cover farm conditions, transport and abattoir. The Co-op is the largest retailer of Freedom Food products, and no longer sells eggs from caged birds.</p> <p>Producers of Elmwood products experience higher costs for production, housing, administration, control and compliance with quality and welfare standards. No data were available concerning the compensation to farmers.</p> <p>The Elmwood range is a massive success. More than 100'000 customers in the UK responded to a poll, and animal welfare emerged as one of the top areas that customers wished to see prioritised by the company. Sales have increased by 20%.</p> <p><i>Statistical data on the initiative for the year 2008:</i> Total number of farms complying: 96 farms with broilers.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>To implement higher welfare standards than the current minimum legal requirements.</td> <td>To deliver higher welfare standards as part of their 'Food Ethical' policy.</td> <td>To offer consumers a higher welfare product without a substantial increase in price. To get all customers to purchase higher welfare products.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	To implement higher welfare standards than the current minimum legal requirements.	To deliver higher welfare standards as part of their 'Food Ethical' policy.	To offer consumers a higher welfare product without a substantial increase in price. To get all customers to purchase higher welfare products.
Animal related	Chain related	Society related							
To implement higher welfare standards than the current minimum legal requirements.	To deliver higher welfare standards as part of their 'Food Ethical' policy.	To offer consumers a higher welfare product without a substantial increase in price. To get all customers to purchase higher welfare products.							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens				x	
Generating a demand among consumers				x	
Inspiring others to develop new animal-friendly initiatives			x		

UK-5	Soil Association	www.soilassociation.org	United Kingdom
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The Soil Association claims to be the UK's leading environmental charity promoting sustainable, organic farming and championing human health. The Soil Association was founded by a group of farmers, scientists and nutritionists in 1946. Its main mission is to create an informed body of public opinion about the links between farming practice and plant, animal, human, and environmental health, and to promote organic agriculture as a sustainable alternative to intensive farming methods. Standards are higher than that required under EU legislation for organic production and cover all species relevant for EconWelfare - cattle, sheep, pigs, poultry.

The Soil Association focuses on the choices that consumers make and wants to influence purchase decisions. It provides objective information and questions bad practices.

Cost for on farm production, input materials and compliance with animal welfare standards are much higher than for mainstream products. Higher are also the costs for processing as well as administration and control. No information is available on the compensations farmers get regarding the higher costs.

UK organic food and drink sales increased by 22% to nearly £2 billion over recent years and over 80% of organic products in the UK are assured by the Soil Association. However, the number of animals kept under the Soil Association standards is low; for example, less than 0.5% of UK broiler chickens are farmed organically.

Statistical data on the initiative for the year 2008:

Number of animals complying: 4.362.939 poultry, 71.229 pigs, 319.587 cattle.

Objectives

Animal related	Chain related	Society related
Animal welfare comes first.	To promote organic farming as a 'whole system' approach to farming. Interrelationships between all parts of the production system from the soil to the consumer.	To promote local and organic agriculture as a sustainable alternative to intensive farming methods. To assure strict animal welfare and environmental standards.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens				x	
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives				x	

UK-6	Chicken Out!	www.chickenout.tv	United Kingdom
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Chicken Out! campaign for a free range future is a national movement of consumers founded in 2008 who demand higher welfare for broiler chickens and fairer conditions for farmers who raise them. The main initiator behind the Chicken Out! campaign is Hugh Fearnley-Whittingstall is a celebrity chef, TV presenter, farmer and journalist. The Chicken Out! campaign is supported by Compassion in World Farming, a prominent lobbying group who campaign to "end all cruel factory farming processes". Chicken Out! campaigns for commercially produced broiler chickens to have more natural and longer lives by having outdoor access and an older age at slaughter (minimum of 56 days instead of the current industry average of 39 days). This would form a new minimum welfare standard for indoor-reared broiler chickens.

The campaign has more than 150'000 supporters and the accompanying television programme generated a great deal of publicity for the campaign. The campaign also raised over £56,000 to ensure that a resolution to the supermarket Tesco would be heard at the annual general meeting for shareholders. However, Tesco (and other supermarkets) are still selling intensively-produced broiler chickens, although some improvements have been made.

Objectives

Animal related	Chain related	Society related
To improve welfare through outdoor access, environmental enrichment, lower stocking densities and longer lives.	To stop price dumping and pressure on farmers. To pay fair prices to farmers for higher welfare birds. Free range chicken in catering and hospitality.	To increase consumer awareness, that they demand better welfare standards by boycotting cheap chicken. Informed choices of consumers at point of purchase.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens				x	
Generating a demand among consumers			x		
Inspiring others to develop new animal-friendly initiatives				x	

UK-8	Stakeholder animal welfare forums	Examples see below	UK
<p>In the UK there have been a number of examples where different stakeholder groups have come together to investigate a specific aspect of farm animal welfare. Sometimes initiated by the food retailers (in the UK the food retail sector is dominated by a small number of very large retailers such as Asda, Tesco, Sainsbury's etc), these forums usually involve groups of livestock farmers (producer groups), representatives from the supply chain (abattoirs and meat processors or dairy companies) as well as animal welfare groups (e.g. RSPCA) to investigate a particular aspect of animal welfare. In some cases, these forums has included or even been led by government, seeking to involve the industry in a particular topic such as animal health. In other cases, since the initiative is led by the retailer, the forum includes only those companies from the chain and producers who are directly involved with supplying that retailer. In that sense the retailer is seeking to make an improvement in the welfare of animals in its on supply chain. There are examples of stakeholder animal welfare forums in dairy cattle and poultry meat production but these may not be not formally organised and may not be accessible to every producer if organised by a particular retailer. Some view these forums as a 'new way of working' in that the whole chain has been brought together to investigate a particular aspect of animal welfare. Others may consider however that the forum is simply a means of the government monitoring the industry, an industry which can at times be wary of a government (either directly or via EU legislation) imposing new regulations on animal welfare and the environment. For an example of one the largest UK retailers websites providing information on livestock, see the Tesco site at: http://www.tescofarming.com/livestock.asp Or Sainsbury's at: http://www.jsainsbury.co.uk/cr/index.asp?pageid=35</p> <p><i>Within the remit of WP1, Stakeholder animal welfare forums were not initially selected as an initiative to improve animal welfare, however the UK experts (Bennett and Buller) indicated that this was a 'new way of working' and should be included for completeness.</i></p> <p>Objectives (will vary from one forum to another but here are some broad objectives)</p>			
Animal related	Chain related	Society related	
To improve animal welfare, often for a specific topic in a specific species	To bring together different aspects of the production chain (farm, transport and slaughter) and sometimes retailers and government	To improve welfare of animals in the food chain	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved		X			
Creating awareness among citizens	X				
Generating a demand among consumers	X				
Inspiring others to develop new animal-friendly initiatives	X				

Table of assessment completed by Jonathan Guy, personal view as member of consortium group about the success of this initiative.

UK-9	Codes of Good Agricultural Practice	Examples see below	UK						
<p>In many sectors of industry, codes of good practice have been developed to improve productivity and working conditions of employees amongst other things. In agriculture, a number of bodies produce booklets providing farmers with practical advice which will help achieve particular objectives. For example, the government has produced various codes of good practice - to ensure the quality of human drinking water or to safeguard animal welfare.</p> <p>For farm animal welfare, there are Codes of Recommendations for the Welfare of Livestock which have been available since 1968 – see http://www.defra.gov.uk/foodfarm/farmanimal/welfare/onfarm/index.htm#we</p> <p>These welfare codes of recommendation have an unusual position in that they are provided by government to farmers but are given as recommendations only. Anyone keeping farm animals must be familiar with the contents of the codes, have access to the codes for the particular species in question and have instructed his/her employees on the contents and implications of the codes. Although failing to meet some of the statements in the code about animal welfare is not an offence, such a failure can be used to establish guilt if a prosecution is brought.</p> <p>An example of a specific code, for laying hens, can be found at: http://www.defra.gov.uk/foodfarm/farmanimal/welfare/onfarm/documents/layerscode.pdf</p> <p>In drawing up the codes, government takes advice from organisations such as FAWC to ensure that the recommendations written in the codes of good practice will help to promote good animal welfare. It is thought that the public have a very low awareness of the existence of these codes.</p> <p><i>Within the remit of WP1, Codes of Good Agricultural Practice were not initially selected as an initiative to improve animal welfare. However the UK experts (Bennett and Buller) indicated that they should be added to the list for completeness.</i></p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>To provide specific recommendations to farmers on ways to ensure good animal welfare</td> <td>To provide a means for the chain to ensure that suppliers (farmers) are taking steps to promote animal welfare</td> <td>The government (on behalf of society) seeks to encourage farmers not to commit an offence of animal cruelty by providing advice (codes) to promote animal welfare</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	To provide specific recommendations to farmers on ways to ensure good animal welfare	To provide a means for the chain to ensure that suppliers (farmers) are taking steps to promote animal welfare	The government (on behalf of society) seeks to encourage farmers not to commit an offence of animal cruelty by providing advice (codes) to promote animal welfare
Animal related	Chain related	Society related							
To provide specific recommendations to farmers on ways to ensure good animal welfare	To provide a means for the chain to ensure that suppliers (farmers) are taking steps to promote animal welfare	The government (on behalf of society) seeks to encourage farmers not to commit an offence of animal cruelty by providing advice (codes) to promote animal welfare							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			X		
Creating awareness among citizens	X				
Generating a demand among consumers	X				
Inspiring others to develop new animal-friendly initiatives	X				

Table of assessment completed by Jonathan Guy, personal view as member of consortium group about the success of this initiative.

UK-10	Farm Animal Welfare Council	www.fawc.org.uk	UK						
<p>The Farm Animal Welfare Council (FAWC) is an independent advisory body (an NGO) established by the Government in 1979. Its objectives are to keep under review the welfare of farm animals on agricultural land, at market, in transit and at the place of slaughter; and to advise the Government of any legislative or other changes that may be necessary.</p> <p>The Council can:</p> <ul style="list-style-type: none"> investigate any topic falling within its remit; communicate freely with outside bodies, the European Commission and the public; publish its advice independently. <p>Amongst the members of FAWC are scientists (both natural and social science), veterinarians, farmers and representatives from the meat industry (chain) so it seeks to take a broad view of farm animal welfare in the UK. FAWC reports on particular aspects of welfare are highly regarded. For example, they have recently published a report on the welfare of dairy cows: 'Opinion on the Welfare of the Dairy Cow'.</p> <p><i>Within the Econwelfare group, Sandra Edwards is a member of FAWC as are Richard Bennett and Henry Buller (experts used in the clustering workshop in Madrid).</i></p> <p><i>Within the remit of WP1, FAWC was not initially selected as an initiative to improve animal welfare. However the UK experts (Bennett and Buller) indicated that it had been an important NGO in raising awareness about farm animal welfare in the UK, right from its formation in 1979 when there was some public concern in the UK about 'factory farming' methods.</i></p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>To periodically review the welfare of farm animals</td> <td>To consider farm animal welfare across the whole production chain (farm, transport and slaughter) and to have active discussions with the chain</td> <td>To provide independent advice on the welfare of farm animals</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	To periodically review the welfare of farm animals	To consider farm animal welfare across the whole production chain (farm, transport and slaughter) and to have active discussions with the chain	To provide independent advice on the welfare of farm animals
Animal related	Chain related	Society related							
To periodically review the welfare of farm animals	To consider farm animal welfare across the whole production chain (farm, transport and slaughter) and to have active discussions with the chain	To provide independent advice on the welfare of farm animals							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				X	
Creating awareness among citizens			X		
Generating a demand among consumers	X				
Inspiring others to develop new animal-friendly initiatives	X				

Table of assessment completed by Jonathan Guy, personal view as member of consortium group about the success of this initiative.

UK-11	Good egg awards	www.goodeggawards.com	UK
<p>The Good Egg Awards is a campaign which started in 2007 and is promoted across Europe by the NGO "Compassion in World Farming". Their vision is a world where farm animals are treated with compassion and respect without cruel factory farming practices.</p>			

The initiative claims the ban of cage systems and promotes animal friendlier alternatives. The initiative awards companies that are making a difference to the welfare of laying hens by switching to cage-free eggs.

Until now the initiative has involved important companies in Europe: food manufactures such as Calvè (owned by Unilever Europe) and the pasta producers La Campofilone and Bertagni; food service companies like Mc Donald's and Starbucks Coffee.

The main strength of the initiative consists in the relevant improvement of the welfare of laying hens avoiding the use of eggs from hens raised in cages and by the consequent rise of the number of laying hens reared in more friendly alternative housing techniques. The winner companies currently altogether use over one billion eggs a year: their new policy will save millions of hens from a life of suffering in battery cages.

Within the remit of WP1, the initiative Good Egg Awards was not initially selected as an initiative to improve animal welfare. However, the UK experts (Bennett and Buller) indicated that it had been an important NGO in raising awareness about farm animal welfare in the UK and across Europe.

Objectives

Animal related	Chain related	Society related
To improve welfare of laying hens by supporting non-cage husbandry systems.	The Good Egg Awards selects companies that are making a difference to the welfare of laying hens by switching to cage-free eggs.	To promote awareness of consumers on laying hens farming methods and to boost the availability of cage free eggs in the food market.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				X	
Creating awareness among citizens			X		
Generating a demand among consumers			X		
Inspiring others to develop new animal-friendly initiatives			x		

Table of assessment completed by Jonathan Guy, personal view as member of consortium group about the success of this initiative.

UK-12	Research and education on animal welfare	Examples see below	UK
<p>In the UK there has been considerable effort by research and education establishments to understand more about the conditions of animals on UK farms and their welfare. This is believed to have grown steadily since the first signs of public concern about 'factory farming' methods of intensive egg and pig production in the 1970's.</p> <p>Research and education is funded by government (UK and EU) and charities but it is beyond the capability of this researcher to judge its impact within the scope of this project.</p> <p>Animal Welfare remains a high priority in some research institutes in the UK, such as Newcastle University - http://www.ncl.ac.uk/afrd/research/integratedagric/animal/index.htm.</p> <p><i>Within the remit of WP1, research and education was initially not selected as an initiative to improve animal welfare since it has no co-ordinating body and is linked often with changes in society and public opinion over time. However, the UK experts (Bennett and Buller) indicated that it had been a contribution to the general raising of awareness about farm animal welfare in the UK.</i></p>			

Objectives		
Animal related	Chain related	Society related
To undertake research to understand more about the welfare of farm animals	To consider farm animal welfare across the whole production chain (farm, transport and slaughter).	To provide independent results and comment about the welfare of farm animals and to communicate these results to the public.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			X		
Creating awareness among citizens			X		
Generating a demand among consumers	X				
Inspiring others to develop new animal-friendly initiatives	X				

Table of assessment completed by Jonathan Guy, personal view as member of consortium group about the success of this initiative.

UK-13	Five Star Animal Welfare labelling (Whole Foods Market)	www.wholefoodsmarket.com	UK and USA
<p>Whole Foods Market claims to be the world's largest retailer of natural and organic foods, with stores throughout North America and the United Kingdom. Although very well distributed across North America, in the UK this company has a low share of the food market and has only 5 stores, all located in London.</p> <p>See: http://www.wholefoodsmarket.com/products/meat-quality-standards.php As a relative newcomer to the UK retail market, it would be seen to have had as yet a very limited impact on improving animal welfare.</p> <p><i>Within the remit of WP1, Whole Foods Market was initially not selected as an initiative to improve animal welfare. However the UK experts (Bennett and Buller) indicated that it had a novel way of assessing welfare of animals used in the production of its meat and dairy products – a simple way of categorising welfare using five different levels.</i></p>			
Objectives			
Animal related	Chain related	Society related	
To give the highest levels of animal welfare.	To source animal products from animal reared humanely and with compassion.	To source animal products from animal reared humanely and with compassion.	

Assessed success of initiative (for the UK at least)	Very little success				Very high success
Improving the welfare of the animals involved		X			
Creating awareness among citizens		X			
Generating a demand among consumers	X				
Inspiring others to develop new animal-friendly initiatives	X				

Table of assessment completed by Jonathan Guy, personal view as member of consortium group about the success of this initiative.

UK-14	Made in Britain Awards	www.waitrose.com/food	UK						
<p>Made in Britain Awards is an annual competition organised by the food retailer Waitrose and magazine Country Living to identify quality food and drink products. The awards are esteem factors, given to producers who use traditional techniques to make high quality products. Animal welfare is a part of this production process, but the award is given to the meat product, for example cheese produced on a specific farm in a particular part of the UK.</p> <p>For details see: http://www.waitrose.com/food/originofourfood/sourcingbritishfood/madeinbritain.aspx</p> <p><i>Within the remit of WP1, these awards were not initially selected as an initiative to improve animal welfare. However the UK experts (Bennett and Buller) indicated that it was a way of raising the profile of food and the methods of production. They did not give any indication of the impact of this initiative to improve animal welfare specifically.</i></p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>Implied rather than explicit - to promote high levels of animal welfare.</td> <td>To identify high quality food and drink products</td> <td>To identify high quality food and drink products</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	Implied rather than explicit - to promote high levels of animal welfare.	To identify high quality food and drink products	To identify high quality food and drink products
Animal related	Chain related	Society related							
Implied rather than explicit - to promote high levels of animal welfare.	To identify high quality food and drink products	To identify high quality food and drink products							

Assessed success of initiative (for the UK at least)	Very little success				Very high success
Improving the welfare of the animals involved		X			
Creating awareness among citizens		X			
Generating a demand among consumers		X			
Inspiring others to develop new animal-friendly initiatives		X			

Table of assessment completed by Jonathan Guy, personal view as member of consortium group about the success of this initiative.

UK-15	Buy local	https://secure.buy-local.net	UK
<p>In the UK there has been a growing awareness about the concentration of the food industry and increasing distances that some products are being transported from distribution centres to the supermarkets. Similarly, growing awareness about the environment and 'food miles' associated with food production mean that some customers are interested in purchasing locally-produced foods.</p> <p>Hence the term 'buy local' can be ascribed to a trend in society in general, rather than one specific initiative. Some might argue that the objectives are already covered in organic production.</p> <p>Amongst the reasons listed by one website encouraging people to log on and find companies supplying 'local' food products in their own town or village are:</p> <ul style="list-style-type: none"> • Enjoy Fresh Food that Tastes as it should • Lower your 'Food Miles' • Reduce your 'Carbon Footprint' • Reduce Unnecessary Waste • Less Packaging • Experience diversity of Local and Unique products • Support your Local Economy • Traceability - Be confident that you know where your food comes from • 'Whole Foods' with Less Additives and Preservatives • Eat Healthier produce that has not sat for days on a shelf 			

For details of this scheme see: <https://secure.buy-local.net/index.aspx>

Even the large retailers recognise that 'local' is important to some customers and some stores then have locally-produced goods, although 'local' in some cases can mean distances over 200 km. This emphasises the difficulty with labelling since there are no standards of definitions for 'local'.

Within the remit of WP1, 'Buy local' as a concept was not initially selected as an initiative to improve animal welfare. However, the UK experts (Bennett and Buller) indicated that it was a way of raising the profile of food, methods of production and traceability. They did not give any indication of the impact of this initiative to improve animal welfare specifically.

Objectives

Animal related	Chain related	Society related
Often not specific; assumption is that local animals have higher welfare	To identify locally produced food and drink products	To identify locally produced food and drink products

Assessed success of initiative (for the UK at least)	Very little success				Very high success
Improving the welfare of the animals involved	X				
Creating awareness among citizens		X			
Generating a demand among consumers		X			
Inspiring others to develop new animal-friendly initiatives		X			

Table of assessment completed by Jonathan Guy, personal view as member of consortium group about the success of this initiative.

I) Makedonia

MK-1	Western Balkan University Network for AW	www.welfare.fvm.ukim.edu.mk	Makedonia						
<p>The Western Balkan University Network for Animal Welfare was initiated in 2008 to promote animal welfare through academic and scientific engagement, knowledge transfer and information exchange in the region. The Network aims at developing research and training in the field of animal welfare in the Balkans. It fosters international discussions, and interdisciplinarity as a method of work, and encourages dialogue and communication. The following countries are participating in the network: Croatia, Serbia, Bosnia and Herzegovina, Macedonia, Montenegro, Albania and Kosovo.</p> <p>The Network will work to achieve a closer collaboration between stakeholders such as legislators, enforcers, industry and academics for the advancement of Animal Welfare. Developing a farm visitation and assessment system for conventional farms in the Western Activities: • Development of stable framework for continuous professional development for veterinarians to keep them up to date with animal welfare legislation and improve its implementation in the livestock production sector. • Training of national trainers and development of training courses. • Support to implementation process of EU AW legislation. • Developing and co-authoring animal welfare modules by the Network members within veterinary and bio-technical science for undergraduate and graduate programmes to feed into a wider curriculum.</p> <p>Objectives</p> <table border="1"> <thead> <tr> <th>Animal related</th> <th>Chain related</th> <th>Society related</th> </tr> </thead> <tbody> <tr> <td>To develop a farm visitation and assessment system for conventional farms (most farms in the region are small to medium size and will come under enormous pressure to meet the EU requirements)</td> <td>Not found.</td> <td>To establish a dialogue between the public, industry, government, policymakers and academics. To identify strategies for better animal welfare. To bring together researchers and professionals from the region and within the project many activities and strengthen the regional research area.</td> </tr> </tbody> </table>				Animal related	Chain related	Society related	To develop a farm visitation and assessment system for conventional farms (most farms in the region are small to medium size and will come under enormous pressure to meet the EU requirements)	Not found.	To establish a dialogue between the public, industry, government, policymakers and academics. To identify strategies for better animal welfare. To bring together researchers and professionals from the region and within the project many activities and strengthen the regional research area.
Animal related	Chain related	Society related							
To develop a farm visitation and assessment system for conventional farms (most farms in the region are small to medium size and will come under enormous pressure to meet the EU requirements)	Not found.	To establish a dialogue between the public, industry, government, policymakers and academics. To identify strategies for better animal welfare. To bring together researchers and professionals from the region and within the project many activities and strengthen the regional research area.							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens			x		
Generating a demand among consumers		x			
Inspiring others to develop new animal-friendly initiatives			x		

MK-2	Educational videos for AW	no link	Makedonia
<p>This initiative origins from a collaboration between the German Technical Cooperation (GTZ) owned by the German Federal Government, specializing in technical cooperation for sustainable development and <i>aid</i>, a German broadcasting and publishing company in 2006.</p> <p>Four out of nine educational videos published by <i>aid</i> concern farm animal welfare issues and have</p>			

been subtitled with Macedonian language. The documentaries face challenges encountered by Macedonian farmers related to the modernization and growth of the agro food sector in the EU pre-accession phase.

The videos were distributed to the federation of Macedonian farmers and national associations of farmers, national associations of cattle, pigs, sheep and goat producers, the national extension agency, the high schools for agriculture and the faculty of veterinary medicine as well as to the department for livestock production at the faculty for agricultural sciences and food.

A high number of interested persons gave a positive feedback to the videos, which were also broadcasted through national television.

Objectives

Animal related	Chain related	Society related
	To rise awareness of farmers of animal welfare and food quality.	To rise awareness of consumers of farm animal welfare issues and food quality.

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens				x	
Generating a demand among consumers	x				
Inspiring others to develop new animal-friendly initiatives		x			

MK-3	Metabolic Energy Monitoring	No link	Makedonia
<p>The “Monitoring of basic metabolic parameters of dairy cows as an indicator of negative energy balance” initiative started in 2006 on the biggest Macedonian dairy farms, where herd health mismanagement lead to metabolic disorders especially related to energy balance. The monitoring was initiated by the International found for agriculture and development (IFAD) and the German society for technical cooperation (GTZ).</p> <p>The monitoring of basic metabolic parameters of highly productive dairy cows helps to predict metabolic disorders, take preventive measures and hence avoid implications on animal welfare but also on milk quality. It thereby raises the awareness of farmers of the interrelationship between production, nutrition and health of their cows.</p> <p>Presentations and discussions with farmer associations and practical instructions at farm level where the main activities of this initiative, which can be considered as successful, mainly due to the international participation.</p>			
Objectives			
Animal related	Chain related	Society related	
To prevent metabolic disorders in high productive dairy cows aimed on better health and increased production	To produce healthy milk production	Awareness of the farmers on the relationship between production nutrition and metabolic health of the dairy cows	

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved				x	
Creating awareness among citizens		x			
Generating a demand among consumers		x			
Inspiring others to develop new animal-friendly initiatives			x		

MK-4	Heating Methods for Piglets	No link	Macedonia						
<p>The thermal environment influences swine production performance, health and welfare of pigs. Newborn piglets need warmth, a dry bed and protection from winter draughts and summer heat. Considerable heat can pass from the pig into damp concrete floors even though the air temperature may be reasonable.</p> <p>The research project concerned the replacement of traditional heating methods for piglets and was conducted in 2008 on commercial swine production farms, where two heating systems were compared: infrared lamp and floor heating panel. The behavior of piglets and microclimatic condition were evaluated using thermal comfort indexes. Piglets' daily weight gain and mortality were registered. Only the floor-heating panel reached the desired temperature level, and provides ideal micro-climatic condition for piglets in the three week trial. In heated floors the heat energy is passed almost directly (by conduction) from the heating element to the piglets, transferring energy much more effectively than by radiation flow. The heating-floor panel system presented the best environmental conditions for the animals.</p> <p>There was only a small response from farmers to this research project, it was very difficult to find farmers to participate.</p> <p>Objectives</p> <table border="1"> <tr> <td>Animal related</td> <td>Chain related</td> <td>Society related</td> </tr> <tr> <td>To evaluate behaviour of piglets in different heating systems.</td> <td>Not found.</td> <td>Not found.</td> </tr> </table>				Animal related	Chain related	Society related	To evaluate behaviour of piglets in different heating systems.	Not found.	Not found.
Animal related	Chain related	Society related							
To evaluate behaviour of piglets in different heating systems.	Not found.	Not found.							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens	x				
Generating a demand among consumers	x				
Inspiring others to develop new animal-friendly initiatives		x			

MK-5	Alternatives for Mastitis Prevention	no link	Macedonia						
<p>Alternative Approaches for Mastitis Prevention is a research project which started in 2008 and focuses on alternative methods for mastitis prevention. It has the intention to reduce mastitis infections in dairy herds and the related use of antibiotics to prevent resistance. The initiative aims at a higher level of animal welfare through health improvement.</p> <p>The project is mainly testing new alternative teat disinfectants in the laboratory and under natural conditions.</p> <p>Objectives</p> <table border="1"> <tr> <td>Animal related</td> <td>Chain related</td> <td>Society related</td> </tr> <tr> <td>To reduce the use of antibiotics through alternative approaches to mastitis prevention.</td> <td>Not mentioned.</td> <td>Not mentioned.</td> </tr> </table>				Animal related	Chain related	Society related	To reduce the use of antibiotics through alternative approaches to mastitis prevention.	Not mentioned.	Not mentioned.
Animal related	Chain related	Society related							
To reduce the use of antibiotics through alternative approaches to mastitis prevention.	Not mentioned.	Not mentioned.							

Assessed success of initiative	Very little success				Very high success
Improving the welfare of the animals involved			x		
Creating awareness among citizens		x			
Generating a demand among consumers		x			
Inspiring others to develop new animal-friendly initiatives		x			

Annex II: EconWelfare Clustering Workshop in Madrid

PROGRAMME 1st day 28th of September 2009

Timing	Contents
13:00-14:00	Lunch at Veterinary Faculty Coffee Shop Details see below.
14:00-14:30	Introduction and overview Short presentation of participants Introduction to the EconWelfare project Goals of the meeting
14:30-15:30	Session I: Overview and completeness Presenting preliminary results from our overview of the different animal welfare initiatives and standards at EU level: characterisation, objectives, success, etc. Discussion of list, types, completeness.
16.00-16.30	Coffee break at the Animal Reproduction Hall
16:30-18:30	Session II: Clustering criteria The complete list of initiatives is too large to formulate meaningful policy advice on. We need to cluster the initiatives into manageable groups. Discussion of criteria, in particular relevant for policy measures.
18:20-18:30	Closing session first day Feedback on methodology, Plans for next day

PROGRAMME 2nd day 29th of September 2009

Timing	Contents
08:30-09:00	Summary from first day from both workshops with discussion
09:00-10:30	Session III: Clustering the initiatives We've talked about the initiatives; we've discussed the clustering criteria, so now we will put them into groups and discuss the results
10.30-11.00	Coffee break at the Animal Reproduction Hall
11:00-11:30	Summary of the 2 workshops – Exchange of views
11:00-12:45	Promising policy instruments for animal welfare Plenary discussion together with the other working group (who discussed animal welfare consequences) on the way to proceed with the EconWelfare project.
12:45-13:00	Closing session second day
13:00-14:00	Lunch at the Veterinary Faculty Coffee Shop

Methodology

Goals of the workshop

- To get an overview and to complete the list of interesting initiatives for animal welfare
- To define suitable and appropriate criteria to cluster/group the different initiatives
- To cluster different initiatives in general and from a policy perspective
- To discuss the main issues and approaches, relevant for policy measures.

Session I: Overview and completeness

In the preliminary comparative (but still incomplete) draft report, which is sent together with this document, the following categories of animal welfare initiatives are described:

- EU and national animal welfare legislation and other governmental measures (such as direct payments, financial support)
- Private non-organic producer standards
- Private organic producer standards
- Information campaigns
- Research projects and programmes
- Education and training programmes
- Tools for the assessment of animal welfare
- Groups of animal welfare activists

A summary of the main characteristics of the analysed standards and initiatives is given, extracted from a qualitative questionnaire. The following aspects are included: Species and main topics covered by the initiatives, major initiators, year of development, objectives related to the animal, society and chain, restrictiveness of standards and success of the initiative.

These summaries are found in the Annex to the comparative report. However this is just one way or a starting point of grouping/clustering the different initiatives; the aim of the workshop is to think about other relevant ways of grouping from a general and a policy perspective.

Preparation:

We propose that you read these summaries of the initiatives. Try to compare the different examples with the initiatives you know?

Questions for the discussion:

- What do you think of this list?
- It will never be complete (i.e. it will never contain all initiatives in Europe), but does it miss any typical examples?
- Are these the types of initiatives you would be thinking of to promote welfare?
- Why do you think they are particular interesting?

Methodology

1. Step: Everybody writes down missing examples (put on pin wall)
2. Step: Discussion of completeness
3. Step: Discussion of particular interesting cases (notes on flip-chart)

The results of this discussion will facilitate to find appropriate criteria in Session II.

Session II: Criteria for clustering

To define later the most promising policy instruments it is important to cluster these standards and initiatives in a way that they can be compared. These groups or clusters will, at a later stage in the project, be analysed for strengths and weaknesses, followed by the formulation of policy instruments on how to promote them.

Preparation:

We propose that you read the chapter 1 - 3 in the draft comparative report to get an overview. In addition the FAWC report is recommended to read.

Questions for the discussion:

Keep in mind we need to be able to advice policymakers of the industry, governments, educational establishments etc. on how to proceed most effectively with their initiatives. Think also of other criteria for grouping then the classical one used in the overview chapter and in the FAWC report

- What criteria would you propose to use for that?
- Can we go by one criterion, or do we need several?
- Do we need additional criteria on lower levels?

Methodology

4. Step: Everybody writes down criteria useful for clustering on cards
5. Step: Discussion of criteria selection – select one or more clusters to work with

Session III: Clustering

In this session we will chose the most promising clusters base on the agreed criteria and discuss the outcome.

Preparation:

We propose that you use the tables at the end of this document to think already of some examples (take your country and another country with contrasting initiatives)

Questions for the discussion:

- Are the criteria sufficiently clear?
- Do we need additional subcategories?
- Does everything fit somewhere?
- What do we do with 'border line cases'?
- What are the advantages and disadvantages of the chosen cluster(s)?

Methodology:

6. Step: Group initiatives at the pin wall together for one cluster
7. Step: Group initiatives at the pin wall together for another cluster
8. Step: Discuss of how the clusters fit and advantages/disadvantages of this type of clustering. Decide if subcategories are needed? (flip chart)
9. Step: Check which of the mentioned criteria are covered with the chosen cluster(s) and which not (Flip chart)

Session IV with other experts and the whole project team

The preliminary report and the summarised differences in legal regulatory framework of the EU and governmental and private rules will reveal differences between the requirements of

EU regulations/directives, governmental rules and private non-organic and organic standards/labelling schemes.

These differences can be:

- more precisely formulated than EU rules
- stricter respectively going beyond EU rules
- new respectively cover aspects which are not covered by EU rules
- the same respectively covering the same aspect of animal welfare the same or in a similar way
- or in the case of Third Countries also below the EU level.

When discussing with the other experts, we will look at the relevance of these issues from an animal welfare, chain and society (including consumer) perspective.

Preparation:

Generally NONE, but If you find time and if you are interested, we recommend you that you have a look at

- the comparative Excel tables with the summarised differences for the different animal categories transport and slaughter.
- the in depth analysis of the differences between EU and governmental rules in the comparative report on standards and initiatives (Deliverable D1.2).

We would appreciate a feedback, although it is not the main focus of the clustering workshop.

Questions for the discussion

- When comparing regulatory and non-regulatory approaches what are the strengths and weaknesses for each of the clustered approaches found in the initiatives?
- Which issues and themes covered by the different initiatives could be promoted by which policy instruments?

This discussion will be a preparation and inspiration for more in-depth discussions later in the project.

Methodology

An open discussion between the two expert groups and the project team members.

10. Step: Summary of outcomes in the two parallel workshops (with beamer)
11. Step: Discussion of most promising instruments and measures (flip chart or beamer)

Annex – List of Initiatives see next page

List of initiatives – Working Sheet for clustering workshop

European Union

Code	Name of Initiative	Cluster 1	Cluster 2	Cluster 3	Cluster 4
EU-1	Regulations for Organic Production				

Germany

Code	Name of Initiative	Cluster 1	Cluster 2	Cluster 3	Cluster 4
DE-1	Neuland				
DE-2	Bioland				
DE-3	Naturland				
DE-4	Demeter				
DE-5	PROVIEH				
DE-6	Tierschutz-TUeV				
DE-7	Rural Development GAK				
DE-8	AW Legislation				

Italy

Code	Name of Initiative	Cluster 1	Cluster 2	Cluster 3	Cluster 4
IT-1	Naturama				
IT-2	Agriqualità				
IT-3	Il Campese				
IT-4	LAIQ				
IT-5	Carnesi				
IT-6	Good Egg Awards				
IT-7	Measure 215				
IT-8	AW Legislation				

Netherlands

Code	Name of Initiative	Cluster 1	Cluster 2	Cluster 3	Cluster 4
NL-1	Milieukeur Varkens				
NL-2	Better Life Hallmark for Veal				
NL-3	Volwaardkip				
NL-4	Campina Merkmelk				
NL-5	SKAL				
NL-6	Free Laying Hens from Battery				
NL-7	Green Knowledge Cooperation				
NL-8	Welfare Index for Dairy Cattle				
NL-9	Pigs in ComfortClass				
NL-10	WUR Research Program				
NL-11	AW Legislation				

Poland

Code	Name of Initiative	Cluster 1	Cluster 2	Cluster 3	Cluster 4
PL-1	Klub Gaja				
PL-2	Do you know what you eat?				
PL-3	Farmer Training AW Issues				
PL-4	Agro Web Poland				
PL-5	Egg Labeling				
PL-6	AW Legislation				

Spain

Code	Name of Initiative	Cluster 1	Cluster 2	Cluster 3	Cluster 4
ES-1	Carn Nature Beef				
ES-2	Carnes Valles del Esla				
ES-3	EcoVera Eggs				
ES-4	AW Training for Farmers & Transporters				
ES-5	Guide of Market Practices				
ES-6	Research Subprogram AW Indicators				
ES-7	AW Legislation				

Sweden

Code	Name of Initiative	Cluster 1	Cluster 2	Cluster 3	Cluster 4
SE-1	Swedish Seal of Quality				
SE-2	Arlagården				
SE-3	Boiler Welfare Program				
SE-4	Laying Hens Welfare Program				
SE-5	KRAV				
SE-6	REDE				
SE-7	AW Legislation				

United Kingdom

Code	Name of Initiative	Cluster 1	Cluster 2	Cluster 3	Cluster 4
UK-1	Assured British Pigs				
UK-2	RSPCA Freedom Food				
UK-3	Marks & Spencer				
UK-4	Elmwood Range				
UK-5	Soil Association				
UK-6	Chicken Out!				
UK-7	AW Legislation				

Macedonia

Code	Name of Initiative	Cluster 1	Cluster 2	Cluster 3	Cluster 4
MK-1	Western Balkan University Network for AW				
MK-2	Educational Videos for AW				
MK-3	Metabolic Energy Monitoring				
MK-4	Heating Methods for Piglets				
MK-5	Alternatives for Mastitis Prevention				
MK-6	AW Legislation				

Definitive participants for the Clustering Workshop in Madrid 28/29 September 2009

Name	Mette Vaarst
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Institution / Organisation	University of Reading
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Clustering Workshop in Madrid in September 2009 – Notes

Brainstorming session on clustering criteria (all cards) grouped in clustering themes and subthemes

GOALS

Focus

short term – time limited – long lasting

Objective of the initiative – e.g. only AW or food quality welfare, environment, etc.?

One issue or multi-issue (e.g. sustainability)

Focus on animal welfare or consumer well-being

Outcome

Reactive or proactive

Clear difference between non-negotiables (e.g. cruelty) and areas towards life worth living

Inclusive (more welfare at base level) or exclusive (high welfare for few)

Enforcement compliance: legislation or above legislation

Guiding/showing ways versus technical thresholds in standards

Direct (introducing standards) or indirect (creating awareness, promotion activities)

Legislation

Control

Labelling

Welfare measurements

Investments, subsidies

Research/testing

Information

Education or training

Impact

Economic impact

Consumer impact

Indirect impact on market

Guaranteed impact on animal

ACTORS

Based on actors involved. Type of actors: Government, retailers, producers, Legal system, Veterinarians, NGOs

Supply chain, players, and stakeholders

Who comes with an initiative (Initiators): farmers, NGO's, industry (processors, retailers), government agencies?

Who promoted the initiative: e.g. farmers, retailers, governments, others?

Initiators: retail involved? NGO's involved?

Who is the major stakeholder? Who takes the initiative?

Who owns it (expected to act)?

Owner: government, retail, industry, farmers, NGO's

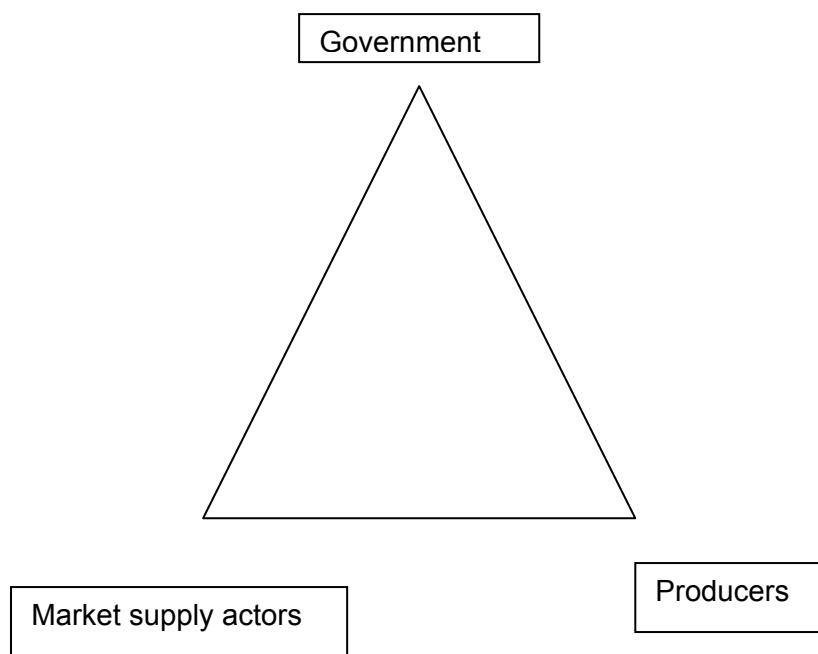
GOVERNANCE

Degree of segmentation (free market) and regulation (intervention) on a scale

Level of government involvement

Governmental versus private

Government intervention (to which extent and what type?)



Annex III: Results from expert scoring of AW initiatives

On the following pages the assessment of the goals, instruments, actors and success factors of the different Animal Welfare Initiatives through the project partners and external experts is reported.

Tabel X1: Clustering of Animal Welfare Initiatives

		0 = not relevant			1 = somewhat relevant				2 = relevant		3 = very relevant							
CLUSTERED GOALS		ANIMAL RELATED GOALS			CHAIN RELATED GOALS				FARMER RELATED GOALS		SOCIETY RELATED GOALS		CONSUMER RELATED GOALS					
Code	Name of Initiative	Animal welfare: main focus on better technical/management system	Animal welfare: main focus on animal itself	Sustainability	Profit in high value chain	Competitive market	EU live-stock production	Risk management in the chain	Support farmers	Farmers skills	Awareness amongst target groups	Knowledge AW	Food safety	Transparency	Customer fidelity	Consumer concerns	Average by Initiative	Average by Country
		Cluster 1.1	Cluster 1.2	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8	Cluster 9	Cluster 10	Cluster 11	Cluster 12	Cluster 13	Cluster 14		
EU-1	Regulation for Organic Farming	2	1	1	1	1	1	1	1	1	1	1	1	3	2	1	1.27	1.27
DE-1	Neuland	3	3	1	2	2	0	1	2	3	3	3	1	3	3	3	2.20	
DE-2	Bioland	2	2	3	2	2	0	1	3	2	3	2	1	3	3	3	2.13	
DE-3	Naturland	2	2	3	2	2	0	1	3	2	3	2	1	3	3	3	2.13	
DE-4	Demeter	2	3	3	2	2	0	1	3	2	2	2	1	3	3	3	2.13	
DE-5	PROVIEH	3	3	2	0	1	0	1	2	2	3	3	0	1	1	3	1.67	
DE-6	Tierschutz-TUeV	2	3	1	0	0	0	0	2	0	2	3	0	0	0	3	1.07	
DE-7	Rural Development GAK	2	1	1	2	2	3	0	2	1	1	1	0	0	1	1	1.20	
DE-8	AW Legislation	2	1	0	0	0	2	1	0	0	0	0	0	2	2	2	0.80	1.67
IT-1	Naturama	1	1	0	0	1	0	0	0	0	0	0	2	0	3	2	0.67	
IT-2	Agriqualità	2	1	1	0	1	0	1	0	0	2	2	2	2	1	3	1.20	
IT-3	Il Campese	2	1	1	1	3	1	1	0	0	0	0	2	2	3	3	1.33	
IT-4	LAIQ	2	1	3	1	1	1	1	0	1	2	2	2	2	1	3	1.53	
IT-5	Carnesi	2	2	2	2	2	2	2	0	0	0	0	2	2	2	2	1.47	
IT-6	Good Egg Awards	3	0	2	0	0	0	1	0	0	3	3	0	0	0	3	1.00	
IT-7	Measure 215	3	1	0	1	0	3	1	3	3	0	1	0	1	1	1	1.27	
IT-8	AW Legislation	3	1	0	0	0	0	0	0	2	1	1	1	1	0	2	0.80	1.16
NL-1	Milieukeur Varkens	2	2	3	1	2	0	1	1	1	1	0	1	1	2	3	1.40	
NL-2	Better Life Hallmark for Veal	2	2	0	0	2	0	0	1	0	2	0	0	1	2	3	1.00	
NL-3	Volwaardkip	2	2	0	1	2	0	0	1	0	2	0	0	1	1	3	1.00	
NL-4	Campina Merkmelk	2	0	1	1	2	0	0	1	1	1	0	0	1	1	3	0.93	
NL-5	SKAL	2	1	2	1	1	0	1	1	1	2	0	0	1	2	3	1.20	
NL-6	Free Laying Hens from Battery	3	0	0	0	0	2	0	0	0	3	0	0	0	0	3	0.73	
NL-7	Green Knowledge Cooperation	3	2	0	0	2	0	0	0	3	2	3	0	0	0	3	1.20	
NL-8	Welfare Index for Dairy Cattle	1	3	0	0	0	0	0	3	3	3	3	0	0	0	3	1.27	

Table X1 continued: Clustering of Animal Welfare Initiatives

Code	Name of Initiative	ANIMAL RELATED GOALS			CHAIN RELATED GOALS				FARMER RELATED GOALS		SOCIETY RELATED GOALS		CONSUMER RELATED GOALS				Average by Initiative	Average by Country
		Animal welfare: main focus on better technical/management system	Animal welfare: main focus on animal itself	Sustainability	Profit in high value chain	Competitive market	EU livestock production	Risk management in the chain	Support farmers	Farmers skills	Awareness amongst target groups	Knowledge AW	Food safety	Transparency	Customer fidelity	Consumer concerns		
		Cluster 1.1	Cluster 1.2	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8	Cluster 9	Cluster 10	Cluster 11	Cluster 12	Cluster 13	Cluster 14		
NL-9	Pigs in ComfortClass	3	2	0	0	0	0	0	2	0	2	3	0	0	0	3	1.00	
NL-10	WUR Research Program	3	3	1	2	2	1	0	2	2	0	3	0	0	0	3	1.47	
NL-11	AW Legislation	2	1	0	0	0	0	0	0	0	0	0	0	2	2	3	0.67	
NL-12	Cono Cheese	2	2	3	2	2	0	0	3	3	3	2	1	1	3	3	2.00	
NL-13	Adopt a chicken	0	3	0	0	0	0	0	2	0	3	0	0	3	3	3	1.13	
NL-14	Political party for animals	2	3	2	0	0	0	0	0	0	3	2	0	2	0	3	1.13	1.15
PL-1	Klub Gaja	3	2	1	0	1	1	1	0	1	3	3	0	2	0	0	1.20	
PL-2	Do you know what you eat?	1	1	1	2	1	0	0	0	0	3	2	1	2	1	1	1.07	
PL-3	Farmer Training AW Issues	3	3	1	0	0	2	0	1	3	2	2	0	0	0	0	1.13	
PL-4	Agro Web Poland	3	3	1	0	0	1	0	0	1	3	3	0	1	1	0	1.13	
PL-5	Egg Labeling	2	1	1	1	2	0	1	0	0	3	1	2	3	2	1	1.33	
PL-6	AW Legislation	2	2	1	0	0	1	1	1	1	1	3	1	2	0	0	1.07	
PL-7	System Quality Meat Program — QMP	3	1	2	3	3	1	3	2	2	2	2	3	3	2	1	2.20	
PL-8	FREE BROILERS	3	2	1	1	1	0	0	1	0	2	1	1	1	1	1	1.07	1.28
ES-1	Carn Nature Beef	1	1	0	1	1	1	1	1	1	0	0	2	1	1	2	0.93	
ES-2	Carnes Valles del Esla	2	1	2	1	1	1	1	2	2	1	1	2	1	1	2	1.40	
ES-3	EcoVera Eggs	3	2	2	2	2	1	1	2	2	1	1	3	2	2	3	1.93	
ES-4	AW Training for Farmers & Transporters	3	2	0	3	0	3	2	1	3	3	3	2	2	1	1	1.93	
ES-5	Guide of Market Practices	3	2	0	3	0	3	2	1	3	3	3	2	2	1	1	1.93	
ES-6	Research Subprogram AW Indicators	2	2	0	2	2	2	2	2	2	1	2	1	1	1	1	1.53	
ES-7	AW Legislation	2	1	0	3	0	1	1	0	3	1	2	2	3	0	0	1.27	1.56
SE-1	Swedish Seal of Quality	3	2	2	1	3	0	2	3	2	2	2	2	2	2	2	2.00	
SE-2	Arlagården	3	1	1	2	2	0	2	3	1	1	1	3	2	2	2	1.73	

Table X1 continued: Clustering of Animal Welfare Initiatives

Code	Name of Initiative	ANIMAL RELATED GOALS			CHAIN RELATED GOALS				FARMER RELATED GOALS		SOCIETY RELATED GOALS		CONSUMER RELATED GOALS				Average by Initiative	Average by Country
		Animal welfare: main focus on better technical/management system	Animal welfare: main focus on animal itself	Sustainability	Profit in high value chain	Competitive market	EU live-stock production	Risk management in the chain	Support farmers	Farmers skills	Awareness amongst target groups	Knowledge AW	Food safety	Transparency	Customer fidelity	Consumer concerns		
		Cluster 1.1	Cluster 1.2	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8	Cluster 9	Cluster 10	Cluster 11	Cluster 12	Cluster 13	Cluster 14		
SE-3	Broiler Welfare Program	3	2	1	2	3	0	3	3	2	1	2	3	2	2	2	2.07	
SE-4	Laying Hens Welfare Program	3	2	1	2	2	0	3	3	2	1	2	3	2	2	2	2.00	
SE-5	KRAV	3	2	3	2	3	1	2	3	2	2	2	2	2	2	2	2.20	
SE-6	REDE	0	0	0	0	0	0	0	0	1	3	3	0	0	0	1	0.53	
SE-7	AW Legislation	2	1	0	0	0	2	1	1	2	2	2	0	1	2	2	1.20	1.68
UK-4	Elmwood Range	2	2	2	2	1	0	2	1	1	2	1	2	1	2	2	1.53	
UK-5	Soil Association	3	2	2	2	1	0	2	2	1	2	2	2	2	3	3	1.93	
UK-6	Chicken out!	3	3	1	1	0	0	0	0	1	2	3	0	0	2	3	1.27	
UK-7	AW Legislation	1	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0.20	
UK-8	Stakeholder animal welfare forums	2	1	2	1	2	0	3	3	3	3	3	1	1	1	2	1.87	
UK-9	Codes of Good Agricultural Practice	3	1	0	0	0	0	1	0	3	1	1	0	0	0	0	0.67	
UK-10	Farm Animal Welfare Council	3	2	1	0	0	0	1	2	1	2	3	1	0	0	0	1.07	
UK-11	Good egg awards	3	1	1	0	0	1	0	0	1	2	2	1	0	2	2	1.07	
UK-12	Research and education on animal welfare	3	3	2	2	2	2	1	1	2	2	2	2	1	0	0	1.67	
UK-13	Five Star Animal Welfare labelling	2	2	1	0	0	0	0	0	0	1	1	0	0	2	2	0.73	
UK-14	Made in Britain Awards	2	0	0	1	1	0	0	1	1	1	1	0	0	2	1	0.73	
UK-15	Buy local	1	0	3	0	0	0	2	1	0	0	0	0	1	1	1	0.67	1.24
MK-1	Western Balkan University Network for AW	2	2	2	0	1	0	0	2	2	1	3	2	1	0	0	1.20	
MK-2	Educational Videos for AW	1	2	1	0	0	1	0	2	1	3	2	0	3	0	1	1.13	
MK-3	Metabolic Energy Monitoring	2	2	1	1	1	1	1	1	3	1	1	1	0	0	0	1.07	
MK-4	Heating Methods for Piglets	3	2	1	1	1	1	2	1	3	1	1	1	0	0	0	1.20	

Table X1 continued: Clustering of Animal Welfare Initiatives

Code	Name of Initiative	ANIMAL RELATED GOALS			CHAIN RELATED GOALS				FARMER RELATED GOALS		SOCIETY RELATED GOALS		CONSUMER RELATED GOALS				Average by Initiative	Average by Country
		Animal welfare: main focus on better technical/management system	Animal welfare: main focus on animal itself	Sustainability	Profit in high value chain	Competitive market	EU live-stock production	Risk management in the chain	Support farmers	Farmers skills	Awareness amongst target groups	Knowledge AW	Food safety	Transparency	Customer fidelity	Consumer concerns		
		Cluster 1.1	Cluster 1.2	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8	Cluster 9	Cluster 10	Cluster 11	Cluster 12	Cluster 13	Cluster 14		
MK-5	Alternatives for Mastitis Prevention	2	2	1	1	1	1	2	1	3	1	2	2	0	0	0	1.27	
MK-6	AW Legislation	0	0	1	0	1	0	1	1	0	1	3	1	3	2	1	1.00	1.14
CH-1	Mandatory testing of housing systems	3	3	1	0	0	0	0	1	0	2	3	0	0	0	3	1.07	
CH-2	AW Cross compliance	2	1	2	2	2	0	0	2	1	1	1	0	0	1	1	1.07	
CH-3	Free-range payments	3	2	1	2	1	0	0	2	1	1	1	0	0	1	1	1.07	
CH-4	Outdoor access payments	3	2	1	2	1	0	0	2	1	1	1	0	0	1	1	1.07	
CH-5	Declaration of „bad“ systems	3	2	0	0	0	0	0	0	0	2	2	0	0	0	1	0.67	
CH-6	Govern. website good practises	3	2	1	0	0	0	0	0	1	2	3	0	1	1	0	0.93	0.98
DK-1	Mandatory animal health advisory service	2	2	1	0	0	0	0	2	2	2	2	1	0	0	1	1.00	
DK-2	Aniplan farmers groups	2	1	1	1	1	1	0	2	2	2	2	0	0	1	1	1.13	1.07
FR-1	Label rouge	2	1	1	2	2	0	2	2	1	2	2	0	0	0	2	1.27	
FR-2	Thierry Schweitzer pigs	2	1	1	2	2	0	2	2	1	2	2	0	0	0	2	1.27	1.27
Average		2.3	1.7	1.1	1.0	1.0	0.5	0.9	1.3	1.3	1.7	1.7	0.9	1.2	1.2	1.8		

X1: Clustering of Animal Welfare Initiatives

Code	Name of Initiative	0 = not used				1 = rarely used		2 = sometimes used		3 = main instrument						DEVELOPMENT		Average by Initiative	Average by		
		REGULATORY				LABELLING		FINANCIAL INCENTIVES		ASSURANCE, GUIDANCE		EDUCATION, INFORMATION								Research : public	Research : private
		Regulation: Public	Regulation: private	Penalties (fine)	Cross Compliance	Labeling: Public	Labeling: private	Incentives: Public	Incentives: private	Codes of practise: Public	Codes of practise: private	Educational: Public	Educational: private	Training: Public	Training: private	Information: Public	Information: private			Cluster 17	Cluster 18
Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8	Cluster 9	Cluster 10	Cluster 11	Cluster 12	Cluster 13	Cluster 14	Cluster 15	Cluster 16	Cluster 17	Cluster 18				
EU-1	Regulation for Organic Farming	3	0	2	0	3	0	0	0	0	0	0	0	0	1	0	2	0	0.61	0.61	
DE-1	Neuland	0	3	2	0	0	3	1	3	1	3	0	3	0	2	1	3	1	1	1.50	
DE-2	Bioland	3	3	3	0	3	3	0	3	2	3	0	2	0	2	1	3	1	1	1.83	
DE-3	Naturland	3	3	3	0	3	3	0	3	2	3	0	2	0	2	1	3	1	1	1.83	
DE-4	Demeter	3	3	3	0	3	3	0	3	2	3	0	2	0	2	1	3	1	1	1.83	
DE-5	PROVIEH	0	0	1	0	2	3	0	1	0	2	0	3	0	1	0	2	0	1	0.89	
DE-6	Tierschutz-TUeV	3	0	0	0	1	0	0	0	2	3	0	0	0	0	1	2	2	0	0.78	
DE-7	Rural Development GAK	3	0	2	3	0	0	3	0	0	0	0	0	0	1	0	0	0	0	0.67	
DE-8	AW Legislation	3	0	3	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0.44	1.22
IT-1	Naturama	0	3	1	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0.39	
IT-2	Agriqualità	3	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0.33	
IT-3	Il Campese	2	1	2	0	2	2	0	0	0	0	0	0	0	1	0	0	0	0	0.56	
IT-4	LAIQ	0	3	1	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0.39	
IT-5	Carnesi	3	0	2	0	3	0	0	0	0	0	0	0	0	1	1	2	0	0	0.67	
IT-6	Good Egg Awards	0	0	0	0	0	3	0	0	0	0	0	1	0	0	0	2	0	0	0.33	
IT-7	Measure 215	3	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0.33	
IT-8	AW Legislation	3	0	3	2	0	0	0	0	0	0	1	0	2	0	0	0	0	0	0.61	0.45
NL-1	Milieukeur Varkens	0	3	2	0	0	3	0	2	0	3	0	0	0	1	0	2	1	1	1.00	
NL-2	Better Life Hallmark for Veal	0	0	1	0	0	3	0	1	0	3	0	0	0	0	2	0	1	0	0.61	
NL-3	Volwaardkip	0	3	1	1	0	3	0	2	0	3	0	0	0	0	2	2	0	0	0.94	
NL-4	Campina Merkmelk	0	3	2	0	0	3	0	2	0	3	0	0	0	0	2	0	1	0	0.89	
NL-5	SKAL	3	0	3	0	3	0	0	2	2	2	0	0	0	1	2	2	0	0	1.22	
NL-6	Free Laying Hens from Battery	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0.17	
NL-7	Green Knowledge Cooperation	0	0	0	0	0	0	0	0	0	0	3	0	3	0	3	0	3	0	0.67	
NL-8	Welfare Index for Dairy Cattle	0	0	0	0	0	0	0	0	0	0	0	3	0	3	0	3	0	0	0.50	
NL-9	Pigs in ComfortClass	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3	0	0.33	
NL-10	WUR Research Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	0	0.28	
NL-11	AW Legislation	3	0	3	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0.44	
NL-12	Cono Cheese	0	3	0	0	0	3	0	3	0	3	0	3	0	3	0	2	0	2	1.22	
NL-13	Adopt a chicken	0	0	0	0	0	0	0	2	0	0	0	2	0	0	0	3	0	0	0.39	
NL-14	Political party for animals	0	0	0	0	0	0	0	0	0	0	0	2	0	0	3	0	0	0	0.28	0.64

X1 continued: Clustering of Animal Welfare Initiatives

Code	CLUSTERED INSTRUMENTS Name of Initiative	REGULATORY				LABELLING		FINANCIAL INCENTIVES		ASSURANCE, GUIDANCE		EDUCATION, INFORMATION						DEVELOPMENT		Average by Initiative	Average by
		Regulation: Public	Regulation: private	Penalties (fine)	Cross Compliance	Labeling: Public	Labeling: private	Incentives: Public	Incentives: private	Codes of practise: Public	Codes of practise: private	Education: Public	Education: private	Training: Public	Training: private	Information: Public	Information: private	Research: public	Research: private		
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8	Cluster 9	Cluster 10	Cluster 11	Cluster 12	Cluster 13	Cluster 14	Cluster 15	Cluster 16	Cluster 17	Cluster 18		
PL-1	Klub Gaja	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	3	0	0	0.28	
PL-2	Do you know what you eat?	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	3	0	0	0.28	
PL-3	Farmer Training AW Issues	0	0	0	0	0	0	0	0	0	0	3	0	3	0	1	0	0	0	0.39	
PL-4	Agro Web Poland	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	3	0	0	0.28	
PL-5	Egg Labeling	3	0	2	0	3	0	0	0	0	0	1	0	0	0	1	0	0	0	0.56	
PL-6	AW Legislation	3	0	2	1	0	0	0	0	0	0	1	0	0	0	2	0	0	0	0.50	
PL-7	System Quality Meat Program — QMP	0	3	0	0	0	3	0	0	0	3	0	2	0	0	0	1	0	0	0.67	
PL-8	FREE BROILERS	0	0	0	0	0	3	0	0	0	2	0	2	0	0	0	3	0	0	0.56	0.44
ES-1	Carn Nature Beef	0	3	1	0	0	3	0	2	0	2	0	1	0	2	0	2	0	0	0.89	
ES-2	Carnes Valles del Esla	0	2	1	0	0	3	0	3	0	3	0	2	0	2	0	3	0	3	1.22	
ES-3	EcoVera Eggs	2	3	1	0	3	3	0	3	0	3	0	2	0	2	0	3	0	0	1.39	
ES-4	AW Training for Farmers & Transporters	3	0	3	3	0	0	0	0	3	0	3	0	3	0	3	0	1	0	1.22	
ES-5	Guide of Market Practices	2	1	0	0	0	0	0	0	3	1	1	0	3	1	1	1	0	0	0.78	
ES-6	Research Subprogram AW Indicators	3	1	0	0	1	1	2	1	2	1	0	0	0	0	1	1	3	1	1.00	
ES-7	AW Legislation	3	0	3	3	0	0	1	0	2	0	3	0	3	0	3	0	2	0	1.28	1.11
SE-1	Swedish Seal of Quality	0	3	1	0	0	3	0	2	0	3	1	1	1	1	1	2	1	1	1.17	
SE-2	Arlagården	0	3	1	0	0	3	0	2	0	3	1	1	1	1	1	2	1	1	1.17	
SE-3	Broiler Welfare Program	2	3	1	0	1	3	2	3	2	3	1	1	1	1	1	2	1	1	1.61	
SE-4	Laying Hens Welfare Program	2	3	1	0	1	3	2	3	2	3	1	1	1	1	1	2	1	1	1.61	
SE-5	KRAV	2	2	1	0	1	3	1	3	1	3	1	1	1	2	2	2	1	1	1.56	
SE-6	REDE	0	3	1	0	0	3	0	0	2	0	3	1	1	1	2	2	1	1	1.17	
SE-7	AW Legislation	3	0	3	0	1	0	0	0	3	0	2	0	1	0	2	0	3	0	1.00	1.33
UK-1	Assured British Pigs	0	3	0	0	0	3	0	3	2	3	0	0	0	1	1	1	0	1	1.00	
UK-2	RSPCA Freedom Food	0	3	1	0	0	3	0	3	2	3	1	0	0	2	2	2	0	1	1.28	
UK-3	Marks & Spencer	0	3	0	0	0	3	0	3	2	3	0	0	0	2	1	1	0	1	1.06	
UK-4	Elmwood Range	0	3	0	0	0	3	0	3	2	3	0	0	0	2	1	1	0	0	1.00	
UK-5	Soil Association	2	3	0	0	0	2	0	3	2	3	1	0	0	2	2	2	0	1	1.28	
UK-6	Chicken out!	0	3	0	0	0	0	0	0	2	1	0	0	0	0	1	1	0	0	0.44	
UK-7	AW Legislation	3	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0.33	
UK-8	Stakeholder animal welfare forums	0	3	0	0	0	0	0	0	0	3	2	0	0	1	1	1	0	2	0.72	

X1 continued: Clustering of Animal Welfare Initiatives

Code	CLUSTERED Name of Initiative	REGULATORY				LABELLING		FINANCIAL		ASSURANCE		EDUCATION, INFORMATION						DEVELOPMENT		Average	Average
		Regula- Cluster	Regula- Cluster	Penal- Cluster	Cross Cluster	Labeling: Cluster	Labeling: Cluster	Incentive Cluster	Incentive Cluster	Codes of Cluster	Codes of Cluster	Educa- Cluster	Educa- Cluster	Training: Cluster	Training: Cluster	Informa- Cluster	Informa- Cluster	Research Cluster	Research Cluster		
UK-9	Codes of Good Agricultural Practice	3	0	0	0	0	0	0	0	3	0	0	0	1	0	0	0	0	0	0.39	
UK-10	Farm Animal Welfare Council	3	0	0	0	0	0	0	0	3	3	2	0	2	0	2	3	3	0	1.17	
UK-11	Good egg awards	0	3	0	0	0	3	0	0	2	2	2	0	0	0	1	1	0	0	0.78	
UK-12	Bioland	3	0	0	0	0	0	0	0	2	2	2	0	1	0	1	1	3	0	0.83	
UK-13	Five Star Animal Welfare labelling	0	3	0	0	0	3	0	3	2	2	1	0	0	0	0	1	0	0	0.83	
UK-14	Made in Britain Awards	0	3	0	0	0	3	0	0	0	0	1	0	0	0	0	0	0	0	0.39	
UK-15	Buy local	0	3	0	0	0	3	0	3	0	0	1	0	0	0	0	1	0	0	0.61	0.81
MK-1	Western Balkan University Network for AW	2	2	0	0	0	0	1	1	1	1	3	3	3	3	2	2	1	0	1.39	
MK-2	Educational Videos for AW	0	0	0	0	0	0	0	0	0	0	3	3	2	2	3	3	1	1	1.00	
MK-3	Metabolic Energy Monitoring	0	0	0	0	0	1	0	0	1	1	0	0	1	1	1	1	3	1	0.61	
MK-4	Heating Methods for Piglets	0	0	0	0	0	1	0	0	1	2	1	2	1	1	1	2	3	1	0.89	
MK-5	Alternatives for Mastitis Prevention	0	0	0	0	0	1	0	0	1	2	1	2	1	1	1	2	3	1	0.89	
MK-6	AW Legislation	3	0	0	0	0	0	0	0	1	1	1	1	1	1	2	2	0	0	0.72	0.92
CH-1	Mandatory testing of housing systems	3	0	0	0	1	0	0	0	3	0	0	0	0	0	0	0	3	2	0.67	
CH-2	AW Cross compliance	3	0	2	3	0	0	2	0	0	0	0	0	0	0	1	0	1	0	0.67	
CH-3	Free-range payments	3	0	2	0	0	0	3	0	0	0	0	0	0	0	1	0	2	2	0.72	
CH-4	Outdoor access payments	3	0	2	0	0	0	3	0	0	0	0	0	0	0	1	0	2	2	0.72	
CH-5	Declaration of „bad“ systems	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0.22	
CH-6	Govern. website good practises	0	0	0	0	0	0	0	0	0	0	2	0	0	0	3	0	0	0	0.28	0.55
DK-1	Mandatory animal health advisory service	0	0	0	0	0	0	1	1	1	0	1	0	0	0	1	0	1	0	0.33	
DK-2	Aniplan farmers groups	0	0	0	0	0	0	0	0	0	0	0	0	3	1	1	0	0	0	0.28	0.31
FR-1	Label rouge	3	0	2	0	2	0	0	0	0	0	0	0	0	0	1	0	0	0	0.44	
FR-2	Thierry Schweitzer pigs	0	2	1	0	0	2	0	1	0	0	0	0	0	0	0	2	0	0	0.44	0.44
Average		1.2	1.2	0.9	0.2	0.5	1.3	0.3	0.9	0.8	1.2	0.6	0.7	0.5	0.6	0.9	1.3	0.8	0.5		

Table X1: Clustering of Animal Welfare Initiatives

Code	Name of Initiative	0 = not role at all		1 = give advice					2 = important				3 = main decision makers			OTHER (PRIVATE) ACTORS					Average by Initiative	Average by country
		FARMING COMMUNITY		CHAIN ACTORS					CIVIL SOCIETY ACTORS				PUBLIC REGULATORY AND HALF-PUBLIC ACTORS			Resear- chers	Media	Politi- cal parties	Cele- brity chiefs	Schools		
		Farmers	Farmers groups	Retai- lers - specia- list	Retailers - major	Abattoirs, Input proces- sing industry	Certi- fication bodies	Veteri- narians	NGOS - Animal welfare	NGOS- Consumers	NGOS - others	Euro- pean Com- mission	National govern- ments	Agen- cies	Cluster 15							
Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8	Cluster 9	Cluster 10	Cluster 11	Cluster 12	Cluster 13	Cluster 14	Cluster 15	Cluster 16	Cluster 17	Cluster 18	Cluster 19				
EU-1	Regulation for Organic Farming	1	0	1	1	1	1	1	1	0	0	0	1	1	1	0	0	0	0	0	0.53	0.53
DE-1	Neuland	2	2	1	1	2	1	2	1	3	1	3	0	1	0	1	2	0	1	1	1.32	
DE-2	Bioland	3	3	2	1	2	1	2	0	1	1	0	2	2	0	1	2	0	1	1	1.32	
DE-3	Naturland	3	3	2	1	2	1	2	0	1	1	0	2	2	0	1	2	0	1	1	1.32	
DE-4	Demeter	3	3	2	1	2	1	2	0	1	1	0	2	2	0	1	2	0	1	1	1.32	
DE-5	PROVIEH	0	1	0	1	1	0	0	0	3	1	2	0	0	0	1	2	1	0	0	0.68	
DE-6	Tierschutz-TUeV	0	1	0	0	2	3	0	1	3	0	2	0	2	1	2	0	0	0	0	0.89	
DE-7	Rural Develop- ment GAK	2	1	0	0	0	0	1	0	0	0	0	2	3	1	1	0	0	0	0	0.58	
DE-8	AW Legislation	0	1	1	1	1	1	1	1	1	0	0	3	3	1	1	0	1	0	0	0.89	1.04
IT-1	Naturama	2	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.26	
IT-2	Agriqualità	2	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0.26	
IT-3	Il Campese	2	0	0	2	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0.53	
IT-4	LAIQ	2	0	0	2	0	0	2	0	0	0	3	0	0	0	0	0	0	0	0	0.47	
IT-5	Carnesi	2	0	2	0	3	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0.47	
IT-6	Good Egg Awards	0	0	0	3	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0.32	
IT-7	Measure 215	0	0	0	0	0	0	0	0	0	0	0	0	3	0	3	0	0	0	0	0.32	
IT-8	AW Legislation	0	0	0	0	0	0	0	0	2	0	0	3	0	0	2	0	2	0	0	0.47	0.39
NL-1	Milieukeur Varkens	2	2	2	2	1	0	1	1	1	0	1	0	0	0	1	0	0	0	0	0.74	
NL-2	Better Life	0	1	0	2	3	0	0	0	3	0	0	0	0	0	1	1	0	0	0	0.58	
NL-3	Hallmark for Veal	0	2	0	3	2	3	0	0	2	0	0	0	1	0	1	1	0	1	0	0.84	
NL-4	Volwaardkip	0	2	0	3	2	3	0	0	2	0	0	0	1	0	1	1	0	1	0	0.84	
NL-5	Campina Merkmelk	1	0	0	0	3	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0.32	
NL-6	SKAL	0	1	1	1	1	1	1	0	1	0	0	2	2	0	1	0	0	0	0	0.67	
NL-7	Free Laying Hens from Battery	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	2	0	0	0	0.26	
NL-8	Green Knowledge Cooperation	2	0	0	0	0	0	0	0	1	0	0	0	2	0	2	0	0	0	3	0.53	
NL-9	Welfare Index for Dairy Cattle	0	3	0	0	3	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0.44	
NL-10	Pigs in ComfortClass	0	3	0	0	0	0	0	0	3	0	0	0	2	0	3	2	0	0	0	0.68	
NL-11	WUR Research Program	0	2	0	2	0	2	0	2	2	0	0	0	3	0	3	0	0	0	0	0.89	
NL-12	AW Legislation	0	1	0	1	1	1	0	1	1	1	1	2	3	0	2	0	2	0	0	0.89	
NL-13	Cono Cheese	3	0	0	0	3	0	1	1	1	0	0	0	0	0	1	2	0	0	0	0.63	
NL-14	Adopt a chicken	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0.32	
NL-14	Political party for animals	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	2	3	0	0	0.37	0.58

Code	Name of Initiative	FARMING COMMUNITY		CHAIN ACTORS					VET'S	CIVIL SOCIETY ACTORS			PUBLIC REGULATORY AND HALF-PUBLIC ACTORS			OTHER (PRIVATE) ACTORS					Average by Initiative	Average by country
		Farmers	Farmers groups	Retailers - special list	Retailers - major	Abattoirs - processing industry	Input industry	Certification bodies		NGOS - Animal welfare	NGOS - Consumers	NGOS - others	European Commission	National governments	Agencies	Researchers	Media	Political parties	Celebrity chiefs	Schools		
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8	Cluster 9	Cluster 10	Cluster 11	Cluster 12	Cluster 13	Cluster 14	Cluster 15	Cluster 16	Cluster 17	Cluster 18	Cluster 19		
PL-1	Klub Gaja	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	2	0	0	0	0.26	
PL-2	Do you know what you eat?	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0.16	
PL-3	Farmer Training AW Issues	3	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0.32	
PL-4	Agro Web Poland	0	0	0	0	0	0	0	0	0	0	3	0	0	0	3	2	0	0	0	0.42	
PL-5	Egg Labeling	0	0	0	2	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0.26	
PL-6	AW Legislation	0	1	1	1	1	1	1	1	1	0	0	3	3	1	1	0	1	0	0	0.89	
PL-7	System Quality Meat Program — QMP	1	2	2	1	1	1	0	1	0	2	0	0	0	0	1	0	0	0	0	0.63	
PL-8	FREE BROILERS	0	0	1	0	0	0	0	0	3	0	0	0	0	0	1	2	0	0	0	0.37	0.41
ES-1	Cam Nature Beef	2	2	1	2	3	1	2	1	0	0	0	0	0	0	0	0	0	0	0	0.74	
ES-2	Carnes Valles del Esla	2	2	2	2	3	1	2	1	0	0	0	0	0	0	1	0	0	0	0	0.84	
ES-3	EcoVera Eggs	2	2	0	2	3	1	2	1	0	0	0	0	0	0	0	0	0	0	0	0.68	
ES-4	AW Training for Farmers & Transporters	2	0	2	0	2	0	0	1	0	0	0	3	3	0	0	0	0	0	0	0.68	
ES-5	Guide of Market Practices	2	0	2	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0.42	
ES-6	Research Subprogram AW Indicators	0	1	0	0	1	0	0	1	0	1	0	2	1	0	2	0	0	0	0	0.47	
ES-7	AW Legislation	3	0	0	0	0	0	0	2	0	0	0	3	3	0	0	0	0	0	0	0.58	0.63
SE-1	Swedish Seal of Quality	1	3	1	1	2	1	2	1	1	1	0	0	1	0	1	0	0	1	0	0.89	
SE-2	Arlagården	1	2	2	2	1	1	1	2	0	0	0	0	1	0	1	0	0	1	0	0.79	
SE-3	Broiler Welfare Program	1	3	0	1	2	1	1	2	0	0	0	0	2	0	1	0	0	1	0	0.79	
SE-4	Laying Hens Welfare Program	1	3	0	1	2	1	1	1	0	0	0	0	2	0	1	0	0	1	0	0.74	
SE-5	KRAV	1	2	1	1	1	1	2	1	1	0	0	0	1	0	1	0	1	1	0	0.79	
SE-6	REDE	0	0	0	0	0	0	0	0	3	0	0	0	1	0	1	0	1	0	2	0.42	
SE-7	AW Legislation	1	1	0	0	1	1	1	2	1	1	0	2	3	0	2	1	1	0	0	0.95	0.77
UK-1	Assured British Pigs	2	3	0	1	1	0	2	1	0	0	0	0	0	0	1	0	0	0	0	0.58	
UK-2	RSPCA Freedom Food	2	3	1	2	1	1	2	1	0	0	0	0	0	0	2	0	0	1	0	0.84	
UK-3	Marks & Spencer	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.05	
UK-4	Elmwood Range	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.11	

Table X1 continued: Clustering of Animal Welfare Initiatives

Code	CLUSTERED ACTORS Name of Initiative	FARMING COMMUNITY		CHAIN ACTORS					VET'S	CIVIL SOCIETY ACTORS			PUBLIC REGULATORY AND HALF-PUBLIC ACTORS			OTHER (PRIVATE) ACTORS					Average by Initiative	Average by country	
		Farmers	Farmers groups	Retailers - specialist	Retailers - major	Abattoirs, processing industry	Input industry	Certification bodies	Veterinarians	NGOS - Animal welfare	NGOS - Consumers	NGOS - others	European Commission	National governments	Agencies	Resear- chers	Media	Politi- cal parties	Cele- brity chiefs	Schools			
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8	Cluster 9	Cluster 10	Cluster 11	Cluster 12	Cluster 13	Cluster 14	Cluster 15	Cluster 16	Cluster 17	Cluster 18	Cluster 19			
UK-5	Soil Association	1	2	1	1	0	0	2	1	0	0	0	0	0	0	0	1	0	0	0	0	0.47	
UK-6	Chicken out!	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	2	0	2	0	0	0.37	
UK-7	AW Legislation	1	1	0	0	1	1	0	0	0	0	0	0	3	2	0	0	1	0	0	0	0.53	
UK-8	Stakeholder animal welfare forums	2	2	1	2	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0.58	
UK-9	Codes of Good Agricultural Practice	2	2	0	0	0	1	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0.42	
UK-10	Farm Animal Welfare Council	2	2	0	2	1	1	1	1	1	0	0	0	1	1	2	0	0	0	0	0	0.79	
UK-11	Good egg awards	0	0	0	2	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0.26	
UK-12	Research and education on animal welfare	1	2	0	2	1	1	1	1	1	0	0	0	1	0	2	0	0	0	0	0	0.68	
UK-13	Five Star Animal Welfare labelling	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	
UK-14	Made in Britain Awards	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	
UK-15	Buy local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0.38
MK-1	Western Balkan University Network for AW	1	1	0	0	2	2	0	2	2	0	0	2	2	0	2	0	0	0	0	0	0.84	
MK-2	Educational Videos for AW	1	2	0	0	1	1	0	1	0	0	0	1	1	0	1	3	0	0	0	0	0.63	
MK-3	Metabolic Energy Monitoring	3	1	0	0	0	0	0	1	0	0	0	0	0	0	3	0	0	0	0	0	0.42	
MK-4	Heating Methods for Piglets	3	1	0	0	0	0	0	1	0	0	0	0	0	0	3	0	0	0	0	0	0.42	
MK-5	Alternatives for Mastitis Prevention	3	1	0	0	0	0	0	1	0	0	0	0	0	0	3	0	0	0	0	0	0.42	
MK-6	AW Legislation	1	1	0	0	1	0	1	1	0	0	0	1	3	2	1	0	2	0	0	0	0.74	0.58
CH-1	Mandatory testing of housing systems	0	1	0	0	0	3	0	1	1	0	0	0	3	0	3	0	0	0	0	0	0.63	
CH-2	AW Cross compliance	2	1	0	0	0	0	1	0	0	0	0	0	3	1	0	0	0	0	0	0	0.42	
CH-3	Free-range payments	2	1	0	0	0	0	0	0	1	1	1	0	3	0	0	0	0	0	0	0	0.47	
CH-4	Outdoor access payments	2	1	0	0	0	0	0	0	1	1	1	0	3	0	0	0	0	0	0	0	0.47	
CH-5	Declaration of „bad“ systems	2	1	0	0	2	1	0	0	2	0	0	0	2	0	1	0	0	0	0	0	0.58	

Table X1 continued: Clustering of Animal Welfare Initiatives

Code	CLUSTERED ACTORS Name of Initiative	FARMING COMMUNITY		CHAIN ACTORS					VET'S	CIVIL SOCIETY ACTORS			PUBLIC REGULATORY AND HALF-PUBLIC ACTORS			OTHER (PRIVATE) ACTORS					Average by Initiative	Average by country	
		Farmers	Farmers groups	Retailers - specialist	Retailers - major	Abattoirs - processing industry	Input industry	Certification bodies	Veterinarians	NGOS - Animal welfare	NGOS - Consumers	NGOS - others	European Commission	National governments	Agencies	Researchers	Media	Political parties	Celebrity chiefs	Schools			
		Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8	Cluster 9	Cluster 10	Cluster 11	Cluster 12	Cluster 13	Cluster 14	Cluster 15	Cluster 16	Cluster 17	Cluster 18	Cluster 19			
CH-6	Govern. website good practises	0	1	0	0	0	0	0	0	1	0	0	0	3	0	2	0	0	0	0	0	0.37	0.49
DK-1	Mandatory animal health advisory service	2	2	0	0	0	0	0	2	1	0	0	0	3	0	0	0	0	0	0	0	0.53	
DK-2	Aniplan farmers groups	2	3	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0.39	0.46
FR-1	Label rouge	2	2	1	2	1	0	0	0	0	0	0	0	2	1	0	0	0	0	0	0	0.58	
FR-2	Thierry Schweitzer pigs	3	2	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0.32	0.45
Average		1.2	1.2	0.4	0.7	0.9	0.6	0.5	0.5	0.8	0.2	0.2	0.5	1.2	0.1	0.9	0.4	0.2	0.2	0.1			

Table X1: Clustering of Animal Welfare Initiatives

Score: 1 = very little, 2 = little, 3 = medium, 4= high, 5=very high

Code	Name of Initiative	CLUSTERED SUCCESS FACTORS	Improving the welfare of the animals involved	Creating awareness among citizens	Generating a demand among consumers	Inspiring others to develop new animal-friendly initiatives	Average by Initiative	Average by country
		Question 1	Question 2	Cluster 3	Cluster 4			
EU-1	Regulation for Organic Farming		4	4	5	4	4.25	
DE-1	Neuland		5	5	5	5	5.00	
DE-2	Bioland		4	4	4	3	3.75	
DE-3	Naturland		4	3	4	2	3.25	
DE-4	Demeter		5	4	3	4	4.00	
DE-5	PROVIEH		3	4	3	4	3.50	
DE-6	Tierschutz-TUeV		5	4	4	4	4.25	
DE-7	Rural Development GAK		3	2	1	3	2.25	
DE-8	AW Legislation		5	4	4	4	4.25	3.78
IT-1	Naturama		4	3	3	3	3.25	
IT-2	Agriqualità		4	4	4	3	3.75	
IT-3	Il Campese		5	5	4	2	4.00	
IT-4	LAIQ		2	4	3	5	3.50	
IT-5	Carnesi		5	4	4	4	4.25	
IT-6	Good Egg Awards		5	5	5	3	4.50	
IT-7	Measure 215		4	1	1	4	2.50	
IT-8	AW Legislation							3.68
NL-1	Milieukeur Varkens		4	3	3	3	3.25	
NL-2	Better Life							
NL-3	Hallmark for Veal		3	3	3	4	3.25	
NL-4	Volwaardkip		4	4	4	4	4.00	
NL-5	Campina							
NL-6	Merkmelk		4	4	4	4	4.00	
NL-7	SKAL		4	4	4	4	4.00	
NL-8	Free Laying Hens from Battery		4	5	4	4	4.25	
NL-9	Green Knowledge Cooperation		3	4	2	3	3.00	
NL-10	Welfare Index for Dairy Cattle		4	2	2	4	3.00	
NL-11	Pigs in ComfortClass		4	3	3	3	3.25	
NL-12	WUR Research Program		4	3	3	4	3.50	
NL-13	AW Legislation		3	3	2	3	2.75	
NL-14	Cono Cheese		3	4	3	4	3.50	
NL-15	Adopt a chicken		3	5	4	4	4.00	
NL-16	Political party for animals		3	4	3	3	3.25	3.50

Tabel X1 continued: Clustering of Animal Welfare Initiatives

Code	Name of Initiative	CLUSTERED SUCCESS FACTORS	Improving the welfare of the animals involved	Creating awareness among citizens	Generating a demand among consumers	Inspiring others to develop new animal-friendly initiatives	Average by	Average by
		Question 1	Question 2	Cluster 3	Cluster 4			
PL-1	Klub Gaja		4	5	3	3	3.75	
PL-2	Do you know what you eat?		1	4	2	4	2.75	
PL-3	Farmer Training AW Issues		5	1	1	3	2.50	
PL-4	Agro Web Poland		3	5	4	4	4.00	
PL-5	Egg Labeling		2	3	3	1	2.25	
PL-6	AW Legislation		5	1	1	1	2.00	
PL-7	System Quality Meat Program — QMP		4	4	3	3	3.50	
PL-8	FREE BROILERS		2	3	3	2	2.50	2.91
ES-1	Carn Nature Beef		5	3	3	3	3.50	
ES-2	Carnes Valles del Esla		4	3	4	4	3.75	
ES-3	EcoVera Eggs		5	5	3	3	4.00	
ES-4	AW Training for Farmers & Transporters		5	1	3	5	3.50	
ES-5	Guide of Market Practices		5	4	1	3	3.25	
ES-6	Research Subprogram AW Indicators		4	1	2	2	2.25	
ES-7	AW Legislation		4	1	1	1	1.75	3.14
SE-1	Swedish Seal of Quality		4	4	3	4	3.75	
SE-2	Arlagården		3	3	3	3	3.00	
SE-3	Broiler Welfare Program		4	2	2	3	2.75	
SE-4	Laying Hens Welfare Program		4	2	2	3	2.75	
SE-5	KRAV		4	4	4	4	4.00	
SE-6	REDE		3	4	4	3	3.50	
SE-7	AW Legislation		5	4	3	3	3.75	3.36
UK-1	Assured British Pigs		3	2	3	2	2.50	
UK-2	RSPCA Freedom Food		4	4	3	3	3.50	
UK-3	Marks & Spencer		5	4	3	4	4.00	
UK-4	Elmwood Range		4	4	4	3	3.75	
UK-5	Soil Association		4	4	3	4	3.75	
UK-6	Chicken out!		3	4	3	4	3.50	
UK-7	AW Legislation		3	1	1	4	2.25	

Table X1 continued: Clustering of Animal Welfare Initiatives

Code	Name of Initiative	CLUSTERED SUCCESS FACTORS	Improving the welfare of the animals involved	Creating awareness among citizens	Generating a demand among consumers	Inspiring others to develop new animal-friendly initiatives	Average by	Average by
		Question 1	Question 2	Cluster 3	Cluster 4			
UK-8	Stakeholder animal welfare forums		2	1	1	1	1.25	
UK-9	Codes of Good Agricultural Practice		3	1	1	1	1.50	
UK-10	Farm Animal Welfare Council		4	3	1	1	2.25	
UK-11	Good egg awards		4	3	3	3	3.25	
UK-12	Research and education on animal welfare		3	3	1	1	2.00	
UK-13	Five Star Animal Welfare labelling		2	2	1	1	1.50	
UK-14	Made in Britain Awards		2	2	2	2	2.00	
UK-15	Buy local		1	2	2	2	1.75	2.58
MK-1	Western Balkan University Network for AW		3	3	2	3	2.75	
MK-2	Educational Videos for AW		3	4	1	2	2.50	
MK-3	Metabolic Energy Monitoring		4	2	2	3	2.75	
MK-4	Heating Methods for Piglets		3	1	1	2	1.75	
MK-5	Alternatives for Mastitis Prevention		3	2	2	2	2.25	2.40
Average			3.7	3.2	2.8	3.1		