

# A Meat & Livestock Industry Duty: Find Sustainable and Responsible Ways to Meet Demand

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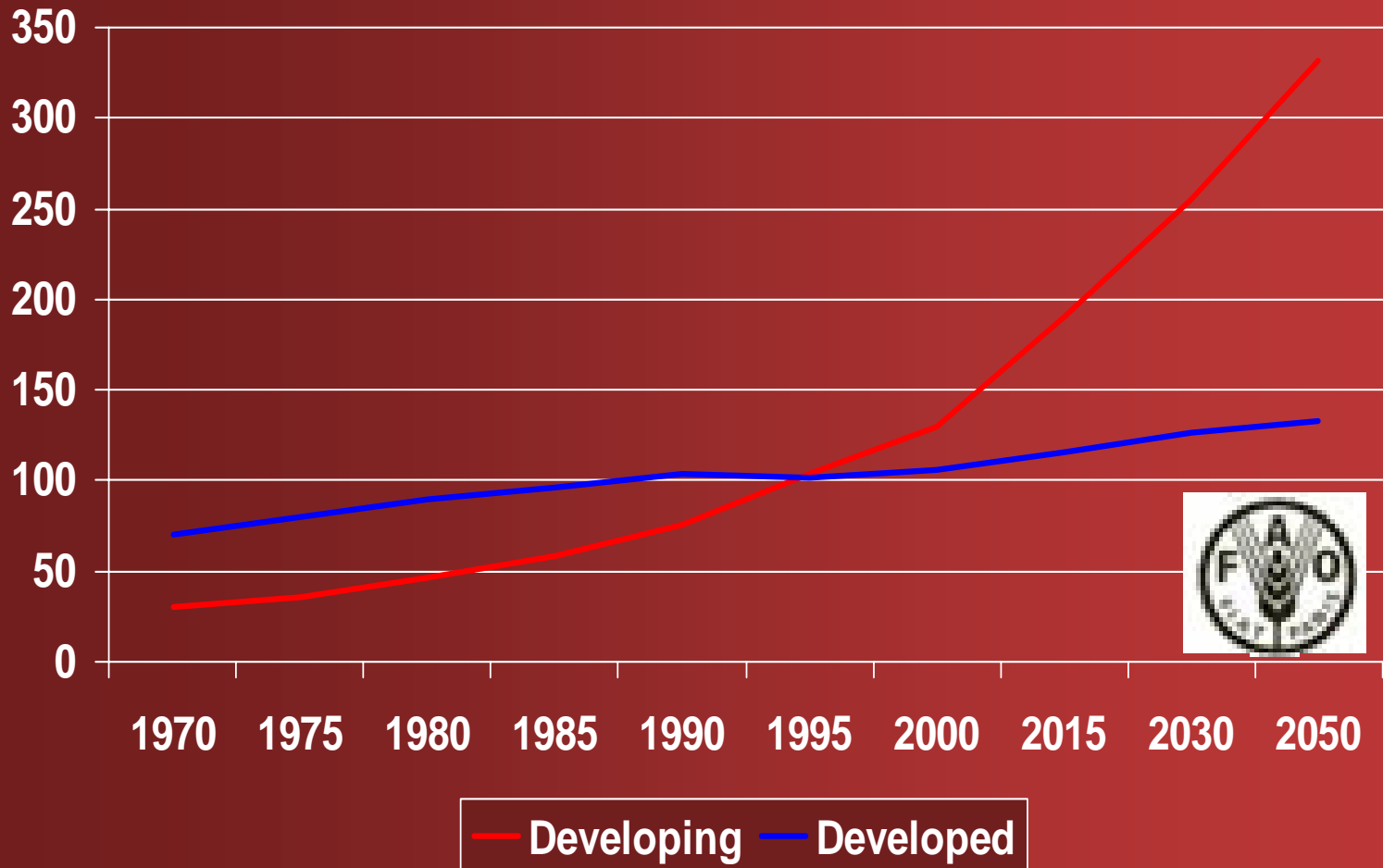


# M&L Industry Operators: a Duty to Meet Demand

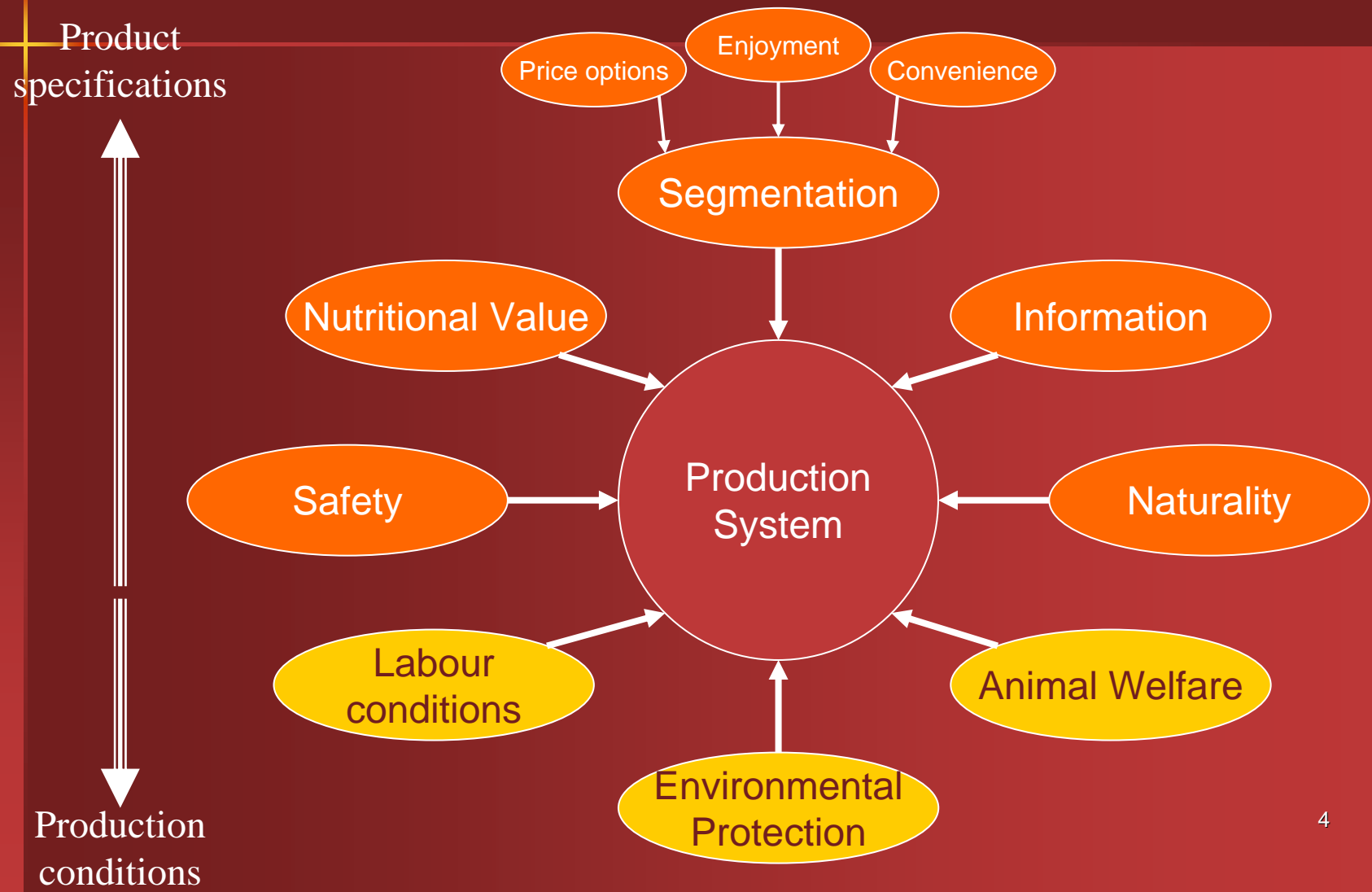
- World meat demand is increasing, with stronger growth rates in the developing world
  - Demographic growth
  - Economic growth
    - Move from vegetal to animal protein
    - Move from cheap poultry to more expensive red meats
- Other animal protein sources will not grow sufficiently or will decline
  - Declining fish catches and lesser aquaculture growth rate
  - Fewer terrestrial wildlife
- Hence a need to produce to help meet the demand of the world population

# M&L Industry Operators: Produce to Meet Demand

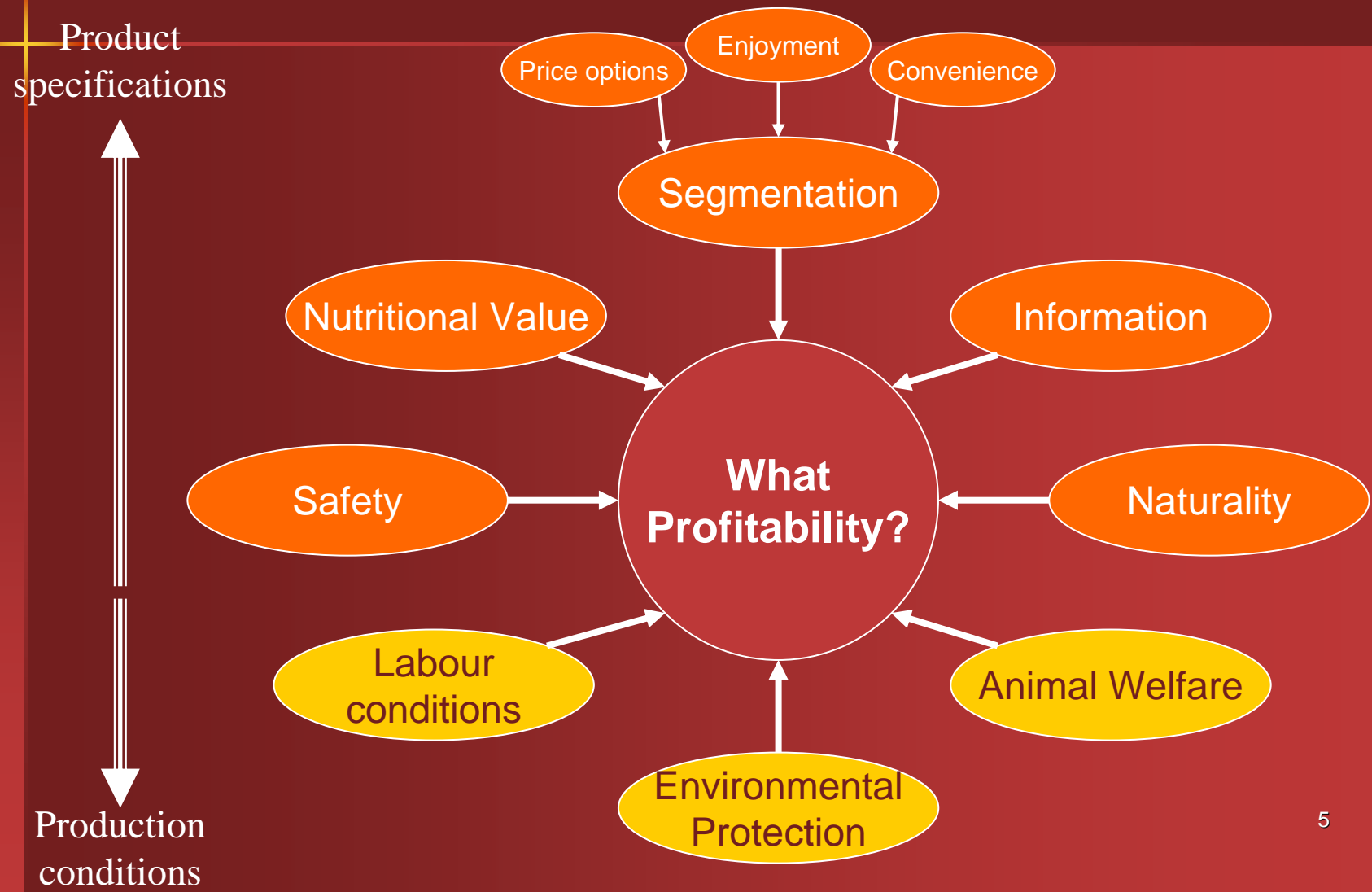
Past and projected meat production (mio tonnes)



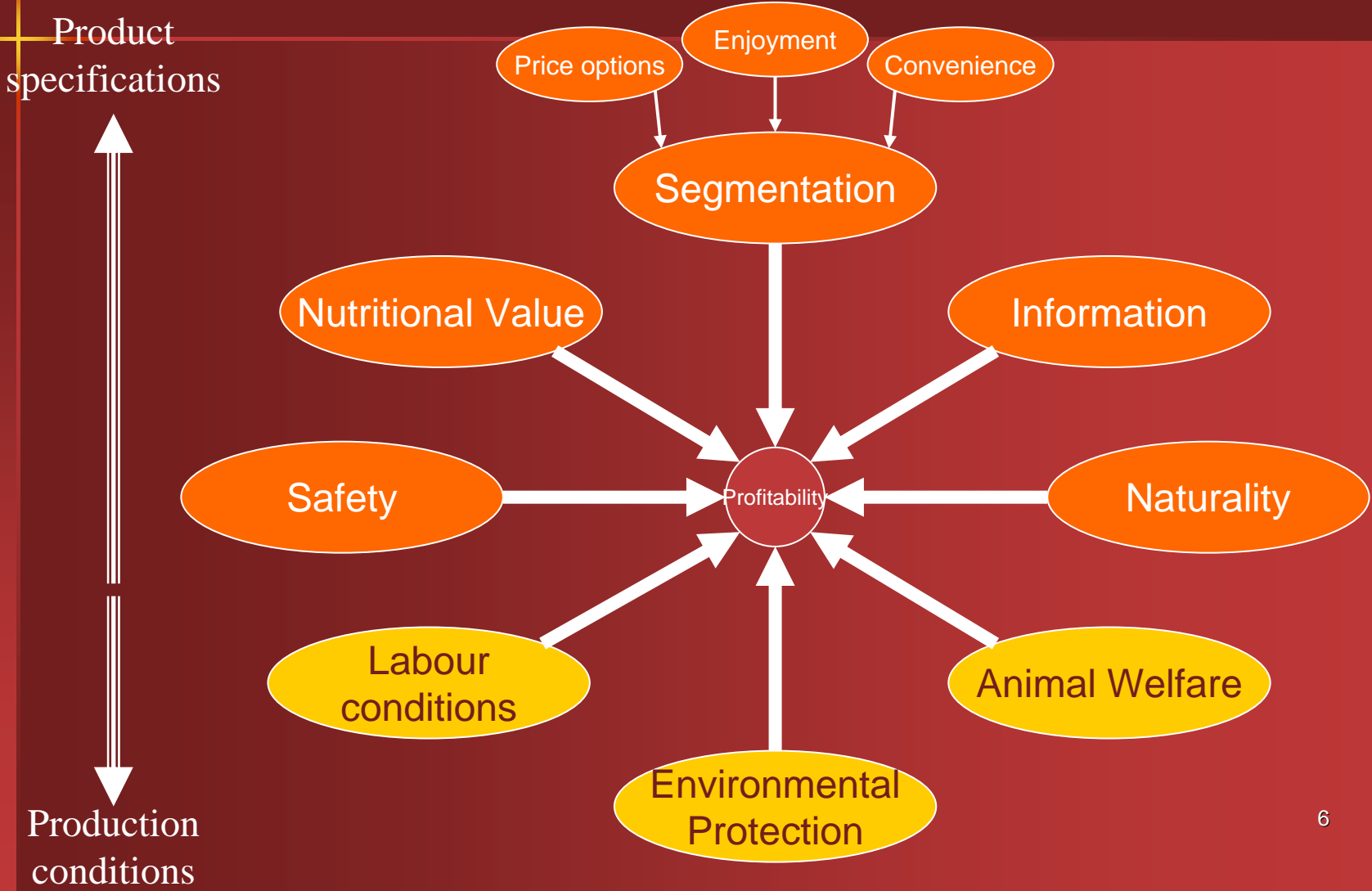
# Society Demands and Meat & Livestock Industries



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# Why Has AW Become a "Society Concern"?

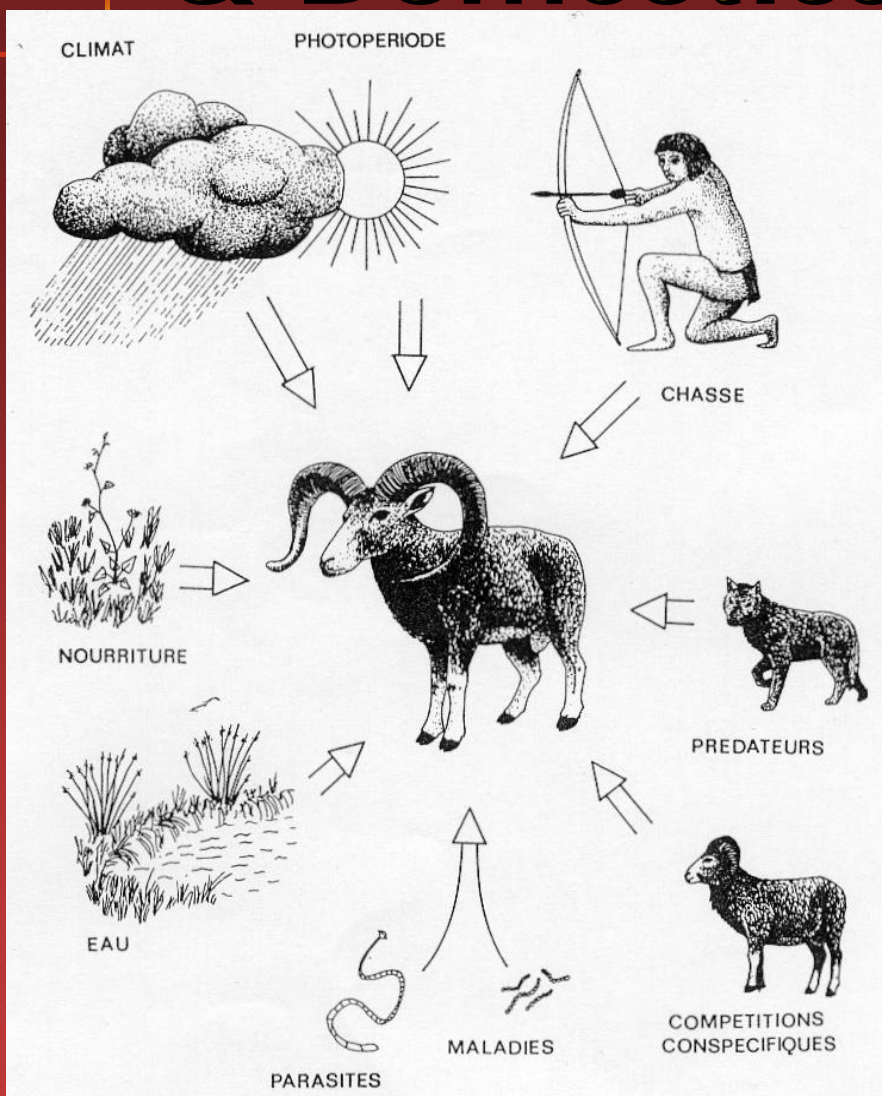
- What is a "society concern" and how do we measure it?
- As for food safety, conditions continue to improve; yet more media noise...
- Welfarists moved from animal protection and welfare to the more tricky issues of man/animal relations and animal rights
  - Nowadays, most of the arguments developed by anti-speciesists and pro-vegetarians are organised around a so-called historical sequence: (abolition of slavery) → anti-sexism (women's liberation) → anti-speciesism (animal liberation)
  - Others want to include animal rights in a wider understanding of human rights
  - Leads to polemic, sometimes aggressive discussions
- Need to better define the scope of AW to soothe the debate and improve animal well-being

# Man/Animal Relationship & Domestication

- Parallel development of man and animal in a special relationship where man uses animals for food, traction, transport
- Domestication started with wolves
- Humans progressively took over nature and invented animal husbandry and animal sacrifices during the Neolithic (5 000 – 2.500 b.c.)



# Man/Animal Relationship & Domestication

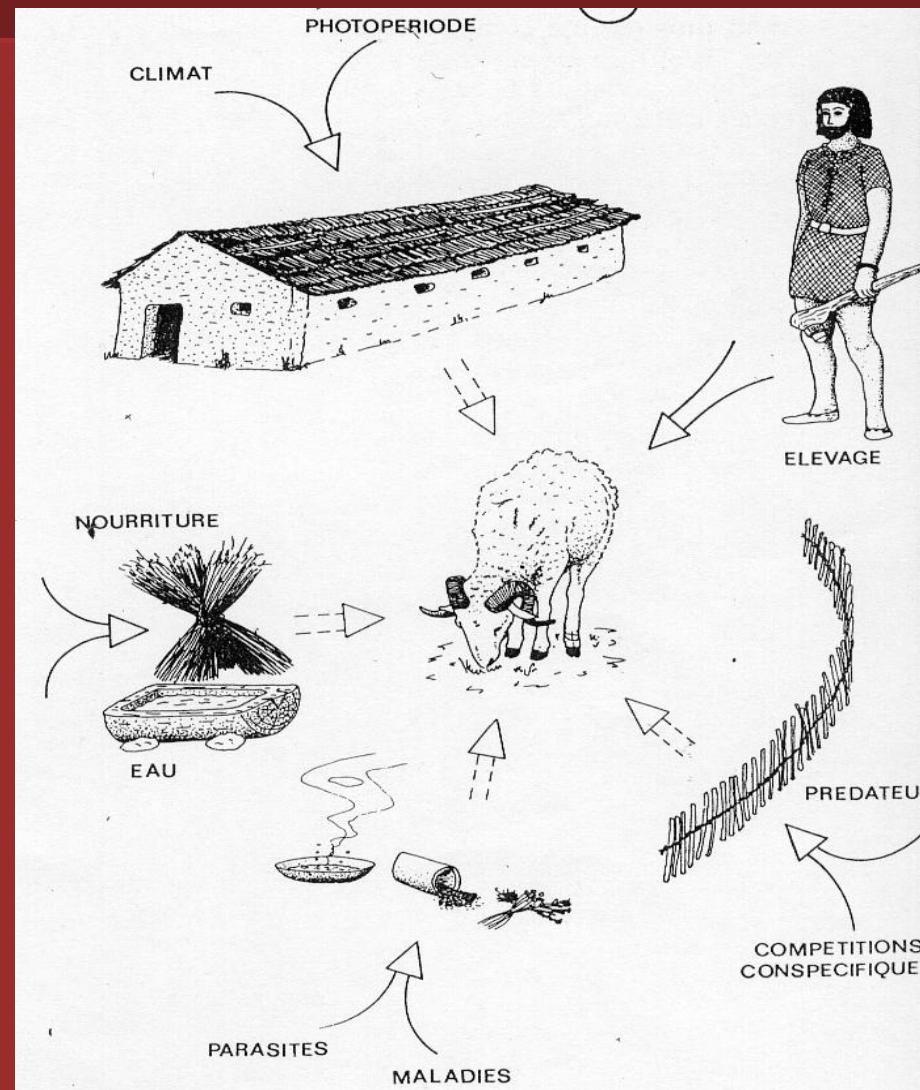


Hunter-gatherer

# Man/Animal Relationship & Domestication

Farmer

From D. Helmer, 1992



# Changes in the Image of Animals

- For humans, domestication of animals implies a fine observation of their behaviour, which
  - Induces changes in the perception of animals, and
  - Modifies the image and the status of animals

# Production System Intensification

- A need to meet demand (pigs and poultry mainly, much less so for ruminants)
- Helped by increasing scientific knowledge
- Increased productivity due to
  - Better feed and sanitary control
  - Reduced land area needed
  - More automation, less hard work
- But contributed to the development of AW concerns
- More scientific and technological developments needed to continue to improve techniques and equipments: buildings, cages, lairages, lorries, stunning material, etc.
- Intensification promoted by FAO as a way to reduce environmental impacts (Livestock Long Shadow)...

# Ex: EU Cattle Transporter

- Double-decker/2005 standards for 33 adult cattle or 65 store cattle

USD 350,000



# Sentience: Yes - Rights: No!

- A number of countries recognise animals as sentient beings. So does the industry
- Anti-speciesists and pro-vegetarians want to
  - give up the traditional humanistic classification which
    - separates men from all other living creatures and therefore
    - gives us rights over them
  - Dictate new moral constraints on the use of animals going far beyond animal welfare
- Due to his particular place in the living world hierarchy, man has rights over animals
  - Rights automatically confer duties
  - Animals can't have duties, they don't have rights

# The Choice to Consume Meat Is a Right

- Vegetarian/animal right movements use the animal welfare issue to put their arguments forward
- What right do they have to prevent developing populations to have access to a better and more balanced diet?
  - Man has always been omnivorous
  - Animal protein in diet linked to evolution towards *Homo sapiens*
- No collaboration possible with extremist movements calling for a reduction of or worse a renunciation to meat consumption

# A. Welfare vs Well-being

- Animal welfare = ethical responsibility of ensuring animal well-being
- Animal well-being = condition in which animals
  - experience good health
  - are able to effectively cope with their environment, and
  - are able to express a diversity of species-typical behaviours

(American College of Animal Welfare Organizing Committee)
- Need for more output oriented criteria (incl. health, productivity, behaviour, physiological responses, contribution to sustainable development) to evaluate animal well-being and improve animal welfare



# Basis for a Better AW

- What is a better AW? Acceptable/unacceptable AW level?
- Scientific studies
  - Science is needed as a basis
  - But lab. experiments are conducted on a reduced and simplified model of the reality
- Applied research
  - Uniquely placed to
    - tap on M&L operators pragmatic experience
    - take into account the variety of situations which reflects the complexity in practical context
  - Yet to be better recognised by scientists and scientific papers
- Nothing else...

# Recommend & Motivate vs Regulate & Coerce

- 3 types of approaches
  - US approach
    - Mainly based on BPG e.g. that of AMI
    - Influence of downstream operators
  - EU approach
    - Regulations
    - Focusing on means rather than on outcomes
  - NZ approach
    - Basic regulation
    - Welfare codes = BPG
- IMS in favour of latter
  - OIE guidelines to provide the basis for welfare codes

# OIE Guidelines: to Be Recognised by all Parties

- Globalisation supposes international standards
- Recognised by all parties
  - National governments
  - International organisations (WTO, FAO)
  - AW organisations...
- Focusing on outcomes and not on means (too many economic, cultural and religious differences)
- To be recognised, but also used and controlled
  - OIE guidelines to provide the basis for welfare codes
  - Other multinational organisations to help – technically, financially, etc. – build legislation and welfare codes

# No Welfare Degrees

- Animal welfare standards are or are not applied
- The IMS is opposed to any animal welfare labelling of meat products (= new trade barrier)
- Focus on outcomes avoids outbidding on means

# IMS AW Committee

- Creation proposed to and adopted by the 2004 IMS GA
- Objectives:
  - Forum for exchange of information
    - Applied studies, BPG, communication programmes
    - Networking
    - Collaboration with international institutions such as OIE
  - Raise awareness on new developing issues
  - Promote proactivity
- Means
  - Dedicated IMS AWC website
  - Organisation of workshops

# IMS-OIE Collaboration

- Necessarily of a two-way type:
  - The IMS can provide an essential input for the guidelines to remain realistic
  - The IMS is a relay for the dissemination of OIE work within the industry