

# Animal welfare: The EU experience

动物福利： 欧盟经验

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UNIVERSITY OF COPENHAGEN



2018养猪业国际论坛



WCAW

# 世界农场动物福利大会

WORLD CONFERENCE ON FARM ANIMAL WELFARE

## 暨(第五届)中国动物福利与畜产品质量安全论坛

THE FIFTH CHINA ANIMAL WELFARE FORUM ON QUALITY AND SAFETY OF LIVELIHOOD PRODUCTS



2018

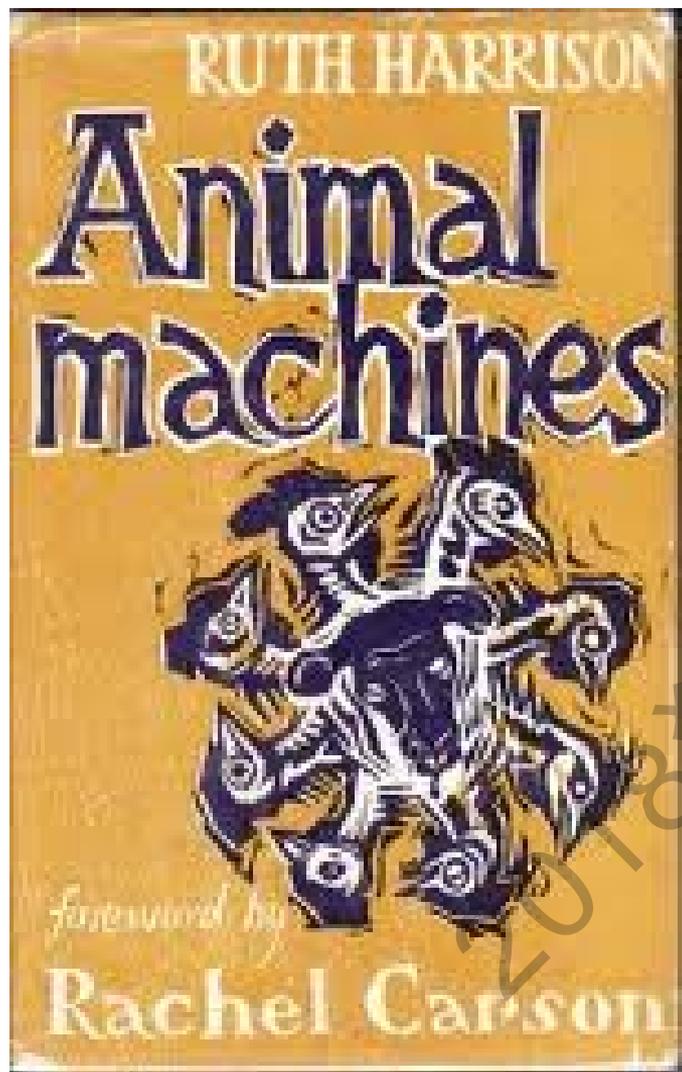
中国动物福利论坛

# Plan 计划

- 1. The Brambell Committee and the origin of the idea of animal welfare**  
布兰贝尔委员会和动物福利理念的起源
- 2. First phase in the development: National animal welfare legislation**  
第一发展阶段: 国家动物福利立法
- 3. Second phase in the development: Animal welfare standards and rules defined at European level** 第二发展阶段: 欧洲水平确定的动物福利标准和规则
- 4. Third phase in the development: Market-driven animal welfare**  
第三发展阶段: 以市场为导向的动物福利
- 5. The effect of animal welfare on consumer perceptions of pork quality**  
动物福利对消费者猪肉品质认知的影响
- 6. Conclusion 结论**

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技术委员会关于调查集约化畜牧业系统下动物福利的报告

Report of the  
Technical Committee to Enquire into the  
Welfare of Animals kept under  
Intensive Livestock Husbandry Systems

*Chairman* : Professor F. W. Rogers Brambell, F.R.S.

*Presented to Parliament by the Secretary of State for Scotland and the  
Minister of Agriculture, Fisheries and Food  
by Command of Her Majesty  
December, 1965*



## From anti-cruelty to animal welfare 从反虐待到动物福利

- **The main point of anti-cruelty was to protect animals from *purposeless suffering*** 反虐待的主要目的是保护动物免受无意义的痛苦
- **With the advent of animal welfare, animals were also to be protected from *purposeful suffering*** 随着动物福利的出现，动物也将受到保护，免受有意义的痛苦
- **However, as we shall see later, this is only partly true** 但是，正如我们稍后将会看到的，这只是部分正确

# Brambell's development of the idea of animal welfare

## 布兰贝尔动物福利理念的发展

- **A new and wider understanding of suffering**  
对痛苦的理解更新、更广泛
- **Not only pain but also other negative states such as discomfort and stress following from the frustration of "behavioural urges" were included** 不仅包括疼痛，还包括其他负面状态，如“行为冲动”的挫败感带来的不适和压力
- **The Brambell Freedoms, i.e. farm animals should be free to "to stand up, lie down, turn around, groom themselves and stretch their limbs" – later developed into 5 Freedoms**  
布兰贝尔自由，即农场动物应该自由“起立，躺下，转身，刷洗全身和伸展四肢”  
- 后来发展成为5大方面的自由
- **Animal welfare science; need to "take into account scientific evidence available concerning the feelings of animals that can be derived from their structure and functions and also from their behaviour** “动物福利科学；需要“考虑动物感受的可用科学证据，这些证据可以从它们的结构和功能以及它们的行为中得出”



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# Legislation as an instrument to improve animal welfare

## 立法作为改善动物福利的工具

- **Brambell saw national legislation as the main vehicle for improving animal welfare** 布兰贝尔将国家立法视为改善动物福利的主要手段
- **An ingenious flexible legal structure was suggested** 提出了一种巧妙灵活的法律结构
- **This has later been adopted in many European countries and at EU level** 后来许多欧洲国家和欧盟水平下采用了这种方法
- **Developments of a similar kind, but not as far-reaching, have been seen in Australasia and other parts of the Western world** 在澳大拉西亚和西方世界的其他地方也看到了类似的发展，但没有那么深远
- **However with dismantling of trade barriers and growing international trade this approach is being challenged** 然而，随着贸易壁垒的消除和国际贸易的增长，这种方法正在受到挑战

## **Brambell's answer to the problem of price competition across borders** 布兰贝尔对跨境价格竞争问题的回答

**“... we recognise that the effect of some of our recommendations may be to increase costs in certain sectors of the industry, at least in the initial stages. ... We would, however, be concerned if the standards we have recommended for adoption in this country had the result of encouraging imports produced overseas under systems contrary to these. ... we therefore recommend that the Government take such steps as may be practicable to ensure that it does not happen.”**

.....我们认识到，至少在初始阶段，我们的一些建议可能增加了该行业某些部门的成本.....但是，如果我们建议在这个国家采用的标准的结果是鼓励在海外生产的进口产品违反这些标准，我们会感到担忧。 .....因此，我们建议政府采取切实可行的措施，确保不会发生这种情况。





House of Commons 下议院

**“The last ten years have seen a steady decline in the scale and productivity of the English pig industry and an increase in the pig meat imported into the UK to satisfy consumer demand. ... The industry blames the high cost of the introduction of new welfare standards of housing for pigs in 1999.”**

“过去十年来，英国养猪业的规模和生产力稳步下降，并且进口到英国的猪肉数量增加以满足消费者的需求.....业界指责1999年引入的新猪舍福利标准的成本很高。”

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**“... the humane treatment of animals is one of the hallmarks of western civilisation, but ... even in member states of the Council of Europe, the necessary standards are not always observed” ...人道地对待动物是西方文明的标志之一，但.....即使在欧洲委员会的成员国，这也不总是必须遵守的标准。**

**Parliamentary Assembly of the Council of Europe, 1961**  
**1961年欧洲委员会议会**

## Key principle of farm animal welfare for Europe

### 欧洲农场动物福利的关键原则

**“Animals shall be housed and provided with food, water and care in a manner which – having regard to their species and to their degree of development, adaptation and domestication – is appropriate to their physiological and ethological needs in accordance with established experience and scientific knowledge”**

*European Convention for the Protection of Animals kept for Farming Purposes, Council of Europe, 1976*

- “应根据已有的经验和科学知识，对动物进行饲养并提供食物、水和护理，其方式 - 考虑到物种及其发育，适应和驯化程度 - 适合其生理和和行为需求。”
- “欧洲保护动物公约”，农业用途，欧洲委员会，1976年

## Role of EU 欧盟的作用

- **EU ratified the *Convention* in 1988** 欧盟于1988年批准了该公约
- **Unlike the Council of Europe the EU (previously the EC and EEC) can issue legally binding rules on animal welfare** 与欧洲委员会不同，欧盟（以前的EC和EEC）可以颁布具有法律约束力的动物福利规则
- **Based on a concern for trade: “disparities between existing national laws on the protection of animals kept for farming purposes ... may give rise to unequal conditions of competition and ... may consequently have an indirect effect on the proper functioning of the common market”.**  
基于对贸易的关注：“不同国家为了保护养殖业设立的保护动物法律之间的差异.....可能会导致不平等的竞争条件.....从而可能对共同市场的正常运作产生间接影响”。
- **The first set of common requirements to ensure the welfare of pigs was put in place in 1991 (substantially revised in 2001)** 确保猪只福利的第一套通用要求于1991年实施（2001年大幅修订）
- **In 1999 the EEC adopted a protocol on animal welfare designed to “ensure improved protection and respect for the welfare of animals as sentient beings” - so animal welfare is now written into the EU constitution** 1999年，欧洲经济共同体通过了一项动物福利议定书，旨在“确保更好地保护和尊重作为众生动物的福利” - 因此，动物福利现已写入欧盟宪法

## Current EU minimum standards for pigs

### 当前欧盟对猪福利的最低标准

- **Minimum space requirements for different categories of pigs**  
不同类别猪的最小空间要求
- **Requirement for pregnant sows to be loose housed** 怀孕母猪需要宽松的饲养环境
- **Provision of material to enable investigation and manipulation**  
提供材料以便调查和处理
- **Light with an intensity of at least 40 lux for a minimum period of eight hours per day** 光的强度至少为40 lux , 每天最少8小时
- **Ban on routine tail-docking of piglets** 禁止仔猪断尾
- ...



2018猪业国际论坛

## National differences 国家差异

- **Significant differences in how different EU countries implement the rules 不同欧盟国家对如何实施这些规则存在重大差异**
  - **Different interpretations of what it takes to provide material to enable investigation and manipulation 为进行调查和处理所需提供的材料有着不同的解释**
  - **Very different interpretations of the ban on routine tail docking of piglets (many countries dock more than 90% of pigs' tails) 对仔猪例行断尾的禁令有很多不同的解释 (许多国家超过90%的猪断尾)**
- **EU-requirements are *minimum* requirements 欧盟要求是最低标准**
- **So countries are allowed to go further, as some countries do 因此, 正如一些国家所做的那样, 允许各国设定更严格的标准**

# Slow-down in EU initiatives to improve legislation

## 减缓欧盟立法的因素

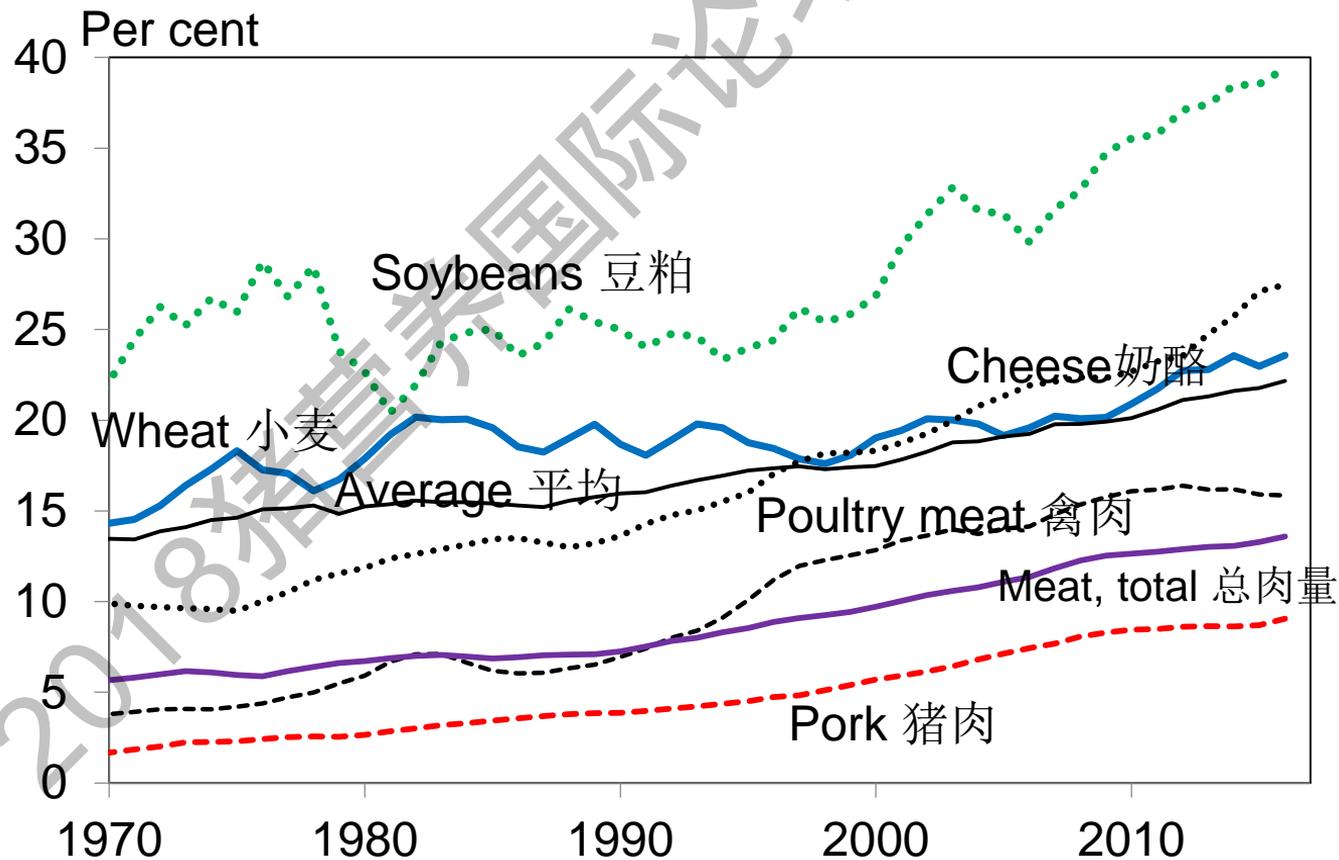
- **Since 2000 no major legal initiatives from the EU** 自2000年以来，欧盟没有重大的法律倡议
- **A number of possible reasons for this:** 有很多可能的原因：
  - **Expansion of EU into countries where there is less focus on animal welfare** 从欧盟扩展到那些不太关注动物福利的国家
  - **Other priorities - economic crises** 其他优先事项 - 经济危机
- **Growing popular scepticism about the role of EU** 越来越多的人对欧盟作用的质疑
  - **Increasing competition from animal production outside the EU** 欧盟以外的动物生产竞争加剧
- **As a consequence a growing focus on market-driven initiatives** 因此，人们越来越关注以市场为导向的举措

## Increasing international trade – increasing price competition

国际贸易增加 - 价格竞争增加

Per cent of various food commodities traded across borders.

各种食品的跨境交易百分比。



## Basic animal welfare - a win win 基本的动物福利 - 双赢

- **Up to a certain point there is no conflict between promoting animal welfare and promoting the interests of producers** 在某一点上，促进动物福利和促进生产者利益之间没有冲突
- **For example, attempts to eliminate some painful animal diseases both help animals and are good for productivity** 例如，尝试消除一些痛苦的动物疾病既有助于动物，又有助于提高生产力
- **Also increased welfare may go hand in hand with increased food quality and thereby be good for the business as a whole** 福利的增加也可能与提高食品质量密切相关，从而对企业整体有利

## Beyond basic animal welfare - potential conflicts

### 超越基本的动物福利 - 潜在的冲突

- **As we have defined basic animal welfare there is no conflict between this and what is good for the industry, consumers and the economy**  
由于我们已经确定了基本的动物福利，因此，对行业，消费者和经济有利的事物和它之间没有冲突
- **Of course, there may be individual farmers/producers who have a short term issue** 当然，可能有个别农民/生产者有短期问题
- **However - going beyond basic animal welfare gives rise to extra costs**  
然而 - 超越基本的动物福利会产生额外的成本
- **This is the cause of controversies and conflicts – at national and international level** 在国家和国际层面，这是争议和冲突的原因
- **The big issue is the “necessity” defined by the lowest common denominator set by standards of (international) trade** 最大的问题是由（国际）贸易标准设定的，最低共同标准所定义的“必要性”

## TENSION: "Avoidable" versus "necessary"

### 张力: "可避免" VS "必要"

- **Many welfare problems in modern animal production are avoidable if only there is the willingness to pay an extra cost for the final product**  
如果愿意为最终产品支付额外费用，现代动物生产中的许多福利问题是可以避免的
- **Still, many of these welfare problems deemed necessary and are therefore permitted by law due to the way the economy works**  
尽管如此，由于经济运作的方式，这些福利问题被认为是必要的，且为法律所允许
- **Viewed in that light, a lot of what happens in modern animal production may appear to be meaningless cruelty**  
从这个角度来看，现代动物生产中发生的很多事情可能是毫无意义的残忍行为
- **Dealing with this tension is to a large degree left to the individual consumer**  
处理这种紧张局面在很大程度上留给了个人消费者
- **However, also a growing focus from commercial players in terms of CSR**  
然而，商业参与者也越来越关注CSR

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## The start of market driven animal welfare

### 市场驱动动物福利的开始

- **Labels on eggs, dairy products and meat, describing welfare provisions that go beyond the legally required minimum, began to surface in the 1980s** 20世纪80年代开始出现关于鸡蛋、乳制品和肉类的标签，这些标签描述了超出法定要求的最低福利条款
- **Since then there has been vast growth in the market share of such products across the Western world** 从那时起，这些产品在西方世界的市场份额大幅增长

# The idea of market driven animal welfare

## 市场驱动的动物福利的想法

- **The basic idea of market driven animal welfare is that animal welfare is made a selling point through a label or a brand** 市场驱动的动物福利的基本思想是通过**标签**或**品牌**将动物福利作为卖点
- **A linked idea is that farmers are given an economic incentive to produce according to welfare standards beyond those legally required – either in the form of an economic premium, or by being given access to a specific market** 一个相关的想法是，农民被赋予经济激励，可以根据超出法律要求的福利标准生产 - 无论是以经济溢价的形式，还是通过进入特定市场
- **Sometimes control or certification schemes are also put in place** 有时也会实施控制或认证计划

## Distinctions in market driven welfare

### 市场驱动福利的区别

1. **Animal welfare only or primary selling point or part of a wider quality label** 动物福利是仅有的卖点，或主要卖点，或更广泛质量标签的一部分



Waitrose **DUCHY**  
*organic*

FROM PIGS REARED ON AN ORGANIC DIET  
ON FARMS WITH HIGH WELFARE STANDARDS

FREE RANGE  
BRITISH PORK CHOPS

自由放养  
英国猪排



Edible Portion  
Per 100g

Energy  
1196kJ  
270kcal

£ per kg		 5 000169 260393
Weight/kg		
Cooking Instructions	20-25 mins	 42544/104
Use by		



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RSPCA认证

**RSPCA  
ASSURED**

RSPCA: 英国防止虐待动物协会

The Jolly Hog猪肉包装设计

THE **JOLLY**  
**HOG**

THREE BROTHERS NO PORKIES!

**JOLLY GOOD  
BACON**

**5 BLACK TREACLE  
SMOKED**  
BRITISH DRY CURE  
BACK BACON RASHERS

OUTDOOR BRED BRITISH PORK  
BURSTING WITH FLAVOUR



200g e

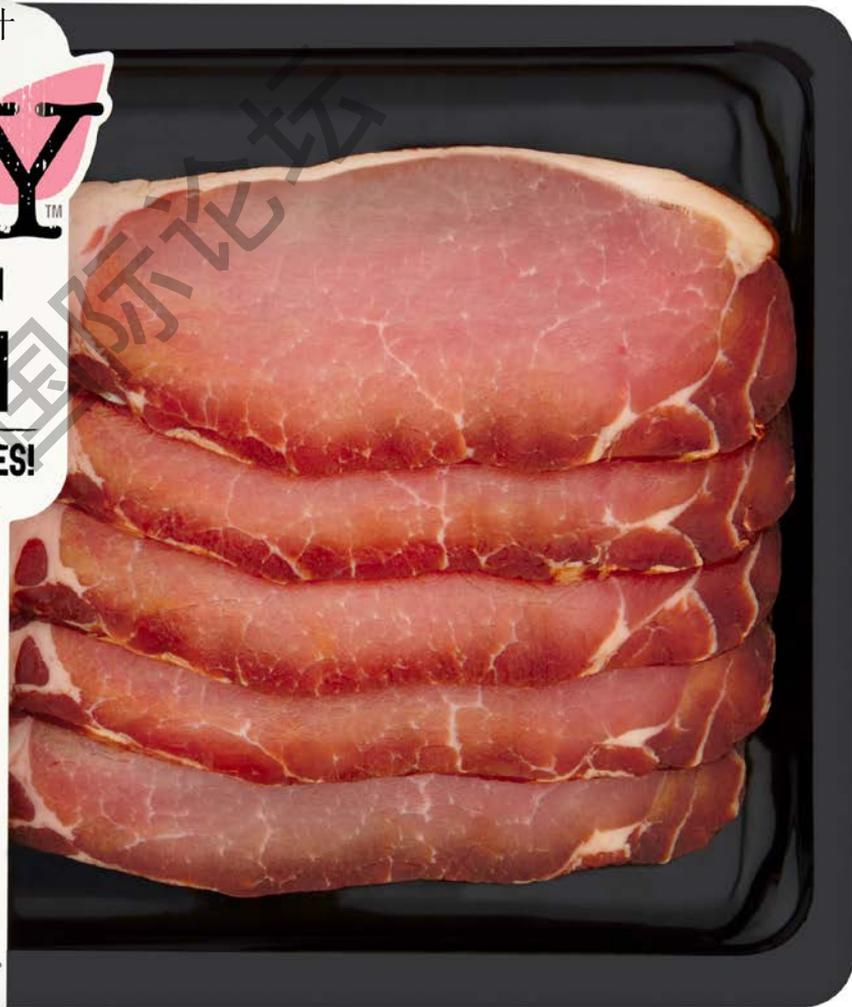
KEEP REFRIGERATED AT 0°C TO +4°C  
USE BY

ENERGY	FAT	SATURATES	SUGARS	SALT
1117kJ 267kcal	16g	6.0g	2.3g	3.1g
19%	23%	30%	3%	52%

% of the Reference Intakes  
Typical values per 100g (grilled); Energy 1117kJ/267kcal

SUITABLE FOR HOME FREEZING

ON THE BACK



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# Working with suppliers to protect Animal Health and Welfare

## 与供应商合作，以保护动物健康和福利

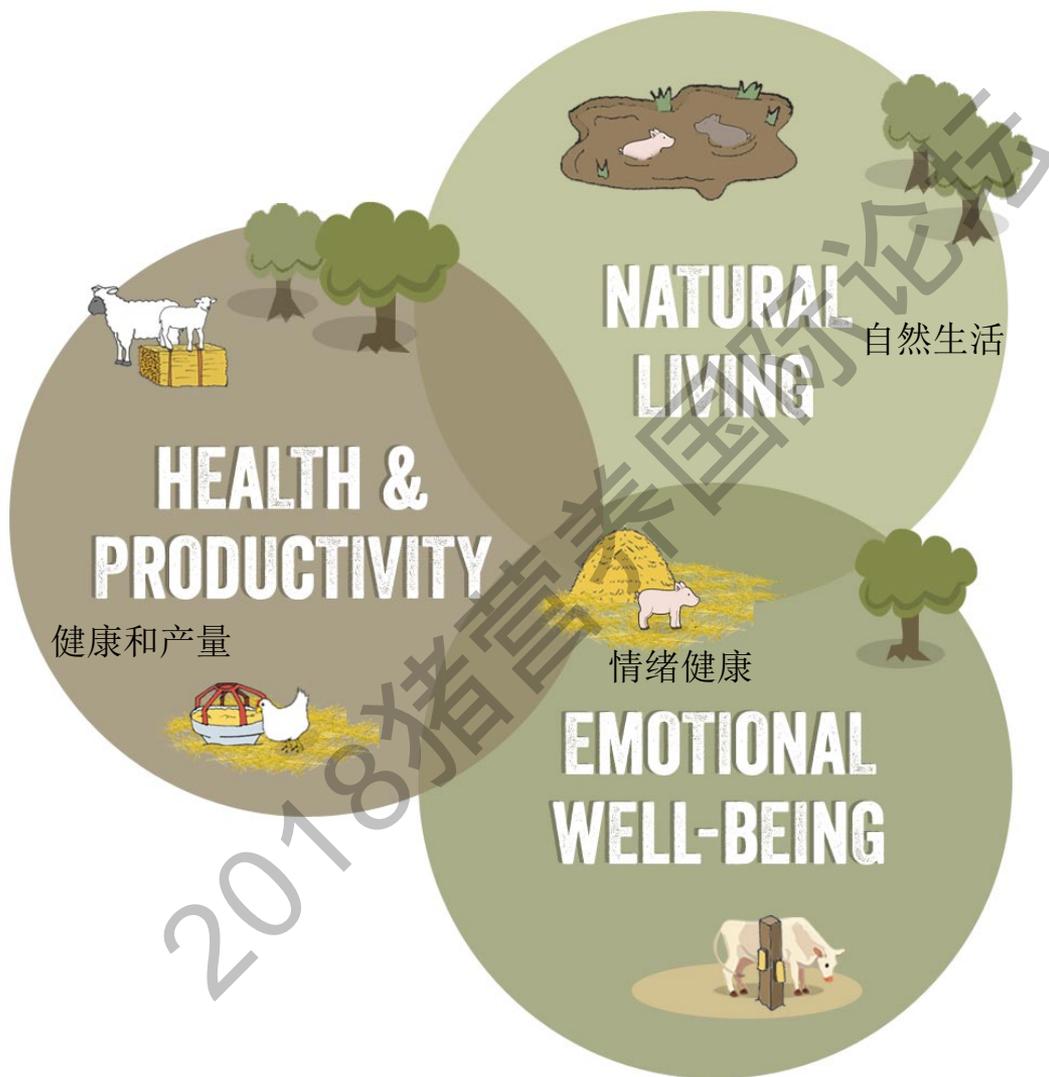
We have a responsibility to care for the millions of animals in our supply chain. For more than a quarter of a century, we've worked with experts to enforce standards that protect and improve the health and welfare of animals.

我们有责任照顾供应链中的数百万只动物。超过四分之一世纪，我们与专家合作执行标准，以保护和改善动物健康和福利。

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- 3. Different definitions of animal welfare** 动物福利的定义不同



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- 4. Different levels of animal welfare** 不同程度的动物福利



# Consumers are not just consumers

## 消费者不仅仅是消费者

### Three consumer segments 三个消费群体

1. **Do not care about animal welfare** 不关心动物福利
2. **Animal welfare is very important** 动物福利非常重要
3. **Animal welfare is important– but ... (“worth the money”) + ...** 动物福利很重要 - 但..... (“物有所值”) + .....

### Three categories of products 三类产品

1. **Standard** 标准
2. **Premium (organic/free-range)** 高级 (有机/自由放养)
3. **Medium products (improved indoor conditions) + ...** 中级产品 (改善室内条件) + .....



# Bedre Dyrevelfærd

更好的动物福利

  
Bedre Dyrevelfærd

  
Bedre Dyrevelfærd

  
Bedre Dyrevelfærd

# Beter Leven

更好的生活



2018

猫狗

国际论坛



Dieren  
bescherming

动物保护



## Market shares for products with additional welfare in DK 丹麦的额外福利产品的市场份额

	Organic 有机	Non-organic, "welfare products" 无机, "福利产品"
Average 平均	8 %	-
Pork 猪肉	3 %	Premium (Free-range) 3% 高级 (自由放养) 3% Medium 12% 中级12%
Sliced meat 切肉	4 %	?
Beef 牛肉	7 %	Premium (Free-range) 3-4%? 高级 (自由放养) 3-4%
Poultry meat 禽肉	4 %	?
Eggs 鸡蛋	31%	Barn 44 % 牲口棚 44 % Premium (Free-range) 6 % 高级 (自由放养) 6%
Milk 牛奶	31 %	?

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- 1. Animal welfare only or primary selling point or part of a wider quality label** 动物福利是仅有的卖点，或主要卖点，或更广泛质量标签的一部分
- 2. Choice among products in same store or part of store policy** 在同一商店或部分商店中的产品之间进行选择
- 3. Different definitions of animal welfare** 动物福利的定义不同
- 4. Different levels of animal welfare** 不同程度的动物福利
- 5. Different degrees of public and other third party certification and auditing** 不同程度的公开，其他第三方认证和审计



RED ROUTE  
CLEARWAY



Look Left  
Also  
Check Service  
Road Clear



S  
11  
42

S  
11  
69

S  
11  
4

S  
11  
58

S  
1

## Market driven welfare only helps some of the animals - what about the rest? 市场驱动的福利只能帮助一些动物 - 那其余的动物呢?

- **Who will look after the animals used for non-labelled products? 谁来照顾生产无标签产品的动物?**
- **Different possible answers: 可能的答案:**
  - **There can still be animal welfare legislation in place ensuring a “decent minimum” 仍然可以制定动物福利立法，确保“最低限度”**
  - **There can be a trickle-down effect so that today’s premium standard will be tomorrow’s legally required minimum 可能存在涓滴效应，因此今天的高级标准将是明天法律要求的最低标准**
  - **A similar effect by widening CSR-standards 通过扩大CSR标准产生类似的效果**

# Examples of “trickle-down” of animal welfare standards

## 动物福利标准“涓滴”的例子

- **Eggs: 鸡蛋**
  - **Alternatives to battery eggs sold in Europe since 1980’ s** 自20世纪80年代以来在欧洲销售的笼养鸡蛋的替代品
  - **In 2012 EU banned traditional battery cages** 2012年，欧盟禁止使用传统的笼养鸡笼
  - **Through pressure from NGOs, an increasing number of retailers and other food providers go “cage free”** 通过非政府组织的压力，越来越多的零售商和其他食品供应商采用“无笼”
- **Pork: 猪肉**
  - **Various “ free-range” pork products have been sold for decades** 各种“自由放养”猪肉产品已经销售数十年
  - **Since 2010 there has been an EU ban of crated pregnant sows** 自2010年以来，欧盟禁止怀孕母猪使用定位栏
  - **Increasing NGO pressure on food providers to stop crating farrowing and lactating sows** 增加非政府组织对食品供应商的压力，以阻止分娩母猪和泌乳母猪使用定位栏

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- 6. Conclusion 结论**

## Four types of food quality (following Brunsø et al. 2005) 四类食品质量 (Brunsø等人, 2005)

1. **Product oriented food quality** 产品导向的食品质量
2. **Process oriented food quality** 过程监控的食品质量
3. **Quality control** 质量控制
4. **User-oriented quality** 以用户为导向的质量

**Animal welfare clearly belongs to 2. However, there may be connections to the three other points**

动物福利显然属于第2类。但是可能与其他三点有相关

## Limits to how far market based initiatives can get 市场导向效果的限制因素

- **De-Animalisation** 去动物化
- **Context (consumer/citizen)** 背景 (消费者/公民)
- **Willingness to pay** 支付意愿

## Do you think of pig welfare when you buy the following products? 购买以下产品时，您是否想到猪的福利？

Product 产品	Not at all 一点也不	A little 一点儿	Some 有些	A lot 很多	Very much 非常多	Don't buy 不买
Pork roast 烤猪肉	19	22	29	17	9	5
Minced meat 猪肉末	21	25	29	13	8	4
Cold sliced pork 冷切猪肉	26	30	25	8	5	6
Ready made dishes 现成菜	23	23	15	5	3	32

% N=2529

**Fresh pork: 1 of 5 thinks a lot – 1 of 5 does not think ...**

鲜猪肉: 1/5认为很多 -1/5不认为.....

**Fewer think of animal welfare in more processed food 更多人考虑加工食品中的动物福利**



## Imagine that all pork becomes more expensive because sows must be loose. How would you react?

试想一下因为母猪必须自由，所有的猪肉都变得更贵。你会怎么做？

Price increase 价格增加	Stop buying pork 停止买猪肉	Buy less pork 少买猪肉	No effect 无影响	Buy more pork 多买猪肉	DN
10 % price premium 10%的溢价	2%	23%	67%	5%	3%
50 % price premium 50%的溢价	21%	53%	19%	1%	6%

N=348

**72 % say they will pay 10% more – only 20% say they will pay 50% more**

72%的受访者表示将支付10%以上的费用 - 只有20%的受访者表示他们将多付50%

## Premium levels are much more expensive 高级水平更贵

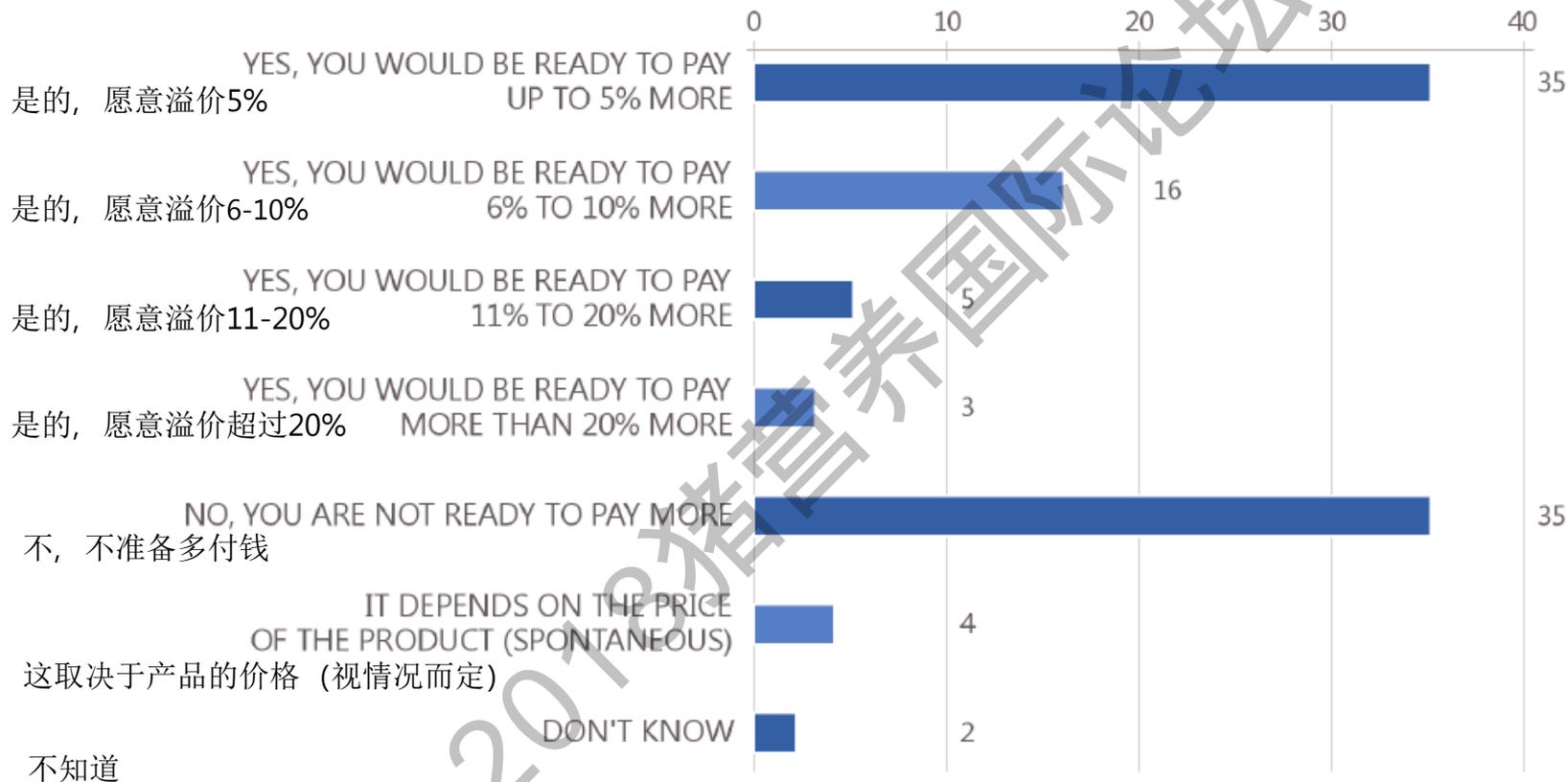
- **Whole fresh chicken** 全鲜鸡 (价格上涨因素3)
- **Organic vs standard** 有机与标准 **(price increase factor 3)**
- **Minced pork** 碎猪肉 (价格上涨因素3)
- **Organic vs. Standard** 有机与标准 **(price increase factor 3)**
- **Minced beef** 碎牛肉 (价格上涨因素2)
- **Organic vs. Standard** 有机与标准 **(price increase factor 2)**

**There seems to be room for medium levels of animal welfare**

中等水平的动物福利似乎有改善空间

## Willingness of Europeans to pay more for animal welfare-friendly products

### 欧洲人愿意为动物福利产品支付更多费用



(N= 27,672)

**Significant variation between countries and regions**

国家和地区之间存在显著差异

# Ways forward for increasing market driven animal welfare

## 增加市场驱动动物福利的方法

- 1. Focus on products where animal welfare is part of a wider quality label - people care more about other qualities** 专注于那些动物福利在质量标签上标注的产品 - 人们更关心其他品质
- 2. CSR driven initiatives will give a wider uptake** CSR驱动的举措将得到更广泛的发展
- 3. Focus on positive stories in combination with underlying quality assurance scheme** 专注于与基本质量保证计划相结合的正面报道
- 4. There is room for at least two levels of welfare pork above the basic level** 在基本福利水平上，至少可以存在两种不同级别福利的猪肉
- 5. To ensure consumer trust in the products it is important that claims made about animal welfare are not exposed as inflated or unsubstantiated** 为了确保消费者对产品的信任，**至关重要**的是关于动物福利的声明不能夸大或未经证实

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## Conclusion 结论

- **Concern about farm animal welfare in Europe did not originate as a concern about product quality** 欧洲对农场动物福利的关注并非源于对产品质量的关注
- **It was a concern about the quality of life of farm animals prior to becoming animal products** 人们关注产品背后动物的生活质量
- **Animal welfare legislation has been set up in Europe, leading to significant improvements of pig welfare** 欧洲已建立动物福利法规，从而显著改善了猪的福利
- **However, there is a limit to how far legislation can go** 但是，立法能走多远是有限的
- **A promising avenue for progress is market driven animal welfare** 市场驱动的动物福利很有前景
- **This will only cover a part of the production** 这只包括部分动物
- **A virtuous circle may pave the way for stricter legislation leading to higher welfare standards, ...** 良性循环可为更严格的立法，建立更高的福利标准铺平道路，..



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