Animal Welfare
From Public to Private Standards
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**Vision & Mission**

**VISION**
To integrate food safety with human, animal and plant health across the food supply chain to improve public health and well-being

**MISSION**
To foster the continuous improvement and global acceptance of internationally recognized food protection systems and standards through public-private partnerships

**Strategic Pillars (intent)**

- Capacity Building in Emerging Markets
- Collaboration through Public Private Partnerships
- Continuous Improvement of Food Protection Systems
- Integration of Food Safety Systems Across the Supply Chain
Collaboration

Good Practice Sharing

Projects

SSAFE’S ACTIVITIES
Global-to-Local food safety systems

COUNTRY INFRASTRUCTURE

SCIENCE-BASED STANDARDS
- LAWS & REGULATIONS: National to Local Regulations, Imports/Exports
- INSPECTION & COMPLIANCE: Network of Labs and Inspectors Verify Compliance

INTERNATIONAL GOVERNANCE
- CODEX-OIE-IPPC & WTO

GUIDELINES & RECOMMENDATIONS
- ISO Voluntary Measures
- GFSI: Benchmark Systems
- FOOD SAFETY MS: Accredited Certification, Transparency

INTERNATIONAL STANDARDIZATION

BUSINESS INITIATIVES

FOOD CHAIN
- Primary Production → Food Manufacture → Trade & Distribution → Retail
The Importance of Animal Welfare to Consumers

Over 2 million people, 330 animal groups and dozens of governments have already pledged their support for a Universal Declaration on Animal Welfare
- World Animal Protection study

57% of Europeans believe it is very important and 37% somewhat important to protect the welfare of farmed animals
- EC funded report “Attitudes of Europeans towards Animal Welfare” Q4 2015 (27,672 respondents)

94.9% of American adult consumers stated they were very concerned about farm animal welfare (89% in 2013) while 75.7% stated that they were very willing to pay more for humanely raised meat, dairy and eggs
- 2014 Humane Heartland™ Farm Animal Welfare Survey of more than 5,900 Americans

69% of a sample of 1,003 American adults said they prioritize animal welfare as a significant factor in deciding what foods to buy
- Survey by ORC International in February 2014

67% of consumers say they are likely to buy meat, eggs and dairy products bearing a welfare certification label with meaningful standards even if it meant paying a higher price, while 75% would like stores to carry a greater variety of welfare-certified products
- June 2016 online survey of 1,000 American consumers by Lake Research Partners on behalf of ASPCA

69.4% of American adult consumers stated they were very concerned about farm animal welfare (89% in 2013) while 75.7% stated that they were very willing to pay more for humanely raised meat, dairy and eggs
- 2014 Humane Heartland™ Farm Animal Welfare Survey of more than 5,900 Americans
The Importance of Animal Welfare to Food Safety

Food safety

PERCEPTION: Over 70% don’t know or agree that medicines given to farm animals make food safer.

REALITY: Only farm animals that are healthy can enter the food chain and provide safe food for people.

EXAMPLE: The use of vaccines in poultry to protect against salmonella saw cases in people reduced by almost 50% in the EU since 2004.

Animal welfare

PERCEPTION: 60% don’t know or think that medicines have a positive impact on the welfare of farm animals.

REALITY: The use of veterinary medicines contributes to animal welfare by avoiding pain and suffering from disease. Good health is a prerequisite for good welfare.

EXAMPLE: The availability and the success of mastitis treatment has a positive impact on the welfare of cows as well as milk quality.

- Source: Online survey conducted by Produkt+Markt in March-April 2016, commissioned by IFAH-Europe, total sample of 6,013 citizens (aged 18+) across Denmark, Germany, the Netherlands, Poland, Spain and the UK
Animal Welfare of Farm Animals and the Social Dimension

Concern for Consumers & Governments

Animal Health & Food Safety

Contribution to Sustainable Ag Production
Significance of Public-Private-Partnerships to help improve animal welfare around the world

Public-Private cooperation benefits all food system stakeholders including consumers, regulators and the private sector.

Private-sector alignment with principles and standards from the official standard-setting organizations:

- improves business performance
- enables supply-chain assurance
- drives regulatory compliance; and
- supports international trade
Past State of the Food Industry

Proliferation of 3rd Party Food Safety Audits

• Globally over 30 different 3rd party audit schemes
• Inconsistent governance & content between schemes
• Driven by Retailers outsourcing their audit needs

Outcome

• Suppliers burdened with multiple redundant audits
• Inefficient use of resources and added cost
• Reliability of audits / certifications in question
• Low acceptance by regulatory community
Recognizes OIE’s principles as THE global Animal Welfare Standard

Enables benchmarking and transparency against OIE principles, criteria and standards

Provides guidance to enable animal producers to manage the welfare of their livestock

Facilitates market access and trade

Improves the environment, care and management of livestock through better implementation of TAHC principles

Respects geographical, environmental, cultural and religious differences

Establishes an independent governance mechanism to ensure credibility of private certification schemes

The Potential Impact & Value of ISO TS 34700
We support collaboration between the OIE and ISO in all fields of mutual interest, including animal health and welfare.

We encourage operators in the food chain to align with OIE animal welfare guiding principles and standards.

We encourage all stakeholders to observe the OIE animal welfare standards in relation to trade in foods of animal origin.

We support ISO TS 34700 for Animal Welfare as it provides a practical tool for promoting good animal welfare practices for food-producing animals based on OIE principles.

We encourage voluntary certification schemes to harmonize with OIE principles and standards as this will strengthen consumer confidence and enable food supply-chain efficiencies.
THANK YOU

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