

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

Dr Nils Beaumond

International Meat Secretariat
AW Committee

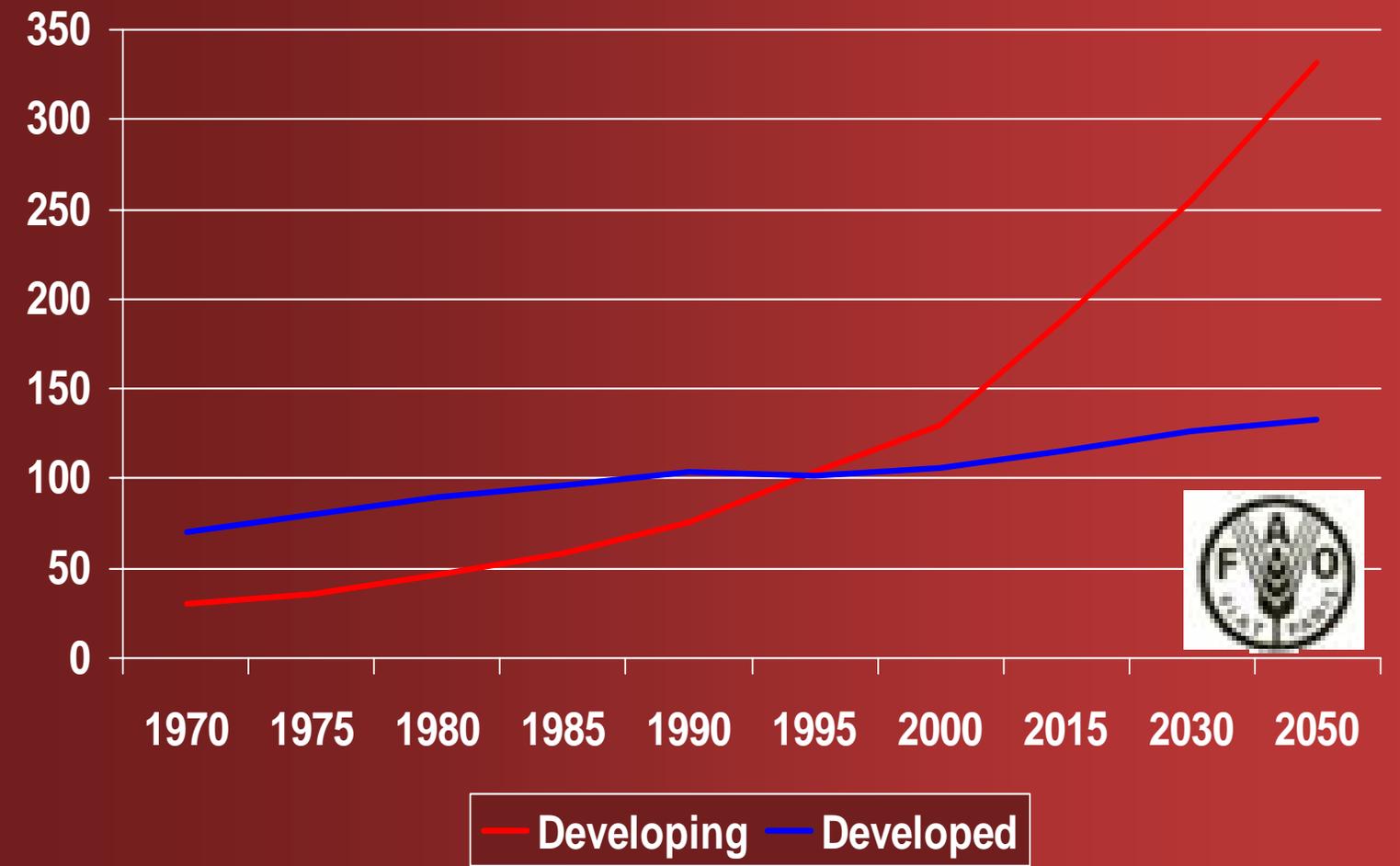


M&L Industry Operators: a Duty to Meet Demand

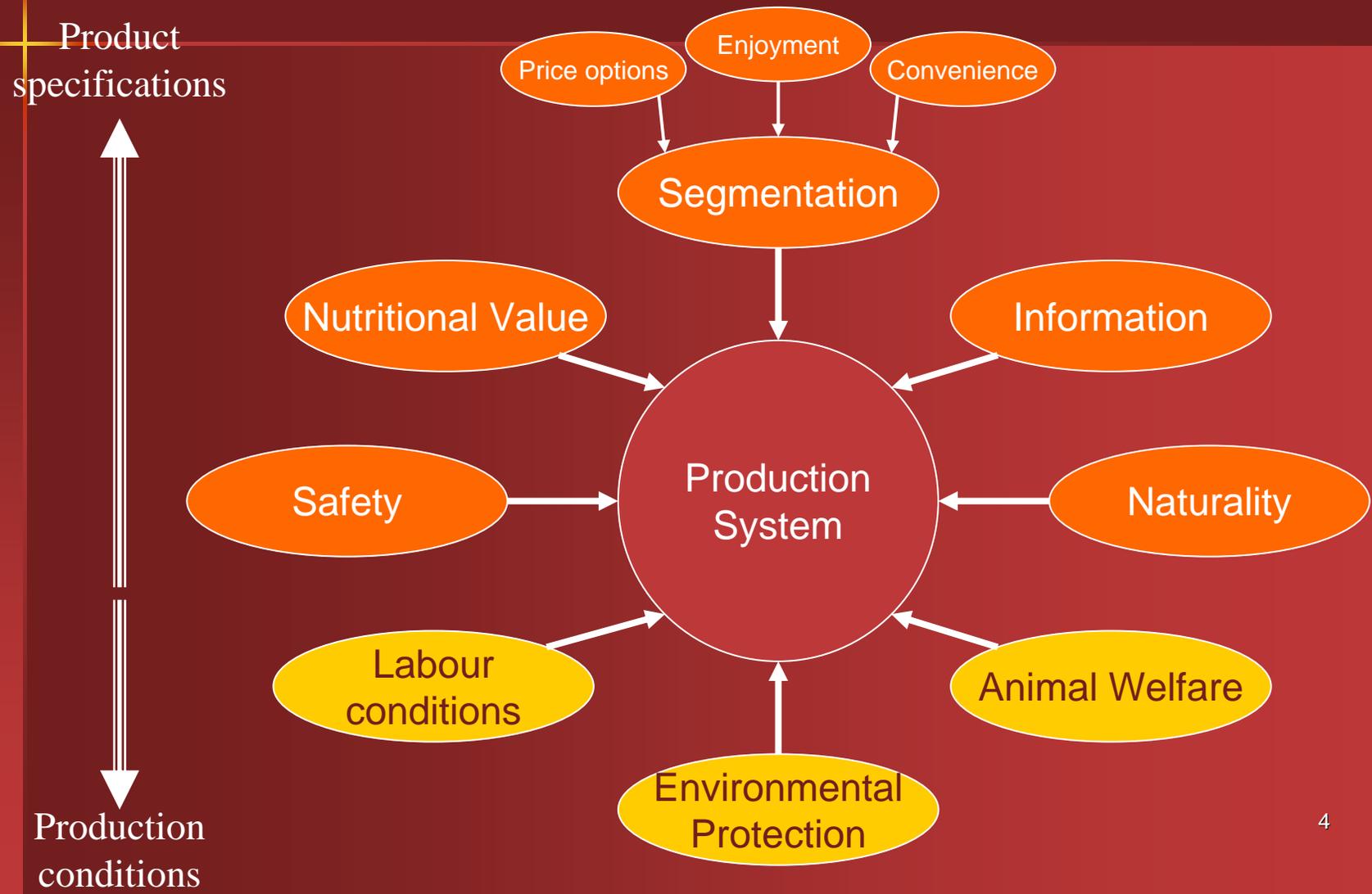
- World meat demand is increasing, with stronger growth rates in the developing world
 - Demographic growth
 - Economic growth
 - Move from vegetal to animal protein
 - Move from cheap poultry to more expensive red meats
- Other animal protein sources will not grow sufficiently or will decline
 - Declining 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)



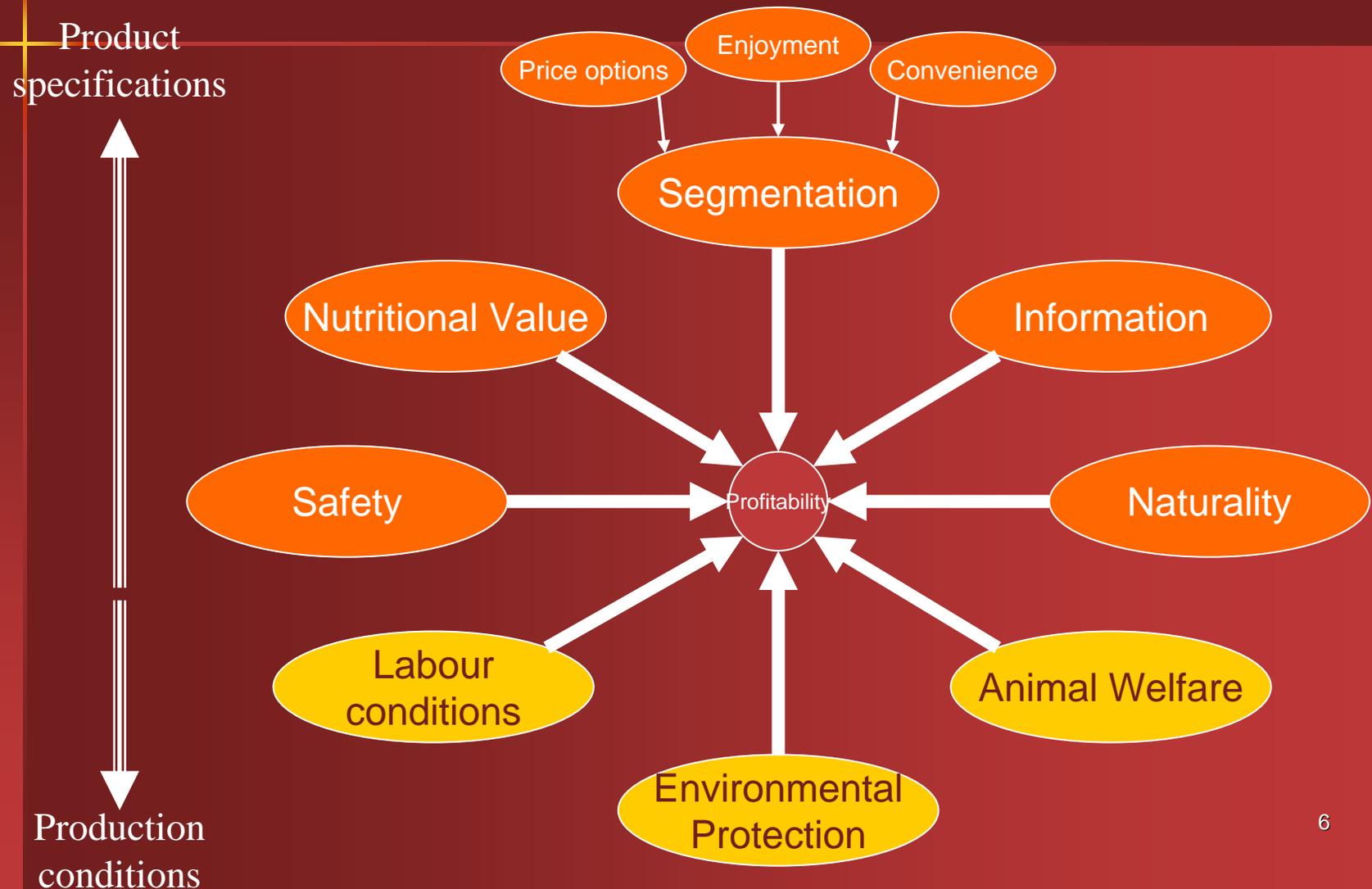
Society Demands and Meat & Livestock Industries



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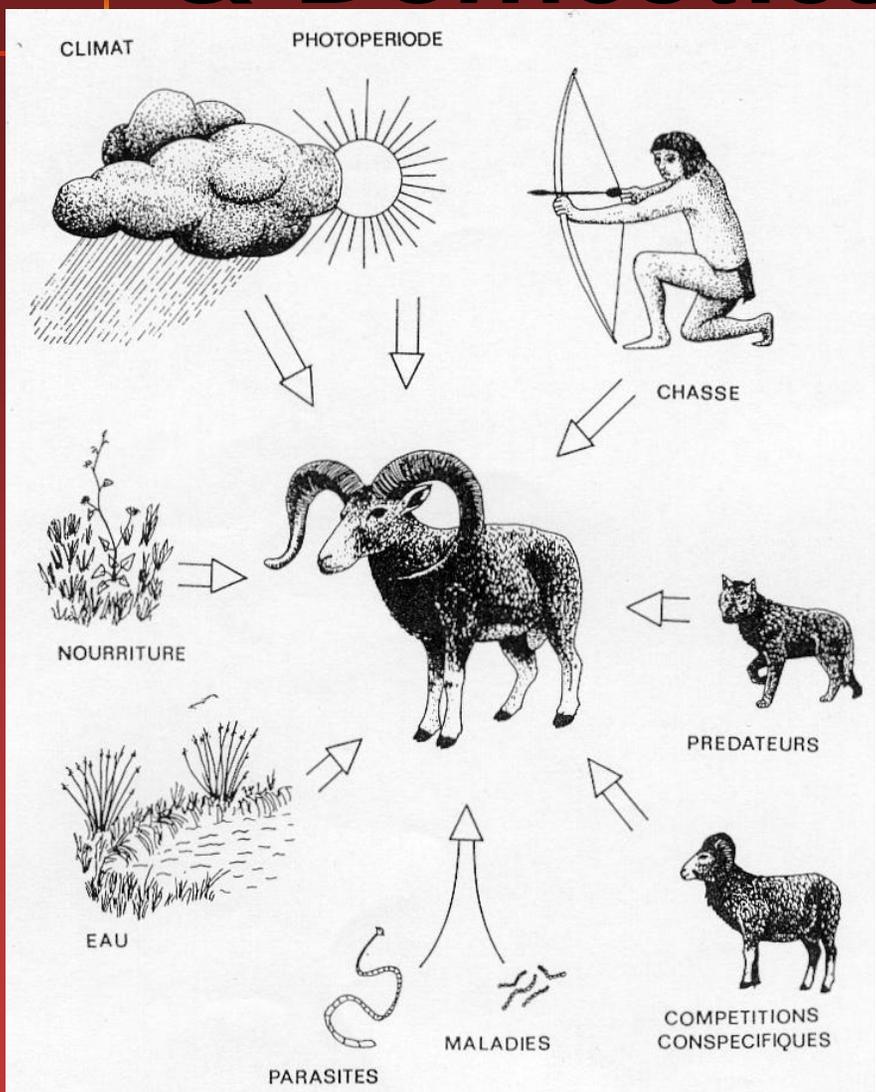
Why Has AW Become a "Society Concern"?

- 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

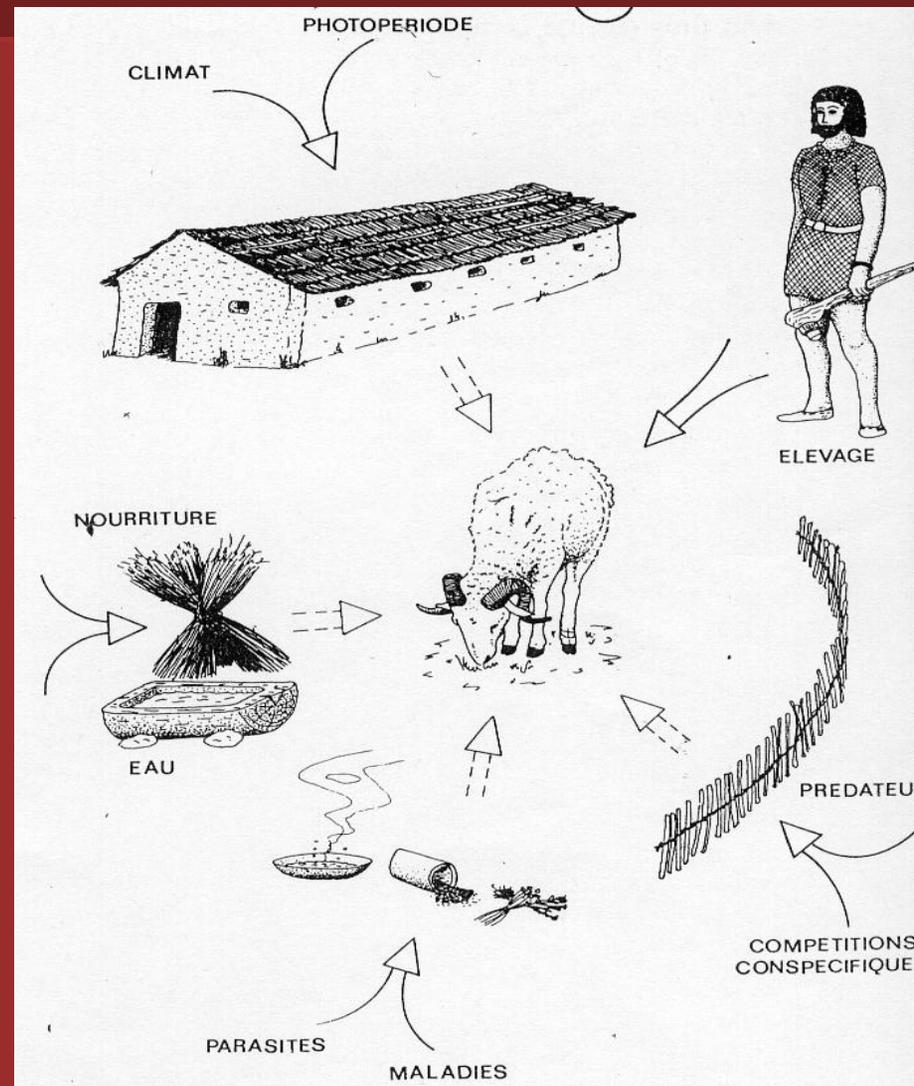


Hunter-gatherer

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