

# BEUC Animal Welfare Survey

The consumer perspective on animal welfare

17<sup>th</sup> September 2024 – Meeting of AGRI CDG on Animal Production –  
Poultry and Eggs



# OUR MEMBERS = OUR LEGITIMACY





**BEUC** The European  
Consumer  
Organisation

The Consumer Voice in Europe

## BEUC Animal Welfare Survey

- 8000 consumers across 8 EU Member States (IT, ES, SE, PT, NL, BE, HU, DE)
- Carried out in November 2023
- 25 questions:
  - importance of animal welfare, influence on food purchasing choices,
  - knowledge of current welfare practices and;
  - willingness to pay

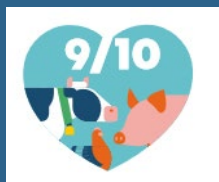


# In a Nutshell



## Vast majority of EU consumers eat meat

- 2% vegetarian, 1% vegan and 2% pescetarian
- 18% eat meat every day



## Animal welfare is important to EU consumers

- 84% said it matters to them (41% said it matters a lot) and 9 in 10 want new laws implemented to improve standards
- Half (53%) support the best possible welfare even if that implies paying more



## Consumers want (and need) more and better info on animal welfare

- Respondents say they don't know a lot about animal welfare (and it's true)
- Less than a 1% say they have high or complete trust in animal welfare claims



## The transition to better welfare needs to be fair for consumers and farmers

- 7 in 10 consumers are willing to pay more for better welfare but to varying degrees
- Consumers agree that farmers need support to implement higher standards



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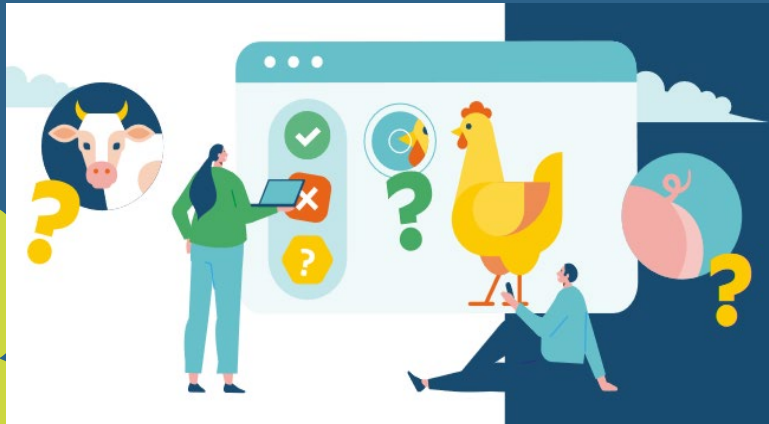
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# Consumer Knowledge on Animal Welfare



- 6 in 10 consumers feel do not feel informed on animal welfare (not at all or poorly informed) (BE: 7 in 10)
  - 3% feel 'well informed'
- And they are right! Knowledge test: 7 in 10 are not at all or poorly informed
- Average number of correct answers to 8 questions: 2.6 (NL: 3)
- Consumers want clear and meaningful information on farmed animal welfare
  - 72% want method of production labelling for all animal products





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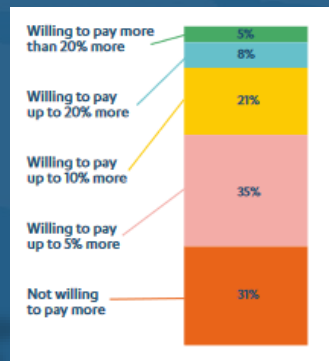
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## Willingness to pay



1 in 4 consumers say they can easily afford meat but 1/5 are struggling

- More consumers struggling in HU, PT, ES
- If the price of meat increased (for any reason) consumers would primarily: buy cheaper types of meat (73%) and reduce their meat consumption (61%).
  - 1 in 2 would eat more legumes/veggie substitutes



- 7 in 10 consumers willing to pay more for higher welfare standards





## BEUC Recommendations

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**Legislation:** Commission should swiftly publish its proposals to revise and improve animal welfare legislation

- Strong consumer interest + EFSA Scientific Opinions underline the need for such

**Labels:** The EU should improve and extend method-of-production labelling to all animal products

- Significant lack of information for consumers in the supermarket

**Fairness:** Move to 'less but better meat' needs to be socially just for consumers and farmers

- Most consumers are willing to pay a bit more but it can't be just on their shoulders
- At the same time, transition needs to be fair for farmers:
  - Compensation for efforts to improve AW standards and;
  - Imports should be subject to same rules

**Better food environments:** Policymakers need to make plant-rich diets easier for consumers





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**Thank you** for your attention

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