

# EUROCOMMERCE QUESTIONNARY FOR THE POINT

## 6.2.2 Exchange of views on the animal welfare label scheme in Denmark and the Netherlands (concept and impact on the market)

### Input of Mr Erik KAM, DK

#### 1. What are the main issues regarding welfare criteria?

-The Danish animal welfare label is initiated by the Danish government together with retailers, industry and animal welfare organizations. The animal welfare label is voluntary and market driven and the overall purpose of the label is to increase awareness on how the consumers can contribute to improve animal welfare.

-The animal welfare label is a label that offers animal welfare that exceeds requirement in Danish legislation and EU-legislation, the sows must be loose housed (both in service and farrowing unit), no tail docking and maximum transport time is 8 hours.

#### 2. How are farmers reimbursed for extra elements?

-by extra payment from the slaughterhouse. The vast majority of pigs in Denmark are slaughtered by co-operative slaughterhouses.

#### 3. Market share (if available)?

-n/a – depends in the consumers' willingness to pay for extra welfare.

#### 4. Presentation towards consumer?

-All partners (government, retailers, industry and animal welfare organizations) cooperate on creating awareness of the new label. Marketing campaign.

-The graphic expression of the label will be a "heart system". Three hearts will indicate highest level of animal welfare and one heart "lowest" requirement.

#### 5. How are controls organised and financed?

-The participating companies must be registered by the Danish Food and Veterinary Administration (DVFA).

-Each producers needs to be approved to produce under the new animal welfare label. The approval must be made by a certified third-party control (fx DANISH). Financed by the industry. Third party control hands over the information to DVFA.

-Annual control by third party and 10% unannounced. Financed by the industry

-DVFA can initiate extra control campaigns. Financed by government as it is part of the public control.

-If DVFA discover any violations of requirements at the slaughterhouse level they initiate control measures at farm level. Financed by fee to producer.

6. Are the schemes open to producers from other EU-countries?

Yes, if they fulfill the requirements in participating in the scheme, where the EU-producers, slaughterhouse, processors submit themselves an equivalent control accepted by the Danish authorities.

Hope this explains and I will be happy to inform on this subject at the meeting as well. I enclose the details – unfortunately only in Danish.

Best regards

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