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**EUROGROUP
FOR ANIMALS**



 **Soil Association**
healthy soil, healthy people, healthy planet



Calling for mandatory method of production labelling

- **Clear, objective, straight-forward.**
- Mandatory for shell eggs since 2004 – and for fish products from Dec. 2014.
- **Over three quarters of consumers support an extension of method of production labelling, based on the shell egg model, to all meat and dairy products.**

(Qa/Labelling Matters, 2013: UK: 83%, CZ: 78%, FR: 92%)



European Union priorities for farm animal welfare

- **Information for consumers**
- **Market-led improvements**
- **Economic growth**
- **Use of animal welfare indicators**
- **Better enforcement**

Genuine confusion in the EU market-place

- The use of confusing labels is widespread.
- New research (Dec. 2014), focussed on labels from Germany, UK, and Spain.
- 3000 interviews with real consumers.
- 2013 research drew similar results in France and the Czech Republic.
- **Based on label alone, most consumers are likely to misinterpret the method of production used for meat and dairy products.**
- This includes people who feel they have *‘a reasonable, basic knowledge’* or *‘a good knowledge’* about *‘how farm animals are kept and reared’*.

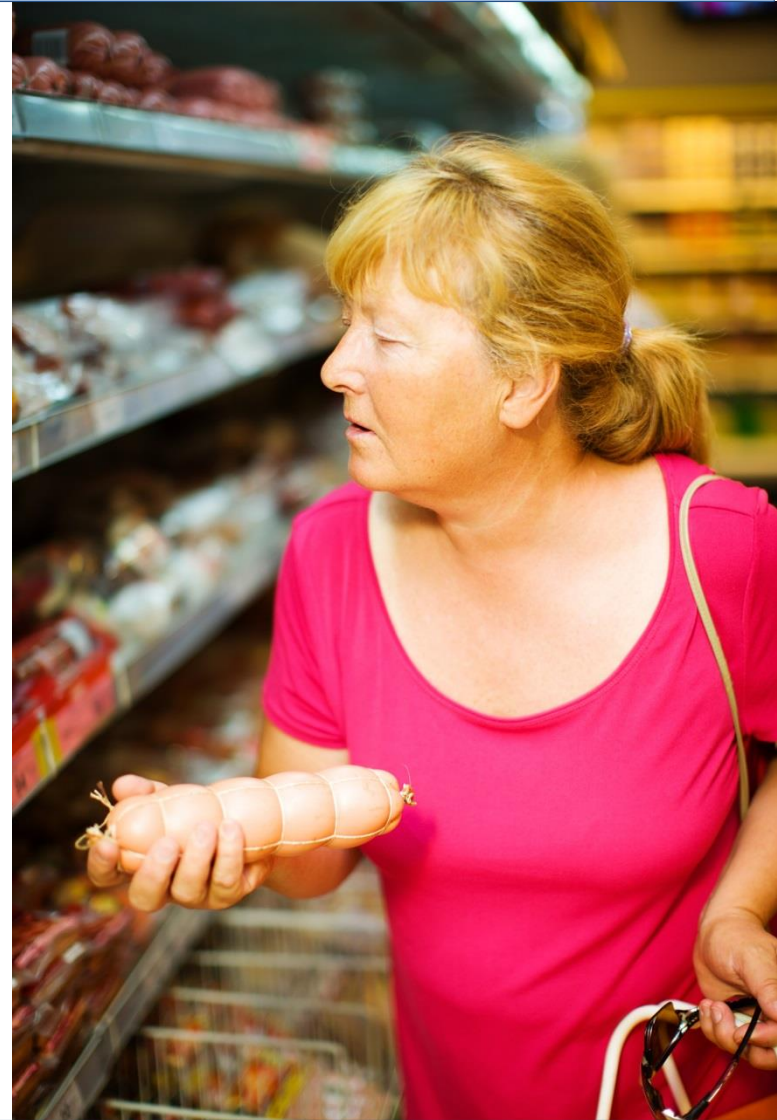


Confusion undermines competitiveness and growth

- **Confusion distorts the marketplace.**
- **Consumers cannot drive standards.**
- **Competitiveness is undermined.**
- **On-farm innovation is disincentivised.**
- **Economic growth is slowed.**

Growth should be promoted in all sectors

- Mandatory EU shell egg labelling has helped the higher welfare shell egg sector grow substantially.
- Voluntary pork labelling in the UK has helped deliver significant growth.
- These opportunities should be extended to all meat and dairy sectors.
- **The current review of poultrymeat marketing standards provides an opportunity to benefit poultrymeat producers and**



The progress we seek at EU level

- **Voluntary poultrymeat labelling terms should become mandatory.**
- **Poultrymeat that does not meet the criteria for any of the current terms should be labelled 'intensive indoor'.**
- **An impact assessment should be commissioned for other meat and dairy products, to aid delivery of the 2012-15 Animal Welfare Strategy (information for consumers/use of animal welfare indicators).**
- **Method of production labelling should become a central pillar in new EU animal welfare policy from 2016.**
- **Method of production labelling terms should be developed for all farm animal species.**

