

# The impact of legislation and assurance schemes on alternative systems of poultry.

David G Pritchard

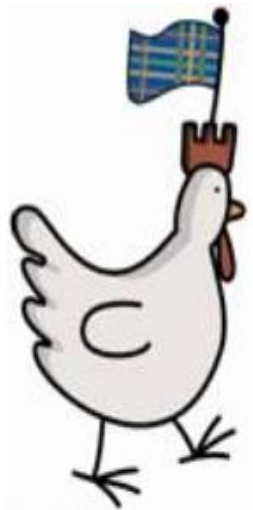
Formerly Senior Veterinary Consultant Animal Welfare

Defra. Animal welfare Science and Practice

[Davidgeorgepritchard@gmail.com](mailto:Davidgeorgepritchard@gmail.com)

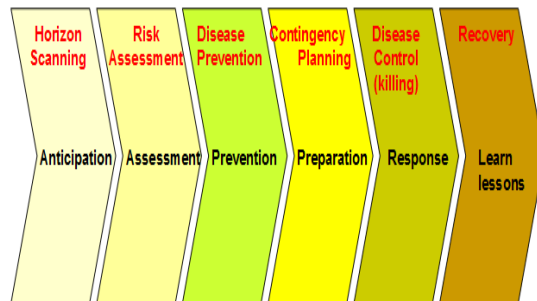
7 September 2011

Glasgow



30<sup>th</sup> Poultry  
Science  
Symposium

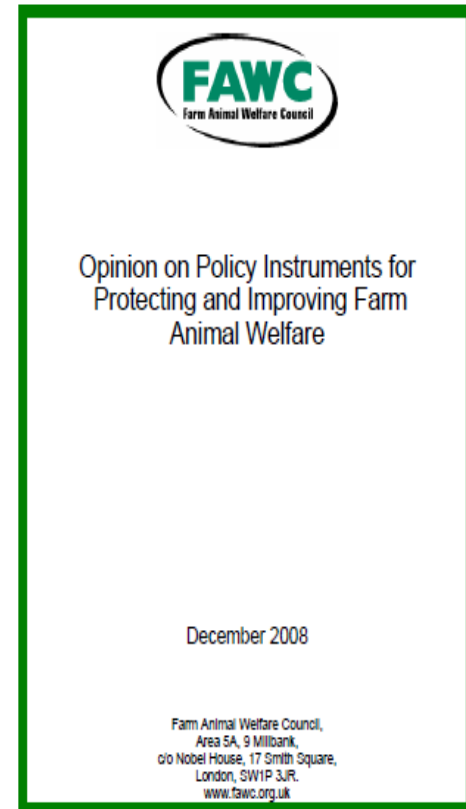
7-8 September 2011, Glasgow, Scotland



# Q. How do Governments change behaviour to achieve their policy goals?

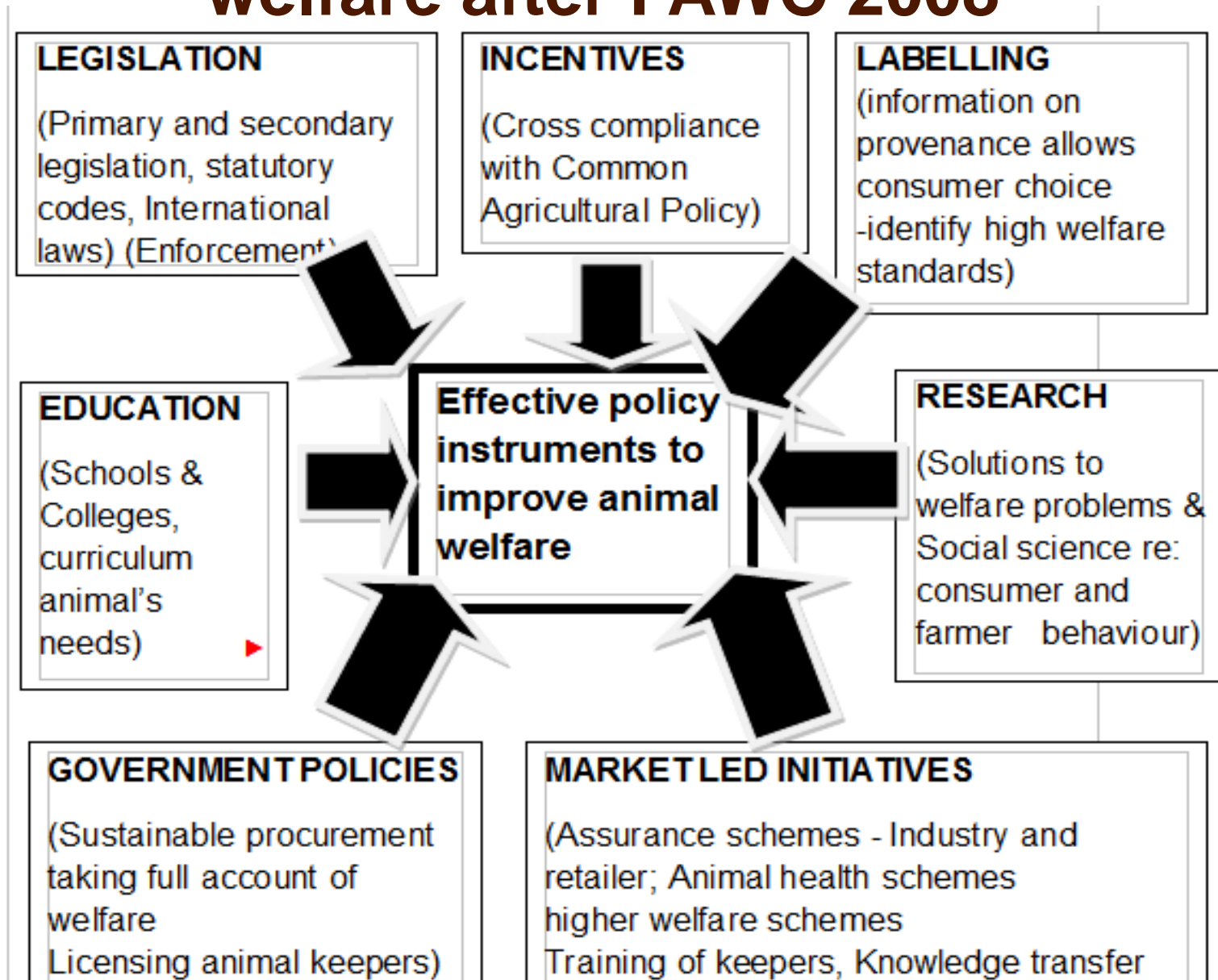
## A. Policy Instruments

- A wide range of policy instruments are available to effect behaviour change
  - Legal,
  - economic,
  - education,
  - publicity -but mainly laws and market lead Assurance Schemes have been the main forces used to protect and enhance the welfare of farm animals.



Type of policy instrument	General example
1. Legal rights & liabilities	Animal welfare Act
2. Command & control	Secondary legislation. Transport slaughter
3. Direct action (by government)	Inspection and action
4. Public compensation/ social insurance	Disease control
5. Incentives and taxes	Cross compliance
6. Institutional arrangements	Departmental agencies, levy boards, local government.
7. Disclosure of information	Mandatory disclosure in food/drink sector.
8. Education and training	WATO, WASK MEAT CHICKENS
9. Research	Research Councils.
10. Promoting private markets a) Competition laws	Office of Fair Trading.

# Figure 1 policy instruments to improve animal welfare after FAWC 2008



A large group of white chickens with red combs, likely in a farm setting. The chickens are densely packed, and the image is slightly dimmed to make the text stand out.

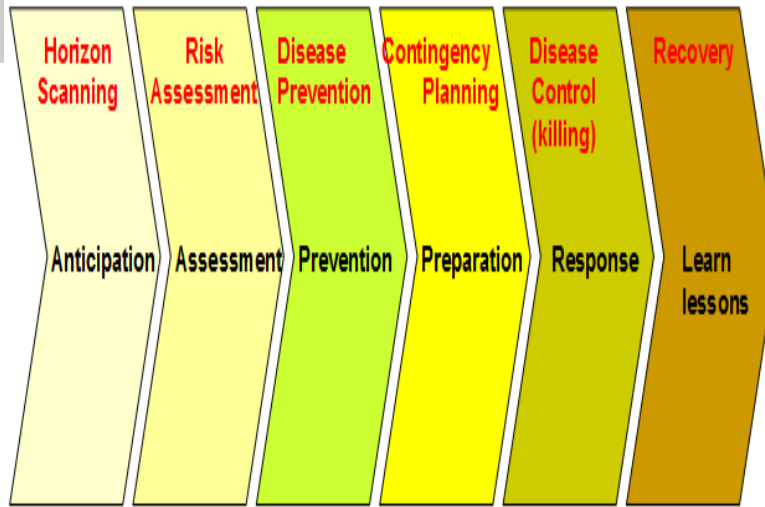
To protect the welfare  
of birds during culling  
by using welfare friendly  
techniques that are  
compliant with the law

# Combination of policy instruments for welfare during killing for disease control

## Cruelty and welfare at killing laws

### Disease control laws - Powers

### Education codes



Competence of staff and animal welfare officers

#### Poultry Catching and Handling

##### SUMMARY

The consumption of poultry in the UK has increased steadily over recent years and the total number of broiler chickens slaughtered annually now exceeds 800 million. In addition, 40 million end-of-lay hens, 32 million turkeys and 8 million ducks are slaughtered. The slaughter process begins when these birds are caught and handled on farm for transportation to the processing plant.

During catching, rough, aggressive techniques will result in poultry panicking and becoming distressed and injured. Once caught, birds must be handled with care and consideration. Bone breaks, joint dislocations and bruising can be common injuries which will result in unnecessary suffering and may lead to carcase downgrading and financial loss.

This leaflet focuses on the humane methods available for the manual capture and handling of broilers, end-of-lay hens, turkeys, ducks, geese and quail. It aims to provide constructive, practical advice to maximise bird welfare.

All staff involved in the catching and handling of poultry must be trained appropriately and be made aware that the mistreatment of birds will not be tolerated.

##### Legislation

The legislation covering the welfare of birds whilst being caught and handled includes:

- Council Regulation (EC) No. 1/2005 & UK Welfare of Animals (Transport) Orders



### Research



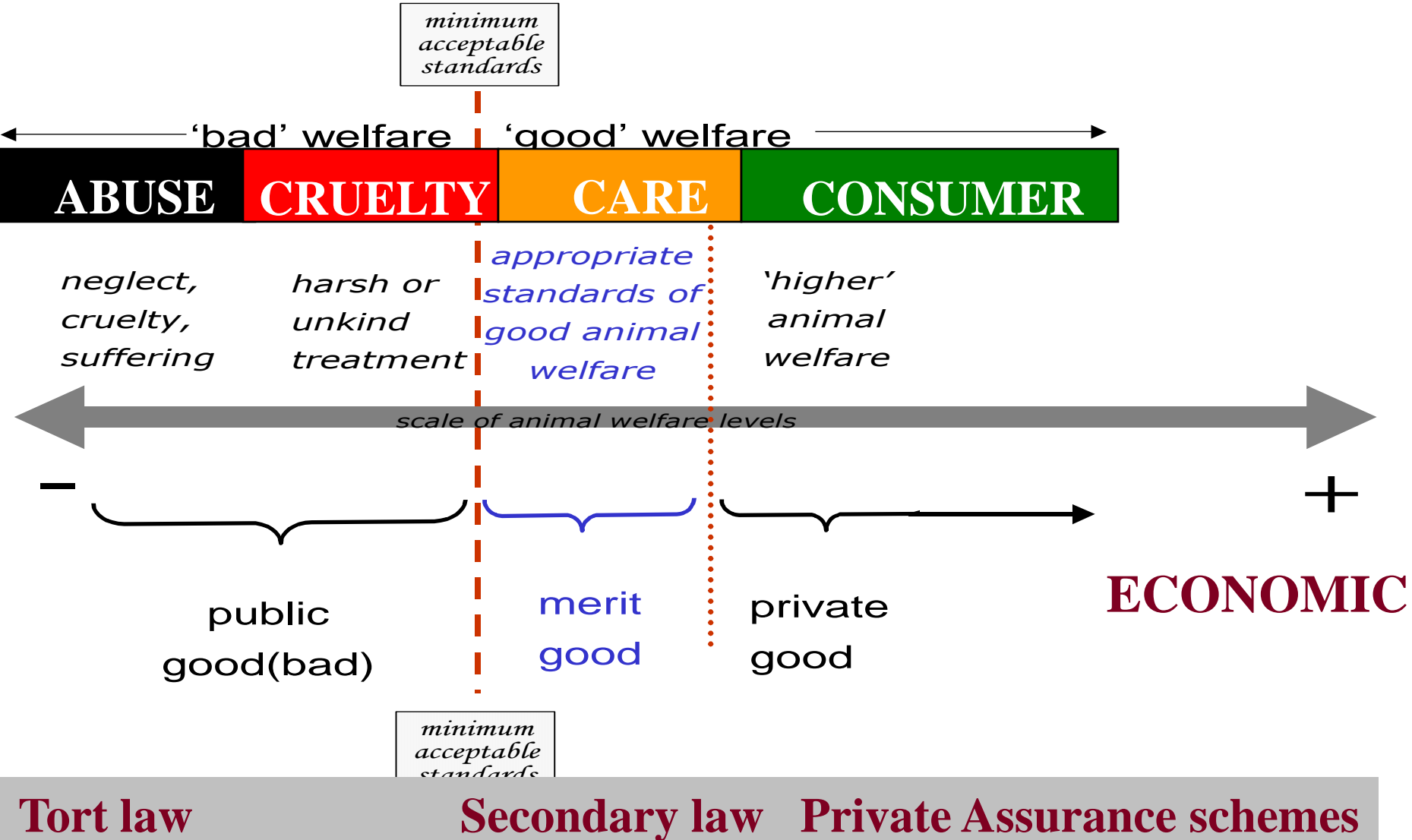
### Gas in Foam



### Operational laws

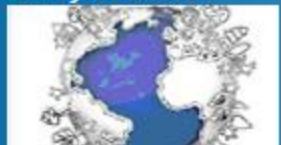


# Animal welfare and economic goods and laws





### Did you know?



**European languages**  
The number of indigenous languages in Europe is put at between 200 and 300, the exact figure probably being around 220 to 230. Basque is believed to be the oldest European language spoken...

→ [For more information](#)

### Quiz

Have fun testing yourself on your knowledge of the Council of Europe!

### Our member States

 **"The former Yugoslav Republic of Macedonia"**  
(Member)

- ★ Capital: Skopje
- ★ Currency: Macedonian denar

You are here: [The Council of Europe in brief](#) > [47 countries, one Europe](#)



## 47 countries, one Europe



# Why have Conventions on animal protection?

COE recognises

-Animal welfare is as important

-Contributions animals make to human health and quality of life

1. respect for animals counts among the ideals and principles which are the common heritage of State members as one of the obligations upon which human dignity is based.
2. animal protection .... a topical subject on which governments have agreed to the necessity of concerted action

# Convention for... International Transport (ETS 65 1976)

## WHY?

1961-” Humane treatment is one the hallmarks of  
Western Civilisation”

BUT ...even in ..Member States of CoE the necessary  
standards are not observed

Animated by the desire to safeguard ...animals in  
transport...from suffering

..Progress possible though adoption of common  
provisions for international Transport

Laid down essential principles for all species





**COE**  
International  
Transport  
conventions  
**(ETS 65 1976)**



European  
Community  
Directives on  
transport 1980s  
& 1991

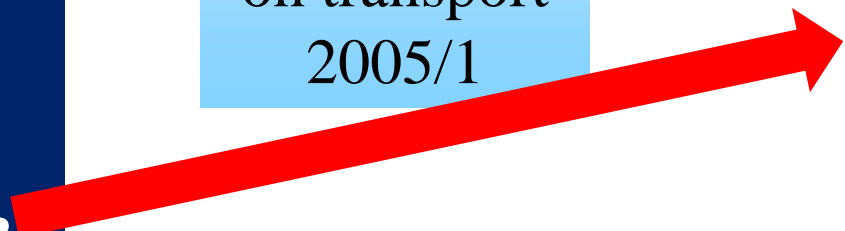


**OIE**  
Terrestrial code  
Guidelines on  
Transport by  
Air  
Sea 2005  
Land 2005  
Fish 2009

Recommendation  
Cattle Horse pigs  
sheep poultry  
Codes  
sea land rail  
Technical Protocols  
drafts

European  
Union  
Regulation  
on transport  
2005/1

**COE**  
International  
conventions  
**ETS 165 2003**



# CoE Conventions



Transport



Laboratory  
Animals



Slaughter

# Conventions of the Council of Europe (COE)

- The Conventions of the Council of Europe and their Recommendations focus on the provisions of resources and duty of care to meet the needs of animals
- They are part of the **EU aquis** (the accumulated legislation, legal acts and court decisions that constitute law) of the EU
- Incorporated into some national legislations
- Are the basis for some private standards.



# European Community

## Animal poultry welfare laws



**Slaughter** 74/577,91/119, 1099/2009

**Transport** 77/489,91/628, 2005/1

**Hens** 86/113/, 99/74

**Experimental animals** 86/609

**On farm general** 98/68


**Meat chickens** 2007/43

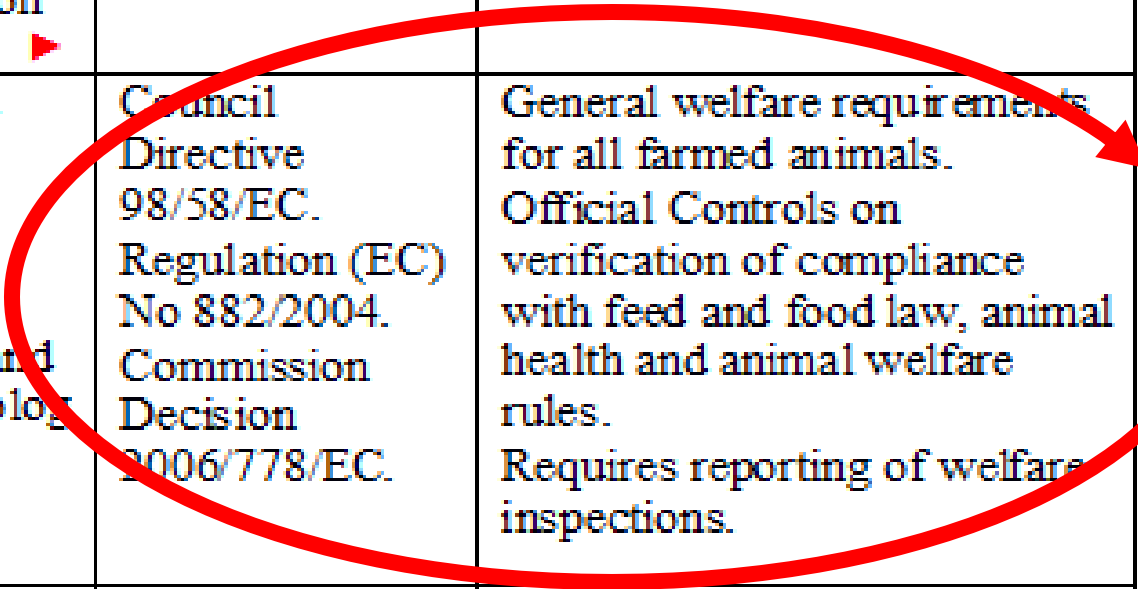
**Veterinary Checks, Food chain legislation, Cross compliance, Zootechnics, Animal feedstuffs, Veterinary Medicines**

# European single Market 1993

- The European single market harmonised
  - welfare and health rules,
  - methods of production and labelling for hen's eggs and chicken meat,
- So allowing consumers to buy foods with known provenance.

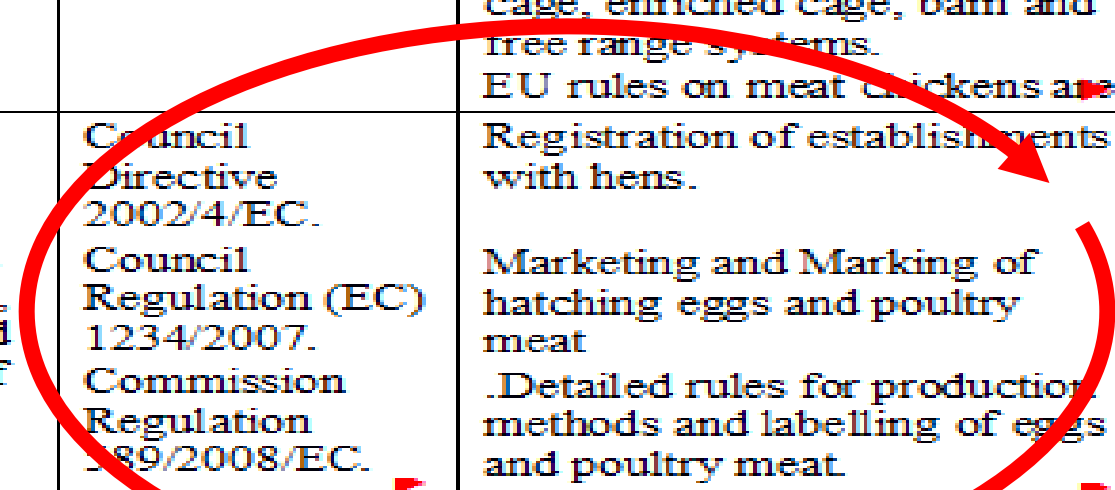
# COE and EU welfare legislation for poultry

Council of Europe Conventions and Recommendations	Comments	European Union legislation	Comments
European Convention for the Protection of Animals kept for Farming Purposes (TAP). ETS No:087 (1976).	Treaty requires Standing committee to monitor the Convention and to 	Council Directive 78/823/EC.	EU party to treaty. Convention part of EU aquis.
Protocol of Amendment to the European Convention for the Protection of Animals kept for Farming Purposes ETS No:145 (1992).	Extended scope of TAP to include extensive systems and biotechnology.	Council Directive 98/58/EC. Regulation (EC) No 882/2004. Commission Decision 2006/778/EC.	General welfare requirements for all farmed animals. Official Controls on verification of compliance with feed and food law, animal health and animal welfare rules. Requires reporting of welfare inspections.



# COE and EU welfare legislation for chickens

<p>Protocol of Amendment to the European Convention for the Protection of Animals kept for Farming Purposes ETS No:145 (1992).</p>	<p>Extended scope of TAP to include extensive systems and biotechnology.</p>	<p>Council Directive 98/58/EC. Regulation (EC) No 882/2004. Commission Decision 2006/778/EC.</p>	<p>General welfare requirements for all farmed animals. Official Controls on verification of compliance with feed and food law, animal health and animal welfare rules. Requires reporting of welfare inspections.</p>
<p>Recommendations on fowls 1995/1986.</p>	<p>Binding on parties but parties may notify TAP and opt out of some provisions.</p>	<p>Council Directive <a href="#">1999/74/EC</a>. Council Directive 2007/43/EC.</p>	<p>Scope of EU legislation on poultry is confined to large intensive establishments but provides more detailed prescriptive provisions. EU rules have more detailed provisions for hens kept in cage, enriched cage, barn and free range systems. EU rules on meat chickens are</p>
<p>Recommendations on fowls 1995/1986.</p>	<p>Requires parties to consider registration of holdings, training and licensing of persons caring for fowls</p>	<p>Council Directive 2002/4/EC. Council Regulation (EC) 1234/2007. Commission Regulation 189/2008/EC.</p>	<p>Registration of establishments with hens.  Marketing and Marking of hatching eggs and poultry meat Detailed rules for production methods and labelling of eggs and poultry meat.</p>



# Registration and labeling methods of production of eggs

- Council Directive 2002/4/EC on the registration of establishments keeping laying hens, based on Council Directive 1999/74/EC
- Council Directive 2034/1234/EC on the methods of production of eggs, covering: Free Range, Barn, Cage production. The shall be registered by the Commission with a distinguishing number given to the establishment
- data on the keeper, farming method(s), max. capacity, code for farming method (0-3), code for MS
- the purpose is to trace eggs put on the market for human consumption



# Impact of EU welfare legislation for hens



- The EU ban on conventional cages for hens in 2012, which will allow only enriched (furnished) cages, barn or free range systems, has had the greatest political and economic impact on poultry in Europe.

# Impact of EU welfare legislation for hens- Furnished cages

- Some countries have banned enriched cages ahead of the deadline, despite scientific evidence that supported continued use of enriched cages as they can meet most of the welfare needs of hens without the risks of disease, excess mortality and injury problems seen in free range systems.

# **Animal welfare legislation on farmed animals in Third Countries and the implications for the EU Report ( 2002)**

The Report analyses ways to avoid potential competitive disadvantages and subsequent deterioration in animal welfare standards as a result of disparities in measures.

The study shows that there is no international consensus on the role of animal welfare and the measures in place in the EU cannot be readily compared with the standards in third countries.

**A key issue - competitive disadvantages arise from disparities in animal welfare measures.**

# EU Farm to fork policy

- Major concerns for food safety during the 1990s led to increased interest by consumers in food provenance and animal welfare.
- The EU responded with a legal framework from “farm to fork” to secure food safety, animal health and welfare.

# EU Strategies



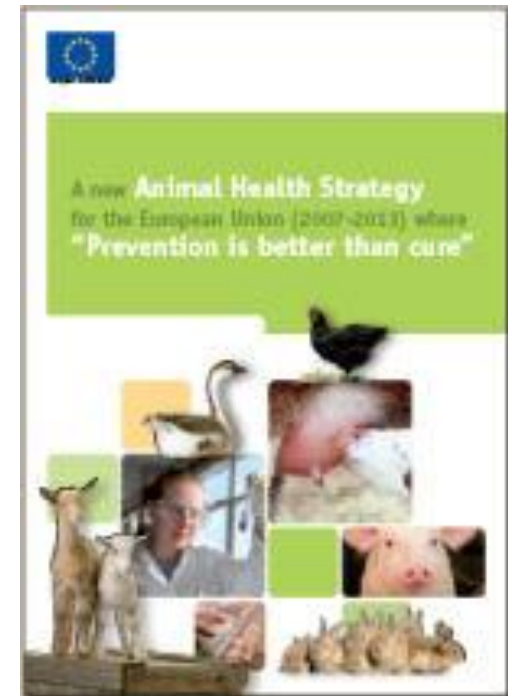
## Community Action Plan on the Protection and Welfare of Animals 2006-2010

EU Animal Health Strategy provides the framework for animal health and welfare measures over the next six years 2007 -13

### Goal 4

To promote **farming practices** and **animal welfare** which prevent animal related threats and **environmental impacts** support of the EU Sustainable Development Strategy

health  
minimise  
in



# EU ACTION PLAN on the protection and welfare of animals 2006



## Five areas of action

1. Upgrade minimum welfare standards
2. Priority to 3R's principle for research animals policy e.g animal testing
3. Standardised welfare indicators and labelling
4. improve the role of keepers and handlers and public in promoting animal protection
5. Support international initiatives and consensus on animal welfare

# Global Pressures

Competition from Import of food into EU from third countries with lower welfare standards

Welfare of the “food we eat”- Retailer pressure

Promote welfare science and education with trading partners such as

Wider Europe COE / EU/ OIE 2006 EU Global conference 2009

South America using OIE guidelines as catalyst- Retailer pressure!!!

EU Training initiatives TAIEX, BTSF

Millennium goals poverty relief by animal keeping

WTO Round and welfare

Universal Declaration on Animal Welfare

# World organisation for Animal health (OIE)



Welfare vision in 2002

Limited to non binding guidelines

Transport by road and sea 2004

Slaughter and Killing 2004

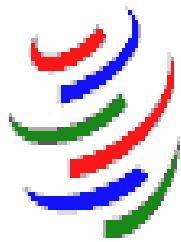
Stray dogs , fish slaughter 2010

Important as

OIE code is standard for WTO on animal health trade –Global animal welfare standards

176 countries Regional strategies

WORLD TRADE  
ORGANIZATION



# World Trade Organisation

Sanitary and Phytosanitary agreement

Trade restrictions on animal products limited  
public health and animal health

Three sisters- **Codex Alimentarius,**  
**Phytosanitary code, OIE Zootechnical code**

Seattle 1991 welfare not accepted

Doha 2001 welfare on agenda but went nowhere

International Finance Corporation (2006)

Animal health and Welfare are public goods

Veterinary services are public goods

# Meat Chicken proposal

Stages of development 2002-2007



# Chain of Broiler Chicken Industry

Raw Material



Feed mill



GPS



PS



Hatchery Chick



Processing



Broiler



Cooked Products Chicken Parts



**SCOPE**  
**2007/43/CE**

# Council Directive 2007/43/EC

Obligation to the CA to carry out non-discriminatory inspections to verify compliance with the Directive

Max. stocking density/m<sup>2</sup>: 33 kg, 39 kg, 42 kg



Annual report to the Commission on the inspections accompanied by relevant actions taken by the CA

# New rules for broiler husbandry

- **all houses:** basic requirements in Annex I are met: drinkers, feeding, litter, ventilation, light, noise, condition of birds
- **house with stocking density 33 - 39 kg/m<sup>2</sup>:** requirements in Annex I and II are met: (incl. control of environment parameters NH<sub>3</sub>, CO<sub>2</sub>, temperature, humidity)
- **house with stocking density 39 - 42 kg/m<sup>2</sup>:** Annex I, II and V are met, and if no monitoring has been carried out by CA within the last two years, at least one monitoring has to be performed to see that requirements are met

# Actions by Veterinary Service

- notification and documents (more than 33 kg/m<sup>2</sup>)
- check documents on criteria for further increased stocking density (39 - 42 kg/m<sup>2</sup>)
  - within last two years no deficiencies
  - keeper using guides to good management practice
  - in at least 7 consecutive subsequently checked flocks  
**cumulative daily mortality below 1% + 0,06%** multiplied  
by the slaughter age
- slaughterhouse communication
- previous inspections
- necessary devices and check list

# Actions at the slaughterhouse

- stocking density more than 33 kg/m<sup>2</sup>: daily mortality rate and cumulative rate record and monitor the hybrid or breed
- number of birds dead on arrival recorded as well as number of birds slaughtered: plausibility of data check
- post mortem inspection to identify poor welfare (contact dermatitis, parasitism and systemic illness)
- communication of results to the keeper and CA



# Action on the farm

- Manage to maintain or improve broiler welfare
  - record keeping for each house: number of birds introduced, useable area, hybrid or breed, number of birds found dead or culled (reasons if known) by each control, number of birds remaining if chickens taken for sale or slaughter (Annex I)
  - documentation on production system (surfaces for birds, ventilation, feeding and watering, alarm and backup systems, floor type, litter) (Annex II)
  - certificate on the training course/equivalent experience



# Impact of EU welfare legislation for meat chickens

- The New EU legislation to improve the quality of care of intensively-kept meat chickens was novel in limiting stocking densities by measuring welfare outcomes at abattoirs.
- Its impact on productivity will be variable as stocking rates were lower in some countries but higher in many Central and Eastern member states.

# Why Assurance schemes?

- 1990s -Increased interest and concern by consumers in food provenance and animal welfare. (EU Organic standards)
- Farmers, food processors and large retailers sought to provide evidence of the quality of their products by private assurance schemes
  - 1.To meet new obligations for due diligence (Farm to fork)
  2. To gain commercial advantage by differentiation of their products

# What did Assurance schemes do?

- These schemes often merely reflected minimum legal standards but some also focussed on improved health, welfare or environmental provisions.
- Their impact has been hard to demonstrate due to the difficulty of measuring welfare outcomes.
- In Great Britain membership of assurance schemes is associated with better compliance with legal standards



Interim Report on the  
Animal Welfare  
Implications of Farm  
Assurance Schemes

August 2001

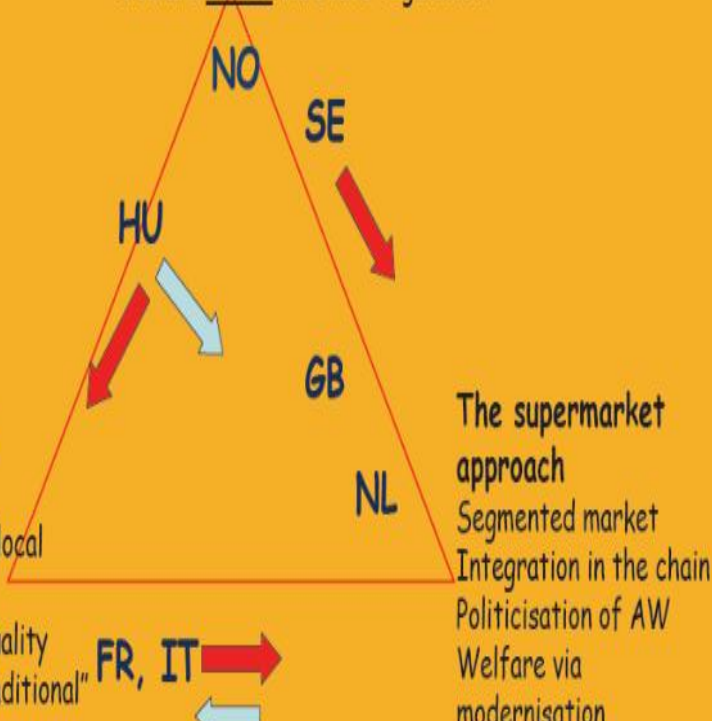


Report on the  
Welfare Implications of Farm  
Assurance Schemes

June 2005

## Differences at a societal level - politics, markets and publics

The welfare state approach  
Non-differentiated market  
Little worry  
Welfare for all via state regulation



Kjærnes, Roe, Bock 2007

### ➤ Division of responsibility for animal welfare

- Outcomes linked to market structures and state/market relations
- Minimum regulations important lever (re veal)
- Supermarkets/integrated supply chains vs. local networks vs. industry/state alliances

### ➤ Changes mainly on the producer side

- AW assurance schemes influencing producer-supply chain relations
- Significant part of branding strategies
- Linked to quality differentiation

### ➤ A positive public opinion

- AW a "good cause", acceptance of expert definitions
- Few product labels addressing animal friendliness specifically - little marketing potential
- Opinions give legitimacy to schemes and policies, less effects via consumer choice of labelled products

Societal concerns on farm animal welfare Unni Kjærnes, The National Institute of Consumer Research, Emma Roe, Cardiff

**defra** University Bettina Bock, Wageningen University

# Do Farm assurance schemes (FAS) make a difference?

- 1. Better farmers join schemes so expect higher standards? Effect of inspections?**
- 2. Observe differences in behaviour and performance of FAS with slow growing Broilers and Enrichments ( Cooper and Wrathall 2010**
- 3. FAWC (2001) proposed to investigate whether certified farms were more likely to comply with welfare legislation and code when inspected by AH than non-certified farms.**

**Membership of the British poultry assurance schemes which covered hens, meat chickens, turkeys, geese and ducks was associated with better compliance with legal standards.**

**Odds ratios (OR) of the association between certification status and the prevalence of AH inspection codes C/D in poultry enterprises in England, Wales and Scotland 2003-2008 (Kilbride et al 2011)**

Scheme	Odds ratio Comply with law	95% Confidence limits
Not in scheme	ref	
Farm assurance	0.4	0.2-0.8
Organic	0.8	0.4-1.8

Which welfare initiatives work best?  
Legislation , Assurance or education?  
**ECONOWELFARE project**

- 1.It concluded that Regulatory (including organic) measures were scored higher than non-regulatory initiatives.**
- 2.Found weaknesses with some existing schemes such as:**
  - Goals too narrow (e.g. more focus on technically stable systems than on animal welfare);**
  - Insufficient use of instruments (e.g. labelling schemes with education in non-organic schemes);**
  - lack of farmers in design of campaigns or in the design of research projects)**

# Turkeys, Ducks and geese

- Rely on COE recommendations
- No specific EU rules
- Highly political issues
- Fast growth and telos
- Foie gras,
- Ducks and water
- Live Feather plucking



# Conclusion Legislation and assurance schemes

There is a need for both Legal and private international standards - basis for bilateral/multilateral agreements

The work of the COE and OIE in this respect needs supporting.

Need to ensure sustainable high welfare standards in Europe are achieved without countering efforts to assist developing countries to reduce poverty through trade.

*David G Pritchard*  
*Animal Welfare Science and Practice*  
*Argyll House*  
*London*

**Thank you**

[davidgeorgepritchard@gmail.com](mailto:davidgeorgepritchard@gmail.com)