



Consumers and Animal Welfare: What they Know, What They Don't Know and Why It Matters

UNIVERSITY
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The Issue of Trust

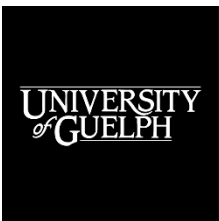
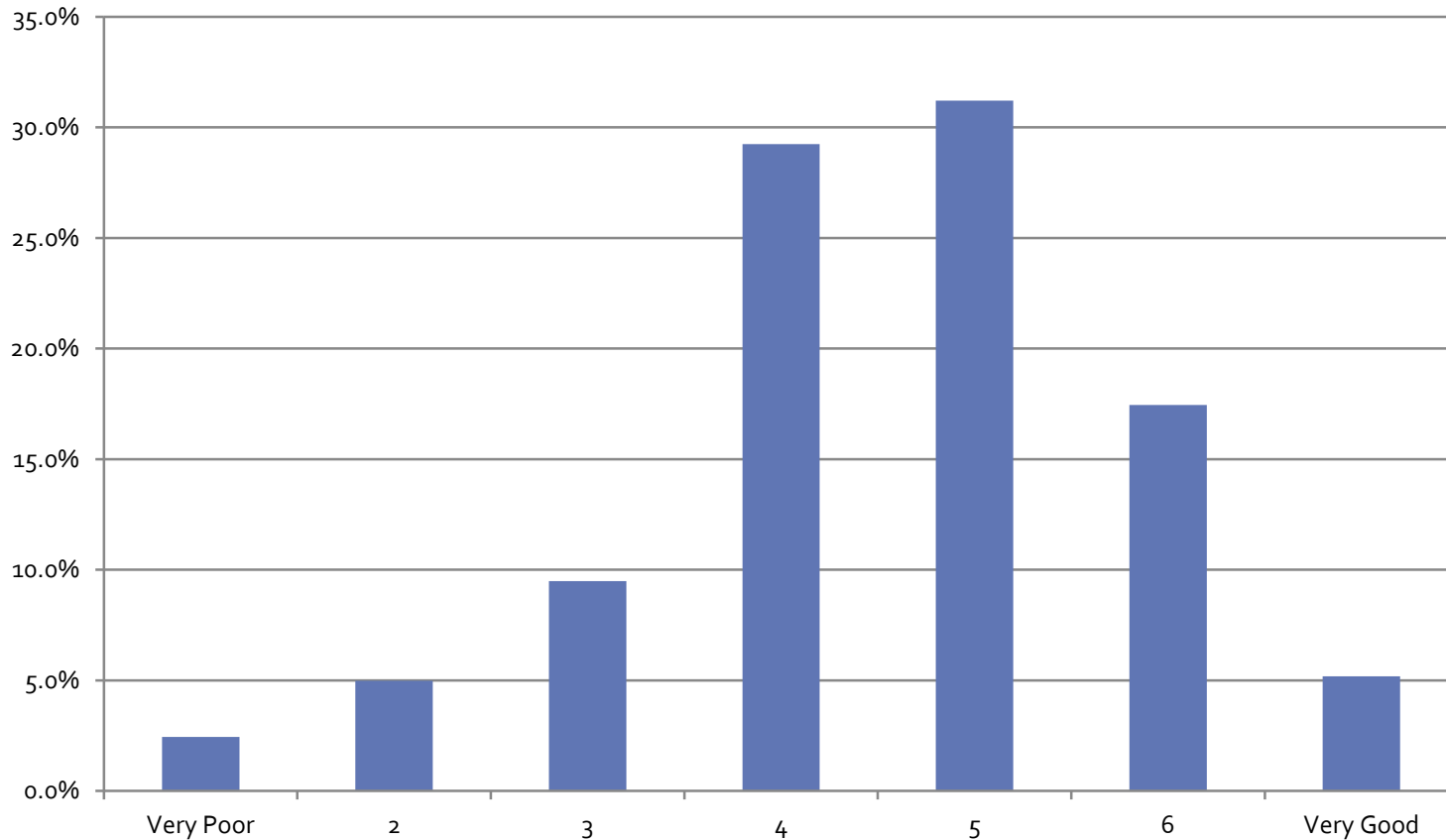
- Canadians generally feel good about their food system.
 - Preference for Canadian products
- Little understanding of how food is produced.
 - Opportunity for surprise as they learn
 - Makes it more of a challenge
- Conundrum on engagement and communications
 - What do we say?
 - Who says it?
 - How do we say it?



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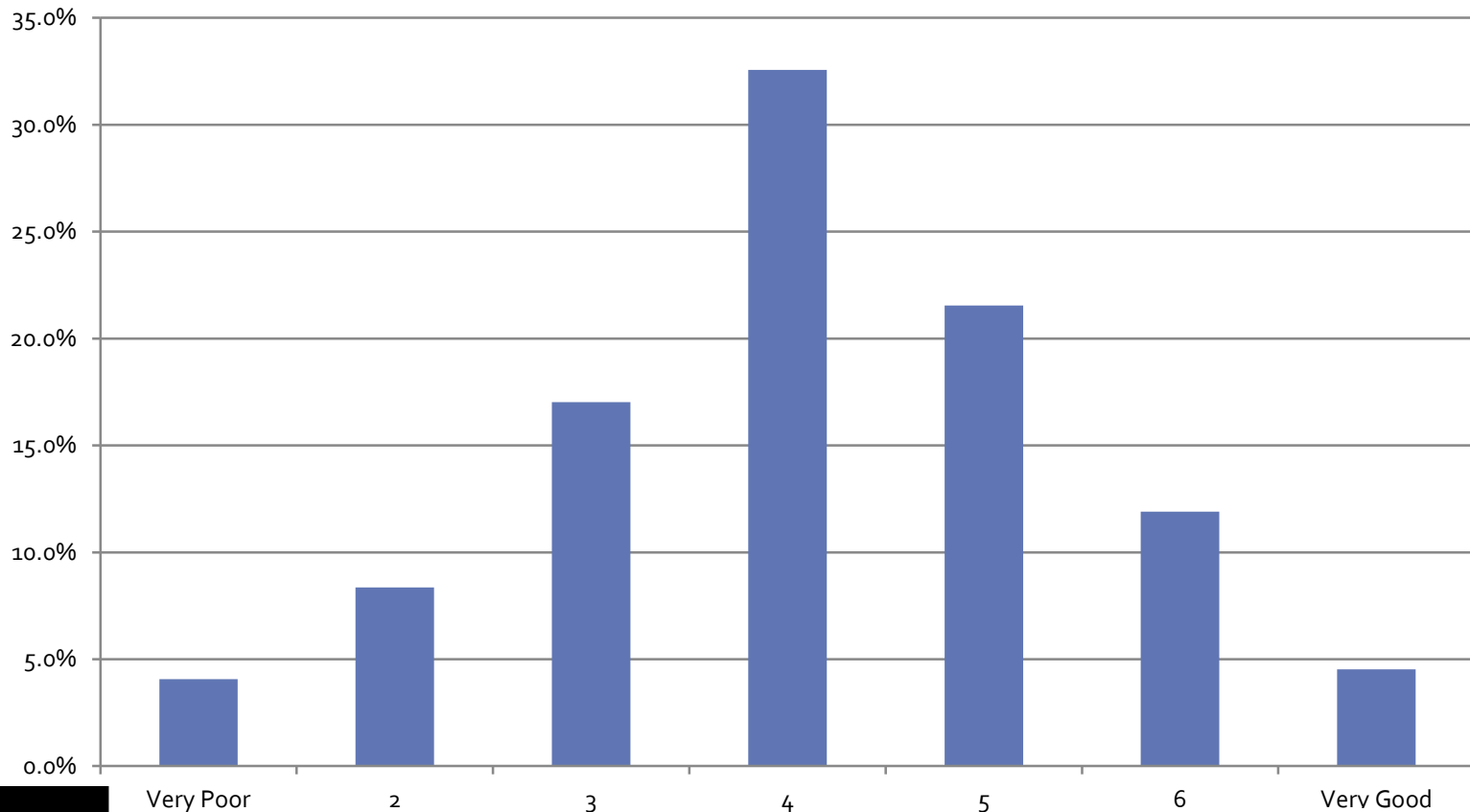
Perspective on the Current State of Animal Welfare



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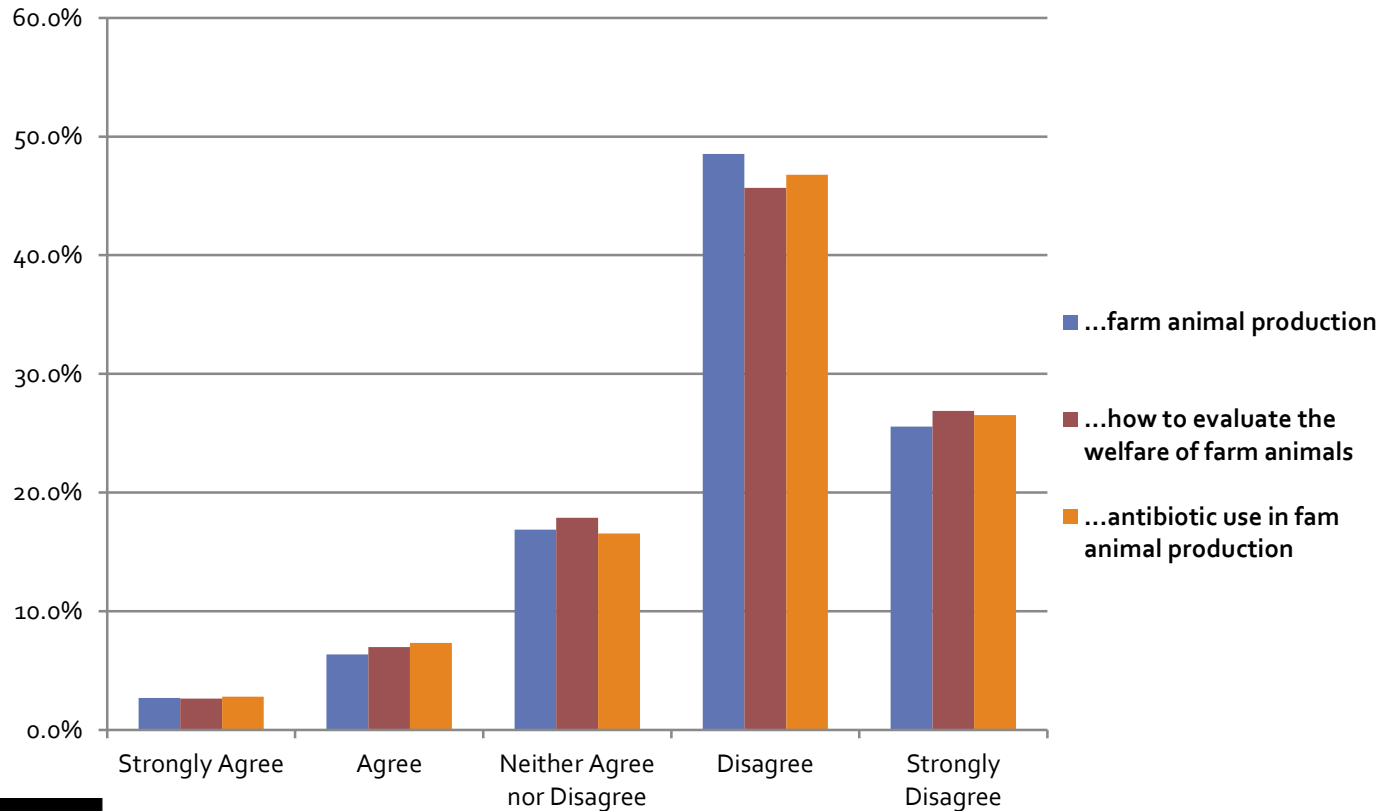
Relative to Antibiotic Use



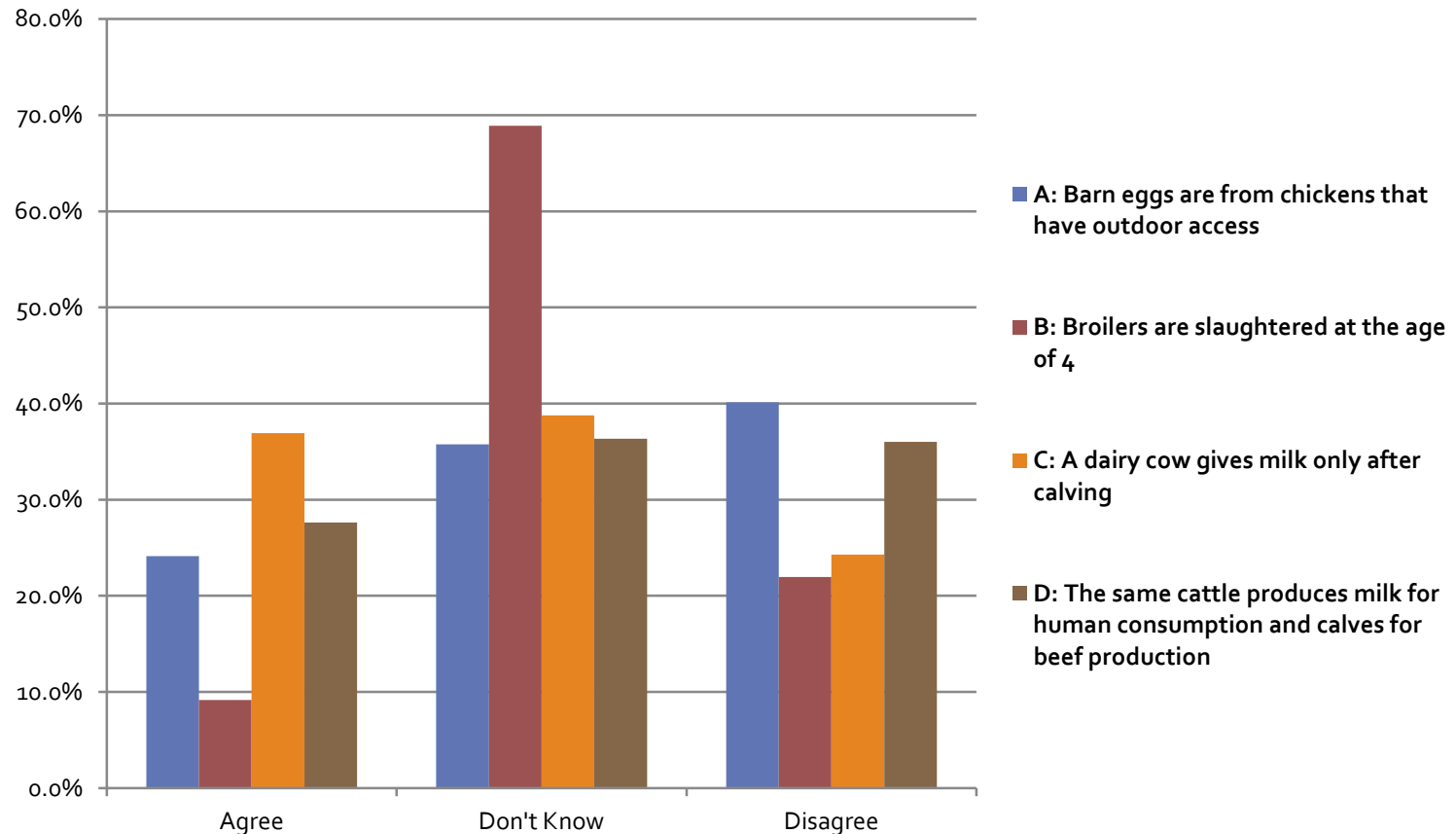
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Perspective on Knowledge



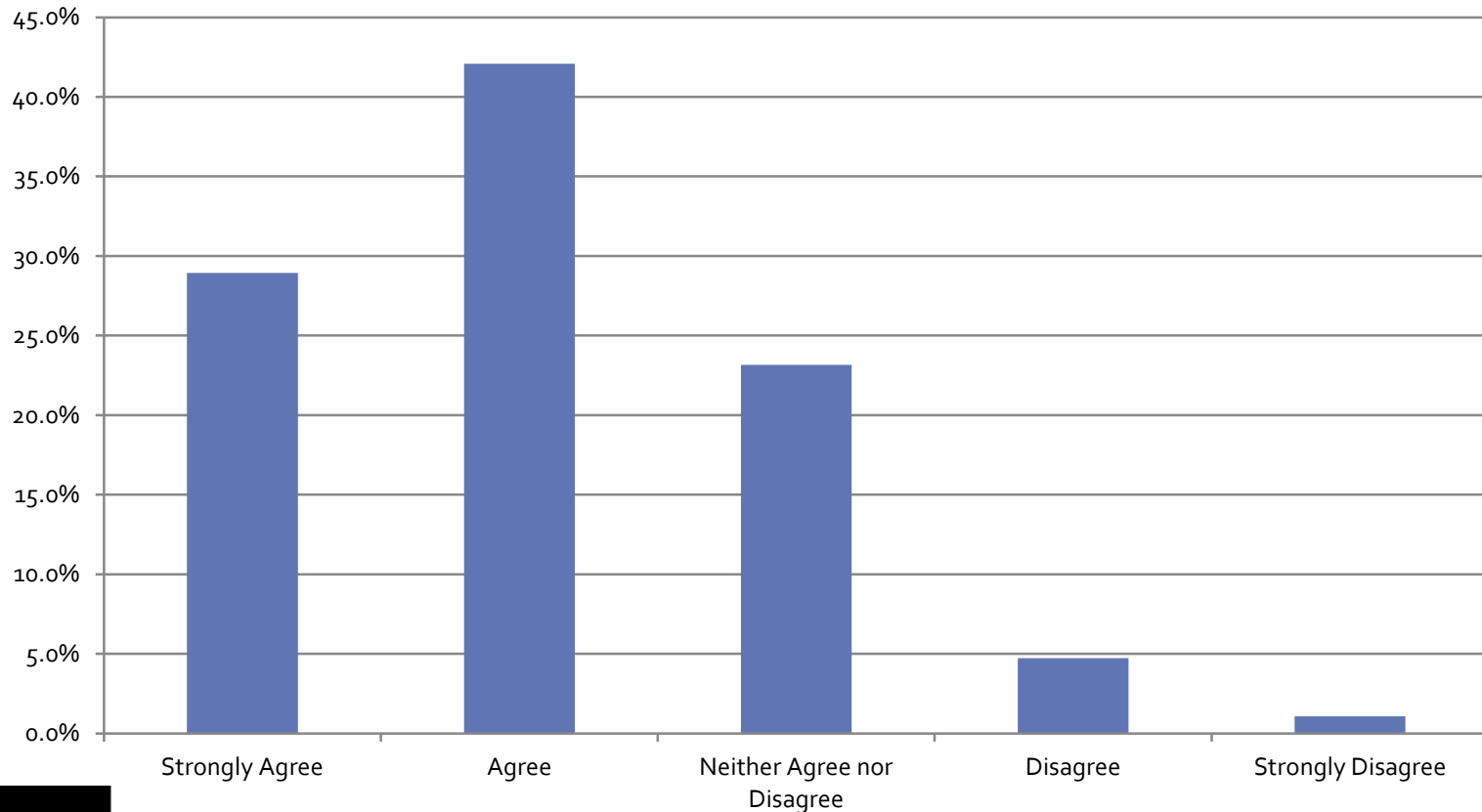
Test of Knowledge



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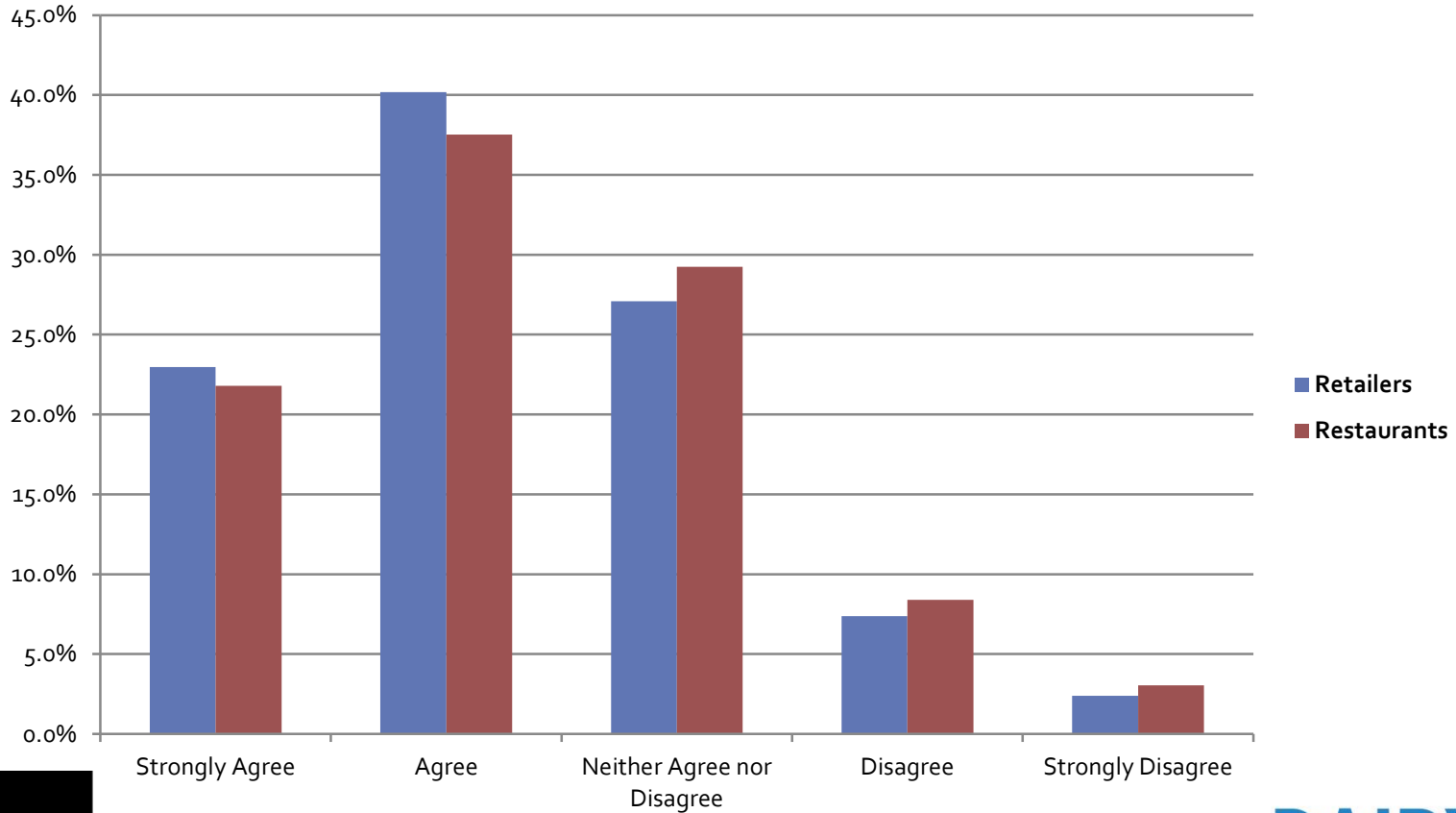
More information on labels about how animals raised



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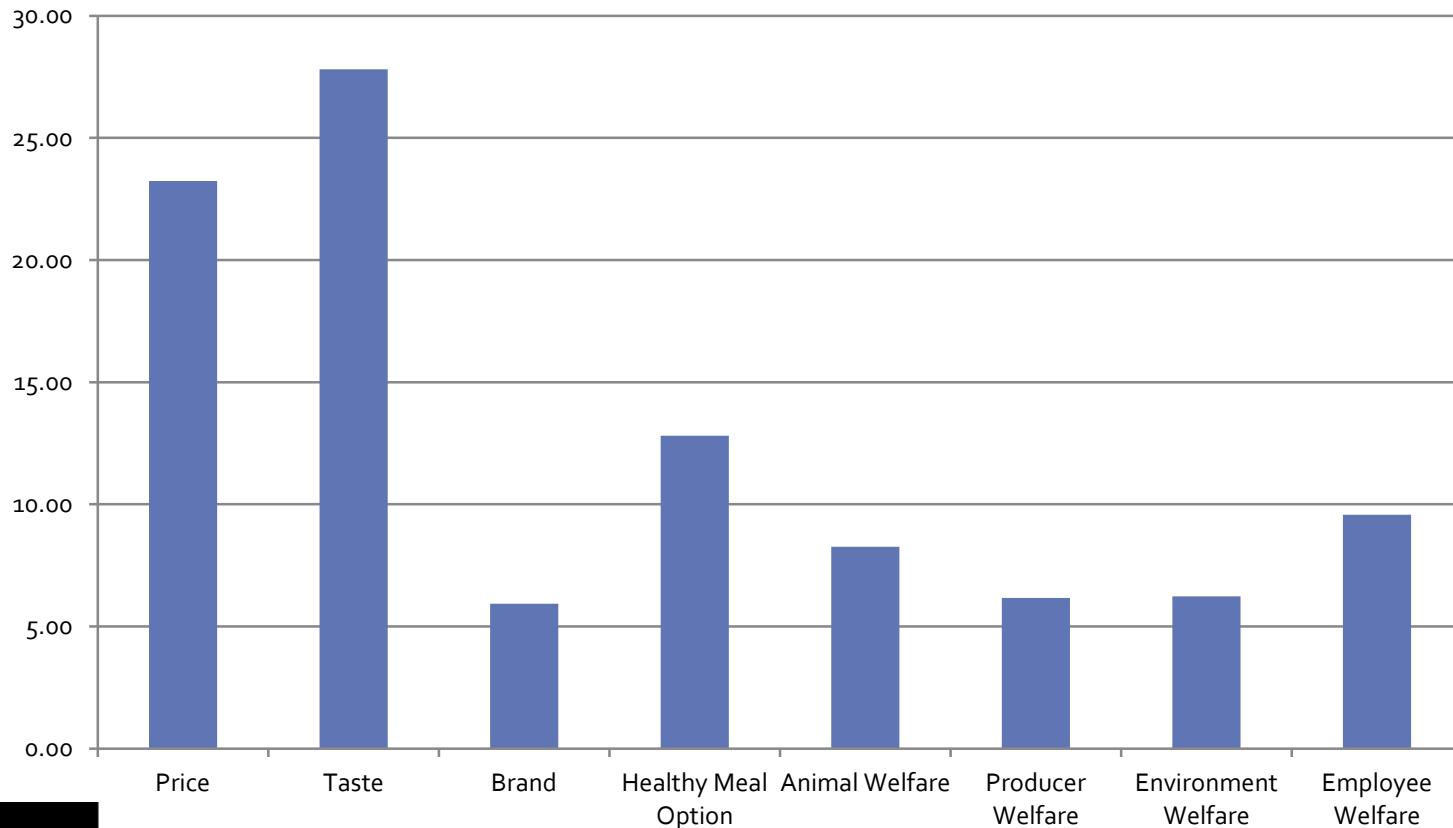
Information would affect my choice



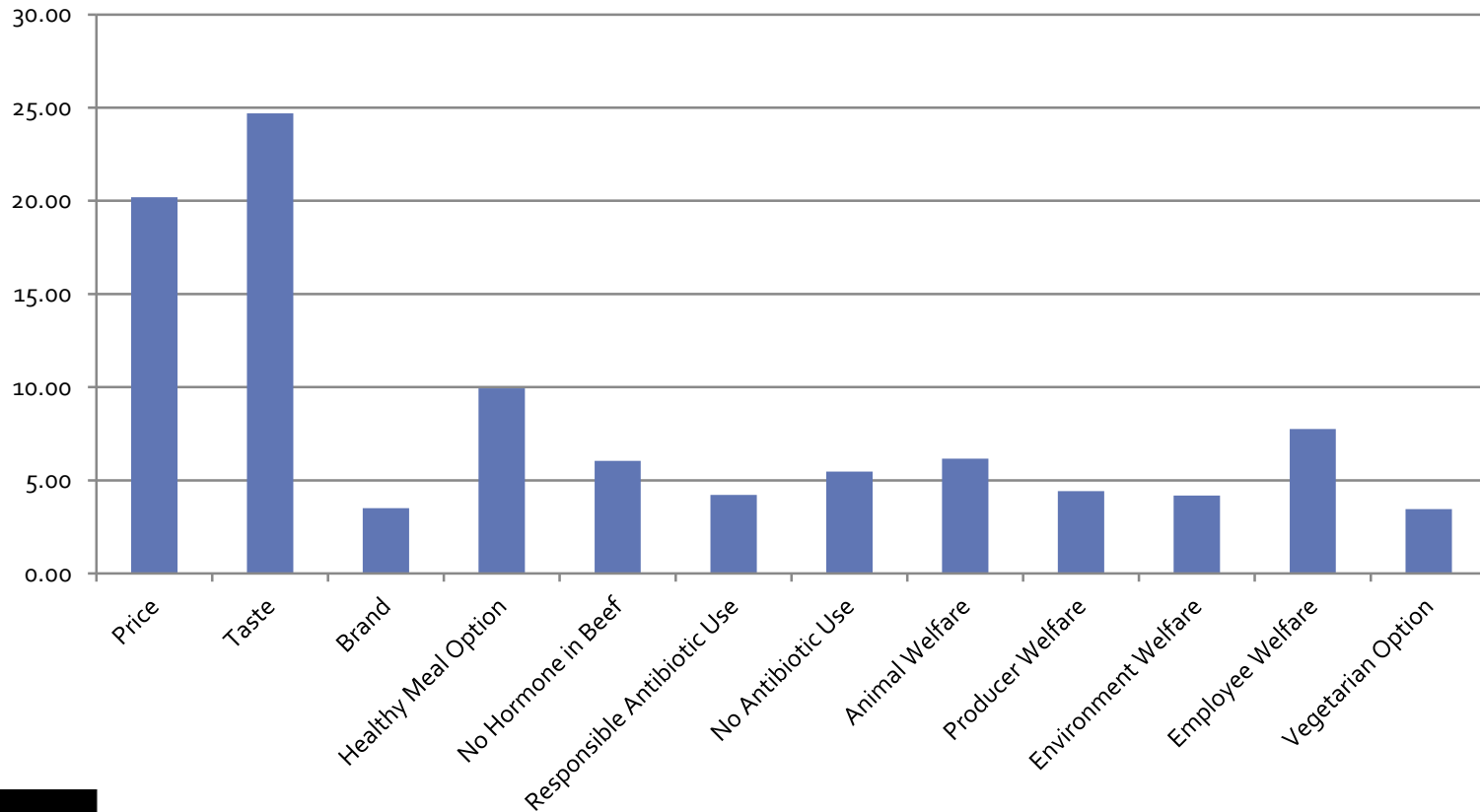
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Role in choice of restaurant



Role in Choice of Restaurant

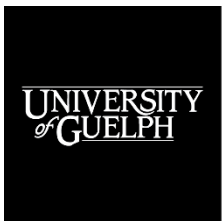


Thank you

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