

To organisations listed
in the Appendix

AWC 752
28 June 2004

Dear Sir/Madam

WELFARE INFORMATION ABOUT LIVESTOCK PRODUCTS

The Farm Animal Welfare Council (FAWC) has convened a Working Group for a study on information provided with food products to indicate their animal welfare provenance. The Group will consider labelling as well as other ways that may be appropriate for providing information on welfare provenance.

The study will address the purpose and nature of labelling, the justification for animal welfare labelling and the kinds of information that might be provided and their priority. Included in its considerations of labelling will be whether it should be voluntary or mandatory, and how best to convey relevant information relating to the method of production (including husbandry, transport and markets, and slaughter). The aim of such labelling would be to enable consumers who attach importance to animal welfare standards to exercise those preferences when purchasing livestock products.

The study will also address means by which relevant welfare related information could be conveyed by means other than the attachment of a formal label. Furthermore, the Group intends to include consideration of information that might be provided by the food processing and catering industries as well as by those retailing unprocessed food direct to consumers.

We should be grateful for your views on all these issues and any comments or advice you feel able to offer to inform the Group's deliberations. To assist your consideration of this topic, we have prepared a short briefing document that is attached. This describes some of the issues we have already identified in relation to welfare information and asks some specific questions. It would be most helpful to us in analysing responses to this consultation if you would refer to these questions by number in your responses. Please don't feel obliged to answer every question and please feel free to raise other points that you may feel are pertinent and which are not covered by our specific questions.

We may subsequently write to some organisations with further specific questions as work progresses and some may also be invited to discussions with the Group. Normally FAWC reports list the names of the organisation that gave evidence. Should you prefer to be excluded from the list, please let us know when you reply.

If you believe there are any important omissions from the list of consultees, I should be obliged if you would let me have the name and address of the appropriate contact.

FAWC thanks you for your co-operation and looks forward to receiving your comments by **1 September 2004** at the latest.

Yours faithfully

Richard Aram
FAWC Secretariat

FAWC Study on Welfare Information – Issues to consider.

Throughout this document the term ‘labelling’ is used in its widest sense to include the provision in any form of information about welfare standards

1 Is there a case for labelling based upon welfare criteria?

- a. What are your views on the desirability of labelling according to welfare provenance?
- b. To what extent do consumers wish to purchase according to welfare provenance?
- c. Are the currently used systems (Little Red Tractor, Freedom Foods, labelling of eggs by production system, etc.) adequately meeting consumer needs, and are they sufficiently explicit?
- d. If you agree with welfare labelling, should such labelling be voluntary or mandatory and why?
- e. Should labels merely indicate that the production system met minimum acceptable standards (e.g. in compliance with Welfare Codes) or should labels differentiate enhanced levels of welfare? Would a tiered system (e.g. star rating) of welfare labelling be desirable?
- f. Should labelling be applied to imported food as well as UK produced food?
- g. What do you think might be the consequences for animal welfare of welfare labelling?

2 What information should welfare labelling convey?

- a. Should welfare labelling convey any descriptive information or would a simple ‘kite-mark’ suffice?
- b. What basic information do you consider welfare labelling should convey as a minimum?
- c. In what form might information supplementary to a formal attached label be provided?

3 What aspects of welfare should labelling address?

- a. On-Farm welfare? e.g. Housing and husbandry systems?
- b. Transport and markets? e.g. Journey times, multiple marketing?
- c. At Slaughter? e.g. Slaughter with or without pre-stunning?

4 What other relevant issues do you feel the Group should consider?

CONSULTEES

Academy of Culinary Arts
Advertising Standards Authority
Advisory Committee on Organic Standards (Defra)
Advocates for Animals
ADAS
Agricultural and Food Research Council
Agricultural Research Institute of Northern Ireland
Aldi Stores Ltd
Al-Khoei Foundation
Al-Muntada Al-Islami
Alliance of Independent Retailers
Anglican Society for the Welfare of Animals
Anglo European Livestock Association
Animal Aid
Animal Christian Concern
Animal Diseases Research Association Moredun Institute
Animal Health Trust
An-Nisa Society
Arthur Rank Centre
ASDA Group Plc
Asian Vegan and Vegetarian Society
Associated British Foods
Association of British Abattoir Operators
Association of British Abattoir Owners
Association of British Chambers of Commerce
Association of British Meat Processors
Association of Independent Meat Suppliers
Association of Muslim Professionals
Association of Muslim Scholars
Assured British Meat
Assured British Pigs
Assured Food Standards
AWSELVA
Babraham Institute
BBC Countryfile
BBC You and Yours
BBC The Food Programme
BBC Farming Today
Biotechnology and Biological Sciences Research Council (BBSRC)
Board of Deputies of British Jews
British Bacon Marketing Group
British Chicken Information Service
British Cattle Veterinary Association (BCVA)
British Deer Farmers Association
British Deer Society
British Egg Industry Council
British Food Export Council
British Free Range Egg Producers Association
British Frozen Food Federation
British Home Stores plc
British Institute of Agricultural Consultants
British Meat Processors Association
British Multiple Retailers Association
British Nutrition Federation

British Organic Farmers and Growers Association
British Pig Association
British Poultry Breeders & Hatcheries Association (BPBHA)
British Poultry Council
British Retail Consortium
British Society of Animal Science (BSAS)
British Standards Institute
British Veterinary Association (BVA)
Budgen Stores Ltd
Campaign for the Protection of Shechita
Catholic Concern for Animals
Centre of Islamic Studies
Christian Concern for Animals
Christian Prayer Fellowship for the Protection of Animals
City University (London) Institute of Health Sciences
Compassion in World Farming
Confederation of Sunni Mosques
Conservative Animal Welfare Association
Consumers Association
Cookery and Food Association
Co-operative Wholesale Society
Co-operative Womens' Guild
Council of Rabbinical Authority of the Independent Orthodox Jewish Communities in GB
Dairy Industry Federation
DARD
Defra
Department for Trade and Industry
English Nature
Fair Trade
Farm & Food Society
Farm Animal Care Trust
Farm Animal Welfare Network (FAWN)
Farm Assured Scottish Beef and Lamb
Farm Assured Scottish Quality Pork
Farm Assured Welsh Livestock
Farmers Guardian
Farmers' Union of Wales
Farmers Weekly
Farming News
Federation of Agricultural Co-operatives
Federation of Fresh Meat Wholesalers
Federation of Muslim Organisations
Federation of Synagogues
Food and Drink Association/Federation
Food Aware
Food from Britain
Food Standards Agency
Freedom Food Ltd
Game Marketing Executive
Gateway Supermarkets
Halal Food Authority
Halal Food Board
Halal Meat
Halal Monitoring Committee
Hannah Research Institute
Hospital Caterers Association
Hotel Catering and International Management Association
Humane Slaughter Association (HSA)
Iceland Frozen Foods Ltd
Imams and Mosques Council (UK)

Imperial College (Wye)
Independent Food Retailers Confederation
Institute of Biology
Institute of Food Research
Institute of Grocery Distribution
Institute of Trading Standards Administration
International Fund for Animal Welfare (IFAW)
International Supreme Council of Sikhs in GB
Islamic Cultural Centre
Islamic Food and Nutrition Council
Islamic Foundation
Islamic Shariah Council
J Sainsburys plc
Jewish Vegetarian and Ecological Society
John Lewis plc
Joint Consultative Council for Meat Trade
Kashrut Department, United Synagogue, London
LACORS
Lidl UK
Livestock Auctioneers Association
Livestock and Meat Commission for Northern Ireland
Livestock Traders Association
Local Authority Caterers Association
London Board of Shechita
Macaulay Land Use Research Institute (MLURI)
MAF New Zealand
Manchester Shechita Board
Marks & Spencer plc
Meat Hygiene Service
Meat and Livestock Commission (England, Scotland and Wales)
Meat Trades Christian Fellowship
Meat Trades Journal
Methodist Animal Welfare Group
Morrisons
Muslim Council of Britain
Muslim Education Co-ordinating Council UK
Muslim Vegetarian and Vegan Society
Muslim College
National Animal Health & Welfare Panel
National Assembly for Wales
National Association of British Market Authorities
National Association of Catering Butchers
National Association of Farmers' Markets
National Beef Association
National Cattle Association
National Consumer Council
National Council of Shechita Boards
National Council of Women of Great Britain
National Dairy Farm Assured Scheme
National Farmers Union
National Farmers' Union of Scotland
National Federation of Consumer Groups
National Federation of Meat & Food Traders
National Federation of Womens' Institutes
National Federation of Young Farmers Clubs
National Food Alliance
National Game Dealers Association
National Housewives' Association
National Office of Animal Health Ltd (NOAH)
National Proficiency Tests Council (NPTC)

National Secular Society
National Sheep Association
Netto Stores
Network of Sikh Organisations UK
Northern Foods plc
People for the Ethical Treatment of Animals (PETA)
Pig Veterinary Society
Political Animals
Provision Trade Federation
Quality Meat and Livestock Alliance
Quality Meat Scotland
Quaker Concern for Animal Welfare
Queens University of Belfast
Restaurant Association
Road Haulage Association
Roslin Institute (Edinburgh)
Rowett Research Institute
Royal Agricultural College
Royal Agricultural Society of England (RASE)
Royal College of Veterinary Surgeons
Royal Society for the Prevention of Cruelty to Animals (RSPCA)
Royal Veterinary College
Scottish Agricultural College
Scottish Association of Meat Wholesalers
Scottish Centre for Animal Welfare Science
Scottish Consumers Council
Scottish Federation of Meat Traders' Association
Scottish Food Quality Certification
Scottish Meat and Livestock Commission
Scottish Society for the Prevention of Cruelty to Animals
SEERAD
Shechita UK
Sheep Veterinary Society
Silsoe Research Institute
Small Farmers Association
Soil Association
Somerville Stores Ltd
SUSTAIN - The Alliance for Better Food & Farming
Tenant Farmers Association
Tesco Stores Ltd
Townswomen's Guild
UK Accreditation Service (UKAS)
UK Association of Frozen Food Producers
UK Dairy Association
UK Federation of Milk Producers Organisation
UK Halal Corporation Ltd
UK Halal Retailers Association
Union of Muslim Organisations of UK & EIRE
Union of Orthodox Hebrew Congregations of GB and the Commonwealth
Universities Federation for Animal Welfare/Humane Slaughter Association
University of Aberdeen
University of Birmingham (Centre for Biomedical Ethics)
University of Bristol Vet School
University of Cambridge Vet School
University of Edinburgh Royal (Dick) Vet School
University of Glasgow Vet School
University of Leeds
University of Liverpool Vet School
University of Newcastle upon Tyne
University of Nottingham

University of Oxford
University of Plymouth
University of Reading
University of Stirling
University of Wales, Aberystwyth
Vegan Christians
Vegetarian Economy & Green Agriculture (VEGA) Research
Vegetarian Society of the United Kingdom
Veterinary Laboratories Agency
Veterinary Medicines Directorate
Veterinary Record
Veterinary Times
Veterinary Review
Viva
Waitrose Ltd
Welsh Consumer Council
Welsh Local Government Association
Women's Food & Farming Union
World Society for the Protection of Animals (WSPA)
Worshipful Company of Butchers