



## Consumer views on animal welfare and organic and low-input farming: Results from a European survey

Jarkko Niemi, Minna Väre, Katja Lähtinen, Katriina Heinola, Jarmo Mikkola, Patricia Parrott, Laura van Vooren, Saskia Kliphuis, Petra Thobe, Anna Zuliani, et al.

### ► To cite this version:

Jarkko Niemi, Minna Väre, Katja Lähtinen, Katriina Heinola, Jarmo Mikkola, et al.. Consumer views on animal welfare and organic and low-input farming: Results from a European survey. 73. Annual Meeting of the European Federation of Animal Science, Sep 2022, Porto, Portugal. hal-03783222

**HAL Id: hal-03783222**

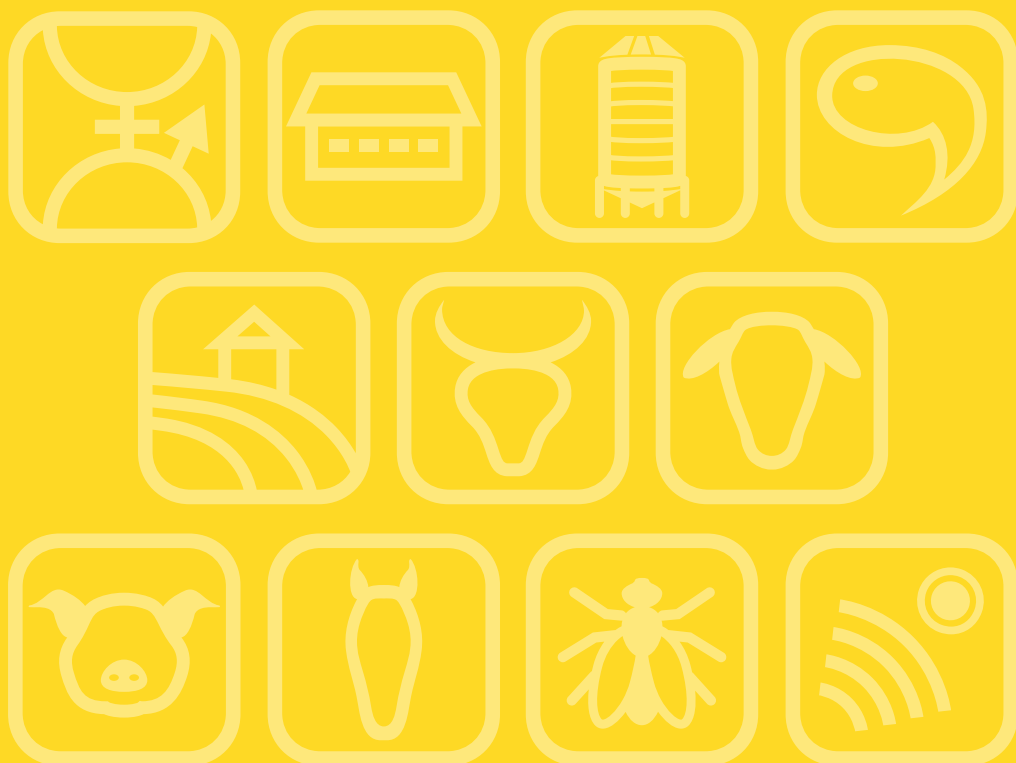
**<https://hal.inrae.fr/hal-03783222>**

Submitted on 22 Sep 2022

**HAL** is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

# **Book of Abstracts of the 73<sup>rd</sup> Annual Meeting of the European Federation of Animal Science**



**Book of abstracts No. 28 (2022)**

**Porto, Portugal**

**5 – 9 September, 2022**

**Poster summary – sustainable pig production***M. Aluwé**ILVO, Scheldeweg, 9090 Melle, Belgium; [marijke.aluwe@ilvo.vlaanderen.be](mailto:marijke.aluwe@ilvo.vlaanderen.be)*

In this time slot, we take time to present some posters submitted in this session.

---

Session 72

## Theatre 6

**Consumer views on animal welfare and organic and low-input farming: Results from a European survey***J.K. Niemi<sup>1</sup> and Ppilow Consortium<sup>2</sup>**<sup>1</sup>Natural Resources Institute Finland (Luke), Kampusranta 9, 60320, Finland, <sup>2</sup>PPILOW consortium, <https://www.ppilow.eu/>, France; [jarkko.niemi@luke.fi](mailto:jarkko.niemi@luke.fi)*

While low-input farming, such as free-range or organic production, is often considered having high animal welfare standards, several ways to enhance animal welfare in low-input production exist. To promote good farming practices, it is valuable to know how the general public responds to such practices. The aim of this study was to examine citizens' expectations and reactions to new approaches to organic and low-input pig and poultry production. A quantitative survey instrument was implemented in nine European countries (Finland, UK, France, Denmark, the Netherlands, Belgium, Germany, Italy, Romania). The data were representative of each country's adult population, included altogether 3,601 responses and were analysed statistically. Citizens viewed low-input organic and non-organic production more favourably than conventional indoor production. While close to one quarter of citizens were unwilling to pay a price premium for low-input products, about one third was willing to pay at least 20% premium in contingent evaluation. Hence, there is room for 'mid-market' products requiring a small price premium. Most pig and poultry practices suggested in the survey were considered desirable by the respondents. Practices such as adjusting the nutrition to ensure animal health, enhancing the opportunities to express natural behaviour, provision of enrichment and increasing the space allowance were found desirable. Letting animals to a pasture or outdoor yard was considered desirable more frequently in pig and egg than in broiler production. A substantial proportion of citizens did not have a clear view on which features of production they favoured (e.g. beak trimming, use of veterinary medicines). This suggests that there is a lack of knowledge among citizens and that they may have challenges in assessing complex production practices. More communication between farmers and citizens, and communication that conveys consistent messages through trusted sources of information, which differ by country, is needed. PPILOW project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 816172.