

Options

Animal Welfare labelling

Second meeting of the animal welfare labelling subgroup

What is the problem?

1. Too many consumers have no choice
2. There is no easy way to compare welfare claims
3. Proliferation of labels hide the best ones
4. National labels fragment the internal market
5. There is no fair competition with imports

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Without EU action, how the situation will evolve ?

ⓘ Start presenting to display the poll results on this slide.

The baseline

- Too many consumers remain without choice
- Labels will expand to all EU
- Consumer confusion will increase
- Labels will converge and make the market fairer and more transparent
- Labels will fragment the market even more

You agree:

very much++, **much+**, **no change 0**, **the opposite -**, **much the opposite--**

What are the options?

- **1. Regulating animal welfare claims**
- 2. EU label focused on cages/non-cage systems
 - Compulsory (like for eggs) or voluntary
- 3. EU label with key welfare criteria
 - Compulsory or voluntary
 - Single or multi-tier/scoring scale
 - In line with sustainable food labelling

1. Regulating animal welfare claims

- No label – claims are voluntary
- Claims shall be substantiated scientifically
- Claims shall be transparent on
 - The standards
 - The methodology and controls
- Protected terms
- Possibility of EU database to compare claims/labels

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Which problem is likely to be well addressed by this option?

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What are the impacts?

- On the problems
 - Limited choice of consumers
 - Difficulty to compare claims
 - Unequal conditions of competition
 - Fragmentation of the internal market
 - Imports from third countries with low standards

**What evidence for
your assessment?**

You believe the impact to be:

very positive++, **positive+**, **neutral 0**, **negative -**, **very negative --**

What are the impacts?

- On other aspects
 - on operators of the supply chain
 - on authorities
 - on the EU (new rules and existing schemes)
 - on consumers
 - on animals
 - on other players?

**What evidence for
your assessment?**

You believe the impact to be:

very positive++, **positive+**, **neutral 0**, **negative -**, **very negative --**

How to refine the option?

- Any way to complement or refine the option to
 - improve its positive impacts?
 - decrease its negative impacts?