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Animal welfare label: Example of a German initiative

Katharina Kluge, Federal Ministry of Food and Agriculture,
Germany

Balancing animal welfare and economic interests

- In many countries, including Germany, animal welfare has become an issue of growing importance
- In Germany, animal welfare is enshrined in the Constitution, i.e. the state is bound to protect animals

Balancing animal welfare and economic interests

- Germany has a strong, export-led livestock production sector, competing with the European single market and the global market
- Legislative measures on improving animal welfare would weaken competitiveness and fuel the moving abroad of production

EINE FRAGE DER HALTUNG

Neue Wege für mehr **Tierwohl**

„Minding Animals –
New ways to improve AW“



Leading principles of the initiative

- Voluntary commitment
- Development of solutions by way of dialogue with agricultural organizations and NGOs
- Mix of instruments with precedence of non-legislative measures, for example:
 - ✓ Voluntary agreements
 - ✓ AW research, transfer of results in animal husbandry practice
 - ✓ Animal welfare label

Animal welfare label

Animal welfare label: Why?

- A state animal welfare label aims at living up to consumer expectations without compromising the competitiveness of the agricultural sector
- Win-win-win-situation:
 - ✓ Supporting farmers in seizing available market potential
 - ✓ Proposition to the consumer interested in animal welfare
 - ✓ Improving animal welfare of livestock

Animal welfare label: What we're planning

- State label (national legal framework)
- Beginning with pigs and fattening poultry
- Voluntary participation at all levels
(farmer, transport, slaughtering, retail)
- Participation open to other Member States and
third countries
- Identity, traceability
- Independent monitoring of criteria compliance

Animal welfare label: Criteria for pigs

- Entry level, premium level
- Going beyond the legal minimum requirements
- Covering the entire cycle from birth to slaughtering
- Related to criteria on animals, management and resources

Animal welfare label: Criteria for pigs

- More space
- Constant access to coarse feed
- Ban on piglet castration without anesthesia
- Longer lactation period
- Reduction of fixation of sows
- Reduction of transport duration
- Regular training in animal welfare

Animal welfare label: Timeline

- Preparation of legislation by end of 2017 (notification, among others)
- Conclusion of legislation by mid-2018
- From mid-2018 onwards conversion of holdings, production compliant with label requirements, start marketing of label products