12. Benchmarking Industry Self-Perceptions Regarding Animal Welfare
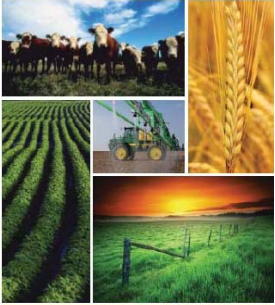
Glynn Tonsor   **<gtt@ageconksu.edu>**

Glynn T. Tonsor joined the Dept. of Agricultural Economics at Kansas State University in March 2010 as an Assistant Professor. He obtained his Ph.D. from KSU in 2006 and was an Assistant Professor in the Dept. of Agricultural, Food, and Resource Economics at Michigan State University from May 2006 to March 2010. Glynn's current efforts are primarily devoted to a range of integrated research and extension activities with particular focus on the cattle/beef and swine/pork industries. He has broad interests and experiences which span issues throughout the meat supply chain. Through both applied research and first-hand knowledge with livestock production, Glynn has expertise in topics including animal identification and traceability, animal welfare and handling, food safety, and price risk management and analysis.

Abstract/Summary

Dr. Tonsor will lead an interactive presentation with direct audience participation designed to identify current perceptions livestock industries have regarding existing animal welfare practices and issues. This presentation is an important part of a new USDA-funded project, providing attendees a unique opportunity to directly participate.

Slide 1

Benchmarking Industry Self-Perceptions Regarding Animal Welfare

Glynn Tonsor, Kansas State University

Slide 2

USDA Project Overview
"Beef And Dairy Cattle Animal Welfare: Market Opportunities And Threats"

- Goal & Objectives:
  - The long-run goal of this project is to improve the situation presented by growing animal welfare concerns for U.S. beef and dairy cattle operations.
  - Specific objectives include to engage producers to benchmark knowledge and awareness, to identify and document perceptions of animal welfare issues from both consumer and producer perspectives, and to disseminate generated knowledge widely and effectively through novel and practical outreach efforts.
- Collaborators: KSU – Dr. Dan Thomson; MSU – Dr. Chris Wolf & Dr. Janice Swanson

Slide 3

USDA Project Overview
"Beef And Dairy Cattle Animal Welfare: Market Opportunities And Threats"

- Timeline: Jan. 2012 – Dec. 2014

- Activities:
  - 2012: Focus groups, phone interviews, & pilot testing
  - 2013: Consumer & producer surveys & experiments
  - 2014: Analysis, write-up, & dissemination

- Purpose of this session:
  - Improve beef and dairy cattle producer surveys

Slide 4

Which species industry are you most involved with?

1. Beef cattle
2. Dairy cattle
3. Swine/hogs
4. Broilers
5. Laying hens
6. Equine
7. Other species
8. Not applicable

What portion of beef cow-calf operations in the U.S. have fewer than 100 cows?

1. 0-25%
2. 26-50%
3. 51-75%
4. 76-100%
5. I don't know

What portion of beef produced in the U.S. do you believe comes from operations/production systems providing appropriate overall care?

1. 0-25%
2. 26-50%
3. 51-75%
4. 76-100%
5. I don't know

What portion of beef produced in the U.S. do you think the typical U.S. resident believes comes from operations/production systems providing appropriate overall care?

1. 0-25%
2. 26-50%
3. 51-75%
4. 76-100%
5. I don't know

What portion of milk produced in the U.S. do you believe comes from operations/production systems providing regular access to the outdoors and pasture for their cows?

1. 0-25%
2. 26-50%
3. 51-75%
4. 76-100%
5. I don't know

What portion of pork produced in the U.S. do you believe comes from operations/production systems using sow gestation stalls?

1. 0-25%
2. 26-50%
3. 51-75%
4. 76-100%
5. I don't know

What portion of U.S. residents do you believe would vote in-favor of banning the use of sow gestation stalls throughout the U.S. swine industry?

1. 0-25%
2. 26-50%
3. 51-75%
4. 76-100%
5. I don't know

What portion of total eggs sold in the U.S. do you think are cage-free eggs?

1. 0-10%
2. 11-20%
3. 21-30%
4. 31-40%
5. Over 40%
6. I don't know

How much of a price premium do you think is currently paid for cage-free eggs in the U.S.?

1. 0-25%
2. 26-50%
3. 51-75%
4. 76-100%
5. I don't know

What portion of U.S. residents do you believe would vote in-favor of banning the use of battery cages throughout the U.S. egg laying hen industry?

1. 0-25%
2. 26-50%
3. 51-75%
4. 76-100%
5. I don't know

Which of the following do you believe presents the best option/strategy given the current discussions regarding animal welfare issues in your industry?

1. Maintain the status quo
2. Actively negotiate with concerned groups
3. Actively seek additional legislation/regulation
4. Support retail labeling to convey animal welfare information
5. Support phasing out existing facilities using debated production practices
6. Other
7. Not applicable

How likely are new or expanded national standards regarding livestock housing practices to be implemented in the U.S. (pertaining to your industry) within the next 10 years?

1. Very Likely
2. Likely
3. Neither Likely nor Unlikely
4. Unlikely
5. Very Unlikely
6. Not applicable

How do you think animal welfare concerns facing your industry compare to those faced by other species-delineated industries?

1. My industry is facing *less* concerns
2. My industry is facing *about the same* concerns
3. My industry is facing *more* concerns
4. Not applicable

Given current practices listed below, what do you believe is the <u>most effective</u> option to improve the welfare of livestock in your industry?

1. Requiring regular access to the outdoors
2. Prohibiting tail docking/removal
3. Prohibiting use of antibiotics and growth hormones
4. Prohibiting use of stalls and/or cages
5. Requiring use of anesthesia prior to surgical procedures
6. Requiring use of certified transportation
7. Other
8. Not applicable

What option for improving the welfare of livestock in your industry do you believe would result in the <u>largest, most positive consumer response</u>?

1. Requiring regular access to the outdoors
2. Prohibiting tail docking/removal
3. Prohibiting use of antibiotics and growth hormones
4. Prohibiting use of stalls and/or cages
5. Requiring use of anesthesia prior to surgical procedures
6. Requiring use of certified transportation
7. Other
8. Not applicable

What option for improving the welfare of livestock in your industry do you believe would result in the <u>largest increase in production costs</u>?

1. Requiring regular access to the outdoors
2. Prohibiting tail docking/removal
3. Prohibiting use of antibiotics and growth hormones
4. Prohibiting use of stalls and/or cages
5. Requiring use of anesthesia prior to surgical procedures
6. Requiring use of certified transportation
7. Other
8. Not applicable

What portion of U.S. residents do you believe would vote in-favor of mandatory labeling of livestock housing practices on retail meat, milk, and egg products?

1. 0-25%
2. 26-50%
3. 51-75%
4. 76-100%
5. I don't know

Are you in favor of laws prohibiting photographs or videos to be taken on farms without permission?

1. Yes, I'm in favor of these laws
2. No, I'm opposed to these laws
3. I don't know

http://www.agmanager.info/livestock/marketing/AnimalWelfare/default.asp

Livestock & Meat Marketing: Animal Well-Being and Welfare

Title	Author	Date	Factsheet, Paper, Presentation, or Journal article	Video
Mandatory Labeling of Animal Welfare Attributes: Public Support and Considerations for Policymakers	Tonsor and Wolf	July, 2011	Journal Article / Fact Sheet (AM-GT-2011.1)	WMV MP4
U.S. Meat Demand: The Influence of Animal Welfare Media Coverage	Tonsor	September, 2010	Journal Article / Fact Sheet (MF2951)	WMV MP4
Consumer Preferences for Animal Welfare Attributes: The Case of Gestation Crates	Tonsor, Olynk, and Wolf	December, 2009	Journal Article	WMV MP4
Consumer Voting and Demand Behavior Regarding Swine Gestation Crates	Tonsor, Wolf, and Olynk	July, 2009	Journal Article	WMV MP4
Consumer Use, Perceptions, and Demand Impacts of Alternative Animal Information Sources	Tonsor	July, 2009	Presentation	
Alternative Animal Welfare Responses: Options and Implications for Producers and Industry-at-Large	Tonsor	March, 2009	Presentation	

Animal Welfare Videos by Dr. Glynn Tonsor

Mandatory Labeling of Animal Welfare Attributes (New!)   Consumer Preferences for Animal Welfare Attributes: The Case of Gestation Crates   Consumer Voting and Demand Behavior Regarding Swine Gestation Crates

More information available at:
AgManager (http://www.agmanager.info/)

Glynn T. Tonsor
Associate Professor
Dept. of Agricultural Economics
Kansas State University
gtt@agecon.ksu.edu

www.agmanager.info