

# Background: a change

In quality food chains, the welfare issue moves from 'complying with the law' to 'it is an essential part of our high quality production'



McDonald's Europe  
Autogrill  
CoopItalia  
Deans Foods  
Royal Ahold (Albert Heijn, ICA)  
Amadori  
Inalca  
Danish Crown and TICan  
Vallcompanys Group  
European Commission  
Eurogroup for Animal Welfare

Welfare Quality \*\*\*\*

Principle	Welfare criteria	Mainly animal-based measures
Good feeding ****	1 Absence of prolonged hunger****	Body condition score ****
	2 Absence of prolonged thirst ****	Presence of drinker and **** routine for checking function ****
Good housing **	3 Comfort around resting *	Frequencies of different lying positions* standing up * and lying down behaviour**
	4 Thermal comfort **	Panting, shivering **
	5 Ease of Movement ***	Slipping or falling ***
Good health *	6 Absence of injuries *	Clinical scoring if integument *, carcass damage *, lameness * *
	7 Absence of diseases *	Enteric problems * downgrades at slaughter*
	8 Absence of pain induced by management procedures **	Evidence of routine mutilations such as tail docking, dehorning, ** stunning effectiveness at slaughter **
Appropriate Behaviour ****	9 Expression of social behaviours ****	Social licking, aggression ****
	1 Expression of other behaviours 0 ****	Play, abnormal behaviour****
	1 Good human-animal 1 relationship****	Approach and/or avoidance tests****
	1 Absence of general fear***	Novel object test ***

# Welfare assessment



**Product Information**



**Management Information**



**Consumer**



**Farmer**

- Consumer chooses between all quality levels
- Company decides on 'their' standard
- Company uses different quality levels in different products
- Outcome based legislation within EU?

- Directed advice based on animal measures
- Basis for strategy decisions
- Is it worth improving to the next level (cost/benefit)?