



**Bridging the Gap**

**Public and producer views on animal welfare**

**Jeffrey Spooner & Catherine Schuppli**

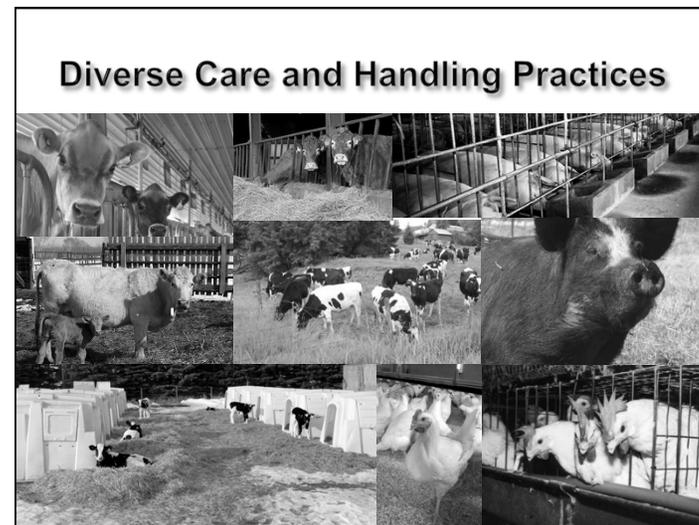
### Global Shift in Animal Welfare Policies

Sweden	1988	Required pasture for dairy
UK	1996	Banned gestation crates for sows
Philippines and Taiwan	1998	Enacted animal welfare legislation
EU	2000	Banned battery cages
World Organization for Animal Health	2005	Handling and transport
Burger King	2007	2% cage-free eggs, 10% no gestation crates
Maple Leaf	2007	Phasing out gestation crates

### Animal Welfare Priorities

- Natural living: *animals should lead natural lives*
- Affective states: *animals should feel well*
- Biological functioning: *animals should function well*

Fraser, D., Weary, D. M., Pajor, E. A., Milligan, B. N., 1997. A scientific conception of animal welfare that reflects ethical concerns. *Animal Welfare* 6, 187-205.



### European Union Studies

- 2005 and 2006 Eurobarometer surveys:  
*53,860 participants, 29 countries*
- 2004-2009 “Welfare Quality Project”:  
*Largest EU study on animal welfare, 44 institutes and universities*

### Canadian Status

- Comparatively few formal studies to date

### Our Research Focus

- Are there animal welfare values shared by some food animal producers and non-producers in Canada?
- If so, how might those shared values form or contribute to practices that would be supported by both groups?

### Qualitative Methodology

- Multi-stakeholder, multi-study project using in-depth interviews
- 2008-2010, conducted 108 interviews (i.e., 101 participants plus 7 follow-ups) with Canadians in 7 provinces

Note: majority face-to-face

	Beef Producers - 23
	Pig Producers - 20
	Non-Producers - 24
	Dairy Producers - 16
	Other - 18





### Beef Producer Findings

- Did not use “animal welfare”
- Strong emphasis on natural living
- Support for biological functioning and affective states

Spooner, J., Schuppli, C.A. and Fraser, D. (2012). Attitudes of Canadian beef producers toward animal welfare. *Animal Welfare*, 21: 273-283.

### Beef Producer Findings

UNAVOIDABLE STRESS	AVOIDABLE STRESS
<ul style="list-style-type: none"> <li>• Castration</li> <li>• Branding</li> <li>• Dehorning</li> <li>• Weaning</li> <li>• Vaccination</li> </ul>	<ul style="list-style-type: none"> <li>• Poor Handling facilities</li> <li>• Rough handling</li> <li>• Inappropriate shelter</li> <li>• Over-stocking pens</li> <li>• Inadequate nutrition/ health</li> <li>• Unskilled labor</li> <li>• “Unreasonable” rest stops (transport)</li> <li>• “Wrecks”</li> </ul>

### Beef Findings: Differences

- Appropriate levels of care at calving
- Appropriate age for dehorning and castration
- Winter calving
- Length of time, if at all, cattle should be finished on grain

### Pig Producer Interviews



### Pig Producer Findings

- Did not use “animal welfare”
- Biological functioning: Large litters, animal health and sustained growth
- Indoor rearing to provide
  - individual care (feeding, health)
  - protection (disease, predation, weather)
  - comfort (dryness, thermoregulation)
- Professional rearing

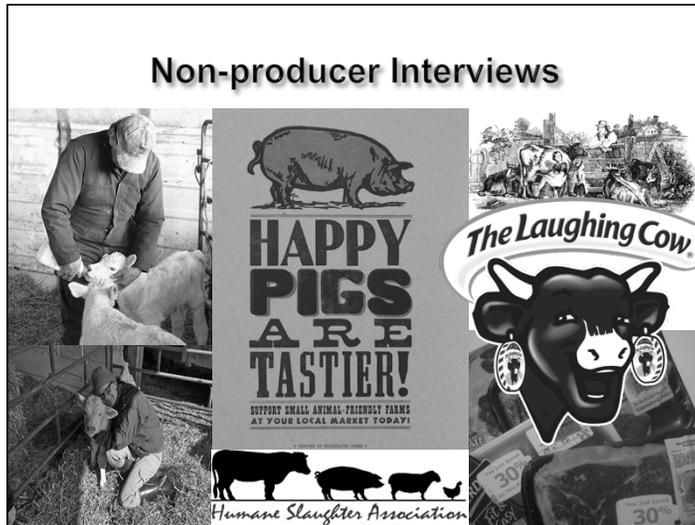
### Pig Producer Findings

- Sow stalls (protection, individual feeding and monitoring)
- Farrowing crates (protection for newborns)
- Tail-docking and castration

### Pig Producer Findings

- No anesthesia or analgesics
  - Difficult administration
  - Handling stress
  - Minimal / short term pain

Spooner, J., Schuppli, C.A. and Fraser, D. (2013). Attitudes of Canadian pig producers toward animal welfare. (Journal of Agricultural and Environmental Ethics, Accepted).



- Non-Producer Findings**
- Comfortable with “animal welfare”
  - Natural living
    - Freedom to choose (movement and socialization)
    - Maternal-offspring interactions
  - Affective states
  - Biological functioning < Natural living

- Non-Producer Findings**
- Humane handling
  - Preference for family farms

- Non-Producer Findings**
- Consumers to practice responsible and informed purchasing
  - Differences
    - organic production vs. welfare
    - advocacy conduct

### **Collective Areas of Agreement**

- Humane animal handling
- Ensuring good biological functioning
- Recognize consumers' potential
- Non-producers lack sufficient knowledge
- Producers are (partially) constrained by economic pressures

### **Limited Agreements**

- Non-Producers + Beef Producers
  - Ethic of care
  - Natural living benefits
- Non-Producers + Pig Producers
  - Natural living challenges in Canada
  - Mutual objections to biased advertizing

### **Major Differences**

- Non-Producers vs. Producers
  - Concern for affective state considerations (especially use of pain management)

### **Major Differences**

- Non-Producers vs. Intensive Pig Producers
  - significance of biological functioning in relation to natural living
  - degree of reciprocal care owed to pigs
  - suitability of small family farms vs. large scale, specialized, corporate facilities

### **Differences: Specificity and Consistency**

- Specificity
  - Familiarity with farming reflected differences in specificity of welfare concerns
- Consistency
  - Producer views (within sectors) more consistent than among non-producers

### **Differences: Paradigmatic**

- Producers vs. Non-Producers
  - Herd vs. Individual Animals
  - Proactive vs. Reactive

### **Policy Recommendations**

1. Use agreeable terminology
2. Incorporate natural living into intensive production systems
3. Promote small scale, joint stakeholder pilot projects

### **Policy Recommendations**

4. Facilitate producer identification (scanning tags)
5. Encourage producer “professionalism”
6. Encourage integrity in education & marketing practices

### **Contributions to Dialogue**

1. Identification of shared and differing values among some Canadian stakeholders
2. Paradigmatic differences between producers and non-producers
3. Challenges to blanket welfare criticisms about commercial production
4. Challenges to producer presumptions

### **Thank You**

- To all research participants and recruiters
- Social Sciences and Humanities Research Council (SSHRC)
- The Province of British Columbia
- The University of British Columbia
- UBC's Animal Welfare Program and its donors