



Conclusions of the subgroup on animal welfare labelling

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Background

- *Farm to Fork strategy (EU Green Deal)*

*The Commission will also consider **options for animal welfare labelling** to better transmit value through the food chain.*

- *Sub-group started to work October 2020*
- *Study launched in May 2021*





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List of members

Member States, EEA members and international organisations

- Christina M. Nygaard /Denmark
- Léon Arnts /the Netherlands
- Teresa Villalba / Spain

Business and Professional organisations

- Trine Vig Tamstorf /UECBV
- Marie Guyot /ERPA
- Miguel Angel Higuera /COPA
- Marcin Sokołowski /COGECA

Organisations from civil society

- Alexandra Joos /FOUR PAWS
international
- Inês Grenho Ajuda /Eurogroup for
Animals

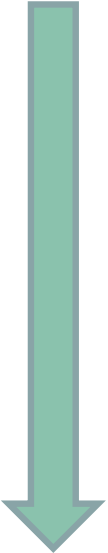
Independent experts

- Jarkko Niemi



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Meetings

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- *2 meetings to prepare the work*
 - *4 meetings with presentations*
 - Beter Leven, Compromiso bienestar, Etiquette bien-être animal, Organic farming, Danish scheme, egg schemes in Spain, Consumers' approach, etc.)
 - *3 meetings on the conclusions*

This not a full presentation word by word but a summary of the key elements of the conclusions

SUBGROUP'S CONCLUSIONS



Demands and offers

- *An EU animal welfare label could ensure an equivalent information level for consumers across the EU.*
- *It could also increase transparency in the market and provide better protection to EU producers who apply high standards.*

Objectives of an EU animal welfare label

- Respond to the consumers' demand for clear and reliable information,
- Offer consumers the possibility to choose on the level that they are willing to pay.
- Offer business operators the incentives to improve their standards at their own pace.
- Offer business operators a level playing field across welfare label initiatives,
- Provide a framework for continuous improvement on animal welfare.

SUBGROUP'S CONCLUSIONS



Scope

- *The whole cycle of production, including transport and slaughter;*
- *Ideally also the welfare of other animals that are participating to the production process;*
- *Also processed products or products used in food services.*

Mandatory or voluntary?

- A voluntary label would represent a progress, knowing the limited acceptance for a mandatory label among Member States.
- However, there is a risk of limited impact on animal welfare due to a reduced coverage and uptake of a voluntary label.
- It would be important to raise consumers' awareness through substantial communication.
- A voluntary label should be evaluated on a regular basis, to check if a mandatory labelling is relevant in the future.

Single or multi-tier?

- *Recommends a multi-tier label because:*
 - It gives more choice and makes it more affordable for the different consumers.
 - it provides an incentive for the food supply chain to improve and develop animal welfare step by step.
 - it contributes to adopt higher animal welfare practices.
 - It would better allow accommodating existing labels and standards into the EU label.

SUBGROUP'S CONCLUSIONS



Key features

- *Minimum requirements for the governance of the label, the technical standards, the methods to check compliance and sanctioning.*
- *Flexible enough to consider the diversity of farming across the EU and existing animal welfare claims and labels.*

SUBGROUP'S CONCLUSIONS



Promotion & communication

- *A specific logo/visual entity may be useful for both consumers and producers.*
- *If the EU animal welfare label were to be part of a EU sustainable labelling framework, this should not dilute the information on animal welfare.*

SUBGROUP'S CONCLUSIONS



Evolution and Governance

- *Collect harmonised data to monitor the development of the label and assess to which extent it has achieved its initial objectives.*
- *Be developed with the active participation of all stakeholders and with the aim to find a balance between the different objectives of the label.*



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Open consultation

- *Conclusions posted on the Digital Tool 15 days prior to the meeting*
- *Feedback from:*
 - **FVE**
 - **FESASS**
 - **Euro Coop**
 - **Norway**
 - **World Horse Welfare**

The screenshot displays the 'EU Platform on Animal Welfare' website. The header includes the European Commission logo and the title 'EU Platform on Animal Welfare'. Below the header is a navigation bar with 'Agora' selected, and links for 'All contents', 'Events', 'Library', 'News', 'Search', and 'FAQ'. The main content area is titled 'LATEST NEWS' and features a 'Show all news >' button. The first news item is 'Open consultation on DOC.2021.07202: Conclusions of the animal welfare labelling subgroup', accompanied by an image of a person handling eggs. Below this are two other news items: 'REMINDER - CALL FOR APPLICATIONS FOR THE SELECTION OF THE PLATFORM MEMBERS' and 'Revised Guide on best management practice for the welfare of pullets (meant for production of eggs for human consumption)'. Each news item includes a brief summary and a 'read more' link.

Proposed adoption by the Platform

"The Platform thanks the members of the subgroup on animal welfare labelling for their work and invites the Commission to consider the conclusions of the subgroup for further EU activities on this matter."

DOC.2021.07202: Conclusions of the animal welfare labelling subgroup