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

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DAIRY at GUELPH
CANADA’S DAIRY UNIVERSITY
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?
Perspective on the Current State of Animal Welfare

- Very Poor
- 2
- 3
- 4
- 5
- 6
- Very Good

0.0%
5.0%
10.0%
15.0%
20.0%
25.0%
30.0%
35.0%
Relative to Antibiotic Use

Very Poor 2 3 4 5 6 Very Good

IMPROVE LIFE.
Perspective on Knowledge

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

- ...farm animal production
- ...how to evaluate the welfare of farm animals
- ...antibiotic use in farm animal production
Test of Knowledge

A: Barn eggs are from chickens that have outdoor access
B: Broilers are slaughtered at the age of 4
C: A dairy cow gives milk only after calving
D: The same cattle produces milk for human consumption and calves for beef production
More information on labels about how animals raised

- Strongly Agree: 20.0%
- Agree: 40.0%
- Neither Agree nor Disagree: 25.0%
- Disagree: 5.0%
- Strongly Disagree: 0.0%
Information would affect my choice

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

Retailers
Restaurants
Role in choice of restaurant

The role of different factors in choosing a restaurant is shown in the bar chart. The factors include Price, Taste, Brand, Healthy Meal Option, Animal Welfare, Producer Welfare, Environment Welfare, and Employee Welfare. Taste is the most significant factor, followed by Price. The other factors have less impact on the choice.
Role in Choice of Restaurant
Thank you

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