

Politics and economics



Stakeholders

Producers

Environment

IGOs



Retailers

NGOs

Consumers/citizens

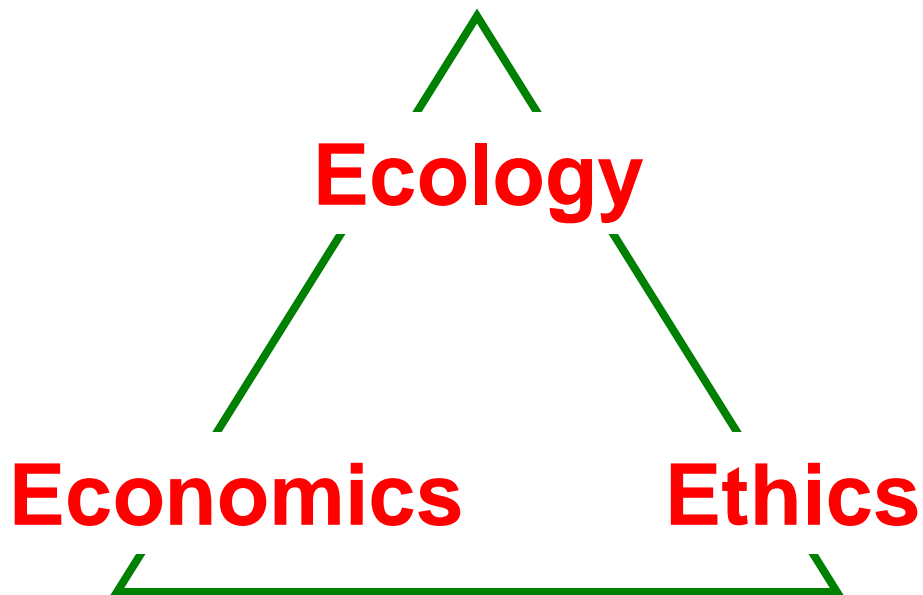
Scientists

Governments

Trade associations

Sustainable livestock production

- Ecologically, economically, and ethically responsible



Europe



Council of Europe



1976 Convention
Protection of
Animals kept for
Farming Purposes

European Union



1985 Trading Standards for labelling eggs

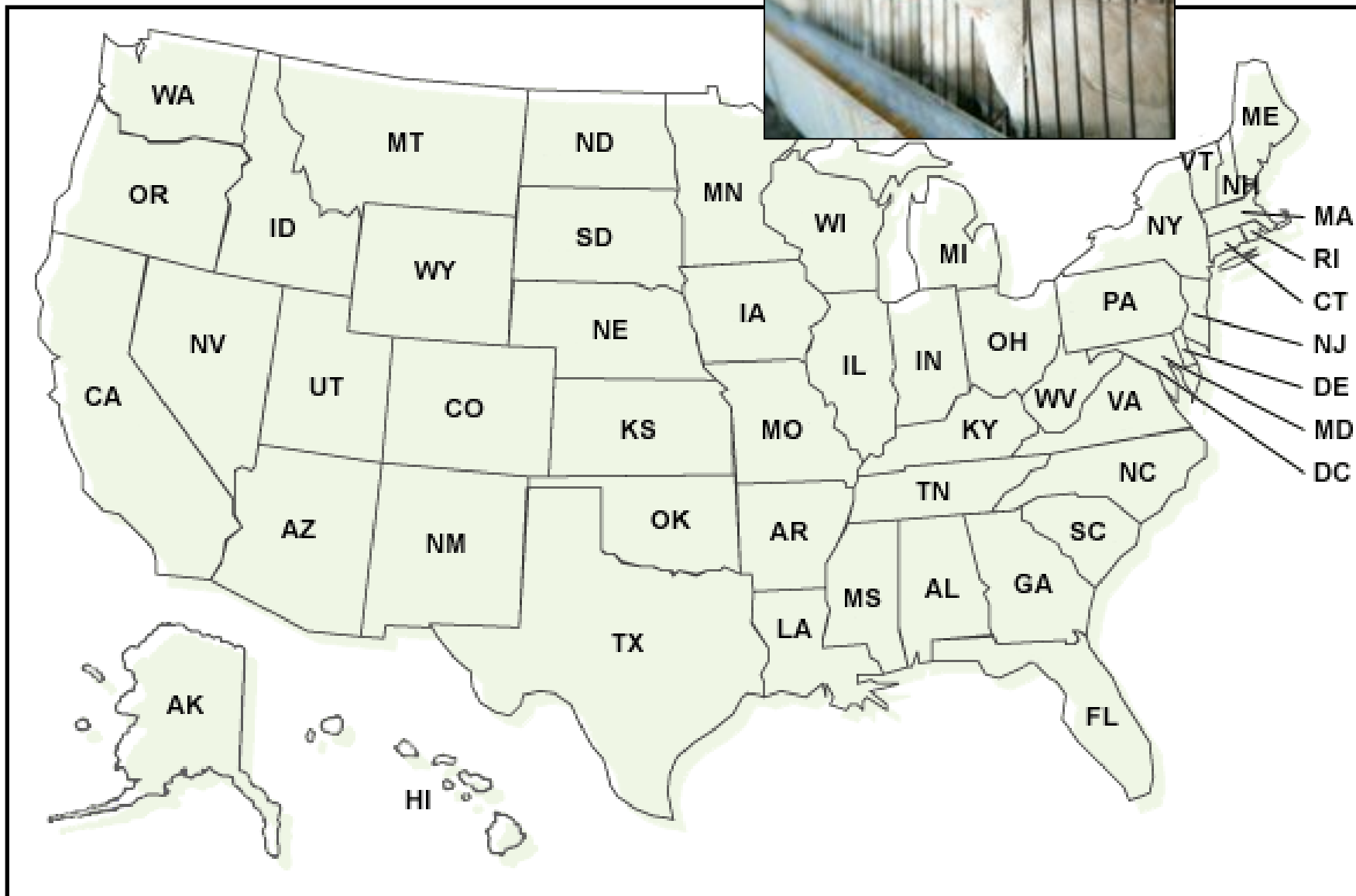
1986 Directive on laying hens

1997 Treaty of Amsterdam

1999 Directive effective 2012

2007 Directive on broilers

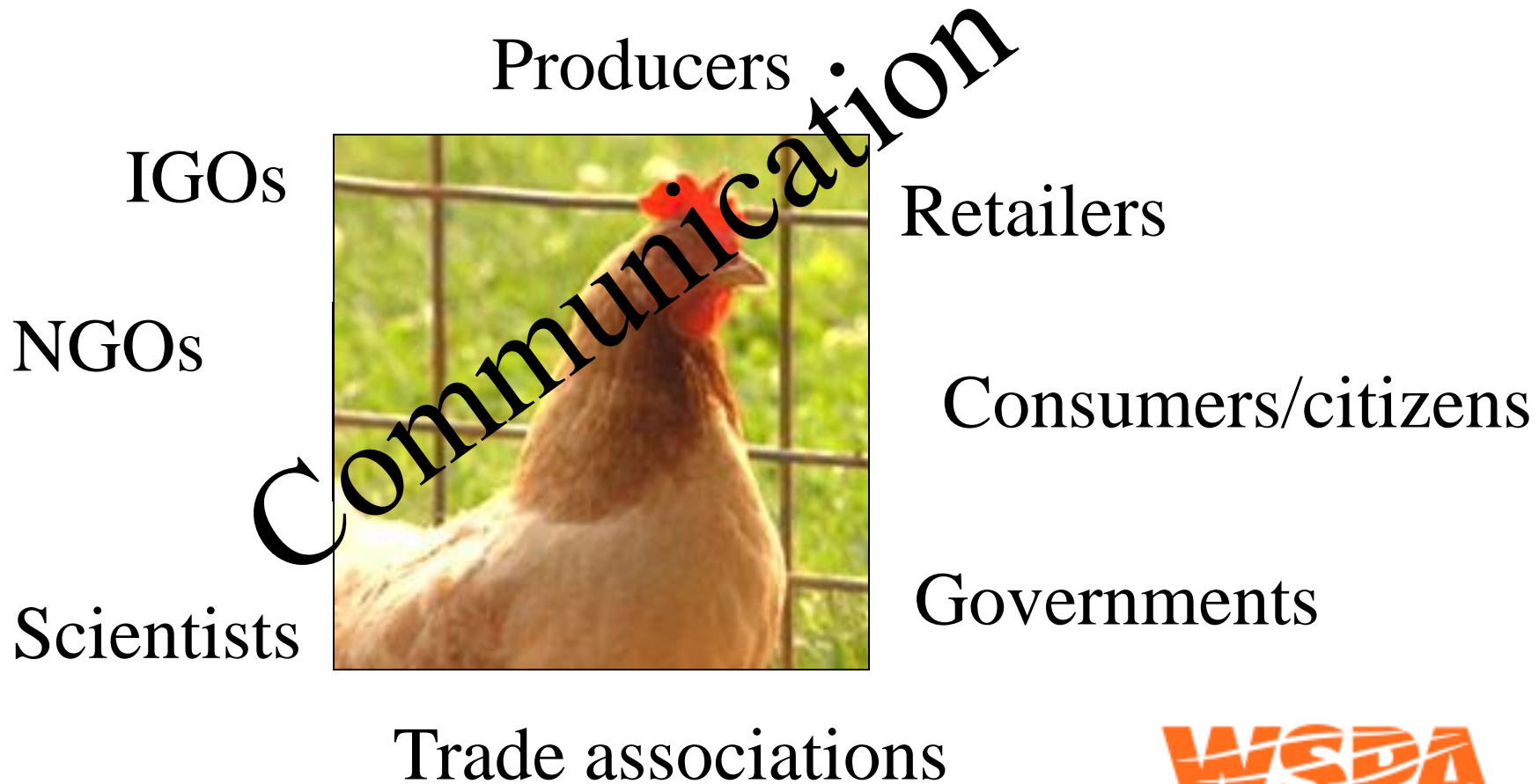






	Body	Current	UEP/HSUS proposal
Table eggs (UEP)			
White	~425 cm ²	432	800
Brown	475	490	929
Others		310	

Politics/politics and Stakeholders



International action

- EU
 - Animal Welfare Action Plan
- Intergovernmental organizations
 - International Finance Corporation
 - UN's Food & Agriculture Org.
 - Capacity building
 - Information portal
 - OIE (World Animal Health Org.)
 - Animal welfare guidelines

Quick Note

Creating Business Opportunity through Improved Animal Welfare



Good Practice Note

Animal Welfare in Livestock Operations



/Economics

McInerney 1998 (abbreviated):

There are two possible interpretations of 'the economics of animal welfare.' The popular conception relates to the financial costs and benefits. This 'supply side' viewpoint puts the emphasis on animal welfare as a problem for farmers. That is an erroneously narrow view of economics, which reduces its role to measurement and (even worse) confuses the economist with an accountant.

Economics

Bennett 1997:

Economics is concerned with how we in society make decisions about using resources to achieve the things that we want.



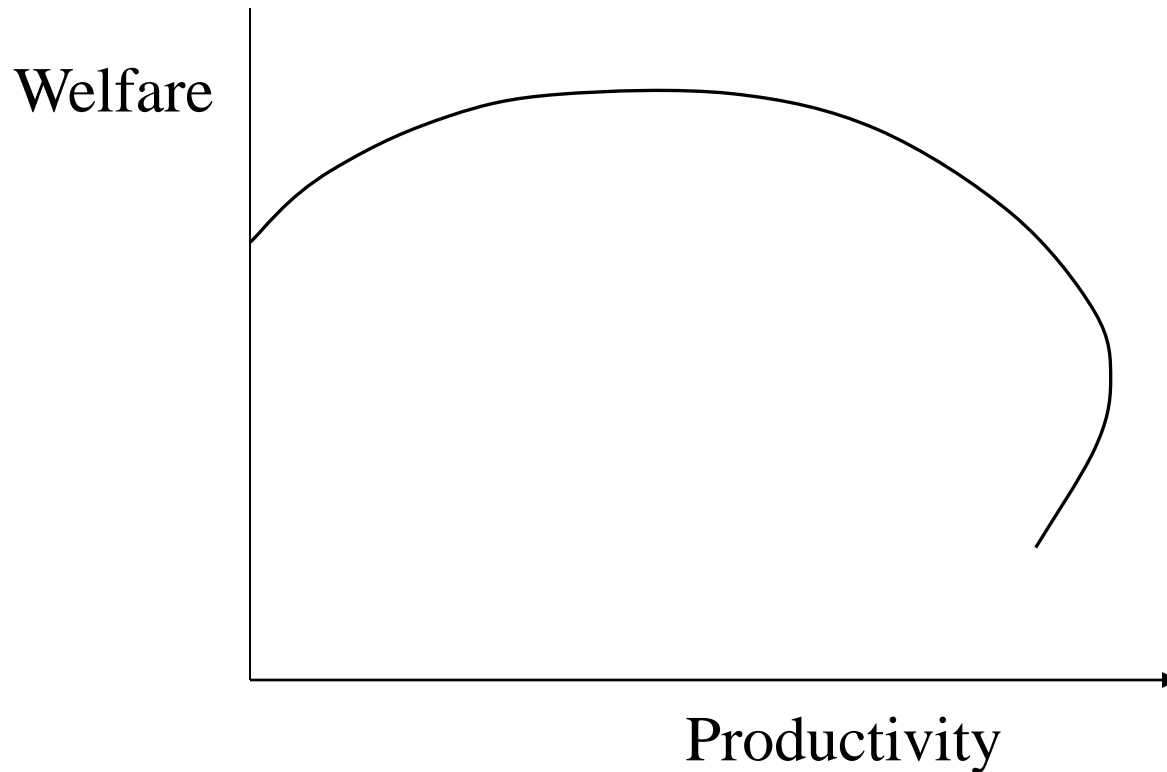
Supply side economics: production



Supply side economics: production



Supply side economics: welfare



McInerney, Bennett

Supply side economics: consumption



Labelling: Niche markets



- High quality
- Healthy
- Natural
- Sustainable
- Local
- Organic
- Humane

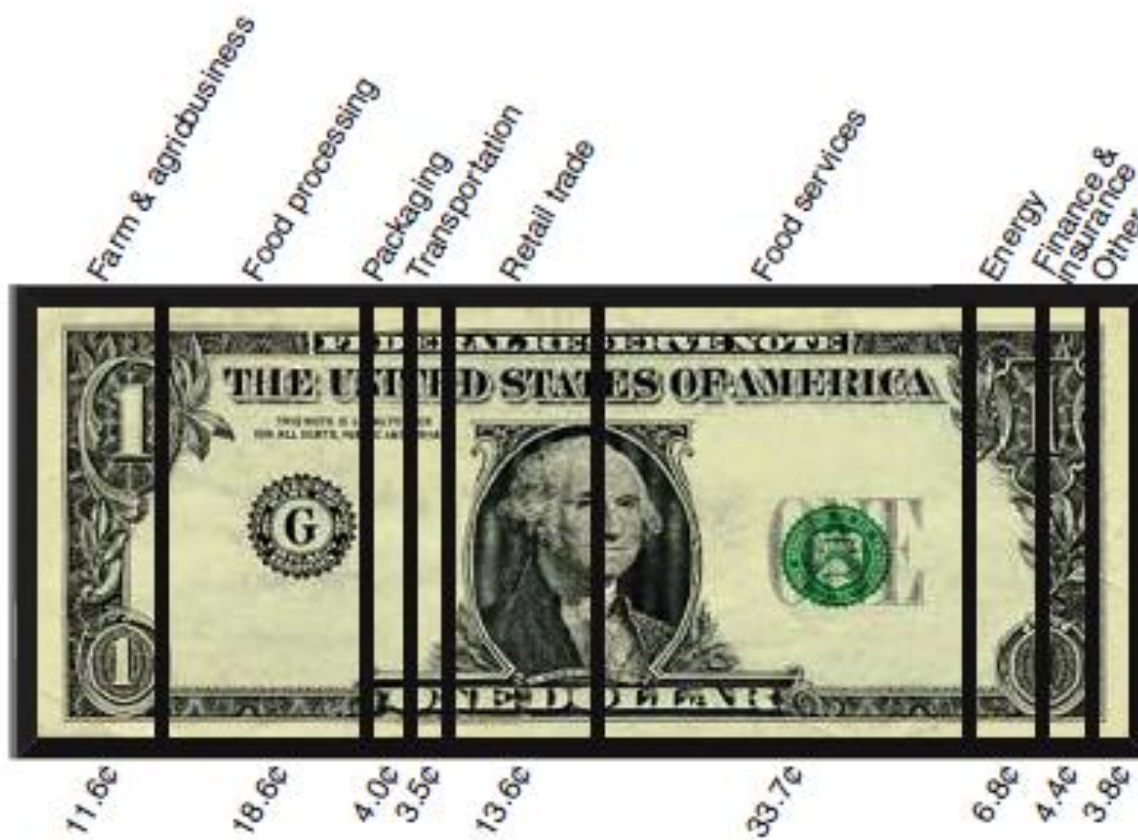


Supply side economics: production, marketing, consumption



USDA 2011

Supply side economics: production, marketing, consumption



USDA 2011

Supply side economics: production, marketing, consumption



USDA 2011

Economics: decision making

New Zealand NAWAC / MAF 2011



NZ NAWAC / MAF 2011

- To convert from cage to colony systems, increase in annual costs 10 to 14%
- (The percentage increase in farm gate prices will filter through as the same increase in retail egg price)
- The price of eggs in the shops will increase by 10 to 14%
- Price increases could be > 30% in the short term
- Further price volatility could be expected as consumers look for cheaper protein
- The NZ market is largely self contained
- The NZ egg industry has considerable security

Economics: decision making

McInerney:

- The economic costs of reasonable improvements in animal welfare are likely to be relatively small
- Higher animal welfare standards are not an economic imposition on farmers

Economics: decision making

McInerney:

- If animal welfare is a public good, regulation (not market forces) has to determine standards

Control by regulation, taking public opinion into account, avoids the limitations of 'purchasing power', for example that it applies less to egg products than to whole eggs – important because increasing proportion of food is sold in processed form

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