

AENOR

Report on
consumption
trends and their
relationship
with animal
welfare





Market studies and consumer trends



In recent years, the emergence of new consumers seeking products that guarantee, in addition to quality and food safety, greater sustainability and proper animal husbandry management systems for food production has led to a profound transformation in the food sector in all parts of the chain, from primary production to consumer sales.

There is, therefore, a need to demonstrate transparency to consumers, not only in company policies, but also with regard to management systems and improved animal welfare by farmers and industries.





In 2006, 71% of Spaniards believed that the welfare and protection of farm animals was "**important**" or "**very important**", but now, something is changing —as the latest Eurobarometer survey shows— as this figure has risen to 94%.

Given these changing trends, companies must adapt their strategies to the new reality, and aspects such as animal welfare satisfy this need to face society's growing interest. The AENOR Conform certification on Animal Welfare, based on the **Welfare Quality Protocol**[®], helps meet this challenge. There must be an exhaustive, serious, and rigorous evaluation system, prepared by experts, that guarantees the food industry's commitment to this issue, for those consumers who freely decide to consume animal products.

One of the objectives of the **Welfare Quality Protocol**[®], a European Union research project based on integrating animal welfare into the food chain, is to implement an assessment system that provides the consumer with transparency and clear information on the handling of animals. **Welfare Quality**[®] is a consensus, led by scientists in animal science and sociology, on how to define animal welfare.

The **Welfare Quality Protocol**[®] defines 4 principles:



Good
feeding



Good
health



Good
housing



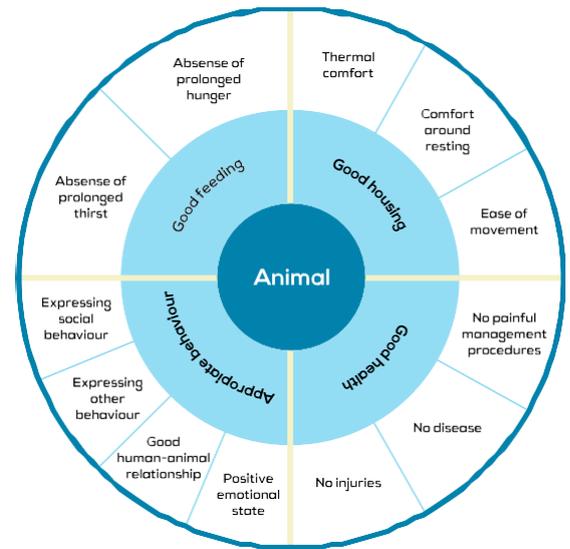
Appropriate
behaviour

Respect for these four principles is what defines the welfare of an animal or group of animals.



Within these principles, 12 criteria have been identified:

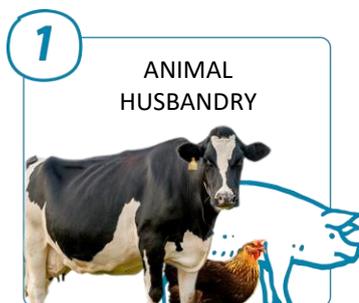
- 1 Absence of prolonged hunger
- 2 Absence of prolonged thirst
- 3 Comfort around resting
- 4 Thermal comfort
- 5 Ease of movement
- 6 No injuries
- 7 No disease
- 8 No painful management procedures
- 9 Expressing social behaviour
- 10 Expressing other behaviour
- 1 Good human-animal-relationship
- 12 Positive emotional state.



As the measures are based on the animal itself, the protocol can be used in different husbandry systems or regulatory frameworks (which must be complied with at all times), since it is the animal itself that demonstrates its state.

The AENOR Animal Welfare certification, developed together with the IRTA (national technological member of the **Welfare Quality® Network**), contributes to the main objective, which is to provide the consumer with the greatest possible information and transparency.

Traceability and self-monitoring



The certification also involves implementing a traceability and self-monitoring system to guarantee maximum rigour when carrying out the activities.





ANIMAL
WELFARE

AENOR
conform

This certification helps ensure the quality of products and the sustainability of the sector. It has been demonstrated that animals with better welfare offer higher quality products and better yields, contributing to more sustainable consumption and a better use of environmental resources.

The Animal Welfare seal unites the protocol that generates the greatest consensus with the most highly valued certification body in regard to seriousness; as well as being the most widely recognised by the consumer*

The AENOR animal welfare certification has become a key element in generating that trust, transparency, and commitment to incorporating animal welfare into the food chain; AENOR Conform helps consumers decide which products meet their needs and values.

*70.6% in suggested awareness, 40 points above its closest competitor. Survey undertaken in June 2018.

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