



FOOD & FARMING
DISCOVERY TRUST

CONSCIOUS CONSUMERS

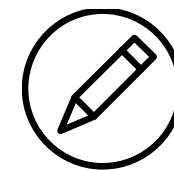


Animal Welfare

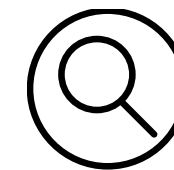
Introduction

Use this presentation to work your way through the topic workbook and activities.

Different activities will have different needs, you'll find icons according to the action you need to take:



Where there is an activity for you to do

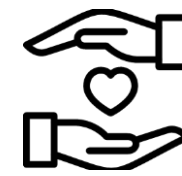


Some activities that you need to complete will require another resource

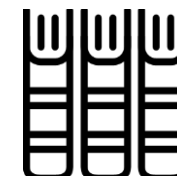


When you need to check the workbook

In this session you will:



Explore what
Animal Welfare
means



Gain an
understanding of
UK animal
welfare
legislations and
standards



Explore UK food
labelling



Warm up activity

Before we start exploring the topic, we want you to get your brain in gear

There is an activity on the next slide to consider. You can think about it on your own, in pairs or as a group. You might want to share your thinking before moving on.



What does Animal Welfare mean to you?

Answer the following question by discussing in pairs or groups or jot your ideas down:

What type of measures/actions do farmers need to take to maintain animal welfare?

Consider the needs of different types of animals throughout their life while being bred for agriculture.



Animal welfare broadly refers to the emotional and physical wellbeing of an animal.

Encompassing the impact of the environment in which it lives, human attitudes and practices, and resources available to it. Countries provide different laws for the treatment of wild, farmed and captive animals.

The welfare of farmed animals is the responsibility of each livestock holder.

They are responsible for ensuring that they all have a good quality of life, and are transported and slaughtered humanely. Including receiving the right nutrition, maintaining a good environment for them to live in, arranging veterinary care to prevent sickness and distress.





Introduction to Animal Welfare

Use the following slides and
workbook to investigate the
concept of animal welfare





Read the topic workbook

Jot down any thoughts that you may have from reading the text.



**Click the
hyperlinks
and watch
these two
videos**



Gail Sprake

Rare Breeds Survival Trust
Chairman and Farmer

https://www.youtube.com/watch?v=5Fm22_CeM3g

Mark Robertson

RSPCA Assured
Senior Assessor



<https://www.youtube.com/watch?v=xM6VDWpCRFc&feature=youtu.be>



Before we move onto the next activities, review the Conscious Consumers ‘Top tips’ to assess the quality of information

'Top tips' to assess quality of information

Who is putting the information out there?

Just because a website is popular doesn't mean its content is accurate. What evidence is being presented? Is it referenced to a source?

Who is the author?

Have they published anything else? Do they have qualifications to support their claims? Is it a balanced argument?

Is the story current or recycled?

Make sure an older story isn't being taken out of context.

How did you find the article?

If the content showed up in your social media feed or was promoted on a website proceed with caution.

Are there any links to advertising?

Might someone be profiting from this point of view? Are they trying to guilt the reader into action?



Activity 1: Investigate international animal welfare legislation and policies

Using the Animal Protection Index (World Animal Protection), investigate the UK's legislation and policy commitments to protecting farm animals.

Using activity sheet one in your workbook choose two countries and compare the animal welfare standards of each.

<https://api.worldanimalprotection.org/indicators>



How do consumers know what they are buying?

- > Food Labels
- > Legislation

RSPCA Assured

One way that we can be aware of what we are purchasing is to pay attention to food labels. The following outlines some aspects of the RSPCA Assured standards.



Chicken

Chickens are bred to grow excessively fast, which can lead to poor leg health, organ failure and pain.

RSPCA standards only allow naturally slower-growing breeds.

Indoor, outdoor bred, indoor bred and free-range

Free-range is not a guarantee of good welfare any more than indoor is a guarantee of bad welfare.

RSPCA believes that a well controlled environment, indoor or out, and good farm management is most important to maintain good welfare standards.

Pigs

Around 58% of breeding female pigs (sows) are kept in farrowing crates which prevent them from moving and carrying out natural nesting behaviours.

RSPCA standards strictly prohibit the use of farrowing crates

Egg laying Hens

Approximately 45% of egg laying hens are kept in cages.

RSPCA's standards do not allow birds to be kept in cages. Birds may only be kept on free-range farms or in large barns where they are free to roam.

Transportation and Slaughter

2.6 million cattle, 10 million pigs, 14.5 million sheep and lambs, 80 million fish and 950 million birds are slaughtered for human consumption in the UK each year.

RSPCA's standards state that animals should travel for no more than 8 hours to slaughter and should be stunned to avoid distress and pain.



Activity 2: Food Labels

One way that we can be aware of what we are purchasing is to pay attention to food labels:



We have briefly outlined some aspects of one of the more well-known farm animal welfare food labels in the U.K. However, there is no mandatory scheme like that of the FSA (Food Standards Agency) nutrition labelling scheme.

Design your own food labelling system that could be enforced across all sectors of animal farming.

Use activity sheet two in your workbook to get you started.



**Optional Extra activity:
What animal welfare
standards does your
supermarket have?**

Supermarkets are one of the biggest distributors of animal products and are vital to improving farm animal welfare in the food supply chain.

Research what standards your chosen supermarket has.

Is there anything that surprises you about their standards and is there anything you would like to see improved?

Top tip: most supermarkets have a designated ‘animal welfare’ website page and contact details that you can use to gather further information.

Science Communication Challenge

We hope you are feeling inspired to continue your journey through Conscious Consumerism.

If so, have a go at one of the following two challenges:

Design communication materials

to dispel common myths and help people gain a better understanding of the topic. This could be in the form of a blog, a poster, leaflets or a podcast for example.

Develop a campaign

to collect real data and report your findings or to encourage people or companies to change behaviours. For example, you could collect data from your school canteen to find out the animal welfare standards of your school meals.

Let us know what you produce - tag us on social media via @ffdt_uk use the hashtag: #ConsciousConsumerWorkshops

Thank you

You can find this and other materials [here](https://ffdt.co.uk/learn):

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