Livestock Producers as Promoters of Animal Welfare Standards

Geoff Kingwill - IWTO
On the farm

- Grand View in Karoo South Africa
- Merinos Angoras and Beef cattle
- Farming since 1990, 5th generation farming
www.iwto.org

- The recognised global authority for standards in the wool industry
- Presenting the industry’s interests since 1930
- Membership 60% of the world’s wool production
- Keep the industry focussed on sustainable production
IWTO Activities

Wool

Trade Standards

Research

Sustainable Practices

Market information

Networking

Wool Sheep Welfare

Biosecurity

Working Groups
The IWTO Guidelines for Wool Sheep Welfare

Published in 2013
Best practice global wool sheep production
Closely aligned to OIE Terrestrial Animal Health Code
With input from all grower countries and technical experts in animal welfare and veterinary science

A concise summation of good practice principles for ethical wool sheep production
Who cares?

Burger King

World Bank

Marks & Spencer

cEvery little helps

Tesco
Follow the $350B per year

LOHAS

18% of USA

Animal Friendly

Baby Boomers
Farming Future

• The world needs increased production - more than 60% (FAO 2012)
• Anticipate 19% increase in meat exports
• Developing countries to increase demand (China, Saudi Arabia, Jordan, India, Turkey)
• Informed consumers demand higher food production standards
IWTO Welfare Guidelines

• Quality supply of food and water
• Regular inspection of animals
• Take full responsibility for the health of animals in your care
• Utilize best possible facilities when housing and working with animals
• Detailed requirements e.g. transportation, contained in local government legislation
Profit versus Welfare

- Profit needed for survival of the Agri Business
- Well managed animals are more profitable
- Healthy farm animals reduce farming costs
- Scientific proof of this
- “Taking care of the animal during slaughter, improves the taste of the meat”
Effective Management
Setting the bar

- Research
- Training
- Implement

- New Tools
- Show Results

- Remove old practices
- Implement better options
Are we done?

• Best practices evolve constantly
• IWTO Guidelines based on the 5 Freedoms
• Corner stone and not to be changed
• On-farm practices need to adapt constantly
Farming with a plan

• Understand the end consumer
• Organize Agriculture with clear objectives
• Keep precise records
• Adhere to local legislation and engage legislative bodies
• Assist in creating sound animal welfare science for the future
Challenges

• To engage different size farming businesses
• Show the benefit in record keeping
• Find attractive supply management systems
• Communicate increased costs to the end consumer
• Keep informed on market focus and trends
Focus on the environment

• The consumer expects Animal Welfare to be included in Environmental policies
• Taking care of natural resources are vital
• Holistic livestock management e.g. Savory
Developing Nations care

- “China to lead the G20 Green path for development of world economy” CCTV.com Sept’16
- Green Path Development and Environmental Protection focus
- Earmarked as key factors to grow the Chinese economy
- Green Finance
Thank You
Geoff Kingwill
IWTO Sustainable Practices Working Group

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