

# Dialogue between Citizens and Experts Regarding Farm Animal Welfare Citizen Juries in the UK, Norway and Italy

edited by  
Mara Miele  
Adrian Evans  
Marc Higgin





Dialogue between Citizens and Experts  
Regarding Farm Animal Welfare  
Citizen Juries in the UK, Norway and Italy

edited by

Mara Miele, Adrian Evans and Marc Higgin



Welfare Quality Reports  
Edited by Mara Miele and Joek Roex

School of City and Regional Planning  
Cardiff University  
Glamorgan Building  
King Edward VII Avenue  
Cardiff  
CF10 3WA  
Wales  
UK  
Tel.: +44(0)2920874462; fax: +44(0)2920874845;  
e-mail: LeoR@cardiff.ac.uk

May 2010

The present study is part of the Welfare Quality® research project which has been co-financed by the European Commission, within the 6th Framework Programme, contract No. FOOD-CT-2004-506508. The text represents the authors' views and does not necessarily represent a position of the Commission who will not be liable for the use made of such information.

© Copyright is held by the editors and the individual contributors 2010.

ISBN 978-1-908442-00-0  
ISSN 1749-5164

# CONTENTS

---

	<i>Preface</i>	<i>iii</i>
PART I	United Kingdom	1
1	Introduction to Part I	3
2	Methodology	5
3	Results from CJ Session 1: Introduction to Farm Animal Welfare	9
4	Results from CJ Session 2: Welfare Science and Welfare Assessment	19
5	Results from CJ Session 3: The Welfare Quality® Monitoring Scheme	27
6	Results from CJ Session 4: Scoring Welfare – The Ethics of Calibration and Combination	35
7	Results from CJ Session 5: The Implementation of the Welfare Quality® Scheme	49
8	Conclusions to Part I	55
PART II	Norway	59
9	Introduction to Part II	61
10	Methodology	67
11	Key Results from Jury Session 1	75
12	Key Results from Jury Session 2	87
13	Key Results from Jury Session 3	97
14	Key Results from Jury Session 4	105
15	Exploring Jurors’ Knowledge about Farm Animal Welfare	115
16	Mapping Changes in Jurors’ Understandings of Farm Animal Welfare	119
17	From Ideology to Practice	123
18	Reflecting on the Methodology for the Citizen Juries	125
19	Conclusions to Part II	127
PART III	Italy	133
20	Introduction to Part III	135
21	Regulation and the Italian Context	137
22	Methodology	141
23	Key Results from Jury Session 1	147
24	Key Results from Jury Session 2	153
25	Key Results from Jury Session 3	157
26	Key Results from Jury Session 4	161
27	General Learnings from the Italian Citizen Jury	165

*ii / Table of Contents*

28	Comparative Summary	167
	Appendix	171
	Bibliography	191

# PREFACE

---

In this comparative report, we present the results of three citizen juries carried out in the UK, Norway and Italy. Citizen juries form part of a relatively new set of methodologies that were developed to engage citizens in complex technical, ethical and political decision-making processes that were previously the sole domain of experts. In current times, where technological innovations are creating new uncertainties and giving rise to new ethical challenges, citizen juries (in conjunction with a range of other methods of public consultation) have been viewed as one way to ‘open up’ technical and scientific issues to wider public scrutiny and hence as a tool to ‘democratize democracy’. Citizen juries enable ordinary citizens to scrutinize and contribute to complex (and often technical) issues and debates. This is achieved by developing a sustained dialogue between citizens and experts. Citizen juries often take place at regular intervals over the course of several weeks or months and they often incorporate a range of different forms of citizen–expert interaction, including expert presentations, question and answer sessions, group exercises, homework sessions etc.

Over the course of the jury sessions the aim is to ensure that the citizens are sufficiently able to engage with some of the technical issues being discussed but are still able to offer an alternative (perhaps broader or perhaps differently ‘situated’) approach to the issue at hand than that followed by scientific experts.

The aim of the Welfare Quality® citizen juries was to assess citizens’ responses to, and acceptance of, the Welfare Quality® assessment protocols. More specifically, we wanted to examine whether the types of animal welfare information that were being collected and assessed by Welfare Quality® animal scientists addressed the animal welfare concerns of ordinary citizens and we wanted to provide feedback on the most crucial aspects of the protocols to the scientists who were finalizing them. We organized three juries, one in the UK, one in Italy and one in Norway. These countries were chosen because they reflect three distinct systems of governance of animal welfare: a market-oriented system in UK, a system centred on public regulation with a large role for the state in Norway, and a ‘terroir model’ oriented towards quality regulation in Italy. Each jury contained 10–12 citizens, all of whom were expected to participate in every jury session. After consultation within the Welfare Quality® project we developed a list of recruitment criteria for jury members. We decided that each jury should contain: two vegetarians, two consumers on a budget, one health-conscious consumer, one environmentally aware consumer, one halal or kosher eater, one rural woman, one parent with young children and four ‘mainstream’ consumers. This was primarily to ensure that a variety of different viewpoints would be expressed during the discussions. All jury members were drawn from the lay public (ie they did not include farmers, animal scientists, vets, animal welfare NGOs). The juries met on a weekly basis (there were four sessions in Norway and Italy and five in the UK). Each

session lasted 2 hours in the UK and Norway, and 3 hours in Italy. Between meetings the jurors had the opportunity to discuss the content of the juries (e.g. the topics presented by experts) with their friends and family. This in turn enabled them to arrive at the next session with more questions and, possibly, with different, more considered, opinions.

Several experts also participated in the jury sessions, these included Welfare Quality® animal and social scientists, NGO members, representatives from certifying bodies and farmers. Whilst the role of the experts differed from session to session, they were often called upon to give short presentations (which were always followed by discussions between jurors and experts), to answer specific questions and to take part in group exercises. All discussions and interactions were led by jurors rather than experts.

The jury sessions were devised to enable participants to build up crucial background information about the nature of modern European farming and current farm animal welfare issues, before addressing more specific concerns. Throughout the sessions we maintained a board where Post-it notes could be placed, this acted as a tool for eliciting jurors' ideas and for monitoring any changes in their opinions over the course of the juries, for example in response to expert presentations, discussions or group exercises.

The methods for the three juries was developed by Mara Miele, Adrian Evans and Marc Higgin. The juries were held in Cardiff, the UK, in November 2008, in Oslo, Norway, in October 2008, and in Pisa, Italy, in April 2009.

The presentation to the public of the WQ draft protocol was coordinated by Isabelle Viessier (INRA, France), with Andy Butterworth (Bristol University, UK) in the UK, and with Giuseppe De Rosa in Italy, and Björn Forkham in Norway.

### *Overview of the Jury Sessions*

Session 1 started with a Post-it note exercise exploring participants' understandings of what might constitute a good life for farm animals. Then three experts presented three alternative ethical positions concerning human-animal relations: an animal rights perspective was introduced by a member of an NGO advocating veganism; an animal welfare perspective was presented by a member of an animal welfare NGO; and finally a more 'instrumental' view of human/non-human animal relationships (which broadly reflects the current status quo, in which animals are used for the production of food and other products and in which animal welfare is primarily seen in terms of its relationship to productivity and governed by minimum permissible standards) was presented by a social scientist. After the presentations, jury members were able to question the experts and the presentations were discussed. Finally, a representative from a farming organization gave a presentation about 'the nature of farming today' in each study country. This presentation included some national data about the number of animals in different production systems (eg how many chickens, pigs and cattle are reared in intensive systems and how many are reared in free-range or organic systems) and outlined the main welfare risks and problems associated with different farming systems, as well as the most likely causes of these problems.

Session 2 introduced animal welfare science, its scope and evolution. The experts included: a university lecturer who gave an historical account of the evolution of animal welfare science; a member of an organic certifying body who explained the principles of organic certification; and an animal scientist from Welfare Quality® who introduced the jury to the Welfare Quality® assessment scheme. This was followed by a discussion and an evaluation exercise, in which jurors compared the approaches to animal welfare adopted by the organic and Welfare Quality® schemes. The jurors were invited to define the criteria by which they would evaluate and compare the two schemes and then they were asked to use their criteria to carry out the comparison.

Session 3 was dedicated to illustrating and discussing the measures used by Welfare Quality® scientists to assess animal welfare. First, we elicited jurors' spontaneous responses to the four animal welfare principles developed by the Welfare Quality® project. This was achieved by writing the headings 'good feeding', 'good housing', 'good health' and 'appropriate behaviour' on the white board and asking the jurors what these headings meant to them, what welfare issues they might cover and how one might go about measuring these issues. Then a Welfare Quality® animal scientist outlined how these four principles were defined within the project and illustrated the types of measures that were used to assess animal welfare within each of the four categories. This was followed by a discussion of the merits and limitations of the Welfare Quality® approach, much of which focused on the pros and cons of adopting an 'output-based approach' that relies prevalently on observations of animals.

Session 4 focused on the scoring of farms and slaughterplants. The session presented two ethical dilemmas within the scoring system, namely; the 'ethics of calibration' (how we go from raw data to a meaningful welfare score) and 'the ethics of combination' (how it is possible to combine scores for different welfare criteria). Each dilemma was introduced by a social scientist from Welfare Quality®, then exercises were undertaken in which jurors evaluated and discussed different ways of resolving that dilemma and, finally, the way Welfare Quality® dealt with the dilemma was presented and discussed. For the first exercise, the jury had to discuss how to set the threshold between acceptable/unacceptable levels of welfare, using the example of one measure, the incidence of lameness in the 90 dairy cattle farms examined in an earlier phase of the project. The jury was asked to discuss the merits of two means of setting the threshold: a. expert opinion of what is good vs bad, and b. 'benchmarking' to the actual incidence of lameness. For the second exercise, the jury was given a table of criteria scores and asked to propose a method for combining these scores. The jurors were then invited to discuss the rules of combination that they used to generate their results (e.g. did they simply take an average score, did they go with the lowest score, or did they choose a more complex way of combining welfare scores).

The implementation of the Welfare Quality® scheme was discussed at the end of Session 4 in Norway and Italy and in a separate fifth session in the UK.

Mara Miele  
Adrian Evans  
Marc Higgin



# Part I

## United Kingdom

by

Adrian Evans, Marc Higgin and Mara Miele

Cardiff University, United Kingdom



# INTRODUCTION TO PART I

---

The main objective of subtask 4.4.1.1 is to assess citizen/consumer responses to and acceptance of the Welfare Quality® assessment and monitoring scheme, its scoring system and potential implementation within the market. This forms part of Welfare Quality's ongoing dialogue with key stakeholders, which of course includes consumers. This dialogue has as its aim to ensure the acceptance and thus eventual usefulness of the WQ scheme as a means to assess and communicate standards of farm animal welfare.

Research has already been undertaken in subproject 1 (work package 1) to assess consumers' views and concerns about farm animal welfare. This consisted of a representative telephone survey of consumers' views and some in-depth focus group research into consumers' perceptions of and concerns about farm animal welfare. Whilst this research was very informative, it could not be used to gain an in-depth impression of consumers' reaction to and acceptance of the Welfare Quality assessment scheme, this is primary because: a. at the time this research was carried out the Welfare Quality monitoring scheme was still evolving; b. in order to properly explain the scheme to people who are unfamiliar with it and to receive valid feedback, it is necessary to foster a sustained two-way interaction between participants and experts over several sessions. Therefore, one of the primary objectives of the citizen juries was to fill this gap in our understanding and through sustained dialogue with consumers/citizens to provide useful feedback concerning how the monitoring scheme might be best implemented and whether the monitoring scheme matches societal expectations about what good farm animal welfare should involve.

To date, Welfare Quality has been very innovative in its approach to science–society dialogue. In fulfilling its obligation to foster a broader science–society dialogue around issues of farm animal welfare, the Welfare Quality project has engaged in a range of different dissemination activities (including fact sheets, educational web sites, stakeholder conferences, report series, etc.). However, the project has gone far beyond this simplistic deficit model of science–society dialogue (in which information only flows in one direction from science to society) and has attempted to listen to and learn from the public's understanding of this issue. The citizen juries represent a continuation of this process and provide us with our best opportunity to date to really gauge (and respond to) broader societal reactions to the Welfare Quality monitoring scheme.

As we reach the final stages of the project, in which Welfare Quality® has developed a working assessment and scoring scheme, it is vital that we understand how citizens/consumers' perceive the scheme, how it corresponds to their ideas of what

constitutes good welfare for farm animals and whether they see the scheme as a useful means of monitoring and communicating standards of welfare.

# METHODOLOGY

---

## 2.1 THE RATIONALE FOR UNDERTAKING CITIZEN JURIES

---

Citizen juries form part of a relatively new set of methodologies developed to engage citizens in complex technical and ethical decision making processes. For example, in the UK they have been used in fields as diverse as nanotechnology, biogenetics, water management and drug policy. Citizens' juries are a distinctive methodology, which differ from other qualitative methods such as focus groups or expert workshops.

- a. They contain a mixture of citizens and experts who have different and clearly defined roles. However, unlike many citizen–expert interactions the WQ citizen juries were, to a large extent, citizen-led and the experts were called upon to give short presentations and to answer specific questions. The experts were required to contribute to, rather than to lead the discussions.
- b. The juries involved a longitudinal element – this enabled us to gain far deeper insights into citizens' concerns and to examine how citizens' views changed over time and how they responded to new information.
- c. Many of the specific 'scenario' based tasks within the juries were set up in such a way to enable us to monitor practices of deliberation and evaluation rather than the actual outcomes of these deliberations (i.e. we were more interested in the actual dynamic processes of jury deliberation and the strategies that jury members used to evaluate new information, rather than any static 'judgements' that might emerge).

---

## 2.2. THE NATURE OF THE WQ CITIZEN JURY

---

Jury members were drawn from the lay public (i.e. they did not include farmers, animal scientists, vets, animal welfare NGOs, etc., as these bodies were represented in the expert panel). The UK jury consisted of 13 jurors. Members were selected to be broadly representative of a range of different societal views regarding farm animal welfare.

We tried to recruit a mix of well-informed consumers (not expert but able to engage with difficult topics and pick up information quickly and make useful and poignant contributions to the discussion) and mainstream consumers (i.e. not educational elites – indeed people whose contribution to the discussion sessions will be all the more valuable precisely because of this fact).

In the UK Jury, members consisted of:

- 2 Vegetarians
- 2 Consumers on a budget
- 1 Health-conscious consumer
- 1 Environmentally aware consumers
- 1 Halal or kosher eater
- 1 Rural women
- 1 Parent with young children
- 4 Mainstream consumers

Prior to the jury we also collected information on household income, education, gender and age, so that we could ensure a relatively even spread of these variables across the group.

---

## 2.3 THE NATURE OF THE EXPERT PANEL

---

Over the course of the five jury sessions we heard from a range of different experts, including; WQ scientists, WQ social scientists, NGO members and farmers. The experts helped to prepare presentations, provided support materials and contributed to general discussion and debate. A list of the sessions and experts presentations is listed below.

### *Session 1: Introduction to farm animal welfare*

- a. Outline of an animal welfare approach (Expert 1, Compassion in World Farming)
- b. Outline of an animal rights approach (Expert 2, Vegatopia)
- c. The nature of farming today in the UK (Expert 3, Farm Animal Initiative)

### *Session 2: Welfare science*

- a. Scientific approaches to understanding farm animal welfare (Expert 4, animal welfare scientist from Bristol University)
- b. Organic agriculture and animal welfare (Expert 5, Soil Association)
- c. The Welfare Quality® approach to farm animal welfare (Expert 6, Welfare Quality® animal scientist)

### *Session 3: The WQ monitoring scheme in depth*

- a. Measuring animal welfare with the WQ tool – fattening pigs (Expert 7, Welfare Quality® animal scientist)

*Session 4: Scoring welfare: The ethics of calibration and combination*

- a. The Welfare Quality® approach to developing animal welfare scores (Expert 8, Welfare Quality® animal scientist)

---

## 2.4 OVERALL STRUCTURE OF THE JURY SESSIONS

---

The overall structure of the jury sessions was devised to enable participants to build up vital background information before addressing more specific issues. It also enabled us to equip lay people with a better understanding of the broader ethical frameworks/matrices within which scientific approaches to animal welfare are located. The broad structure of the jury was organised as follows:

1. Consideration of the ethical issues surrounding our relationships with animals, in particular, those raised for our consumption. Discussion of relevant ethical dimensions with which we can evaluate different positions in regard to our treatment of animals.
2. Animal welfare in practice; evaluation of the design of a scientific monitoring scheme (WQ) that defines and measures levels of animal welfare,
3. Evaluation of different models of implementing this scheme.

---

## 2.5 ORGANIZATIONAL MATTERS

---

- Participants were reimbursed for their time.
- Juries in the UK took place in November and December 2008.
- In the UK, juries were held over five sessions over five weeks. Each session lasted between 2 and 3 hours.
- The meetings were audio-registered and transcribed.
- The same protocol was followed in all three study countries (UK, Norway and Italy) and the input by experts followed the same guidelines. The protocol was translated into the appropriate languages and presented by different national experts, all working in Welfare Quality®.



## RESULTS FROM CJ SESSION 1: INTRODUCTION TO FARM ANIMAL WELFARE

The first citizen jury session was designed to provide jurors with an introduction about some of the boarder ethical issues surrounding farm animal welfare. It also enabled us to gauge participants' spontaneous farm animal welfare concerns, which we continued to monitor throughout the course of the sessions (in part through the use of a constantly evolving Post-it note wall) in order to chart their development. The session consisted of four major parts.

1. Welcome and introduction to the juries.
2. Facilitated post-it note exercise exploring participants' understandings of what might constitute a 'good life' for farm animals.
3. Exploring the ethical framing of human–animal relations: presentations by three experts (NGO representatives and social scientists) of three ethical perspectives: a. instrumental, b. animal welfare and c. animal rights. Followed by open discussion between experts and jury.
4. 'The nature of farming today': expert presentation of the key characteristics of farming in the UK. Short summary of EU and national legislation and role of market-based quality assurance schemes. Overview of the major production systems of three species of livestock (chicken, cattle and pigs). Followed by open discussion between expert and jury members.

---

### 3.1 WELCOME AND INTRODUCTION TO THE JURIES

---

The introduction to the citizen jury was a very important part of the process by which the participants began to understand what being a 'jury member' involved; what the aims of the citizen jury exercise were, what we expected from them as 'jury members' and what they could expect from us, as well as what format the five sessions would take. In particular, we took plenty of time to explain what we expected from participants in their role as jury members and what, in turn they could expect from us in our role as facilitators.

*What we expect from participants in their role as jury members*

- As a group we want you to discuss and debate issues around farm animal welfare.
- As a group we want you to evaluate, discuss and respond to various expert presentations on farm animal welfare.
- Finally, we will be getting you, again as a group, to do some tasks and exercises.
- Throughout the sessions, we want you as a jury to take the lead. This is a really important part of the process: we want you to decide on the aspects of an issue that you find to be the most important and to tell us what areas you want more information about. We do not want you to act as passive recipients of information; instead we would like you to take an active role in the debate (asking questions, challenging views etc.).
- In order to help with this you will be asked to nominate a spokesperson/leader from the group. This will rotate for different tasks.
- After every presentation you will have time alone as a group (experts and facilitators will leave the room with the exception of the person writing transcription notes) for discussion and reflection.
- As may be obvious from the above, we would like you to work as a group, as a jury. For this to work, it is important that we are respectful of each others' opinions and let everyone contribute.
- However, although you will be working together as a jury we are not necessarily after consensus, we are interested in all your different opinions and arguments.
- One of the key aspects of this research involves looking at how juror's opinions change over time, as such it is important that you attend all five sessions.

We emphasized the active role we wanted participants to take, both individually and collectively as a jury, with regard to asking questions/requesting more information from the experts, informing us (as facilitators) of areas of concern/interest that they wanted more information on. It was also emphasised that unlike legal juries, the citizen jury did not have to reach a consensus; we were interested their divergent opinions and arguments.

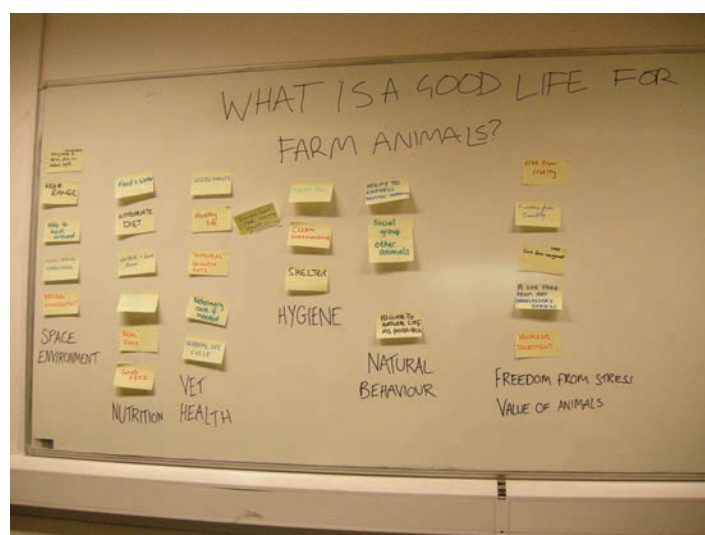
*What participants can expect from the facilitators*

- We will be on hand to answer any questions/concerns you have.
- We will try and foster a fun, open-minded, comfortable and flexible forum for discussion.
- We will also try and respond to any requests for additional information or time from the jury.
- Each section of the sessions will be explained carefully and if anyone has any questions or concerns, the facilitators will be on hand.
- The role of the experts is to provide clear, credible information. The experts will be on hand to answer questions; however, they will not be leading the discussions.
- In accordance with the data protection act all data will be anonymized and stored securely.
- We will provide you with a summary of the report when it is completed.

### 3.2 'POST-IT NOTE' EXERCISE EXPLORING PARTICIPANTS' UNDERSTANDINGS OF WHAT MIGHT CONSTITUTE A GOOD LIFE FOR FARM ANIMALS

Jury members were asked to write down their ideas about what might constitute a good life for farm animals on Post-it notes and post them on a large white board, keeping similar ideas close to each other. Jury members engaged with this exercise enthusiastically, writing a wide range of ideas on the Post-it notes. The jury were then asked to elect a jury leader, who would then lead a group discussion around how to organize the Post-it notes into different themes.

Jury understandings of what might constitute a 'good life' for farm animals were diverse, however they grouped them under six broad headings: space/environment, nutrition/diet, health, hygiene, natural behaviour and freedom from stress (see Figure 3.1).



#### *Space/Environment*

Environment – having plenty of space, fresh air, natural light  
Free range  
Able to move around  
Good spatial conditions  
Natural environment  
Good housing/environment

#### *Hygiene*

Clean cow  
Clean surroundings  
Shelter

#### *Nutrition*

Food and water  
Appropriate diet  
Water and good food  
Good quality feed  
'Real' food  
Good feed

#### *Natural Behaviour*

Ability to express 'normal' behaviour  
Other animals/social group  
As close to natural life as possible

#### *Vet/Health*

Good health  
Healthy life  
'Natural' growth rate  
Veterinary care if needed  
Normal life cycle  
Good food  
Good health

#### *Freedom from Stress/Value of Animals*

Free from cruelty  
Freedom from cruelty  
Care – good farm management  
A life free from any unnecessary stress  
Humane treatment

FIGURE 3.1 Participants' initial understandings of what a good life for farm animals might involve (Post-it note exercise at the start of session 1).

*Space/Environment*

These were among the first Post-it notes to go up, with nearly every jury member placing a Post-it that was grouped by the spokesperson under this heading. The distinction between the poor welfare of ‘battery’ and the good (better) welfare of free-range (egg layer) chicken farms is one of the most widespread understandings of the problem of farm animal welfare in UK. The ideas on the Post-it notes ranged from a concern about the amount of space (able to move around, good spatial conditions) to a more nuanced concern, which included the ‘quality’ of the space afforded to farm animals. As we have seen from the focus group discussions, the ‘quality’ of the space/environment tends to focus on the ‘natural’, and specific attributes such as clean air and natural light. The difficulty of what this ‘natural’ might look like was engaged with by the group.

*Moderator 1:* What is a natural environment?

*Participant 3:* Outside in the open-air.

*Moderator 1:* In the open-air?

*Participant 5:* If you thought about that animal when it was a wild type. Domestic farm animals are far from wild type now but if you think about what they were it is providing as much as possible what that environment might be, so it might be the open-air but at other times it might be the ability to get to shelter if need be.

*Participant 8:* I do not think that it is possible to provide a natural environment but animals should not be treated like boxes of merchandise. So if they have a certain minimum space requirement for them not to be abnormal then that has to be provided.

Here the difference between ‘wild type’ and ‘domestic type’ is discussed and its consequence for what constitutes normal or acceptable conditions for farm animals to live in. There was also an awareness of what was possible within the bounds of the farming system. Notions of what was ‘possible’ and ‘acceptable’ were shifting concepts, often with the same participants putting forward different versions at different times. The ‘natural’ as an analogy (or shorthand indicator for a range of complex issues) concerning welfare comes up throughout this discussion, and indeed, throughout all the sessions.

*Nutrition*

Many of the participants suggestions about what a ‘good life’ for farm animals might involve were grouped under this theme. Again they ranged from a concern about quantity (enough food and water) to the quality of the food. The link between both sufficient and appropriate feed and animal health and well-being was seen as self-evident. However, the group also reflected on the link between animal feed and animal health, and in turn the link between animal health and the quality of the food derived from that animal.

*Moderator 1:* Why is food important and what do you mean by good food?

*Participant 5:* Because you hear horror stories of pigs being fed like pigs and cows being fed cows and it may be not so directly welfare related, I don’t know, but from a consumer point of view, [as a vegetarian I don’t contribute but for someone else]

you wouldn't want to eat that type of food and it is not appropriate for a herbivore to be eating meat for example.

Later in the session, another jury member, comments on two different ways of viewing animal welfare issues (one as animal welfare in itself and one as animal welfare in relation to food consumption and human health issues).

*Participant 8:* I think there are always two levels of well... at least two levels of thinking about the different issues. 1 is about the animal itself and two is about the animal that we are eating and consuming, so there are always two levels that will generate different explanations of what is healthy.

Participant 8 argues that both quantity and quality are important to welfare of 'the animal itself', and how both of these contribute to healthy and nutritious product for the consumer. The link between a healthy animal and healthy meat was implicit in many of the jury's deliberations.

#### *Veterinary Care and Animal Health*

Good animal health was seen as a key requirement for a 'good life' for a farm animal for the jury. This was linked to good diet and access to veterinary care, if needed, to prevent or cure disease and injury. Two participants also brought the notion of 'natural growth rates' and 'normal life cycle'.

*Participant 13:* Because animals are produced like products, the life cycle has been speeded up in many instances to reach the optimum size for the farmer, which is abnormal.

*Participant 5:* And quite often parts of their body can't cope with the other parts of the body growing faster, so you hear of, I think it is, chickens where their body weight is so big their legs can't cope with it so I think that's to do with natural growth.

The quote above highlights how the jury thought about 'a good life' in terms of a binary division. On the one hand, there is a 'poor life' in which farm animals are regarded as produce, simply subjected to a productivist vision of greater efficiency, growth and so on with no consideration for their welfare. Here bad welfare and poor health are caused by both inadequate environment/management and breeding unhealthy animals. On the other hand, a 'good life' in which animal had access to as 'natural' a life as possible. Chicken farming especially was used to illustrate this binary, with caged production on one side and free range/organic on the other.

#### *Hygiene*

Clean animals and clean surroundings were taken as conducive to healthy animals. This may be due to the association of clean animals and clean environment with food safety and health. However, this theme did not raise a lot of discussion.

*Natural Behaviour*

The ability to express ‘normal’ behaviour was taken to be a very important aspect of welfare by a number of jury members. It was framed by participant 2 as: ‘having as much freedom (as possible) to express normal behaviour’. In a sense, this opposes the desire to express (natural) behaviours against the constraints placed on this ability by the farming system, again most markedly illustrated by the battery cage. This was seen by participant 8 as an aspect of an animal’s mental health. Again ‘normal’ and ‘natural’ were used interchangeably by many of the group (and indeed the facilitators) highlighting the ‘wild type’ as a benchmark for understanding good welfare. Another important aspect of this theme was the freedom to be with other members of the same species, for animals to express their sociality. The examples of herd animals grouping together for safety and mother-infant relations were both discussed. Due to time constraints other aspects of what this sociality could mean were not explored.

*Freedom from Cruelty/Suffering*

Under this heading, participants grouped issues such as freedom from unnecessary stress and cruelty, humane treatment and good farm management. In discussion, many believed these fundamental points formed the basic minimum requirement of our obligation to ensure a good life for farm animals. While the Post-it notes focused on the negative aspects of welfare (freedom from suffering), in the discussion one participant highlighted the issue of positive welfare.

*Participant 10:* When we are thinking about freedom from cruelty for me it would be more than being free from cruelty but almost like a right to good, right to something.

This positive view of welfare fits in with the right to live as ‘natural a life as possible’ highlighted earlier; e.g. the right for chickens to fulfil their ‘chicken-ness’.

---

### 3.3 THE ETHICAL FRAMING OF HUMAN-ANIMAL RELATIONS: PRESENTATIONS OF THREE ETHICAL PERSPECTIVES – ‘INSTRUMENTAL’, ‘ANIMAL WELFARE’ AND ‘ANIMAL RIGHTS’

---

The jury were presented with three broad perspectives concerning the ethical framing of human–animal relationships. Three experts each gave a 10 minute presentation. These presentations outlined three different ethical perspectives, namely: ‘instrumental’, ‘animal rights’ and ‘animal welfare’. The presentations were immediately followed by jury discussions (in which presenters and facilitators left the room). Jurors were left to discuss what they thought about the presentations and to come up with questions to pose to the

experts. At the end of the 10 minutes, presenters and facilitators returned and the jury posed their question to the experts.

### *Jury Discussion*

The main focus and energy of the jury discussion centred around their often strong reactions to the animal rights presentation. On the whole their reaction was a negative one:

*Participant 6:* I'm not sure that's really a realistic view in society today. I mean you can't say to everyone...

*Unknown:* No it's not practical.

*Participant 5:* It is quite an idealistic viewpoint but it is almost too idealistic that it's not helpful at all to farm animals because people immediately dismiss it and go. yes that's not going to happen, whereas the other approach [the animal welfare approach] is much more helpful because it's slightly more balanced and realistic.

### BOX 3.1 Summaries of the 'instrumental', 'animal welfare' and 'animal rights' presentations.

#### *The instrumental perspective presented by Moderator 1*

- Historically the relationship between humans and other species in (western countries) has been a relationship centred on the instrumental values of animals.
- Instrumental arguments support the idea that non-human animals have a lesser moral status than human beings and their use is justified when necessary for human welfare.
- Practices like farming for food, scientific and medical research, rearing for commercial purposes (e.g. fur production) or recreational activities, like in zoos and parks, are all very important because they contribute to improve the quality of life of human beings.
- Animal suffering should be avoided and the welfare of animals in farming and in all other practices should be taken into consideration but, if there were a conflict between the welfare of human beings and the welfare of animals, the former should take priority.

#### *The animal welfare perspective presented by Expert 1 (Compassion in World Farming)*

- How is welfare defined?
- How can we understand what contributes to good welfare?
  1. Natural? Is the animal living a natural life?
  2. Physical? Is the animal in a good physical state?
  3. Mental? Is the animal in a good mental state?
- Introduction to the Five Freedoms.
- Introduction to main welfare problems in modern farming and the solutions that CIWF advocates.

#### *The animal rights perspective presented by Expert 2 (Vegatopia)*

- How is animal rights defined? Animal rights supporters say that it is morally indefensible to use nonhuman animals for human purposes irrespective of how 'humanely' we treat them.
- What is a right?
- UK law governing animal welfare, places man as owner and animal as property. Although the law gives animal protection from unnecessary cruelty and suffering, animals do not have any rights; the value of an animal is measured as a means to our ends.
- Overview of modern farming, and animal suffering evident from the animal rights perspective.
- Animal rights and animal welfare are incompatible positions. Animal welfare often makes individuals feel better about eating meat, eggs and dairy – so they continue to do so and may even increase their consumption. The only way to prevent the exploitation and suffering of other animals is to recognize that they are not our property to stop consuming them or using them in any way.

Stopping all uses of animals for food and labour seemed not only unrealistic but that it might alienate people who would otherwise be concerned with animal suffering. The jury members by and large did not agree with equating all use of animals with cruelty and suffering on the part of the animals. One of the participants, in the post-jury interview, informed us that prior to the jury she had been vegetarian with strong sympathies with veganism but that after this first session (and the animal rights presentation in particular) she had re-evaluated her position in response to what she saw as sweeping condemnation of all uses of animals.

During the question and answer session with presenters, this was further explored mainly through questions about whether it is ‘natural’ for humans to eat meat. There was an interesting discussion about the equivalence of humans and animals. Responding to placing humans and animals on the same moral plane (deserving of basic rights), a participant asked why it isn’t okay for humans to eat animals, as animals eat animals. Expert 2 replied while a lion must eat meat to survive, humans do not. The equivalence between human and animals then is based on shared sentience (and the rights associated with this) not our diet nor our moral conscience.

Other participants raised concerns about the potential health issues associated with a vegan diet.

*Participant 12:* For me I would like to ask her one specific question and that's whether you can actually survive purely on a vegan diet without taking any supplements.

I don't know, maybe you can, I am not a vegan so...

*Participant 8:* There are societies that are vegan so yes it is possible.

As mentioned above what constitutes a healthy and ‘natural’ human diet came up in the question and answer session. While the jury did not continue to question Expert 2’s assertion, the fact that many if not all of them maintained their disbelief that people would give up eating meat and other animal products highlights that in their minds a ‘normal’ diet includes meat. However, two participants voiced support for the animal rights perspective as a useful way to think through the ethical relations between humans and farm animals.

*Participant 13:* It’s logical though, isn’t it I suppose, in that if we do think of animals as being sentient beings then logically they have rights.

*Participant 2:* Yes.

*Participant 13:* So ... she has got a point ...

*Participant 8:* I think her presentation could be seen in a more practical way if one thinks of re-educating humans on how they eat so I do not think that any society would accept that if they don’t at least... young children meat or eggs or milk or whatever because that is part of how many humans are actually nutrition but I think that the only practical aspect of her presentation is really educating humans and informing human values not be too dependent on animal products.

---

### 3.4 THE NATURE OF FARMING TODAY: PRESENTATION AND DISCUSSION

---

The last part of Session 1 was designed to give the jury an insight into farming in the UK. Expert 3, from FAI Farms Ltd, gave a 20 minute presentation outlining key characteristics of livestock farming (chickens, pigs, cattle). Like the previous discussion, the jury were given 10 minutes alone in which to talk over the presentation and come up with questions for the experts, after which the expert and facilitators returned for the discussion.

#### *Jury Discussion*

The jury found the ‘nature of farming today’ presentation very useful and informative. Both during the presentation and after, many of the jury members expressed shock at some aspects of contemporary production systems, which they previously knew little about; this was not only in relation to ‘intensive’ systems but also in relation to extensive systems and organic production.

In terms of conventional systems, most of the discussion centred around space, both in terms of size and quality (barren environment, natural lighting and ventilation, access to outdoors) and the prevalence of disease and injury. In terms of ‘free range’ systems and organic there was surprise at the size of the farms especially within free range chicken. The other main concern was the still high prevalence of disease and injury.

Two jury members (participants 7 and 13) both asked for more information from Expert 3 on the effectiveness of the Quality Assurance Schemes. Expert 3 responded that while Red Tractor had wide industry coverage, organic didn’t cover more than 6% in any system. Participant 7 inquired whether farm inspections were scheduled or unannounced (and hence unprepared for), and therefore how reliable their ‘assurance’ was.

#### BOX 3.2 Summary of the ‘Nature of UK farming today’ presentation.

UK Farming Today, Expert 3 (FAI Farms Ltd)

- Timeline of key development in animal welfare regulation.
- Definition of the FAWC’s Five Freedoms.
- Outline of 2006 Animal Welfare Act and the 2007 Welfare of Farmed Animals (England) Regulations.
- Outline of key UK Quality Assurance Schemes. Basic: Red Tractor, retailer-led; and higher: Freedom Food, organic (Soil Association).
- Key characteristics of poultry, cattle and pig production systems (both ‘intensive’ and ‘extensive’).
- Constraints of farming industry for improving welfare.

---

### 3.5 SUMMARY OF RESULTS FROM CJ SESSION ONE

---

- The jury started working together as a group surprisingly quickly. There was a lot of interest and enthusiasm from the participants, which in fact only grew as the sessions progressed. Some participants of course were more vocal than others but all contributed and time set aside for the jury to work by themselves (facilitators and experts left the room) worked very well.
- In terms of the responses to the 3 expert presentations, the animal welfare perspective seemed to have the most support from jury participants and some discussion arose about the relative importance that should be given to the interests of humans and animals, with the view emerging that while it is acceptable to farm animals, certain interests of animals must be respected.
- The animal rights position evoked the greatest response from the jury – on the whole, this perspective was seen as unrealistic and to some extent extreme.
- The jury found the ‘nature of farming today’ presentation very useful and informative. Many were shocked by some aspects of contemporary production systems, which they previously knew little about; this was not only in relation to ‘intensive’ systems but also in relation to extensive systems and organic production.
- Many also expressed surprise at how infrequently farms are inspected for animal welfare conditions.
- There was an initial consensus around the ‘welfare’ perspective. However, what each participant meant by the use of terms such as ‘space’ or ‘feed’ is only just beginning to come to light and will hopefully become clearer (not to mention evolve) over the coming sessions.

## 4

# RESULTS FROM CJ SESSION 2: WELFARE SCIENCE AND WELFARE ASSESSMENT

---

During this session, we moved away from a more general discussion of farm animal ethics (and alternative ethical positions) to discuss what farm animal welfare might mean in practice and we explored how scientific and economic imperatives could shape what can be meant by farm animal ‘welfare’. However, we continued to reflect upon how practical strategies to assess, monitor and ultimately improve farm animal welfare related to broader ethical notions of ‘the good life’ for animals.

In particular, the session was designed to give jury members an introduction to farm animal welfare science, its scope and evolution and the development of ‘output’ based measures. This was followed by an exploratory comparison between the most widely known ‘animal welfare friendly’ certification and labelling scheme on the UK market today (organic production) and the Welfare Quality scheme.

---

### 4.1 SCIENTIFIC UNDERSTANDINGS OF FARM ANIMAL WELFARE

---

Jury members were given a 15 minute presentation by Expert 4, which outlined a brief history of scientific approaches to farm animal welfare.

After the presentation jury members had 10 minutes to discuss amongst themselves and to come up with questions to ask the speaker. Several issues were raised.

- a. A questioning of the win–win notion that good welfare is equivalent to good productivity. One participant observed that: the presentation mentioned that one of the reasons we should treat animals well was because it was a necessity (if we want to use them to produce products for us they must be in good health) – surely that is not always right otherwise there wouldn't be poor welfare in the first place?

Box 4.1 A summary of the expert presentation – a (brief) history of scientific approaches to farm animal welfare (Expert 4, Bristol Veterinary School).

- Context in which animal welfare science was born.
- The scientific method: the need for quantifiable, repeatable, scientifically valid measures. What does farm animal welfare mean in practice for an animal scientist (what overall factors shape scientists' views, e.g. a desire to objectively represent welfare from the animals' point of view, a pragmatic, rather than radical approach to bringing about improvements in farm animal welfare, etc.).
- How have animal scientists defined good farm animal welfare from the 1960s to present. Access to resources, health, five freedoms, affective states, behaviour.
- Different types of measures of animal welfare: health and behavioural measures; resource, animal-based and management measures; quantitative and qualitative measures; welfare on farm, at transport and during slaughter.
- Distinction between input and outcome based ways of measuring welfare.
- What scientists do not consider to be relevant to welfare (e.g. GM-free feed, life expectancy, natural sunlight, good view etc.).

*Participant 7:* With that screen they had why should we be nice to them, she said necessity, we need animals to perform functions for us most of which would be better performed by animals in good condition. If that was true, then there wouldn't be a problem but the shops are assuming that the way to get lots of milk from a cow is feeding it hormones and giving it all these additives and that must be cost-effective.

- b. Why are there so many health and disease problems on farms, is it due to poor animal welfare?
- c. How do farmers (and scientists) actually go about detecting behavioural problems on big farms with large numbers of animals?
- d. Is there a relationship between poor animal welfare and the quality of the resulting food?
- e. What is normal behaviour? How is that measured and is that the same as natural behaviour?
- f. Your last slide mentioned educating consumers and farmers. How necessary is it to educate farmers? Do you think that most of them would actually want better conditions but they don't necessarily have the resources to do it?
- g. Why can't planning have an input, e.g. in terms of demanding that ventilation and lighting for instance in farms be natural?
- h. A questioning of the farmer's motives and intentions in relation to achieving animal welfare. How much agency do farmers have in improving welfare?

*Participant 10:* But do you think like the owner of a battery farm do you think they intrinsically want like a free-range farm or an organic farm or do you think maybe it doesn't matter to some people?

*Participant 9:* They want money in their pockets.

*Participant 10:* Because otherwise lots of people wouldn't be... I don't know, why are they doing it?... The power of it, but I think for some people it is not an issue.

*Participant 6:* Saying they just want money in their pocket might not be right, because I mean they have got to spend so much more having a free-range farm, and that they were saying last week they don't... it is three times more expensive, they

don't get three times that when it's in the shop, so I am sure the farmers would all love for theirs to be free range and great welfare, they just can't because they won't get enough money for what they are delivering.

*Participant 5:* Yes, the cost of conversion say the farmer was born into the battery farm, he inherited it from his father he might want to do free range, but he couldn't afford to convert to free range.

---

#### 4.2 A COMPARISON OF THE WELFARE QUALITY MONITORING SCHEME AND AN ORGANIC MONITORING SCHEME

---

This exercise consisted of a comparison of the Welfare Quality monitoring scheme and an organic monitoring scheme. This allowed us to highlight the advantages and disadvantages of both schemes in defining animal welfare in practice. In some ways this was a false comparison, as 'organic' is mainly concerned with giving a series of recommendations about how to achieve a high standard of production, whereas the WQ monitoring scheme is a tool for measuring welfare across all systems. However, they do both represent different approaches, or at least a different balance of measures and emphasis, to animal welfare (e.g. within organic there is more emphasis on the welfare benefits of natural diets, outdoor access and the controlled use of antibiotics). Furthermore, organic production is at present the scheme/label that European consumers most identify with 'welfare friendly' meat, as such it provides a very useful comparison with Welfare Quality.

The jurors were given two 15 minute presentations. The first focused on how the issue of farm animal welfare is approached within organic certification schemes and the second focused on how animal welfare is approached within the Welfare Quality monitoring scheme. Participants were also given summary hand-outs relating to each presentation. Both presentations followed the same guidelines for content, to facilitate comparisons by the jurors.

##### Box 4.2 The content covered by both expert presentations: a. WQ, b. organic.

- |  |
|--|
| <ul style="list-style-type: none"> <li>• Introduction: history, basic principles. What does it do? Aims, purpose, goals – target market (aimed at producing a specific system or tool for assessing across systems)</li> <li>• Scope: what does the standard cover?</li> <li>• Definition of animal welfare: criteria and measures. Types – resource/input and animal/outcome; health + behaviour. Need good graphic representation of these.</li> <li>• Time and cost</li> <li>• Advantages to measuring animal welfare</li> <li>• Disadvantages to measuring animal welfare (it is really important to be as honest as possible about some of the potential shortcomings, otherwise we will not receive useful feedback e.g. How is 'normal' as opposed to 'natural' behaviour defined? What is left out or not directly included – animal feed, animal breed, antibiotic use).</li> </ul> |
|--|

After the experts had given their presentations, they were asked to leave the room and jury members were then asked to evaluate and compare the two schemes. However, rather than just saying which one they thought was better, we asked them to come up with a list of criteria with which they could compare the two schemes. Furthermore, we requested that these criteria should fall under two headings: First, in terms of how the scheme addresses/defines farm animal welfare. Second, in terms of the broader appeal of each scheme to you as citizens and consumers.

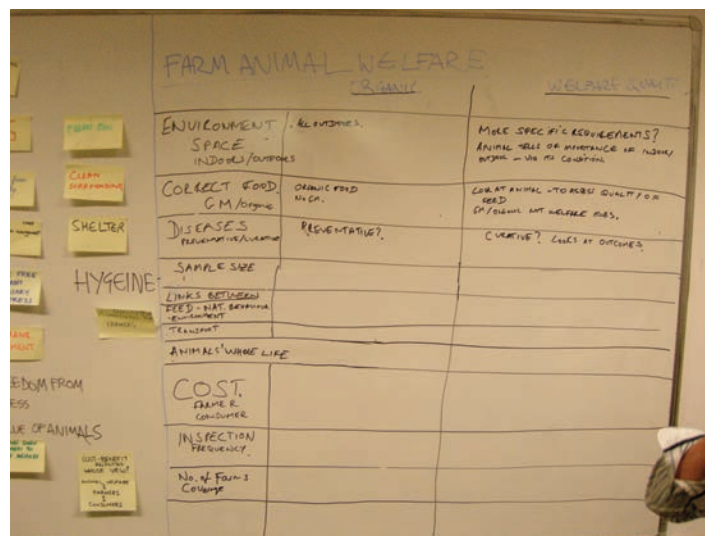
Jurors came up with several different categories to use to compare the organic and WQ schemes (see Figure 4.1). Under the heading animal welfare jurors proposed the categories.

1. Environment/space (e.g. indoors versus outdoors)

*Participant 10:* Environment.

*Moderator 3:* So what is it in particular in the environment that you think is important?

*Participant 10:* In terms of housing, if they are indoors, I guess the amount of space per animal... And I guess there is a time dimension, like the amount of time spent indoors versus outdoors.



*Animal Welfare*

1. Environment/space (e.g. indoors versus outdoors)
2. Correct feed (e.g. organic, no GM ingredients)
3. Disease (e.g. preventative or curative)
4. Links between feed, natural behaviour and environment
5. Transport
6. Is the animals' whole life covered by the scheme?
7. Sample size (percentage of animals inspected at farm)

*Broader Issues*

1. Cost to farmer
2. Cost to consumer
3. Frequency of inspections
4. Coverage – how many farms are, or could be, covered by each scheme

FIGURE 4.1 The criteria that participants developed as a means of comparing the Welfare Quality and the organic approaches to farm animal welfare.

2. Correct feed (e.g. organic, no GM ingredients).
3. Disease (e.g. preventative or curative).
4. Links between feed, natural behaviour and environment.

*Christine:* Yes, I was going to say that with organic, with the organic system if a farm is very good it is the tie between the feed, the animal and the environment which was not so clearly expressed in welfare, the welfare system.

5. Transport.
6. Is the animals' whole life covered by the scheme?

*Eleanor:* Do any of them address, because you were very much talking about on the farm do any of them address like transport or where the animals were bought from, other farms before they came to that farm? And looking at an animal's whole life rather than a farm.

7. Sample size (percentage of animals inspected at farm).

Under the heading broader issues, jurors proposed the categories:

1. Cost to farmer.
2. Cost to consumer.
3. Frequency of inspections.
4. Coverage – how many farms are, or could be, covered by each scheme.

Once the jurors had completed their list of criteria, we invited the experts back into the room and we began to discuss as a group how each scheme might perform in relation to the categories selected by the jurors. The topics discussed included how both schemes dealt with issues such as; the amount of space available, outdoor access, quality of feed and disease prevention. During discussions amongst the jurors and experts, it became clear that the WQ and organic schemes had quite different starting points. The organic standard approached the issue of animal welfare by recommending a checklist of environmental and managerial inputs (such as space, outdoor access and natural feed), whereas the WQ scheme viewed these environmental factors as risks to welfare rather than actual welfare. The WQ approach was to view animal welfare as an output, as something that was experienced by animals (e.g. health, behaviour, emotion, etc.). These differences were clearly illustrated in the following interchange regarding outdoor access and space.

*Participant 10:* And in terms of like the time ratios of being indoors versus outdoors?

*Expert 5 Soil Association:* Well it is all aimed on outdoor systems, so the basis of all the organic systems is that they should be outdoors, except in inclement weather, that sort of type so you have got your winter housing period to house all your cattle, dairy cattle are inside now because it is too wet for them to be outside. They cause damage to the land as well as also it's not that good...

*Expert 6 WQ:* We don't... we are not interested at all in how much space they have really as long as they can show that it is not harming them and that they can show

behaviours and all these other things. What wouldn't be the aim with welfare quality would be to say, yes you can have 12 square metres, but would be to say all right you'll have to fulfil the law but more than that even with that 12 square metres if you're still getting hock lesions and showing skin wounds and you are dirty because your bedding isn't able to keep clean then it doesn't tell you enough, the space allowance doesn't tell you enough.

*Moderator 1:* Amount of time outdoors or indoors?

*Expert 6 WQ:* Once again we use the animal to tell you rather than just defining 50% indoors, 50% outdoors. The aim is not to try and define things like that but to see if the animal can tell you whether it is effective or not.

*Moderator 1:* OK, so this is the basic difference between [the two schemes] one is more prescriptive on the animal should stay outdoors as much as possible and the welfare quality is proposing a different way of thinking about the environment. It is not important to look or to specify the time that the animals stay outdoors or the time that they stay indoors, it is more the consequences for the animals in terms of the experience of the animals...

However, despite, or perhaps because of, these differences both the WQ and Soil Association experts emphasized the fact that the two schemes were entirely compatible. The WQ expert stressed the fact that the WQ scheme was not aiming to replace a scheme like organic, but rather it could complement or 'sit inside' the organic scheme as a way of improving welfare outcomes. Furthermore, the organic expert saw the WQ scheme as a way of checking the welfare of organic animals (which should hopefully be high due to the checklist of resource and management measures demanded within the scheme).

*Expert 6 WQ:* I think the other thing to remember is that Ian and I are actually fundamentally saying... are on the same side in that something like welfare quality isn't trying to replace something like the Soil Association at all. In fact, the preferred way would be that the measures that will be developed would sit aside, so the Soil Association standards would look at the things like soil and the environment and all the things that it does really well, but it would also incorporate some of the animal based systems within it. So one common misconception is that welfare quality is trying to replace existing schemes; not at all. It works better if it sits inside of those.

*Expert 5 Soil Association:* That's right, and we are actually looking towards co-operating with welfare quality. I mentioned we are actually using what is called the Bristol welfare assessment protocol, which is the predecessor to welfare quality. We are trying to incorporate that into our inspection system at the moment, so besides giving those criteria about you know the amount of size of the house, the amount of space etc, we also want to be able in our inspection to measure those animals and measure sort of that they are demonstrating good welfare. So what we would expect and what we would hope is that if we apply the welfare quality assessment to an organic farm those animals, birds on that farm would score very highly on the welfare quality assessment. So it is not two different things.

This theme of the potential of combining WQ assessment with other schemes was repeated again both in relation to animal feed and animal breed.

*Expert 6 WQ:* Welfare quality looks at welfare. It doesn't look at... if an animal is well fed, i.e. it gets sufficient energy and it gets sufficient protein then the best way to look at whether that is effective or not is to look at the animal itself. Is the animal more susceptible to disease? Is it in good condition? So welfare quality of course the key element is welfare doesn't look at, say, GM but we are very happy that the Soil Association would consider that important criteria because that's related more to environmental concerns, public concerns about manipulation of food. So once again I think it works very well when the welfare bit sits inside something like Soil Association, but if you ask whether welfare quality asks about genetically modified food, it doesn't.

*Expert 6 WQ:* I mean, it might be considered a deficiency of welfare quality that it doesn't say, right you will have certain breeds because they have less disease but at the same time if you measure the amount of disease, give that information back to the farmer he can then use that to make his decisions on which are likely to be better things in terms of diseases. So I think that the two combined give us strength actually if you combine them. Welfare quality on its own doesn't give that strength but if you add it to the strength of prevention that comes from something like the Soil Association then it is strong, stronger.

---

### 4.3 SUMMARY OF RESULTS FROM CJ SESSION TWO

---

- This was one of the densest jury sessions, with a lot of information given by experts. The jury expressed difficulty fitting everything in within the time given, especially the final comparison exercise.
- Despite this, the jury using their own understandings explored in Session 1, were able to give a good range of criteria by which to judge the two schemes (see Figure 4.1).
- These criteria included: environment/space (e.g. indoors versus outdoors); correct feed (e.g. organic, no GM ingredients); disease (e.g. preventative or curative); links between feed, natural behaviour and environment; transport; is the animals' whole life covered by the scheme; sample size (percentage of animals inspected at farm); cost to farmer; cost to consumer; frequency of inspections; coverage – how many farms are, or could be, covered by each scheme.
- The absence of specific space requirements within the Welfare Quality scheme (that both an indoor and outdoor production unit could, in certain circumstances, score equally well) was at first hard to get across to participants and met with a fair amount of resistance. Access to outdoors and 'natural environment' remained an important concern for many members of the jury. Although they did appreciate that actual welfare conditions are not guaranteed by access to outdoor range, and could in some cases actually be worse.

- Another interesting area of discussion (which also arose in Session 1) related to the question of feed and diet, and in particular, access to ‘natural’ feed (no animal protein, no GMOs, etc), an area not covered by Welfare Quality. Whilst acknowledging that one can distinguish between welfare for the animal and welfare of humans eating the animals (and that this issue might fall under the latter), some participants expressed the view that it remained an important criteria.
- Generally speaking, jury members tended to have a slightly stronger affinity to the organic scheme than the WQ scheme. Indeed, it seemed to fit more strongly with their own understandings of farm animal welfare (e.g. the importance accorded to the environment and outdoor access; the importance of naturalism; the importance of good quality feed; and the importance of adopting a holistic approach, which acknowledges the deep interconnections between the environment, animal welfare and human health). Furthermore, the animal-based approach to farm animal welfare was a little unfamiliar to many of the participants and they (at least initially) struggled to view animal welfare in these terms (e.g. many found it unbelievable that an intensive indoor system could have the same level of farm animal welfare as an extensive outdoor system).

## RESULTS FROM CJ SESSION 3: THE WELFARE QUALITY<sup>®</sup> MONITORING SCHEME IN DEPTH

---

This session presented the WQ monitoring scheme in depth, outlining the way the scheme conceives of and attempts to measure different elements of farm animal welfare, at the principal, criteria and measures levels, as well as presenting what is actually done on the farm during an assessment. This session delved far more deeply into the nature of the WQ monitoring scheme and the way in which the scheme conceives of and attempts to measure different elements of farm animal welfare. For this session, we looked in some detail at the 12 criteria and how each criteria is measured. In particular, we focused on what was actually done on the farm when the animal scientist went there with all their measuring equipment and all their scientific expertise and experience. We believed that looking at what animal scientists actually do in practice would help to bring the abstract monitoring scheme to life and it would help us to explore the WQ means of assessing welfare in far more detail than before, hence we would be able to provide greater feedback to the scientists. This focus on the level of scientific practice is useful because:

- a. Previous research has highlighted consumer ‘misunderstandings’ if we focus on the broader conceptualisation of the WQ scheme without going into details (e.g. positive emotion – play. For an animal scientist this might be imagined and hence measured in a very different way from how a citizen might understand this).
- b. It enables us to look at (or at least brush the surface of) the everyday practices of WQ appraisal. Much recent theoretical work within STS and science–society dialogue focuses attention on the possibility for dialogue (or exchange of capabilities/skills) at this methodological level.
- c. It opens the black-box of scientific methodology up to critical enquiry and societal scrutiny.

The session adopted a very simple format. First, a facilitator wrote one of the four welfare quality principles on the top of a large white board (either good feeding, good housing, good health or appropriate behaviour) and asked participants:

- What does this term mean to you – what do you think might be the potential animal welfare problems/issues under this heading?
- How might one actually go about measuring these issues/problems on farms?

Participants were asked to put their ideas up on Post-it notes below the heading and general discussion was encouraged.

Second, Expert 7 (who had in-depth experience of carrying out the WQ monitoring scheme on farm) presented how this principle was defined in WQ and how it was subdivided into specific criteria. The expert then presented the measures used to assess this criteria, and how these are carried out on the farm. We encouraged the expert presenter to try their best to bring to life their on-farm experiences of using the WQ scheme (e.g. by the use of pictures, video clips and narrative story telling rather than via traditional sparse scientific narrative).

Third, participants were encouraged to reflect upon the differences between their spontaneous concerns relating to the principle described and how this was actually measured on farm within the WQ monitoring tool. Participants were also free to pose additional questions to the expert. This basic structure was then repeated to cover three principles – ‘good Feeding’, ‘good housing’ and ‘appropriate behaviour’ (good health was omitted due to time restrictions)

Finally, we allowed time for a general discussion of the WQ scheme as a whole. Participants were asked a range of questions, including:

- Now that you have seen the WQ scheme in more detail, how does it match your expectations?
- Are some measures more important than others?
- Should some measures be added?
- What do you think about the different range of methods employed?
- Should these more methodological issues be open to public scrutiny – did you feel comfortable doing the exercise – did you have the correct knowledge to complete this task or should these issues be left to the experts?

---

## 5.1 GOOD FEEDING

---

Jurors raised several issues in relation to good feeding (see Table 5.1). In addition to a host of brute indicators of the provision of sufficient food and water, jurors were also concerned about the quality of the feed and in particular, whether or not it was ‘natural’ for that particular animal.

*Participant 9:* Clean, nice and proper feed, not junk, not with what they are putting into it, the additives they put into it.

*Moderator 1:* Yes... what would be improper? Just give an example?

TABLE 5.1 Summary of participants' spontaneous understandings of what the farm animal welfare issues/problems might be in relation to 'good feeding', 'good housing' and 'appropriate behaviour' and how these issues might be measured.

Good Feeding	Good Housing	Appropriate Behaviour
<i>Issues/problems</i>	<i>Issues/problems</i>	<i>Issues/problems</i>
Availability of feed	Stocking density	Natural behaviour exhibited
Access to feed	Stocking density	Resting well
Ease of access to food	Open, plenty of room	Normal standing/sitting pattern
Timings of feeding	Enough space to move around	Playtime
Quantity (not too much or too little)	Space per animal	Physical activity
Quantity	Type of space (straw, etc.)	Space and 'furniture' available to facilitate natural behaviour
Recommended amount of feed	Availability of proper space	Abnormal behaviour absent
Right amount	Floor quality	Symptoms reflecting that the animals are insecure or fearful
Quality of feed	Natural sleeping (e.g. perching)	Symptoms reflecting that the animals feel trapped
Nutritionally complete diet	Comfortable place to sleep	Aggressivity due to competition for space or food
Nutritious value	Protection from extreme weather conditions	Is there an unusual level of aggression?
Diet balanced (e.g. organic some proteins missing)	Dry	Not over fearful of humans
Follow the animal's natural diet	Proper temperature	No bullying
Natural diet	Temperature	Not causing unnatural behaviour
Healthy natural feed	Protection from predators	Presentation of food
Inappropriate or non-natural diet (e.g. fishmeal to chickens)	Encouragement to use range, e.g. cover	Signs of restlessness/boredom /aggression
Hormones and feed additives	Exposure to the outside of outdoors	Horning
Feeding the animals to grow rather than to be healthy	Access to range	Not fighting/biting
Thirst	Indoor and outdoor	No stimulation – leading to mental issues (bar biting)
Sustainable source of feed	Natural light	Pecking
Free from GM	Light	Social/solitary status taken into account
Cost of feed increasing	Fresh air	
Expense for farmer	Ventilation indoors	
	Air, ventilation	
	Clean space	
	Clean bedding	
	Cleanliness of sheds	
	Clean	
	Properly maintained	
<i>Measures</i>	<i>Measures</i>	<i>Measures</i>
Availability/access to food: birds/animals per feeder; measure how much food is eaten.	Environment: check dirt and injuries on animal (but some debate about whether dirt is negative); check access to outdoor range.	Negative behaviours: direct observation but difficult; lack of feathers/scratching; check they have the five freedoms.
Quality: check nutritional quality of feed.	Air quality: measure air quality.	Negative emotions.
Thirst: availability of fresh water. How often feeders/drinkers are checked.		Boredom: environmental stimulus, indoor/outdoor access.

*Participant 9:* Well like I said earlier, they used to put fish in... they used to use dried fish when you eat the eggs you could taste the... that was mind blowing, but they do add stuff to it to bulk it up because like they normally use the proper feed now, but it is so expensive they might put something else with it just to bulk that up.

In the interchange above, we can see that participant 9 is concerned about improper food and especially the impact that this might have on the final taste of the product – hence we can see that animal welfare, animal feed quality and final food product quality (especially taste) are highly interlinked within his understanding of this issue.

Another important aspect of good feeding identified by the jurors related to how ‘natural’ the feed was. This seemed to centre on three specific aspects of ‘naturalness’, namely a diet equivalent to what the animals might eat in the wild, a diet that was free from artificial additives and diet that was appropriate for the species (i.e. do not feed meat to animals who are normally herbivores).

*Moderator 1:* What is natural diet? What does it mean?

*Participant 4:* What they eat in the wild.

*Moderator 1:* So food should be what they eat in the wild.

*Participant 4:* And not with any additives.

*Participant 8:* I had a similar Post-it about natural diet and I put it in quotation marks and what I meant is if the animal feeds on plants it should not be given meat for instance, I mean that's what I meant by natural diet.

### *Response to the Expert Presentation Regarding Good Feeding*

Jurors raised several important issues in relation to the expert’s presentation of how good feeding was monitored within the WQ project. These included:

- Questions about the definition of prolonged hunger. These were coupled with concerns about the effectiveness of such as measure, if it was not more sensitive to shorter periods of food deprivation. This was also tied up with the issue of the frequency and duration of inspection visits.

*Participant 11:* Is welfare monitored to the checking of the animal’s state or is there any real time checking as well like monitoring like someone stays there to monitor the practices or is it just the state of the animal on which you decide that good feed is being given and the welfare?

- Questions regarding whether WQ took note of the quality of food, or just the quantity?

*Participant 10:* I have got 2 questions. The first is on the feed, the type of feed, is that considered?

*Expert 7 WQ:* No, what the actual feed consists of is not looked at in Welfare Quality. We look, as I say, we are looking at the body condition score to check that the animal is the right weight and healthy in that respect but no, we don’t actually look at the constituents of the feed.

- Questions regarding the number of animals sampled on farm.

---

## 5.2 GOOD HOUSING

---

Jurors raised several important issues in relation to good housing (see Table 5.1). These included:

- a. Floor quality.

*Participant 10:* I guess I was thinking about pigs and trotters and like whether it was comfortable and warm the hay coverage versus concrete for comfort I would have thought.

- b. Perches for birds.

*Participant 6:* Just so that they can exhibit their natural behaviour and obviously chickens like to perch so providing somewhere for them to perch would be more preferable to them just sitting on the ground.

- c. Protection from predators.

*Moderator 2:* What did you have in mind – what type of predators and what type of protection?

*Participant 7:* I was thinking chickens and you have weasels getting in there.

- d. Natural light.

*Participant 8:* I don't think that any living creature should be... should spend its life in artificial light and you could say that you could also breed humans in artificial light, and I think it is important for the living creature's well-being. Artificial light, it could survive on it but it's not... you know if you want to think of the welfare of the animal.

### *Response to the Expert Presentation Regarding Good Housing*

In response to the expert presentation, several issues were raised in relation to potential problems with outcome based measures. For example, participant 10, questioned how the measure of thermal comfort could be reliably tested if inspectors were only going to the farm once a year.

*Participant 10:* I was just thinking about the thermal comforts and how can that be assessed with the kind of different seasons and the different temperature ranges across the year if you are going like once a year? If it is summer-time, then isn't it going to be kind of a different scenario to if it was the mid-winter?

In a very interesting and prolonged exchange participants 6 and 8 debated the issue of the lack of sensitivity and appropriateness of output based measures. Indeed in the case of lumps as an indicator of poor flooring, there was the concern that this was capturing a potentially serious problem at too late a stage. Output measures might measure actual welfare rather than risk to welfare, but in certain cases jurors felt that certain risks were more significant in themselves as dealing with them offered the chance of preventing poor welfare, rather than simply measuring poor welfare.

*Participant 8:* If I understood you correctly, the lumps are caused by inappropriate flooring, is that right?

*Expert 7:* Yes, yes, it is seen where I think the floor is causing something.

*Participant 8:* So then why do you need to rate the size of the mark if already its existence is a problem to the animal?

*Expert 7:* That's a good question. I mean, any lump will come up as a score 1 as soon as there is any swelling or lump then it scores a 1 immediately anyway so any animal that has a lump is scored in some way whether it is a 1 or a 2. You are then looking at whether it is extremely bad if you like.

*Participant 8:* But what are the implications to improving animal conditions whether it is a 1 or a 2, this is my question?

*Expert 7:* I suppose you're saying that with a 2 the problem has got very bad where there can be a real... it has a real negative effect on welfare. For example, some of those lumps can become... the surface can get knocked and so they are going to start to bleed and as soon as they start to bleed they score a 2, and that is saying, well, you know, there is a real problem and we want you to sort this.

*Participant 6:* Couldn't you just score the flooring?

*Expert 7:* We do take notice of the flooring as well, but what you must remember one of the ideas behind welfare quality is that you are looking at the animal and so is the animal OK regardless of the environment that you have got it in is the animal doing all right and that's what you are scoring.

---

### 5.3 APPROPRIATE BEHAVIOUR

---

Jurors raised several important issues in relation to appropriate behaviour, these included:

- Play.
- Physical activity.
- Space and 'furniture' available to facilitate natural behaviour.

*Moderator 3:* So on the other side what would natural behaviour be?

*Participant 12:* Good question. I think for me it is linked with the housing, so I think you need to have the ability to have natural behaviour by having the open range and that kind of thing so...

- Abnormal behaviour absent.
- Not over fearful of humans.
- No bullying.
- Not causing unnatural behaviour.
- No signs of restlessness/boredom/aggression.
- Not fighting/biting.
- No pecking.
- Social/solitary status taken into account.
- Natural social groups.

*Participant 1:* I mean, the animals they should be grouped in such a way that other animals may not bully the weaker ones.

#### *Response to the Expert Presentation Regarding Appropriate Behaviour*

Many of the responses to the expert presentation focused around the reliability of QBA (qualitative behavioural assessment) as a means of assessing animal behaviour. Some jurors even questioned the use of terms such as ‘boredom’ (rather than frustration) in relation to animals such as pigs.

*Participant 8:* I was interested in the 20 descriptions [in the QBA model] and I was wondering how objective the ones... for instance, how do you measure boredom in animals?

*Participant 8:* I was really surprised with the boredom, I understand that an animal is frustrated but what generates boredom?

*Participant 8:* I mean, I would understand why a human being would be bored with something, maybe repetition of the same thing, so what is the definition of boredom for an animal, for a pig for instance? What is boredom for a pig?

---

## 5.6 SUMMARY OF RESULTS FROM CJ SESSION 3

---

- The jury was very interested to learn more about how animal welfare is actually measured in practice.
- Jurors were able to draw on their own knowledge and what they had learnt in the previous sessions to propose a very long list of suggestions about what might be the

welfare concerns/issues, in relation to ‘good feeding’, ‘good housing’ and ‘appropriate behaviour’, see Table 5.1.

- These concerns overlapped with those monitored by the WQ project – however, there were also some important differences, especially in relation to the range of issues proposed by jurors under the heading ‘good feeding’.
- The jury expressed concern that animal based measures made the timing of the visits even more crucial than with resource based measures.
- The jury wanted to know more information about how many animals would have to be sampled and how frequently for an animal-based measurement system to provide an accurate indication of farm animal welfare.
- The jury expressed concern that many animal-based measures only picked up a welfare concern when it was fairly developed – e.g.: excessive thinness as a sign of prolonged hunger.

# 6

## RESULTS FROM CJ SESSION 4: SCORING WELFARE – THE ETHICS OF CALIBRATION AND COMBINATION

---

Animal welfare is defined at the individual animal level, whereas an overall assessment needs to be produced at the farm level. Furthermore, many different types of measure covering different aspects of welfare (health, behaviour, etc.) have to be integrated into a smaller number of criteria and principle scores and ultimately into a single score, which represents the overall animal welfare status of a given farm.

Capturing the full complexity of the welfare status of any given farm and its animals within a few key criteria and principle scores presents a number of important ethical and technical challenges. Session 4 presented the jury with two ethical dilemmas, which occur during this process:

1. The ethics of calibration/benchmarking. In short: How do we go from raw data on a given measure (e.g. 50% of animals are scored as lean) to a meaningful score (e.g. 80 out of 100 – where the 0–100 index has meaningful subdivisions and categorisations regarding acceptability and/or the need to take/not take action to improve welfare)? What is the norm? What strategies do we use to construct this?
2. The ethics of combination and compensation. The precise details of what is to be combined vary as we move from individual animal data, to farm scores on specific measures, to criteria scores, to principle scores, to finally, one score/assessment for the farm. But the ethical question remains the same: how do you aggregate scores? Can one score compensate for another?



FIGURE 6.1 Aggregation of the WQ assessment scores.

These two dilemmas were approached through two exercises. These were necessarily very simplified forms of the choices facing the Welfare Quality® scoring system; however, the core ethical questions encountered are essentially the same.

The final exercise explored the semantics of scoring at the level of the overall farm score. The participants were presented with a range of WQ data from four example farms (one high scoring, one low scoring, two middle scoring) and asked for their initial overall impressions of the level of welfare they believed had been achieved by each farm.

---

## 6.1 THE ETHICS OF CALIBRATION

---

The jury were first presented with a summary of the basic framework by which Welfare Quality® moves from raw data to ‘meaningful’ measure scores using the example of lameness in dairy cows. Two potential methods that could be used to calibrate the scale of 0–100 (0 very worst, 100 very best) were then introduced to the jury, i.e. either: a. using expert opinion to set thresholds, or b. benchmarking the raw data to existing levels of lameness of dairy farms in EU. Particular emphasis was placed on highlighting what the consequences could be in calibrating what are acceptable or unacceptable levels of welfare on any particular measure. The jury were then asked to discuss the relative merits of each method. Finally, the jury were given a short presentation (by Expert 8), which outlined the approach adopted by Welfare Quality®.

### *Jury Discussion*

Much of the first half of the discussion was taken up with the jury asking the expert questions relating to the issue of lameness in dairy cows:

- What are the causes of lameness in dairy cows?
- The attributes of modern breeds such as Holstein and their susceptibility to lameness

The jury then asked questions about the two methods Welfare Quality® used to calibrate their scale. They began with questions about the representativeness of the EU farm study, which was used to help inform expert opinion during the process of calibration:

*Participant 8:* I have a question regarding the number of farms in the four countries. Why those four countries, and then why did you decide that the 91 farms are representative of all farms in the EU?

*Expert 8:* The countries were mostly decided because of there were people in these countries that could run the survey. You need people because we did not only observation of lameness but also body condition score, behaviour, etc., so we needed

someone who was able to do all of them, so it was very dependent on the partners in the project. We didn't find many differences between countries, it's all about the same... Your other question about the 91 farms, 91 it was decided because we had two different types of housing, tied housing and loose housing and we wanted enough farms in those types. It wasn't meant to be a representative sample of European farms, it was more to check that the measures were feasible on farms in different housing systems, but the figures are... I mean, they are comparable to what has been reported in all those studies. It is not surprising to have so much lameness.

*Participant 13:* Were a variety of breeds included in the survey or was it focused on the high producing cows?

*Expert 8:* I don't know if they were all Holsteins, but probably 90% of them because it is how it is in Europe, across Europe or across the world to produce milk.

While only participants 8 and 13 asked specific questions about the representativeness of the farm study, many others expressed shock at the levels of lameness in the 91 farms studied, and that these reflect endemic levels in the EU dairy herd. The jury questioned Expert 8 about who the experts were and how they came to their decisions.

*Participant 12:* What are their [the experts'] criteria? Do they sort of cover it [the current prevalence of lameness] as this is the natural occurrence of lameness?

*Expert 8:* No, I think we didn't... we tried to let them work on their own but I think they really considered the pain, the poor welfare for the cow so for the cow themselves.

*Participant 11:* When you say they worked on their own were they living in sort of Utopian world that they were working in a closed room?

*Moderator 1:* They know the animals in production, so they are not scientists only working in labs and developing tests. These are the people who were doing the monitoring, developing the measure on farm. So they...

*Expert 8:* Or they had a good knowledge of animals on farms and they could I think they mostly arisen as the potential suffering experienced by animals and said, well this is not acceptable at all for the animals. But then you see... you must accept a certain amount of animal suffering, you have to because otherwise you just would not have any farming.

Participants 11 and 12's questions were just two of the many questions the jury posed Expert 8, relating to who the experts were, and how they came to their decisions. Expert 8 explained that each 'expert' was either a vet or an animal scientist working in the field of dairy cattle welfare, as well as being involved in developing measures for the Welfare Quality® monitoring scheme. Their expertise comes from both their scientific research and working within the dairy industry. As Expert 8 points out in the above quote, their perspective accepts a certain amount of animal suffering as unavoidable in the farming industry.

This 'realism' was reflected in the jury discussion:

*Participant 12:* From what you were saying before, lameness is obviously a big problem. If you stuck with the levels that the experts said, would it be very difficult for farms in general to actually achieve that level?

*Expert 8:* Yes, yes, that's definitely the case.

*Participant 6:* I think in terms of pros and cons it's really difficult because you have got the experts who set a level and you can't just reduce the level, because like everyone is doing it so it's right. So evidence is saying this level is right but then if that's unrealistic on farms then maybe it should have to be raised and it is difficult to try and decide.

Three of the participants had a discussion concerning the balance between the pros of setting the threshold of what is an acceptable level of welfare by expert/scientific opinion (reflecting the evidence of the impact of lameness on animals' welfare) and the cons of setting thresholds that just weren't realistic. As a compromise, they suggested an incremental scale that started off with a more lenient threshold, which got progressively harder.

*Participant 5:* It is changed to be slightly more realistic it should be perhaps a long-term aim of 50 years time to achieve...

*Participant 6:* Yes, maybe it could sort of go down, go up over the years.

*Moderator 3:* Yes, so not be a fixed for all time.

*Participant 6:* Within 10 years you want it to be at this level because then they can work slowly towards it, instead of you just saying right your cows are lame, you are rubbish.

*Participant 5:* Particularly if there are things associated with breeds or the way we artificially select it, you can't overnight select for a new breed which is high producing but doesn't get lame but perhaps I don't know there could be work on that for in so many years time.

In line with participant 5's last point, participant 9 asked if there were attempts to breed a high producing cow that was resilient in terms of lameness, to which Expert 8 answered that in the last 20 years or so there have been developments to include indicators such as fertility, calving and sensitivity to mastitis, on top of strictly 'production' indicators, though she wasn't sure if this included sensitivity to lameness. The problem of lameness and other major welfare problems associated with high-producing dairy cows is being addressed through breeding, which will hopefully pay dividends, although this process is a slow one.

On the whole, this discussion was led by three jury members (participants 5, 6 and 12), with others asking questions relating to factual information about lameness rather than the ethical dilemmas, despite attempts to enrol them into the discussion by the facilitators.

One participant made a really important observation that the ethical question of where the threshold for acceptable welfare should be set depends on the consequences of what happens if a farm is deemed unacceptable:

*Participant 5:* It's really a lot depends on what are the consequences for a farm being deemed bad. I mean, does it really matter if we deem 35% of them lame? It's an incentive for change but it doesn't mean... I don't know, does it mean that that farmer's going to go... you know, the assessment means your farm is bad, we are shutting you down and you can't trade or does it mean you have 10 years to improve so?

Where to set the threshold of acceptability is always in relation to the question of acceptable to whom and whose responsibility is it?

After this 25 minute discussion, Expert 8 presented the scoring strategy adopted by the Welfare Quality® project. In many ways, this strategy was less compromising to current levels of lameness in the dairy herd than the one put forward by the jury. The method adopted by WQ included the following steps:

1. Consult five experts regarding how to convert raw data to welfare scores.
2. Conduct a farm survey using WQ assessment measures.
3. Present survey results to experts, ask them to alter their thresholds if they thought necessary (on the whole, experts did not change their threshold settings, even making them stricter in some cases).

---

## 6.2 THE ETHICS OF COMBINATION

---

This exercise addressed one of the key ethical questions faced by the Welfare Quality® system, when moving from scores for individual measures to criteria, from criteria to principles and from principles to overall assessment. How are scores combined and what are the rules for doing this?

The move from criteria to principle level was focused on in this exercise. More precisely, combining the criteria scores for 'absence for prolonged hunger' and 'absence of prolonged thirst' to reach a score for the principle 'good feeding'? The jury was split into three groups who were asked complete the Table 6.1.

TABLE 6.1 How to calculate overall scores for the principle 'Good feeding'.

Absence of prolonged hunger	Absence of prolonged thirst	Resulting principle score?
20	80	?
40	60	?
50	50	?
60	40	?
80	20	?

At the end of 10 minutes each group was asked to report back on the principle scores they had calculated and the rules of thumb they had used to reach these scores.

### *Discussion*

We can identify two (slightly) differing rules of thumb that became apparent as the jury discussion progressed.

- Position 1: No compensation between scores.

The lowest score at the measures level was always taken through to criteria level. The rationale behind this position was well expressed by participant 12.

*Participant 12:* We just felt that if you are aggregating scores; if you always take the lowest one forward then you will always get a realistic score for the farm, whereas if you start averaging them the farm could get better and better as you go up the scale. So we just felt you couldn't hide anything in this.

The principle behind this rule received wide support from other members of the jury: that poor score on any measure should not be lost by averaging with other scores. This was especially the case for unacceptable scores:

*Participant 2:* You can never ignore a score of 20, which is what 32% of hungry cows, which is pretty much a third, you can never ignore that. That always has to fail, that has to fail a farm every time no matter what.

*Participant 5:* Yes, yes.

Throughout all the jury sessions, and in particular this one, there was continual surprise at the conditions of farm animals, and that in many cases even the basic provision of the 'Five Freedoms' was not being met. This ethical surprise and shock was the impetus behind the wide acceptance of this position.

- Position 2: Partial compensation.

If there was a score below 20 (unacceptable) no compensation was allowed, with the unacceptable score going through as the principle score. However, if the criteria scores were acceptable (i.e. above 20) then some compensation was allowed.

*Participant 5:* I guess because like with say the 40–60 farm something is acceptable so yes there is something which is also... they are both acceptable but one is less acceptable than the other, but it scores quite well on one, and I don't think that should be lost either because you could end up with like a farm is doing badly on one thing but you know most other things it is doing well.

With the important proviso that unacceptable scores were not lost, some jurors felt the scoring system should allow some compensation to give a more balanced picture of the farm. There was some debate about whether some criteria scores should be weighted more heavily than others. Some saw thirst as more serious than hunger and argued for a weighting that reflected this. Others felt that both were equally essential but that other measures such as ‘good human–animal relationships’ were perhaps less important and could be given less weight. While the jury were highly articulate and very engaged in this ethical debate, they found the exercise difficult on two important counts.

- a. A lack of information regarding what constitutes an acceptable/unacceptable score.

Some participants felt that they did not have the technical expertise to make any decisions on these really important matters.

*Participant 2:* I don’t know why the public have got any say. Really, we can’t have a say in it because we haven’t got the qualifications first of all. I think they have got to have an opinion but not a say because we don’t know. We don’t know.

However, other participants argued against this view:

*Participant 5:* I think consumers should have a say because some of the questions, some of the decisions, are quite ethical rather than scientific and consumers therefore should be involved.

While they perhaps lacked scientific/technical expertise, many of these decisions were primarily or equally ethical, an area in which the participants felt that they did have competence and something important to say. This exercise provides a model of the decisions Work Package 2 had to face when building the scoring system. These decisions are both technical and ethical, the jury would have liked more detail, more information with which to make their decisions. There is no easy dividing line between technical detail and value judgment. In effect, ethics goes all the way down. For the ethical decisions that the Welfare Quality® scoring system embodies to be held as valid, they need to be open to scrutiny. This exercise shows, that although the citizen jury was the most in depth engagement of the project with citizens/consumers, it marks only the beginning of a true science–society dialogue.

- b. How the scoring system works is dependent on what it will eventually be used for.

In other words, the consequences for a farmer getting a particular score need to be kept in mind when constructing the scoring system.

*Participant 12:* Again it depends on the consequences though, doesn’t it? We are back to what is it going to be used for? So it depends what the consequences are...

*Participant 10:* But it’s quite important [whether compensation between scores is allowed], because otherwise that unacceptability gets lost within them.

*Expert 8:* But it's something that must be discussed with the people who implement the system because we are not going to implement for research purposes. If we want to make a survey on farm then we do it but if we, as scientists, are not going to put in place any certification system so it has to be discussed with those people and negotiated.

Here we have Expert 8 trying to separate the scoring system from how it will be implemented in practice. Both participants 5 and 10 continue probing the necessary link between the two.

*Participant 10:* But then if there is an unacceptability within the overall scores then doesn't that farm get the certification, that's quite an important question, isn't it?

*Moderator 3:* Yes.

*Participant 5:* But if overall they are scored acceptable but within that there is an unacceptable aspect [i.e. compensation is allowed], then there is no incentive to improve that unacceptable aspect.

*Participant 10:* So if there was a three-month follow up where they would go back and if they pass, all measures were acceptable would that... could they then get the certification rather than it being an aggregate?

*Expert 8:* But actually when we decide on these scales we say that if it is lower than 20 there is high risk that this farm is considered unacceptable for any certification scheme by the way. We are not implementing schemes; we are proposing tools but that was how it was presented. There is a higher risk that after that.

Expert 8 ends by making explicit the importance of the link between how the Welfare Quality monitoring scheme is used and how the scoring system works. Welfare Quality is delivering a tool, which is flexible enough to be adapted to its eventual use.

---

### 6.3 JURY OPINIONS ON OVERALL ASSESSMENT OF FARMS

---

The facilitators put up posters presenting information on the welfare scores for four farms. Each of which had a different welfare profile (see Figure 6.2):

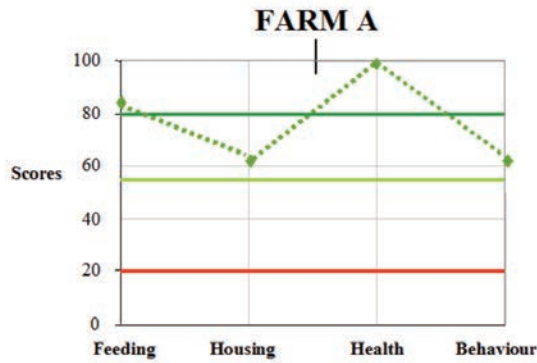
Farm A: 2 principles scoring 'excellent', 2 scoring 'enhanced'.

Farm B: 4 principles scoring within 'enhanced' range.

Farm C: 1 principle scoring 'excellent', 2 principles scoring 'enhanced' and one principle scoring 'acceptable'.

Farm D: 2 principle scores below 20, 2 principle scores over 20.

The posters contained a graph with the four principle scores and a table with a more detailed breakdown of each score. Jurors were then invited to put up post-it notes beneath



5 star  
Above average  
Excellent if realistic  
Good farm but housing needs improvement

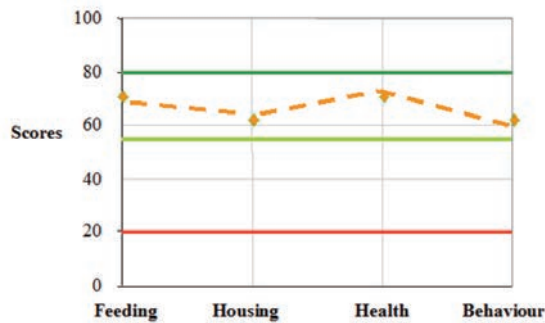
In best possible health  
Feeding and health scores may indicate well managed farms housing and behaviour may be related  
Good on feed and health but some improvement needed for behaviour and housing

Healthy, well-fed cows. But tied up for 23 hrs... welfare? Prison conditions  
Tied in winter regardless of weather=bad  
Can cows move to get comfortable when tied?  
1 hour exercise is very little

**Welfare principles**

<b>Feeding score</b> • lean cows • drinkers	<b>82</b> • 2 % • Clean; number per cow OK; 2 drinkers per group
<b>Housing score</b> • comfort around resting • ease of movements	<b>60</b> • 30% dirty on flanks (bottom) & 30% dirty on legs • cows tied in winter but able to exercise for at least 1hr a day
<b>Health score</b> • injuries • diseases • dehorning	<b>100</b> • no lame cows • 0% cows mastitis (inflammation of the udder) • none
<b>Behaviour score</b> • social behaviour (per 100 cows per 1hr) • cows fleeing from 1m or more (indicates fear of humans)	<b>60</b> • 100 head butts (aggressive behaviour) + 60 displacements (head butt makes other cow move) • 13 %

**FARM B**



4 star  
Consistent  
Better than all the others  
Above average  
Very good

**Welfare principles**

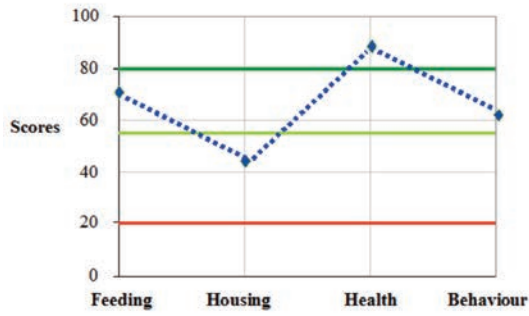
<b>Feeding score</b> • lean cows • drinkers	<b>72</b> • 5 % • clean; number per cow OK; 2 drinkers per group
<b>Housing score</b> • comfort around resting • ease of movements	<b>60</b> • 30% dirty on flanks (bottom) & 30% dirty on legs • cows tied in winter but allowed regular exercise
<b>Health score</b> • injuries • diseases • dehorning	<b>72</b> • 5% lame • 30% cows have mastitis (inflammation of the udder) • none
<b>Behaviour score</b> • social behaviour (per 100 cows per 1h) • cows fleeing from 1m or more (indicates fear of humans)	<b>60</b> • 100 head butts (aggressive behaviour) + 60 displacements (head butt makes other cow move) • 13 %

Good overall but housing needs improvement  
Health is very important here it is not that acceptable

Well fed... acceptable but % mastitis very concerning  
High levels of mastitis

FIGURE 6.2 How participants described four farms with different WQ profiles (session 4).

**FARM C**



3 star  
Average  
OK  
Some improvement needed  
Good

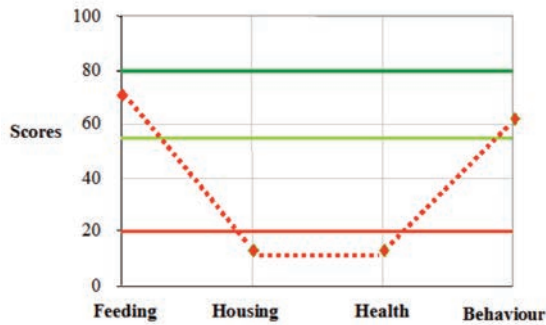
**Welfare principles**

<b>Feeding score</b> • lean cows • drinkers	<b>72</b> • 5 % • clean; number per cow OK; 2 drinkers per group
<b>Housing score</b> • comfort around resting • ease of movements	<b>44</b> • collisions with equipment during lying down less than 30% • cows tied during winter but allowed regular exercise
<b>Health score</b> • injuries • diseases • dehorning	<b>88</b> • no lame cows • 10% cows have mastitis (inflammation of the udder) • none
<b>Behaviour score</b> • social behaviour (per 100 cows per 1h) • cows fleeing from 1m (indicates fear of humans)	<b>60</b> • 100 head butts (aggressive behaviour) + 60 displacements (head butt makes other cow move) • 13 %

Good health – very little pain (most important?)  
compensatory for housing?  
Average but housing needs improvement  
Health is good, housing could be improved

Aggressive worrying. Is tied up acceptable? – I don't think so

**FARM D**



**Welfare principles**

<b>Feeding score</b> • lean cows • drinkers	<b>72</b> • 5 % • Clean; no per cow OK; 2 drinkers per group
<b>Housing score</b> • comfort around resting • ease of movements	<b>15</b> • collisions with equipment during lying down = 25% ; 15% dirty on udder & 15% dirty on legs • cows tied during winter but allowed regular exercise
<b>Health score</b> • injuries • diseases • dehorning	<b>15</b> • 40% of cows are lame • 10% of cows have mastitis (inflammation of the udder) • none
<b>Behaviour score</b> • social behaviour (per 100 cows per 1h) • cows fleeing from 1m (indicates fear of humans)	<b>60</b> • 100 head butts (aggressive behaviour) + 60 displacements (head butt makes other cow move) • 13 %

1 star  
Not good  
Unacceptable low levels  
Unacceptable (less than 20)  
Poor, not acceptable  
Not acceptable  
Should not be allowed to keep animals!

Housing and health poor

40% lame unacceptable and decrease aggressive  
Unacceptable – bad housing and lameness

FIGURE 6.2 continued.

each poster with their thoughts of the welfare standards reached by each farm and their overall impression of the farm. 15 minutes was then allowed for a discussion around the post-it notes.

Expert 8 then presented how Welfare Quality® calculates and describes the final farm scores:

- Four levels are defined: excellent, enhanced, acceptable, not classified.
- Development of rule that to score 'enhanced' or 'excellent', a farm had to have 2 out of 4 principle scores scoring in that category. To be classified as 'acceptable', it needed to 3 out of 4 principle scores.

The rest of the session was devoted to discussion.

### *Jury Discussion*

Yet again, a lot of the discussion was taken up with the jurors asking for more information and making it clear that without this information it was hard to make sense of the posters.

*Moderator 3:* How did you find the information?

*Participant 12:* I was just saying, I think it's difficult because I don't think we have enough information about whether these things are good or bad. Like say, tethering cows. We have no idea what the reality of all this is. That's the problem. [The experts] know. They in theory I suppose know what should happen. Whereas we have probably a very idealistic view of what should happen.

Here we have participant 12 reacting to information presented on the 'excellent' farm that cows are tied up in winter. Her initial reaction was shock that cows were routinely tied up. With more information from expert 8, about tethering and the importance of daily exercise, she put it into a more 'realistic' context. The danger here of course, is that 'expert' opinion can function to normalize practices, which on the surface, provoke concern.

Jury members came up with a wide range of different comments in relation to the examples of the four farms with differing welfare quality scores and profiles (Figure 6.2)

When describing the farms, jury members focused on a. their overall impression of the farm (e.g. excellent, average, unacceptable); b. differences at the level of the four principles (e.g. this one scored well for health but poorly for behaviour); c. certain bits of more specific information that surprised them (e.g. high levels of lameness, tied cattle).

There were large differences regarding how each farm was perceived by different jury members. The majority of the jury felt that Farm A scored a high level of welfare and it was described with terms such as 'excellent', 'good' and 'above average' by different jurors. However, jurors picked out certain bits of farm animal welfare information that disturbed them (in this case, in relation to cattle being tied up), information that seemed

to be inconsistent with the overall score. This led to a prolonged discussion about compensation, which related back to the previous exercise. However, in this exercise, jurors felt more able to ‘horse trade’ over the relative importance of principle and criteria scores. Perhaps reflecting, that it is at this level that the Welfare Quality scoring scheme allows for the most compensation.

One juror, participant 12, felt that that the scheme measured basic welfare, therefore terms like excellent were not appropriate.

*Moderator 3:* This is a big question and one that going back to your [the jury’s] ideas of the good life for animals, what you’ve seen as measures on the farm, how you have seen things are combined; do you think that putting ‘good welfare’ on a label is... would correspond to... would get your approval if that's the right word?

*Participant 12:* For me not necessarily, no. I don’t think... I think we said last week this system is like for me is like the base level of welfare, whereas when we had the organic system explained that is a whole other level. So if you have this in a supermarket with excellent welfare next organic how do you compare that if you don’t know what those two systems involve? It’s impossible.

### *Labelling the Final Score*

The jury came up with a number of different suggestions for labelling the final score.

- Participant 13 felt that all four principle scores should be kept, thereby expressing more information. She suggested using a pie chart split in four and using a colour code for each principle.
- Other jurors, such as participant 2, thought a star system would work well.
- Most of the jury agreed that a clear scale was necessary so that the end user would know what a particular score meant.
- Participant 5 suggested the use of a traffic light system (as in nutritional labelling) so that the end user could quickly ascertain the level of welfare reached. Most jurors were of the opinion that there was a lot of information on food packaging already, and warned of the dangers of just adding another label.
- In connection to this last point, the jury suggested a label could refer to other more detailed information, such as a website, so that interested parties could find out more, if they wished.

---

## 6.4 SUMMARY OF RESULTS FROM CJ SESSION 4

---

- The jury responded and engaged very well with this fairly complex session.

- The jury expressed the importance of using expert opinion in setting threshold levels, while acknowledging that these should be realistic and achievable.
- The jury also expressed some surprise and shock at endemic levels of lameness in dairy herds in Europe.
- The jury proposed a movable threshold that could start low and move higher as farmers improved the management of their herd.
- The ‘ethics of combination’ exercise sparked a lot of debate within the group. Many chose the rule of ‘no compensation’, i.e. always take the lowest score, as the best means of combining scores, as it was most paramount that poor scores were not lost (rather than the flipside of good scores going unrecognized).
- Jury members came up with a range of different comments in relation to the examples of four farms with differing welfare quality scores and profiles.
- When describing the farms, jury members focused on a. their overall impression of the farm (e.g. excellent, average, unacceptable); b. differences at the level of the four principles (e.g. this one scored well for health but poorly for behaviour); and c. certain bits of more specific information which surprised them (e.g. high levels of lameness, tethered cattle).
- There were large differences between how each farm was perceived by different jury members (e.g. Farm A was described as ‘excellent’, ‘good’ and ‘above average’ by different jurors).
- Even in relation to Farm A, jurors picked out certain bits of farm animal welfare information that disturbed them (in this case relating to cattle being tethered).



## RESULTS FROM CJ SESSION 5: THE IMPLEMENTATION OF THE WELFARE QUALITY<sup>®</sup> SCHEME

---

This session explored different options for implementing the WQ monitoring scheme. Participants were able to draw on their knowledge from Session 3 (the types of measures used by WQ) and Session 4 (how the measures are turned into scores and how the scores are combined) to evaluate different implementation scenarios for the WQ scheme. The jury setting (especially the longitudinal element) provided us with a unique opportunity to explore the pros and cons of different forms of implementation for the WQ scheme. For, it is only by having prior knowledge of the intricacies of the scheme that participants were able to make comments on the suitability of different implementation plans – (e.g. is a consumer label appropriate given that WQ does not directly consider certain issues that are important to consumers such as GM feed or is feedback to farmers appropriate given that WQ is capable of providing an enormous amount of info on a range of different measures). It is the fact that participants already had detailed knowledge of the scheme that generated the real value-added information from this task.

The session was divided into two parts:

- a. An exercise in which the jury were asked to evaluate alternative implementation strategies. The jury were given information and short presentations on four strategies, including: 1. feedback information system directly for farmers; 2. incorporation of scheme into current legislation; 3. retailer-led supply-chain quality assurance; and 4. stand alone consumer certification and label scheme. The jury were then asked to discuss, firstly which was the best strategy or combination of strategies for improving farm animal welfare in Europe and secondly to what extent could the Welfare Quality<sup>®</sup> scheme contribute to, or fit in with, these strategies.
- b. A final Post-it note exercise, in which the jury was asked the same question that we posed at the start of Session 1: ‘what is a good life for farm animals’. This enables us to make an interesting comparison of changes in the opinions of participants over the course of the entire jury.

---

 7.1 EVALUATING ALTERNATIVE IMPLEMENTATION STRATEGIES
 

---

The jurors were presented with four potential strategies for improving animal welfare on farms and asked to discuss and evaluate the pros and cons of each strategy and the suitability of Welfare Quality® for helping to implement these different strategies (Box 7.1). Participants were encouraged to build on what they had seen and heard before, for example regarding WQ measures, scoring and combination to discuss how the WQ scheme might best be employed.

The jurors reactions to the four implementation strategies are depicted in Table 7.1. As one can see, jurors were able to identify a range of positive and negative features of each proposal, furthermore, drawing on the knowledge that they gained over the course of the

TABLE 7.1 Participants' evaluation of the pros and cons of four potential strategies for improving farm animal welfare.

Strategy	Pros	Cons	Potential WQ Contribution
Farmer feedback	Direct, quick feedback	Too narrow – pity to limit it Optional – could be a problem How would consumer know? Have to do it once a year Cost	Yes – but when (time in year)? + frequency? Increase welfare through feedback and advice on improvements
Legislation	Coverage=everyone (but possible black market) Incremental increases in standard Power/sanction? Government led – include different organisations (distribute responsibility) Less affected by consumer purchases and hence price	Practical? Can farmer achieve it? Cost Inspection and management Exporting the problem Trade/WTO problems	Could guide legislators Would standard be diluted Complement resource based
Retailer-led scheme	Easier for consumers – trust the brand Retailers are good at marketing and good at education Avoid unnecessary transport	Small retailers excluded (cost) Exploited for profits	Retailers could co-opt WQ and decrease standard – how independent is WQ?
Consumer label	Increases consumer knowledge	Price Do you need more education before increased demand Confusion Black market if mandatory Everyone should have access to high welfare food Showing conditions could also decrease demand	
Other strategies suggested by participants: Education of consumers, education of farmers, media information – shocking the public into action			

## BOX 7.1 Four potential strategies for improving animal welfare on farms.

*1. Feedback Information Directly to the Farmer*

At present there is no model for this type of scheme. Farms are either inspected to ensure compliance with national legislation (incentive: not to break the law) or with industry standards (incentive: allows access to market or commands a higher price). Visits by vets have tended to be in response to specific animal health problems, however recently the notion of having preventative animal health plans has been proposed in the UK, this could be expanded to include animal welfare.

It is also possible that CAP subsidies could be linked with animal welfare standards on farm. At present this is not the case in the UK, but it does occur in other countries (e.g. Austria). This would provide farmers with an incentive to be monitored for animal welfare.

The Welfare Quality® monitoring scheme could be used to provide detailed feedback to farmers on a range of different animal-based measures of welfare.

*2. Legislation*

At present legislation detailing minimum animal welfare requirements are set by the EU and adopted into national legislation. Currently these standards are based on resources (e.g. the amount of space required for a chicken or the numbers of drinkers per animal).

Raising the minimum permissible standards of production would ensure improved welfare for all animals in the countries/regions that adopted the new laws. However, EU legislation has to be agreed by all countries and hence tends to be set at a fairly low level. There is also the issue of competitiveness; some argue that setting high standards for farm animal welfare in the EU would make domestic farmers less-competitive (i.e. higher production costs) than the rest of the global market. Furthermore, unless legislation is global, then one is simply exporting the problem. If attempts were made to block imports of products not reaching domestic legal standards there might be problems with the WTO.

At present the UK government does not carry out comprehensive farm inspections. Indeed, farms are only likely to be inspected once every twenty years. Inspections are undertaken by DEFRA officials, who tend to only visit those farms that are suspected of breaking the law, in particular with regard to cruelty towards animals (i.e. the most extreme cases).

As the Welfare Quality® approach is primarily animal based, using this scheme as a basis for legislation would present legislators with a series of new challenges, as well as new opportunities.

*3. Retailer-led Scheme (Corporate Social Responsibility)*

At present the majority of UK retailers (certainly the big four – Tesco, Sainsburys, Asda and Morrisons) have policies on farm animal welfare. These policies cover the acceptable standards that farms must reach if they want to sell their produce to these companies. These standards generally mean certification to industry quality assurance schemes such as ‘Little Red Tractor’. However, retailers do sometimes add their own requirements in addition to these basic standards. Waitrose and Marks and Spencers lead the market for high quality ranges that explicitly include farm animal welfare standards.

On the one hand, the motivation is to protect their ‘brand’. Stories of poor welfare relating to animals destined for supermarket own-brand products do not reflect well on the supermarket concerned. Animal welfare groups have been particularly successful in persuading supermarkets to take responsibility for farm animal welfare. Their ‘stick’ is the threat of an ‘exposé’, their ‘carrot’ is their endorsement of the supermarket. Both the RSPCA and CIWF run annual awards for supermarket initiatives aimed at improving welfare. On the other hand, supermarkets also use farm animal welfare to sell products, often ‘value added’ products, in their luxury ranges. They do this by using ‘higher’ welfare schemes and labels such as ‘Freedom Food’ to differentiate the products from other ranges and other supermarkets.

The Welfare Quality® scheme could be used by retailers to manage their supply chains and to make sure that all products meet their animal welfare requirements.

*4. Consumer Label*

At present there are a number of labels on the market in the UK that make claims about farm animal welfare. These range from voluntary labelling schemes, such as the quality assurance schemes previously mentioned (e.g. ‘Little Red Tractor’, ‘Freedom Food’, ‘Soil Association’) to regulated labelling (e.g. to use the term ‘free range’ on eggs, or to use the term ‘organic’, one must comply to set EU standards).

The Welfare Quality® scheme could be used as a tool for helping consumers to choose between products.

There are different options within this strategy:

- a. The WQ scheme for assessing animal welfare could be used within other quality assurance schemes (e.g. organic, little red tractor etc.). This could either be done on a voluntary basis or it could be mandatory to provide ‘equivalence’ across welfare claims.
- b. The WQ scheme could be used as a stand-alone animal welfare label. This could either be mandatory for all meat products across the market (this would mean that even products with low animal welfare would have to be labelled as such – including imports) or voluntary/market led. It could also either be a pass/fail label or a tiered system.

Mandatory labels might cause problems under WTO rules.

jury sessions, they were able to make interesting suggestions as to whether this particular implementation strategy would work in the specific case of the WQ assessment scheme.

In relation to using the WQ scheme to provide feedback directly to farmers, jurors felt that this was positive as farmers could be offered advice on how to improve in conjunction with their welfare scores. However, some concerns were expressed about the frequency of assessments. In relation to using the WQ scheme to inform legislation, jurors felt that this was a possibility, but they were worried that any standard might become diluted, if it was to become a binding law. In relation to using the WQ scheme as a retailer led scheme, jurors expressed some concern that retailers could co-opt WQ and decrease the standard. This in turn brought up issues concerning the independence of WQ?

---

## 7.2 POST-IT NOTE EXERCISE: CHANGES IN JURORS' FARM ANIMAL WELFARE VIEWS OVER THE COURSE OF THE JURIES

---

As a final exercise, all the Post-it notes regarding what constitutes a good life for farm animals were removed and participants were asked to repeat the very same exercise that they undertook at the beginning of the juries, namely writing down their ideas about 'what is a good life for farm animals' and sticking them up on post-it notes (see Figure 7.1).

There were some interesting similarities and differences from the first time this exercise was carried out:

- This time there were many more comments regarding basic elements of welfare, such as freedom from cruelty, fear and pain, actually implementing the five freedoms
- Issues around naturalness and feed maintained their importance
- There was a greater appreciation of the problems of modern farming – one participant even wrote 'escape' as the only option for a farm animal wanting to experience a good life. However, at the same time there was a greater appreciation of the difficulties faced by farmers, with one participant calling for a fair deal for animals, farmers and consumers.
- Despite the emphasis on output or animal based indicators of welfare throughout the jury sessions, jurors still saw welfare predominantly in resource terms (at least when they came to define it through this type of exercise).

---

## 7.3 SUMMARY OF RESULTS FROM CJ SESSION 5

---

- The jury thought that adopting a combination of different strategies was the best way of moving forward.



Having the basic necessities  
 The 5 freedoms  
 Five freedoms  
 Actually implementing the 5 freedoms

Free from cruelty  
 Free from cruelty/fear  
 Free from fear  
 Free from pain

Escape!

Plenty of space  
 Able to move around  
 Availability of shelter/housing  
 Good housing  
 Healthy environment

Availability and quality of food/water  
 Good food and plenty of water

Natural as possible  
 Natural interaction with other animals

Non-intensive farming  
 Having a normal life cycle (not over-productive and no induced growth)

The five star farm – animals can move around, good food and water, good health  
 Living on a farm, which takes account of: mental, physical and emotional well-being  
 Comforted living

Fair for animals, farmers and consumers (fair=healthy, socially equitable and just life)

FIGURE 7.1 Participants’ final understandings about what a good life for farm animals might involve.

- The jury was able to discuss a range of pros and cons for each of the four alternative implementation strategies that we proposed, see Table 7.1.
- The jurors’ responses to the question ‘what is a good life for farm animals’ showed some interesting similarities and differences from their initial answers to this question at the beginning of Session 1 (see Figure 7.1 in comparison with Figure

3.1). Whilst many of the issues raised were similar (e.g. space, food and water, naturalism) the jurors' answers seemed to reflect a more pessimistic/realistic appreciation of the current state of farm animal welfare in the UK and what might actually be achieved (thus there was a greater focus on just implementing the five freedoms so that at least a basic standard of welfare could be achieved), one juror even suggested 'escape' as the only option for a farm animal to have a good life. Despite our focus on the importance of animal-based measures and understandings of farm animal welfare throughout the jury sessions (and despite evidence in other sessions that jurors were beginning to see some of the benefits of this approach) there was no significant shift towards framing animal welfare in these terms and indeed resource-based understandings of farm animal welfare still appear to dominate jurors' final understandings of this issue. This indicates just how entrenched these ideas are and the possible challenges that face Welfare Quality scientists in trying to convince the public about the benefits of an animal-based approach to farm animal welfare.

## 8

# CONCLUSIONS TO PART I

---

### *CJ Session 1*

- In terms of the responses to the three expert presentations, the animal welfare perspective seemed to have the most support from jury participants and some discussion arose about the relative importance that should be given to the interests of humans and animals, with the view emerging that while it is acceptable to farm animals, certain interests of animals must be respected.
- The animal rights position evoked the greatest response from the jury – on the whole this perspective was seen as unrealistic and to some extent extreme.
- The jury found the ‘nature of farming today’ presentation very useful and informative. Many were shocked by some aspects of contemporary production systems, which they previously knew little about; this was not only in relation to ‘intensive’ systems but also in relation to extensive systems and organic production.

### *CJ Session 2*

- Despite initial difficulties the jury developed numerous criteria with which to compare the organic and WQ schemes. These criteria included; environment/space (e.g. indoors versus outdoors); correct feed (e.g. organic, no GM ingredients); disease (e.g. preventative or curative); links between feed, natural behaviour and environment; transport; is the animals’ whole life covered by the scheme; sample size (percentage of animals inspected at farm); cost to farmer; cost to consumer; frequency of inspections; coverage – how many farms are, or could be, covered by each scheme.
- The absence of specific space requirements within the Welfare Quality scheme (that both an indoor and outdoor production unit could, in certain circumstances score equally well) was at first hard to get across to participants and met with resistance. Access to outdoors and ‘natural environment’ remained an important concern for many members of the jury. Although they did appreciate that actual welfare conditions are not guaranteed by access to outdoor range, and could in some cases actually be worse.
- Another interesting area of discussion (which also arose in Session 1) related to the question of feed and diet, and in particular, access to ‘natural’ feed (no animal protein, no GMOs etc), an area not covered by Welfare Quality. Whilst acknowledging that one can distinguish between welfare for the animal and welfare

of humans eating the animals (and that this issue might fall under the latter), some participants expressed the view that it remained an important criteria.

- Generally speaking jury members tended to have a slightly stronger affinity to the organic scheme than the WQ scheme. Indeed, it seemed to fit more strongly with their own understandings of farm animal welfare (e.g. the importance accorded to the environment and outdoor access, the importance of naturalism, the importance of good quality feed and the importance of adopting a holistic approach, which acknowledges the deep interconnections between the environment, animal welfare and human health). Furthermore, the animal-based approach to farm animal welfare was a little unfamiliar to many of the participants and they (at least initially) struggled to view animal welfare in these terms (e.g. many found it unbelievable that an intensive indoor system could have the same level of farm animal welfare as an extensive outdoor system).

### *CJ Session 3*

- Jurors were able to draw on their own knowledge and what they had learnt in the previous sessions to propose a very long list of suggestions about what might be the welfare concerns/issues, in relation to ‘good feeding’, ‘good housing’ and ‘appropriate behaviour’, see Table 3.1. These concerns overlapped with those monitored by the WQ project – however, there were also some important differences, especially in relation to the range of issues proposed by jurors under the heading ‘good feeding’.
- The jury expressed concern that animal based measures made the timing of the visits even more crucial than with resource based measures.
- The jury wanted to know more information about how many animals would have to be sampled and how frequently for an animal-based measurement system to provide an accurate indication of farm animal welfare.
- The jury expressed concern that many animal-based measures only picked up a welfare concern when it was fairly developed – e.g. excessive thinness as a sign of prolonged hunger.

### *CJ Session 4*

- The jury expressed the importance of using expert opinion in setting threshold levels, while acknowledging that these should be realistic and achievable.
- The jury also expressed some surprise and shock at endemic levels of lameness in dairy herds in Europe.
- The jury proposed a movable threshold that could start low and move higher as farmers improved the management of their herd.
- The ‘ethics of combination’ exercise sparked a lot of debate within the group. Many chose the rule of ‘no compensation’, i.e. always take the lowest score, as the best means of combining scores, as it was most paramount that poor scores were not lost (rather than the flipside of good scores going unrecognized).

- Jury members came up with a range of different comments in relation to the examples of four farms with differing welfare quality scores and profiles. When describing the farms, jury members focused on a. their overall impression of the farm (e.g. excellent, average, unacceptable); b. differences at the level of the four principles (e.g. this one scored well for health but poorly for behaviour); and c. certain bits of more specific information which surprised them (e.g. high levels of lameness, tethered cattle).
- There were large differences between how each farm was perceived by different jury members (e.g. Farm A was described as ‘excellent’, ‘good’ and ‘above average’ by different jurors).
- Even in relation to Farm A, jurors picked out certain bits of farm animal welfare information that disturbed them (in this case relating to cattle being tethered).

### *CJ Session 5*

- The jury thought that adopting a combination of different implementation strategies was the best way of moving forward.
- The jury was able to discuss a range of pros and cons for each of the four alternative implementation strategies that we proposed, see Table 7.1.
- The jurors’ responses to the question ‘what is a good life for farm animals’ showed some interesting similarities and differences from their initial answers to this question at the beginning of Session 1 (see Figure 7.1 in comparison with Figure 3.1). Whilst many of the issues raised were similar (e.g. space, food and water, naturalism) the jurors’ answers seemed to reflect a more pessimistic/realistic appreciation of the current state of farm animal welfare in the UK and what might actually be achieved (thus there was a greater focus on just implementing the five freedoms so that at least a basic standard of welfare could be achieved), one juror even suggested ‘escape’ as the only option for a farm animal to have a good life. Despite our focus on the importance of animal-based measures and understandings of farm animal welfare throughout the jury sessions (and despite evidence in other sessions that jurors were beginning to see some of the benefits of this approach) there was no significant shift towards framing animal welfare in these terms and indeed resource-based understandings of farm animal welfare still appear to dominate jurors’ final understandings of this issue. This indicates just how entrenched these ideas are and the possible challenges that face Welfare Quality scientists in trying to convince the public about the benefits of an animal-based approach to farm animal welfare.



# Part II

## Norway

by

Siv Elin Ånestad, Unni Kjærnes and Eivind Jacobsen

National Institute of Consumer Research SIFO, Norway



## INTRODUCTION TO PART II

---

This report describes and discusses the results of Citizens Juries conducted in Norway on the issue of citizen/consumer responses to and acceptance of the Welfare Quality® assessment and monitoring scheme, its scoring system and potential implementation within the market (Work Package 4.4.1). As we reach the final stages of the project, in which Welfare Quality® has developed a working assessment and scoring scheme, it is vital that we understand how citizens/consumers' perceive the scheme, how it corresponds to their ideas of what constitutes good welfare for farm animals and whether they see the scheme as a useful means of monitoring and communicating standards of welfare. Juror's responses to the Welfare Quality scoring scheme should be understood in light of the Norwegian context of animal welfare governance.

In the following, we will therefore give an overview of the regulations and schemes that govern the way animal welfare is being practiced in the food value chain in Norway. We will also discuss consumer mobilization and the role of NGOs. The organization and power of the farmers' co-operatives are crucial for understanding how animal welfare is enacted in Norway. This is seen both in the lack of animal welfare labels, the establishment of the general quality scheme, KSL, in the Norwegian citizens' large degree of trust in Norwegian agriculture, and the weak role of the retail sector in animal welfare issues. Studies regarding consumer/citizen opinions on animal welfare in Norway reveal that although people find animal welfare to be an important issue, this has not resulted in a consumer demand for a better animal welfare. This must be seen in relation to most people's trust that Norwegian agriculture will take care of this issue, as well as the opinion that the responsibility belongs to the Norwegian government rather than the individual consumer.

---

### 9.1 ANIMAL WELFARE REGULATION

---

Norway is not a member of the European Union. However, the Norwegian legislation is to a large extent in line with European standards. There is currently a proposal for a new Norwegian Act regarding animal welfare. The proposed act will replace the current Act from 1974, and applies both to domestic and wild animals. A consultation document has been produced through cooperation between the Norwegian Ministry of Agriculture and Food and the Norwegian Ministry of Fisheries and Coastal Affairs, and builds to a large

extent on developments in the knowledge regarding animals' abilities and needs, in addition to issues identified in White Paper (nr. 12 2002–2003) concerning animal husbandry and animal welfare.

'Significant developments in the knowledge regarding animals' abilities and needs, combined with a desire from society that animals shall be treated in an ethical way, formed the background for the proposal. The recognition that animals have an intrinsic value in addition to a useable value is a significant basis for the Act, which should also be interpreted in the light of current sociological ethical standards for the keeping of animals' (<<http://www.regjeringen.no/en/dep/lmd/Subjects/Animal.html?id=1294>>).

The ministries suggest calling the new Act the 'Animal Welfare Act' instead of the 'Animal Protection Act'. This is done because the term 'animal welfare' is viewed as a much wider term which also encourages the positive goal to ensure that animals are content. Issues contained within the proposal for a new Act (<[http://www.regjeringen.no/Upload/LMD/Vedlegg/div/A\\_short\\_description\\_of\\_the\\_proposal\\_for\\_a\\_new\\_ACT.pdf](http://www.regjeringen.no/Upload/LMD/Vedlegg/div/A_short_description_of_the_proposal_for_a_new_ACT.pdf)>) are in sum:

- introduces into the Act's intention to encourage respect for animals;
- the scope is extended to include animal products;
- the Act states that animals have an intrinsic value;
- a general obligation to alert where there is reason to believe that animals are being subject to maltreatment;
- requirement for the animal keeper's competence in addition to creating the legal basis for issuing regulations that require formal competence;
- the obligation to protect domestic animals from predators;
- greater flexibility to the control authority;
- clarification of principles for testing/experimentation;
- proposition to introduce a requirement to mark animals for identification purposes;
- stricter control measures over people who seriously or on several occasions have violated the Law.

The deadline for comments on the proposed Act was Monday 18 February 2008.

### *Specific Regulations*

There was a renewed focus on animal welfare in 2002 when the government issued a White Paper regarding husbandry and animal welfare (St.meld nr. 12 2002–2003: Om dyrehold og dyrevelferd). Since the White Paper on animal welfare was issued, many of the specific regulations concerning farm animals have been revised in order to implement stricter requirements for animal welfare. The former regulation concerning the keeping of pigs and cattle (Forskrift om hold av svin og storfe) has been revised, as has the regulation concerning poultry and turkey (Forskrift om hold av høns og kalkun). In 2002, a ban on the castration of piglets from 2009 was issued. The demand for loose housed systems for sows from 2000 was also a big effort for the pig industry. In 2004, the tethering of cattle

became prohibited from the year of 2024. All cattle (except uncastrated bulls) are also assigned 8 weeks of outdoor movement from 2013. By 2012 all hen cages must be furnished with a sand bath, a perch, and a small lay box. This is in line with the EU Directive 99/74/EC that requires a similar ban on conventional cages.

The transport regulation (*Forskrift om transport av levende dyr*) has also recently been updated. Central to the paragraph is the time limit set for transportation. Today 8 hours (+ 3 hours in particular cases) is the maximum time allowed for most farm animals (including cattle, pigs), except for poultry that can be transported for 12 hours. Slaughter practices are governed by the Directive of Animal Protection in Slaughterhouses (*Forskrift om dyrevern i slakterier*). This regulation was recently updated in order to implement the EU Directive 93/119/EC, and they are now coherent. A central paragraph prohibits slaughtering and blood draining without anaesthetization. Today the Food Safety Authority administers and enforces these regulations.

---

## 9.2 NATURE OF THE MARKET

---

### *9.2.1 Producer and Animal Welfare Schemes*

In many European countries (e.g. France, England, Italy and Germany), special animal welfare schemes and food labels are common ways of organizing animal welfare-initiatives. In Norway there are few food labels that signal a product produced with high animal welfare, and there are no quality scheme set up for animal welfare only. This is partly due to the special role played by the Norwegian producers' co-operatives. Because of the corporatist nature of Norwegian agriculture, these cooperatives have since the 1950s been granted the authority of implementing the national agricultural policy. Particularly Tine (the nation-wide dairy co-operative) and Gilde (the meat co-operative) have had a big influence. According to Borge et al., (2004), the organization of the Norwegian producers into co-operatives indicates that the policies and schemes that already have been developed, have been based on a so-called gentleman's agreement or a tacit understanding that animal welfare shall be conceived of as a basic undertaking for the entire national agricultural industry.

KSL and Debio are the only programmes that regulate farmers' practice regarding animal welfare in Norway today. The KSL quality system was launched in 1993. The overall purpose of the scheme is to ensure that Norwegian food remains safe, maintains high quality and is produced according to certain standards. The number of KSL-producers amounted to 68% of Norwegian farmers in 2003/2004 (Groven et al., 2004). KSL shall in other words cover all aspects relevant to farming, and thereby be the only quality system necessary for Norwegian farmers. Taking into consideration that most Norwegian farmers participate, the Norwegian picture is a stark contrast to the multiple standards existing in

other European countries. The various KSL-requirements are directly founded on relevant official acts and regulations.

Debio is the Norwegian certification organization for organic and bio-dynamic production. The Debio-requirements emphasize the importance of favouring animals' natural behaviour and needs, as a foundation and guideline for human ecological practice. Debio is privately owned, and their official tasks are delegated from the Food Safety Authority. Debio carries out control and inspections, as they enforce and administer the Norwegian regulation concerning organic productions (Forskrift om produksjon og merking av økologiske landbruksvarer). As opposed to the KSL-standard, the Debio-standard has resulted in a special food label. The Debio-label, or the so-called Ø-label, indicates that a product is produced organically, according to the standards set by Debio. The Debio-scheme recommends that all animals should be able to stay outside whenever they please (with the exception sheep and goats in free-range-systems), and no animals are to be caged. However high animal welfare is not an explicit goal of the Debio-standard, and Debio is not marketed as an animal welfare-label.

### *9.2.2 The Retail Sector*

Animal welfare concerns appear not to be high on the agenda of the Norwegian retailers, although retailers' awareness of these kinds of questions also seems to be on the rise, as they are well informed about how their counterparts in some other European countries engage in these questions.

Norwegian grocery retailing is strongly horizontally integrated, with four groups covering 98% of the regular market (Dagligvarehandelen, 2008). These four groups are: 1. Norgesgruppen AS, which is the biggest retailer holding 39.2% of the market; 2. Coop Norge, which in principle is owned by its consumer members and holds 23.8% of the grocery market; 3. ICA Norge AS holds a share of 17.3% of the market; and last 4. Rema 1000 Norge, holding 17.3% of the market (Dagligvarehandelen, 2008). Norwegian retailer concentration is high, among the highest in Europe. This picture has been more or less stable for the last 10 years.

Whereas Norwegian grocery retailers are strongly horizontally integrated, their grip on the vertical value chain is modest. Norwegian retailers' lack of involvement in animal welfare issues may partly be explained by the weak vertical integration of the Norwegian food chain. For instance, only 53% of deliveries to the shops are made through the retailers own wholesalers (F. Andhøy AS, 2003). For animal products innovation is dominated by near-monopolies at the manufacturing level, with Nortura for meat and eggs and Tine for dairy products, respectively. These control food distribution up to the retail level.

The dominant retail format in Norway can be called soft-discount. These are shops with a restricted number of product lines and few fresh products. Marketing is predominantly focused on price, which is clearly shown in soft-discounter REMA 1000's slogan 'Only Low Prices' (Bare lave priser). Not only the Rema 1000 chain, but all four retail groups

run stores with a discount format, together accounting for a large percentage of the total grocery market. This dominance of one store format implies a low degree of consumer differentiation by the retailers. The outcome has been described as a ‘bulk regime’, where the Norwegian consumers have been presented with a narrow range of generic products, with almost no attempt of differentiation and market segmentation (Jacobsen and Stræte, 2002). Compared to continental Europe and the UK, this description is still valid, though a more active product differentiation and consumer stratification approach is now the official strategy.

This so-called bulk regime, and the weak vertical integration of the food chain, makes the lack of animal welfare-labels intelligible. The retail sector has little influence on the production of food, they are stuck with Norwegian farm produce because of the high import tariffs and the monopolistic role of the farmers’ co-operatives, and so far bulk regime indicates that the retailers’ focus first and foremost have been on prices. These conditions are not much debated and the regime has high legitimacy in the general population as well as among most political actors. The consensual policy and its implications for the food market as well as expectations among consumers form an important background for presentations and discussions in the citizens juries.

Hence we can see that there is a general lack of public debate regarding animal welfare and little public knowledge about contemporary farming practices in Norway. Even though the jurors participating in the citizens juries in Norway therefore had little concrete knowledge about the nature of farming in Norway today, they provided valuable input sharing their thoughts, ideas and expectations on what constitutes good animal welfare. They were to some degree sceptical toward present day industrialized farming practices, and offered an alternative conceptualization of animal welfare and provided poignant feedback in the discussion of the Welfare Quality monitoring scheme which follows.

---

### 9.3 OVERVIEW OF THE CONTENTS OF THE REPORT

---

In Chapter 10, we focus on the methodology used and comparability and adaptations to the UK juries. We give an overview of the structure of the jury sessions, and reflect on how the Norwegian context of lack of consumer mobilisation influenced the methodology. The last section of Chapter 10 is devoted to the recruitment process and composition of the jury.

In Chapter 11, we present the results from Session 1, which was designed to make jurors reflect on the ethical relationship between humans and animals and give them an update on the nature of farming in Norway today. Chapter 12 present the results from Session 2, which first presented animal science view on farm animal welfare and thereafter jurors were asked to do an exercise comparing the welfare quality assessment scheme and the organic scheme in relation to animal welfare. Chapter 13 present the results from Session

3, where jurors were presented with the welfare quality assessment scheme in more depth and were asked to propose measures to welfare issues such as ‘good housing’ and ‘appropriate behaviour’. Chapter 14 presents results from Session 4, where jurors were asked to evaluate the Welfare Quality scoring system and discuss different schemes for the implementation of the Welfare Quality system.

## METHODOLOGY

---

In the autumn of 2008, citizens juries meetings were held in Oslo, to provide societal feedback concerning the Welfare Quality® assessment and monitoring scheme developed in the Welfare Quality® project. In this national report, we present the findings from the citizens juries session by session, documenting the jury process and how the discussion evolved. The citizens juries were conducted at SIFOs (National Institute for Consumer Research) venues on 29 October and 4, 12 and 19 November. Specifically for Norway, citizen and farmers juries were conducted in parallel, both involving the same animal scientist as well as social scientists. This provided a very useful opportunity to analyse, discuss and contrast different approaches and responses from farmers and consumers respectively.

---

### 10.1 THE CITIZEN JURIES METHODOLOGY

---

Citizen juries are an important new tool for involving citizens in political decision-making processes that were previously the sole domain of ‘experts’. Citizen juries have been used to open debate on issues as diverse as nanotechnology, biogenetics, water management and tackling anti-social behaviour. The key advantage of citizen juries is time. Time to engage at an in-depth level with quite complicated issues that cannot be accessed through a simple questionnaire or focus group.

Here’s Gordon Brown speaking in 2007 about the role he sees citizen juries playing in advising his government on public policy:

‘I’d like to have what are called citizens’ juries, where we say to people, look, here is a problem that we are dealing with – today it’s housing, it could be drugs or youth services, it could be anti-social behaviour – here’s a problem, this is what we are thinking about it, but tell us what you think. And let’s look at some of the facts, let’s look at some of the challenges. Let’s look at some of the options that have been tried in different countries around the world, and then let’s together come to a decision about how to solve these problems. This is not sofa government, it’s listening to the people.’

With this in mind, Welfare Quality is running citizen juries in the UK, Norway and Italy as part of this wider engagement between science and society on which this project is founded. The aim of the citizens juries methodology is to enable citizens to scrutinize the Welfare Quality assessment scheme for measuring farm animal welfare. The aims of the citizens juries are threefold:

1. To let the general public in their role as citizens and consumers gauge the validity and acceptability of the Welfare Quality assessment scheme.
2. Explore whether any gaps appear between scientists' and citizens' understandings of farm animal welfare.
3. The results of these juries will be used to help to develop strategies for implementing the Welfare Quality scheme.

For more details, see the citizen jury introductory text handed out to the jurors during Session 1 (see Appendix 1).

---

## 10.2 COMPARABILITY AND ADAPTATIONS TO UK JURIES

---

Mara Miele, Adrian Evans and Marc Higgin at Cardiff University developed the methodology and the discussion guide set up for the citizens juries. The SIFO team consisted of social scientists Unni Kjærnes, Eivind Jacobsen and Siv Elin Ånestad. Associate professor Björn Forkman at the Faculty of Life Sciences at the University of Copenhagen represented the Welfare Quality animal scientists in the citizens juries in Norway.

The general approach and overall structure and process of the citizens juries in Norway and the UK are comparable, as are the aims of the research and the themes brought up in the different sessions. The same protocol was used and the input by experts followed the same guidelines. However, due to time and resource limitations, the SIFO team had to make some adaptations to the Norwegian context. First, UK juries were held over five sessions during five weeks. In Norway this was condensed into four sessions over four weeks and each session lasted a little over two hours. Second, due to time constraints, the protocol for Norway was shortened somewhat for the third and fourth session. Third, the concrete examples given by the WQ animal scientist Björn Forkman were adapted to his field of specialization. Fourth, the number of external experts in the Norwegian citizens juries was reduced because of last minute illness. The details of these adaptations will be explained more closely in the results section. Participants were reimbursed for their time. The meetings were audio-registered and transcribed.

---

### 10.3 OVERALL STRUCTURE OF THE JURY SESSIONS

---

The overall structure of the jury sessions was devised to enable participants to build up vital background information to equip lay people with a better understanding of the broader ethical frameworks/matrices within which scientific approaches to animal welfare are located, before addressing more specific issues.

The structure of the citizens jury process was as follows:

The first session was designed to provide jurors with an introduction to some of the broader ethical issues surrounding farm animal welfare. We also gauged participants' spontaneous farm animal welfare concerns (we continued to monitor how these changed as jurors' ideas developed throughout the course of the jury sessions). The jury members were also given a presentation on the nature of farming in Norway today.

The second session was designed to give the jury members an introduction to farm animal welfare science, its scope and evolution, in particular the development of 'output' based measures. This was followed by an exploratory comparison between the most widely known 'animal welfare friendly' certification and labelling scheme on the market today – organic production – with the Welfare Quality scheme.

The third session presented the WQ monitoring scheme in depth, outlining the way the scheme conceives of and attempts to measure different elements of farm animal welfare, at the principal, criteria and measures levels as well as presenting what is actually done on the farm during an assessment. Participants were encouraged to reflect upon the differences between their own spontaneous concerns relating to the principles 'good housing' and 'appropriate behaviour' and how these are actually measured on farm within the WQ monitoring tool.

The fourth session explored the 'ethics of calibration' (how we go from raw data to a meaningful welfare score) and 'the ethics of combination' (is it possible to combine scores for different measures or criteria, or principles)? The jury was presented with the challenge of how to set the threshold for what are acceptable/unacceptable levels of welfare, using the example of tail biting among piglets. Thereafter the jury was introduced to the issue of combination (how do we combine scores as we move from criteria to principles, and principles to the overall score). In the second part of the session the jury was asked to evaluate whether the WQ scheme could be used for creating a consumer certification and label scheme.

---

#### 10.4 NOTES ON CONSUMER MOBILIZATION, NGOS AND THE METHODOLOGY

---

One of the main difficulties we experienced in the project, was the issue of reproducing the discourses on animal welfare from UK to the Norwegian context. These difficulties are reflected in our application of the methodology developed by the Cardiff team. At a structural level public opinions and discussions have a different character in Norway and the UK. Public discourse in Norway has been concentrated primarily on two aspects of animal protection: 1. predators (mostly wolves that eat grazing sheep) and 2. animal tragedies (animals that are mistreated by inadequate farmers or pet owners). Ethical dilemmas concerning farm animal production are not visible in the public debate to any large degree. This entails that there are no clear 'positions' in the Norwegian public debate; an example is that the animal rights and animal welfare positions are commonly not separated. The Norwegian animal protection alliance is the most significant animal rights NGO in Norway. This is the only organization that has brought up the theme of farm production animals. However they work first and foremost towards the authorities with the aim of making amendments to laws, and not so much toward consumer mobilization.<sup>1</sup> In addition animal researchers (apart from those working directly in the field) do not commonly discuss problems connected to animal welfare in Norway. Few researchers want to discuss problems produced by the Norwegian system. A main reason for this situation can be that animal welfare in Norway is commonly compared to the animal welfare level in other countries, and then the Norwegian welfare level is seen as comparatively acceptable. In addition there is an ingrained belief in the value of small scale farming in Norway, both experts and lay people seem to join in the conviction that the welfare level of production animals in small scale farm systems is good compared to more intensive farming systems. The last years it has become increasingly popular with small scale locally produced, short travelled food products in Norway. Even though such popular labels have no animal welfare claims, consumers tend to believe that the animal welfare on such small scale farms is good.

Another main reason that animal welfare issues for production animals are not much discussed in Norway, is Norwegians' high trust in state regulation, both in relation to animal welfare and farm production. Trust in the state is so strong that such issues mostly go unproblematized. Norwegians' rather low interest in organic food may be seen in the

---

<sup>1</sup> Internationally it has been pointed out that the animal welfare organizations have been city based and, hence, traditionally more focused on pets than on farm animals (Noske and Thomas in Guzmán and Kjærnes, 1998, p. 127). This also goes for the Norwegian animal welfare organizations (SU). In Norway the first Norwegian animal protection organization was established in 1859 and was called Forening Mod Mishandling av Dyr (op.cit. 126). Today the organization is called Dyrebeskyttelsen (Norwegian Federation for Animal Protection). Other central animal protection organizations in Norway today are Dyrevernalliansen (Norwegian animal protection Alliance), and NOAH-for dyrs rettigheter (Animal Rights Organization). The public debate regarding animal welfare has mainly centered on certain animals (farmed fish, wolf and sheep, whales and seals, fur animals and chicken and hens), animal diseases and nutrition. There have also been some discussions related to transport and slaughtering.

context of consumer's trust in Norwegian conventional agriculture. The trust in Norwegian agriculture is also shown when looking at people's view on country-of-origin labelling of meat. A study conducted in 1998 showed that the majority (73%) of consumers feel that information of country-of-origin is important, the main reason for this being that they prefer to buy Norwegian meat: 'The conviction that Norwegian meat is safer and that the welfare of production of animals is better in Norway than in other countries, is the most important reason for choosing Norwegian products', concludes Ellen Bjørkum who conducted the study (1999, p. 19).

It therefore seems that Norwegian consumers or citizens in general view animal welfare as an important issue, but that there is a large scale trust in Norwegian farming practices. A quantitative study of consumer knowledge and opinions regarding animal welfare conducted by Lisbet Berg (2002b) concludes that many seem to worry about animal welfare in food production and find animal welfare more important than prices, yet this does not seem to influence their consumption of meat and fish to any great extent. Berg concludes that these results, showing the importance given to animal welfare, indicate that consumers' practice does not coincide with their evaluations and opinions. Although she finds a correlation between informants' evaluation of animal welfare and their eating practice, most informants were likely to eat any meat, even if they believed that the animal had poor living conditions. This discrepancy between opinions and actions may be explained by pointing to our different roles or identities that might come in conflict. When asked about our opinions we might answer as concerned citizens, not as consumers. This underlines the importance of seeing consumers, not as an independent group with predefined, fixed opinions, but in relation to the action of consuming. Berg's study also shows that consumers/citizens have little knowledge of animal welfare and they are often misinformed. Another finding is that consumers have not reflected on their attitudes towards animal welfare in food production. When being asked, they reflect as they speak. Answers are often ad hoc, with few predefined positions. Animal welfare has only recently been put higher on the political agenda, and the lack of reflection must be seen in relation to this (Berg, 2002b).

This lack of public debate on animal welfare in Norway has affected the adoption of the UK methodology. Because there are so few clear positions and a lack of public debate on animal welfare we had difficulties recruiting relevant expert presenters even though we put in a lot of effort into this. Second, based on the methodology developed in the UK, we gave the experts a detailed overview of the themes and aspects we wanted them to include in their presentations. Even so, in the actual presentation the experts left out important pieces of information aimed to assist the jury members in completing the tasks set for the session. It was difficult to include arguments problematising the welfare of farm animals in Norway. We believe that this can be one reason why the Norwegian jury member responses might differ from the jury members responses in the UK.

However, this does not imply that the findings can not be compared; rather the problems encountered when adopting the methodology to the Norwegian context illustrate exactly the structural differences between the two countries. Reflecting on the challenges connected to adopting the methodology across country borders can make us understand and portray

the differences and similarities in jury responses in Norway and the UK more clearly. In this manner the problems we experienced connected with recruiting expert presenters and making them take the ‘position’ intended for their talk and cover the dilemmas and themes we asked for, can function as an illustration of the structural differences between how the animal welfare field is differently politicised in Norway and the UK respectively.

At times when the external expert presentations did not follow the intended script or we felt that the jury discussion went in a somewhat unrelated direction, we tried not to involve or correct the jury’s discussion with the experts too markedly. This was a deliberate choice because we wanted the discussion between experts and jury members to float as spontaneous and natural as possible without our position as researchers structuring too much of the interaction. However at times it was necessary to occasionally intervene – clarifying unclear points and scientific jargon, and posing some focused rhetorical questions to the jury members.

---

## 10.5 THE COMPOSITION OF THE JURY

---

Jury members were drawn from the lay public (i.e. they did not include farmers, animal scientists, vets, animal welfare NGOs etc.). A total of 13 people participated in the Norwegian citizens juries, seven women and six men. Members were selected to be broadly representative of a range of different societal views regarding farm animal welfare.

We tried to recruit a mix of well-informed consumers (not expert but able to engage with difficult topics and pick up information quickly and make useful and poignant contributions to the discussion) and mainstream consumers (i.e. not educational elites – indeed people whose contribution to the discussion sessions will be all the more valuable precisely because of this fact).

In Norway jury members consisted of:

- 1 health-conscious consumer;
- 1 environmentally aware consumer;
- 1 Halal eater;
- 1 rural woman;
- 1 parent with young children;
- 1 vegetarian;
- 1 vegan;
- 2 consumers on a budget;
- 3 mainstream consumers;
- 1 consumer especially interested in organic labels.

Prior to the jury we also collected information on: household income; education; gender and age, so that we could ensure a relatively even spread of these variables across the group.

#### *About the Jury Members*

Health-conscious consumer:

- MB, female, 56 years, married, three children, two grandchildren, works as a course instructor, has a cat.

Environmentally aware consumer:

- KAJ, male, 57 years, teacher, zoologist, have been to farms as a child, therefore interested in animals, especially in birds. Lives alone, two grown-up children.

Halal eater:

- HH, female, 26 years, works in the Red Cross with children, engaged. Has two parrots, likes to read and exercise, interested in food.

Woman grown up in the rural area:

- EF, female, 32 years, researcher, lives with her boyfriend, likes to read.

Parent with young children:

- SM, female, 29 years, medical assistant, has a one year old child. Interests are diving and spending time with friends.

Vegetarian:

- ED, female, 24 years, vegetarian, student.

Vegan:

- NTD, male, 30 years, receives disability benefits, interested in computers and animal rights.

Consumers on a budget:

- PL, male, 23 years, studies economics and business law, single, interested in outdoor exercise and food.
- AJ, male, 22 years, studies economics, interested in football and exercise in general.

Mainstream consumers:

- MF, female, 44 years, married, works as a financial controller, two children in their teens, the family owns a horse and a dog. Other interests are bicycling and reading. Wanted to joint the juries because they have a dog and a horse and spend a lot of time with animals.
- KP, male, 47 years, single, works in a hospital, outdoor exercise, interested in food and ethics.
- JIF, male, 61 years, runs his own business, has two twins aged 35, one of his daughters is married to a sheep farmer. Owns a dog and is a football coach. Lives in the countryside a little outside of town.

Consumer especially interested in organic labels:

- AHS, female, 44 years, single, works as a teacher, paints, interested in animal welfare and organic labels.

The rationale behind the selection of the different jury members were as follows. On the basis of the selection we expected that quite a few of the jury members would have a more

or less established pluralist position in regard to the topic of discussion, i.e. that they would speak from a fixed viewpoint. However as we conducted the citizens juries we learned that the vegan was the only juror that interacted from a fixed (ethical) position, while the other respondents came from a more deliberative point of reference where they were open to debate and changed their opinions as the jury discussion proceeded. We believe this finding chimes with the lack of public debate and established public positions on the animal welfare issue in Norway.

---

## 10.6 THE RECRUITMENT PROCESS

---

Recruitment to the juries was conducted by the professional Nordic data collection company Norstat. Respondents were first pre-recruited via Norstat's web panel. To secure that jury members adhered to the criteria set for this research, respondents were thereafter screened a second time via telephone interviews, where recruiters checked that respondents fit the criteria set-up for the methodology following two recruitment guides, one for the mainstream consumers and one for the other jury members.

After a period of recruiting, we had to soften a few of the recruitment criteria to fill the quota for the juries. The changes made in relation to the predefined UK recruitment criteria were minor. In Norway it is quite common to call oneself a vegetarian and still eat fish; so when recruiting vegetarians the most important criteria was that they defined themselves as vegetarians. Also we had to adapt the recruitment guide so that animal rights did not have to be the main reason for being a vegetarian, but one of the main reasons. Instead of asking consumers on a budget if price almost always influenced their choice of food when buying groceries, they were accepted to the jury if they answered that price often influenced their choices. In the same manner the health conscious consumer was asked if health issues often influenced her/his choice in food (instead of almost always). As these recruitment adaptations were only minor, we do not believe they have influenced the findings to any large degree compared to the original criteria.

## KEY RESULTS FROM JURY SESSION 1

---

### 11.1 NATURE OF PROTOCOL SESSION 1: INTRODUCTION TO FARM ANIMAL WELFARE

---

This session was designed to provide jurors with an introduction about some of the broader ethical issues surrounding farm animal welfare. It also enabled us to gauge participants' spontaneous farm animal welfare concerns (we continued to monitor how these changed as jurors' ideas developed throughout the course of the jury sessions):

1. Welcome and introduction to the juries.
2. Facilitated Post-it note exercise exploring participants' understandings of what might constitute a 'good life' for farm animals.
3. Ethical framing of human-animal relations: presentations by social scientist of three ethical perspectives: a. utilitarian, b. animal welfare and c. animal rights. Followed by open discussion between experts and jury.
4. The nature of farming today: presentation by expert of key characteristic of farming in Norway. Overview of the major production systems and dairy cows used as case study. Major welfare points for dairy cows covered.

---

### 11.2 EXPERTS AND OUTLINE OF CONTENT OF EXPERT PRESENTATIONS

---

The ethical framing of human-animal relations was merged into one presentation due to the last minute illness of an invited expert, Live Klevaland from the Norwegian Animal Protection Alliance (Dyrevernalliansen) the most significant NGO.<sup>2</sup> Klevaland was supposed to talk about animal welfare as well as animal rights (as mentioned before these

---

<sup>2</sup> The Norwegian Animal Protection Alliance was established in June 2001. The main objectives of the the Norwegian Animal Protection Alliance are: to promote animal interests, especially to public authorities as well as trade and the industry; to document evidence of human mistreatment of animals, especially concerning animals used for commercial purposes and suffering that is permitted by existing laws; to increase accessibility to information about human mistreatment of animals to animal welfare and animal rights organizations, the authorities, trade and industry, media and the public. See <<http://www.dyrevern.no/english/#objectives>>.

two perspectives are not clearly distinguished in the Norwegian public discourse). Therefore WQ social scientist Unni Kjærnes held the presentation in her place. That a social scientist held the presentation instead of a renowned animal activist of course gave the presentation a different character than originally planned. Kjærnes presentation sketched the three ethical positions and their implications more objectively than would have been the case if Kleveland held the presentation. We should keep in mind that this probably affected jury members' responses to the ethical presentation. However Kjærnes introduction functioned well and laid the basis for a fruitful discussion among the respondents.

Professor Olav Østerås at the National Veterinary Institute held the presentation on the nature of farming in Norway today. Østerås lectures and studies obviating health work among production animals. His introduction was by and large informative and also presented some dilemmas connected to modern farming practices in Norway. We decided to invite Østerås to do this presentation because we wanted an animal scientist that could authoritatively inform about the status of animal welfare in Norway today.

---

### 11.3 DISCUSSION RELATED TO POST-IT NOTES EXERCISE

---

There was a general attention and interest from jury members. The Post-it exercise was easy to introduce and the jury started to work together as a group rather quickly when asked to organize their points into more general themes. Jury understandings of what might constitute a 'good life' for farm animals were diverse, but they easily grouped them under eleven broad headings: Space, Nutrition, Health, Hygiene, Indoor environment, Outdoor environment, Compassion, Transport, Ethics/Animal rights, Economy and Ecology (see Table 11.1).

The jury wanted to separate indoor and outdoor environment. This can be partly due to the fact that Norwegians are very concerned with being outdoors and getting a lot of fresh air and natural sunlight. Also all jury members wrote 'sufficient space' as a requisite for proper animal welfare. It was commented by the female mainstream consumer that many of the words clustered under the broad theme Compassion; such as love, respect and life joy, were all more intangible factors, humans feelings concerning how they should treat production animals, not things that can be easily evaluated.

The ideas and themes presented by participants were not surprising following what has been observed earlier in focus group interviews. The vegan was the exception, taking a 'compassionate position' and claiming that animals are not for human exploitation at all. Except from the vegan, no clear position lines or disagreement among the participants. The other jury members agreed that the vegan's Post-it notes that animals are not for human consumption and that animals should be able to live their natural age should be

TABLE 11.1 Participants' initial understandings of what a good life for farm animals might involve (Post-it note exercise at the start of Session 1).

<i>Nutrition</i>	<i>Health</i>	<i>Hygiene</i>
Food and water	Freedom from illness	Cleanliness
Good food	Genetic diversity	Regularity
Appropriate diet	Freedom from growth hormones,	Good hygiene
Good food	being able to keep their natural	Good care
Varied, natural feed	bodies	Cleaning procedures
Healthy food	Visits from vets when ill	
<i>Indoor Environment</i>	<i>Outdoor Environment</i>	<i>Compassion (All Except Vegan)</i>
Good air	Having plenty of fresh air and	No use of force
Appropriate lighting	natural sun light	Respect
Appropriate temperature	Shelter	Love
Not too cold temperature	Natural outdoor environment	Life joy
Good indoor environment	Access to outdoor environment	Good staff at farms
Low density	most of the time	No branding or mutilation
Good spatial conditions	Good space	Should be able to keep their
Enough space		offspring
Able to move around		Care/consideration
		Routines/predictability
<i>Vegan Compassion</i>	<i>Transport</i>	<i>Economy</i>
Long life	Not too long distances	Correct food prices
Be able to live their natural age	Humane transport	
<i>Ecology</i>	<i>Space</i>	
Local production	Enough space to move around	
Delimit carbon dioxide omissions	Sufficient space	
Controlled sewage		

placed by on their own, because the rest of the jury's point of reference was that farm animal production is acceptable.

A discussion followed between the vegan and the rest of the jury. The mainstream female consumer argued that animals live a good life if they are not aware that they are going to die. In the vegan's opinion, on the other hand, one cannot respect and love animals and then eat them. The environmentally aware consumer answered that, yes, humans can harvest from nature. One of the students on a budget responded that animals eat each other as well. The parent with a small child commented that while the vegan takes the point of view of the animals, the rest of the jury sees animal welfare from humans' point of view; how we believe that we should treat animals.

After the initial discussion and a little more reflection, Post-it notes on ecology, transport and genetic diversity were also put up on the blackboard. The environmentally aware consumer added reduction of carbon dioxide. He also claimed that genetic diversity should be seen in relation to breeding and placed under the broad term Health. Thereafter a discussion followed on what is good care for animals. According to the health-conscious consumer it is important that farmers make sure the animals are seen by a vet if they become ill. The vegan says that one should not be angry with the animals.

Many of the jury members reported having seen video clips on television showing 'how a large percentage of animals die during transport in the EU because of lack of air, the density of animals is too high and they get stamped to death, or from too high or cold temperatures'. All jury members agreed that transportation of animals should be more humane, and that the animals should not be transported too long distances. The jury

members say they get most of the information on animal welfare concerns through television and other mass media, or from visits to farms of friends and acquaintances.

The organic consumer told a story about how dishearted she became during a visit to a broiler chicken farm once, where the farmer used a red light in the hall to tranquilize the animals. The visitors were not allowed to open the door properly, to avoid natural sunlight from entering the hall. After this experience she has viewed farmers as very rational and cold-hearted in their farming methods.

In general, the Post-it note exercise produced a positive and engaged atmosphere with constructive discussions. The vegan stood a bit alone in opposition to the other's opinions. The two students on budget remained quite passive throughout the Post-it notes discussion. All in all jury members points covered both basic needs such as food and air, as well as animal needs connected more to human-animal relations.

We learn from the jurors points that they find 'good food' and 'natural nutrition' an important part of a 'good life' for farm animals. Jurors reasons for including natural nutrition were twofold. First, they put a lot of weight on the 'naturalism discourse' – that the animals should be able to live as natural and thus healthy as possible. Second, they believed that when farm animals eat natural feed, their produce (milk, meat etc.) also become more natural and healthy for humans to consume. In comparison the Welfare Quality system highlight sufficient feed, but does not designate that the feed should be natural.

Jurors included more and more points to their list as the discussion proceeded and they saw the larger picture connected to animal welfare. Among other they included issues of ecology and economy, which goes to show that they see how animal welfare issues are entwined with other larger issues such as protection of the natural environment and the global food crisis. The point of genetic diversity was mentioned in connection to breeding practices and should be seen in the light of the general naturalism discourse adhered to by jurors. They saw it as important that the animals should be able to keep their natural body and should not be bred to produce so much milk or meat that they cannot walk or live naturally (for example becoming limp or breaking their legs from farmers breeding forth races with artificially big bodies).

Some of the jurors also added points on no use of growth hormones and mutilation practices, showing background knowledge on specific farm animal welfare issues. The Norwegian jurors put a lot of focus on indoor and outdoor environment, especially placing importance on 'sufficient space, temperature and shelter'. This can be connected to the general anthropocentric point of view of the jurors, they identified with the animals and operated from the belief that farm animals share much of the same basic needs as humans. Keeping in mind that Norway has little population density and quite cold climate, it becomes understandable that the jurors placed importance precisely on temperature, space and shelter.

All in all the jurors were able to articulate a quite detailed response even though there is a general lack of public debate and mobilisation around the animal welfare issue in Norway. We believe a reason for this is that Norway is a country with quite a lot of agriculture, thus most Norwegians know people farmers and have visited farms before. Agriculture and farm production is not very foreign for most Norwegians. In general, Norwegians tend to have quite strong opinions on industrial farming in Europe (there has been a lot of television programmes focusing on poor farming practices in EU countries). However, many Norwegians believe that the welfare level of small scale farms (that are quite common in Norway) are better than at large scale industrialised farms (that are more common in EU countries).

It is also important to note that the jurors responded on an ‘ideal level’ in this exercise – describing what they would have liked to see at a farm with the ideal level of animal welfare. Following the Post-it note exercise, Kjærnes held a presentation focusing on the ethical framing of human–animal relations.

---

#### 11.4 PRESENTATION 1: ETHICAL FRAMING OF HUMAN–ANIMAL RELATION

---

##### 1. Broad ethical/philosophical perspectives on human–animal relations

- First an introduction to the diversity of human-animal relations and size of human exploitation of animals (agriculture, fishing, medicine, sport, pets etc.).
- Then Kjærnes introduced the spectrum of perspectives on how we should relate to animals from instrumental use of animals (utilitarian position where moral worth of an action/relation is seen as its contribution to utility, that is human ends/needs for food, clothing, medicine justify the means), to animal welfare (we have a right to use/exploit animals to meet our needs but have a certain duty of care towards them) to animal rights (we do not have the right to use/exploit animals in order to meet our needs).
- She thereafter presented main philosophical/ethical arguments behind each of these positions.

2. In the second part of the presentation, Kjærnes discussed more in depth what the animal welfare and the animal rights perspectives would mean in practice:

- What does animal welfare mean in practice; setting standards, avoiding cruelty, avoiding suffering, ensuring a ‘good life’ and difficulty in defining a good life for farm animals (avoidance of negative, or ensuring positive?).
- Kjærnes asked the jury to think about what an animal welfare utopia would look like?

- What does animal rights mean in practice; banning of all/most forms of animal husbandry, hunting, vivisection, fishing and possible also keeping of domestic species? Establishing 'wild spaces' and conservation?
- Kjærnes asked the jury to think about what an animal rights utopia would look like?

#### *11.4.1 Jury Discussion When Experts and Facilitators Left the Room*

After the presentation, jury members were asked to discuss among themselves and raise themes for further discussion and/or pose questions to the presenter. Facilitator and experts then left the room for approximately 10 minutes. Jacobsen, a WQ social scientist who was taking notes of the discussion throughout the whole session, stayed in the room with the jury.

The elected jury leader asked the other jury members if they have any questions they would like to pose to Kjærnes. After a short period of silence, the jury leader asked the other if they remember the two different ethical positions. They answered 'no' and agreed to ask Kjærnes to clarify and elaborate on this point. The organic consumer wanted to ask Kjærnes what is currently happening on the animal welfare field, she wants to know if there is presently a realistic initiative being undertaken that will improve the welfare for production animals. The woman who has grown up in the countryside wanted to ask Kjærnes if fish has the same feelings as other animals. The jury leader responded: 'Yes, how should we as humans know what different kinds of animals feels'?

The vegan wanted to pose the question whether meat consumption leads to a more peaceful or a more aggressive society? His question initiated a discussion in the group if this theme has been a research subject or not. One of the students on a budget asked the vegan if he is of the opinion that meat eaters are more aggressive than vegetarians. The vegan wondered if meat consumption is an addiction. Other jury members started to laugh a bit, and responded that it is probably the other way around; that meat consumption makes people less aggressive. The mother of a small child responded that one does become aggressive without nutrition. The organic consumer said she has heard about a research study in a prison in the US where inmates were given nutritious vegetarian meals instead of a diet of fat and meat, which lead to a marked decrease in aggression among inmates. The vegan claimed that similar research projects have been conducted at schools in the US, where the introduction of vegetarian meals has lead to pupils attaining better grades and a decrease of classroom turmoil.

The other jury members commented that healthier food does not necessarily mean no meat consumption, there is a risk that vegetarians do not get all the nutrients they need. One of the male mainstream consumers asked:

'If the aim of this project is to lead to improved welfare for animals, who will make the final decisions about what should be done? Who really decides how we should treat the animals, is it the politicians, the industry, the consumers? And how does the project secure a democratic process?'

The vegan posed the question of ethics vis-à-vis the third world and the food crisis: ‘Do we have enough total resources so that we can run animal production at this level in the industrialized countries and still feed the population in the third world? Can the earth survive our level of animal production?’ The vegan asked a last question: ‘Are humans as an animal worth more than other animals on our planet?’ Jury leader responded that that was part of her earlier question as well, by keeping animals the way we do, we place ourselves over the animals, even though we don’t know for sure how different animals feel. Who researches how animals feels and thinks?

At this point the facilitators and experts returned to the room.

Thereafter the jury leader posed the following questions to Kjærnes:

*Can you repeat the two ethical positions?*

One position takes as the point of departure that it is acceptable for humans to have animal production, but that we also have a responsibility to treat them right. The other position is to say that animals have rights in the same way as humans, and it is not acceptable to use animals as a means for humans.

*Do meat consumption lead to a more peaceful or violent society?*

I think this is a question you should debate among yourselves. Some societies are vegans of religions reasons. But what is peace? Suppressive societies can be peaceful. I don’t think there has been too much research on this point.

*Who decides how we treat animals, politicians or consumers?*

This is a very interesting question. There is no given answer here. This is a political question. It can be the producers, the state, the consumers, the super market chains. I want to open this box and ask you who you think should have the responsibility. One of the reasons that animal welfare is being debated now relates to questions of responsibility. Some say the consumers should take more responsibilities for animal welfare, others believe this is too much to place on consumers.

Vegan asked the question: *What does it do with humans in society mentally to have this type of industrial animal production?*

Instead of Kjærnes answering, the organic consumers began to tell about her individual experience on this point: ‘It can be hard to suppress what one knows about industrial animal production. I use a lot of energy to keep the wrongdoings against animals out of my head; this poses a dilemma for me. I use a lot energy trying to ignore and sap past television pictures of animals being maltreated. And the feeling of not managing to be a consistent vegetarian’.

*Does one become addicted to eating meat?*

I don’t think so. We bring our food habits with us from childhood, and then we change some of them over time. They are deeply rooted in us and to a large degree become taken for granted. Some feel they don’t become full if they don’t eat meat. I don’t think we can speak about physiological addiction, but perhaps psychological.

*Is there enough meat for everyone? Can everyone consume as much meat as Americans?* This is a very relative question which is difficult to answer. But what is true is that the whole world cannot eat as much meat as some people in the Western world do. There are not enough resources for this.

Facilitator asked what jury members think about the animal rights perspective; that humans have no right to use animals to fulfil their own needs. *Is possible to perceive a world where people do not use animals?* The organic consumer responded that this is not realistic; around the world there are so many poor people that depend on animals to survive. For humans to stop using animals one would first have to eradicate poverty. Hence she does not perceive of the animal rights position as realistic.

Male mainstream consumer joined in this discussion: 'But aren't many animals so incorporated into our production systems that they would not survive on their own? For example, what would happen if you released a lot of cows into the woods, how long would they survive?' The jury leader commented: 'I believe we can harvest from nature as long as we behave properly towards it. The vegan responded: 'If the animal itself takes initiative to be used, it is not problematic, for example a dog'. At this point male mainstream consumer turned to expert Olav Østerås and asked: 'What happens if one stops milking a milk cow?' Østerås responded: 'It will be painful for two days, and then it will stop producing milk'.

At this point facilitator had to end the discussion to keep the time schedule for the session.

#### *11.4.2 General Comments on Jury Responses to Ethical Presentation*

The jury leader did a very good job leading the group discussion; she opened the floor for all kinds of questions, summed up and noted peoples questions, laid the foundation for a relaxed and safe atmosphere for all to participate. There were primarily four jury members who engaged themselves actively in the ethical discussion: the organic consumer, the vegan, the male mainstream consumer and the female mainstream consumer (who also functioned as the jury leader).

Most of the other jury members were also attentive and interested and questions, but they did not seem to involve themselves at a deep level. A main reason for this might be that they had little a priori knowledge about the theme and had not reflected much on animal welfare beforehand.

Mostly initiated by the vegan, the jury discussion after the ethical presentation to a large degree centred on whether it is unethical of humans to eat animals. The other jury members did not accept his stance that meat consumption is unethical, but they agreed that we have a responsibly to treat animals right. They were concerned with how do we as humans know what different animals feels, how do we know how it is best for different animals to be treated, and who is responsible for improving animal welfare; consumers, politicians or the industry?

On this basis we can discern four key discourses that developed during the ethical discussion:

1. *Vegan animal rights position.* The vegan advocated the animal rights position, that humans do not have a right to use animals to meet our own ends. His well established ethical position can be said to be deeply reflected in his practice and was a result of long term reflection.
2. *Concerned but inconsistent consumer.* The organic consumer can be identified as a concerned consumer who reflects on and is troubled by the state of animal welfare today. She is troubled by reports in the media of mistreated animals and it influences her thinking and to some degree her practice. Her ideal is vegetarianism, but she has not managed to live as a full fledged vegetarian and is troubled by this. She makes the connection between animal welfare and her individual consumption practices and attempts to solve this dilemma by primarily buying and consuming organically produced meat.
3. *Engaged with the ethical dilemma.* The male and female mainstream consumers were interested in the theme and engaged themselves in the ethical discussion. They listened to the vegan and met him halfway in that they showed a genuine interest in engaging with the material and discussing the issue and trying to understand his point of view. They began to draw the link to consumers' responsibility – but perhaps more of an interest in a stimulating ethical dilemma than from a conscious consumer point of view.
4. *Interested but neutral.* In general the rest of the jury members seemed to be interested in the discussion but not personally involved in the issue. Apparently they did not draw a direct link to own consumption practices and consumer responsibility, primarily because they did not identify many problems connected to today's production system. (If they had such concerns they did not voice them). The other jury members went into more direct opposition to the vegan's point of view and did not see his stance as a realistic alternative. However, most of the remaining jury members engaged in the discussion and asked questions.

All in all the ethical presentation functioned very well as an introduction laying the basis for jury members to further reflect and learn about the issue of animal welfare. In the second section, jurors were informed about the status of modern farming in Norway today. Following the discussion of the ethical framing of human–animal relations, Østerås informed the jury about the nature of farming in Norway today.

---

## 11.5 PRESENTATION 2: THE NATURE OF FARMING IN NORWAY TODAY

---

In this presentation, Olav Østerås gave an introductory 'behind the scenes' view of modern farming in Norway. Please note that the themes covered by Østerås were not in direct concordance with the UK team intentions for the presentation.

## Intended themes:

- Governance of animal welfare for farm animals – EU and national legislation. Minimum standards, how are the inspections conducted?
- Animal welfare in the Norwegian market. Rise of Quality Assessment Schemes such as organic label, which requires stricter regulations and monitoring than national regulations. Arguments can be production, higher quality, etc.
- Characteristics and percentages of different production systems:
  - Poultry – density, length of life, breeds, main welfare point;
  - Dairy – conventional and organic. Length of life, breed, main welfare points;
  - Pigs – conventional and organic. Breed, length of life, main welfare points.

## Actual themes covered:

- Number of farms and animal production in Norway: dairy, pigs, poultry, goats, sheep.
- Organic production in Norway.
- Structural changes in the dairy production system:
  - reasons behind and main challenges connected to structural changes;
  - regulation connected to ‘løsdrift’ (that cows are in loose in a stall), health, medicine use, registration and mattresses;
  - transition to robot milking;
  - new regulation resulting in number of farms decreasing and number of dairy cows per farms increasing.
- How health inspections are conducted.
- Main welfare issues for dairy cows discussed by animal scientists in Norway today.
- A few welfare issues for pigs and poultry discussed by animal scientists in Norway today were also mentioned.

During Østerås presentation, jury members asked factual and relevant questions connected to the new information they were given. Most of the jury members engaged themselves and asked questions. Because Østerås specialisation is dairy cows, he used dairy as an illustrative example throughout much of his presentation. Consequently many of the jury members questions centred on dairy cows.

## Questions asked:

*What is really the definition of organic? Is it not a general law in Norway that animals should spend a lot of time outdoors during the summer?*

The organic scheme is connected to natural feeding and little or no use of medication. (Østerås gives only a partial answer here. The question posed should probably be seen in connection to the general lay comprehension that conventional farming in Norway is close to organic farming; that many of the farms are small scale and that production animals spend quite a lot of time outdoors, at least during the summer). *But what are the rules for how much time the animals should spend outdoors?*

Today the rules for dairy cows in stall (på bås) should spend a minimum of eight weeks outdoors during the summer months.

*But for example sheep production, many of the Norwegian sheep spend a lot of time outdoors, so why can't Norway produce more organic sheep meat than we do today?*

That is a good point.

*When it comes to dairy cows, isn't how much milk a farmer can produce officially regulated through quotas?*

A farmer can buy quotas from another farmer, but only if he/she has quotas from before.

*How do you make a cow produce more milk?*

First and foremost through proper feeding.

*Is it obligatory to have robot milking in Norway?*

No.

*What do you mean by withdrawal time after antibiotics use?*

That an animal is not used for four days after an antibiotics cure, so that one is sure that the medication has left the body, for example before slaughtering.

*The new rule from 2006 that dairy cows should have mattresses – how do these mattresses look after 14 days?*

Actually research is currently being undertaken in Norway, to make effective and long-lasting mattresses that can easily be cleaned for dairy cows.

*How many animals get udder infections?*

It is quite common for dairy cows to get udder infections. But we see that the new rules connected to mattresses helps in this respect.

*Why is the transition to 'loose housed systems' problematic?*

Part of the problem is that animals are similar to humans in this respect, group dynamic plays a big role and the cows make a hierarchical system among themselves, where the small cows are commonly at the bottom of the ladder and are being pushed around. Another problem is that when cows are allowed to walk around loose it is more difficult to keep the stall clean and avoid contact with the cow's mouth and their stool. The transition to keeping cows loose in a stall is one of the main welfare challenges for dairy cows today.

*Can cows be taught to go to excrement in one place?*

No, we see that when cows are stressed they urinate and excrement wherever, for example when being milked.

*What are the farmer's attitudes towards loose stalls?*

Many farmers are positive. But also quite a few farmers perceive the new animal welfare regulations as a state coercion which leads to unnecessary expenses. But it is shown that such measures leads to increased production

### *Responses to Nature of Farming Presentation*

The presentation of 'the nature of farming in Norway today' was not very problematized by the jury members. The present day production system seemed to be generally approved by the participants. A reason for the lack of more critical questions can be that the jury members learned more about how complicated the issue of animal welfare can be in

practice as the session developed. Jurors showed a lot of respect for the animal expert's representation, probably because they did not have a knowledge base upon which to deal more critically with the information they were given. Hence they raised a lot of questions but were not able to debate the issue in more detail. Since Østerås concentrated more upon dairy cows, his area of specialization, it is fair to say that jury members did not receive the whole 'picture' on the status of animal welfare in Norwegian farming today.

Unfortunately, there was not enough time to follow the last part of the protocol for Session 1 precisely. There was not enough time to let the jurors discuss among themselves after Østerås's presentation, nor for the WQ social scientists to monitor changes in juror animal welfare concerns at the end of the session. Neither was there time to receive juror's feedback on the jury process at the end of Session 1. It was not possible to extend the session, the participants started leaving at the exact time we had indicated in the invitation.

---

## 11.6 OVERALL IMPRESSION OF SESSION 1

---

In general, participants had reflected little on animal welfare beforehand, and their opinions and questions therefore appeared to have more of an ad hoc character. The post- it notes exercise was easy to introduce, and all jurors engaged themselves. The majority of jurors were able to debate animal welfare at a theoretical/ethical level, but it was only the vegan who had a clear position on the matter before joining the session. As the jurors debated the ethical aspect of animal welfare among themselves, three other positions could be discerned. Jurors did not have the knowledge base to critically question the expert's presentation on the nature of farming in Norway today. Rather they asked concrete and relevant questions relating to the information they were presented. However our initial impression is that jurors had insight on main animal welfare issues presented through the media discourse; such as poor transportation and individual farmer's mistreatment of animals. They seemed to have little knowledge about the status of farming in Norway today, regulations and production systems. Jurors generally had high ideals related to what should be in place for production animals to lead a good life, but had reflected little on difficulties connected to implementing and measuring such factors in practice. That the invited expert did not question the animal welfare on Norwegian farms today gives a realistic picture of how Norwegian experts portray the field; they tend not to problematise welfare challenges in Norway farming practices to a large degree.

## KEY RESULTS FROM JURY SESSION 2

---

### 12.1 NATURE OF PROTOCOL SESSION 2: FARM ANIMAL WELFARE IN PRACTICE

---

This session was designed to give the jury members an introduction to farm animal welfare science, its scope and evolution. In particular the development of ‘output’ based measures. This was followed by an exploratory comparison between the most widely known ‘animal welfare friendly’ certification and labelling scheme on the market today – organic production – with the Welfare Quality scheme.

1. Introduction to farm animal science: expert presentation WQ animal scientist Björn Forkman presenting history of FAW science, imperatives of the scientific method (need for valid, reliable measures), overview of developments in how scientists have defined and measured welfare, what scientists do consider as relevant to welfare. Followed by open discussion between expert and jury.
2. Comparison exercise between Welfare Quality assessment scheme and an organic certification scheme. Presentations by two experts (Vonne Lund Senior Researcher from the National Veterinary Institute and WQ animal scientist Björn Forkman) outlining the main characteristics of both schemes. This was followed by an evaluation exercise comparing the two schemes by the jury. There was not sufficient time to complete the comparison exercise, but the jury discussed criteria by which to evaluate the two schemes.

---

### 12.2 EXPERTS AND OUTLINE OF EXPERT PRESENTATIONS

---

The Scientific approach to understanding farm animal welfare presentation was held by WQ animal scientist Björn Forkman. In the second section of the session there were two 12 minute presentations. The first presentation was held by Senior Researcher Vonne Lund from the Veterinary Institute, focusing on how the issue of how farm animal welfare is approached within organic certification schemes. The second presentation was held by

Björn Forkman and focused on how animal welfare is approached within the Welfare Quality monitoring scheme.

Vonne Lund's areas of expertise areas are: Different aspects of human–animal relations, ethics in relation to animal production, farming and the environment and the development of environmentally friendly and sustainable production systems, including organic production schemes. She is the main Norwegian expert on animal welfare in organic farming.

---

### 12.3 DEVELOPMENT IN JURORS UNDERSTANDING OF ANIMAL WELFARE

---

At the beginning of the session the facilitator asked jurors if Session 1 had changed their understanding of what constitutes good animal welfare; if they wished to add some points, make new groups or perhaps remove some Post-it notes.

The vegan answered that he wanted to add two new points under his understanding of compassion: that animal production is unethical and that animals are not for human consumption at all. In his view, all the other Post-it notes put up represent humans concerns connected to animal production and not the rights of animals. The organic consumer responded that she wanted to add a new point under the broad theme Economy that was established in the last session: price increase to assure better animal welfare and prevent over-production of meat.

The female mainstream consumer wanted to include a new theme called Ethics/Animal Rights, under which she wanted to add two new points: focus on the animal's experience and consumer and producers' attitudes that society should have more respect for animal welfare. The male mainstream consumer added that a system of products' traceability to farms could lead to better animal welfare. 'It is important that animals are "seen" and can be traced back to a specific farm.' This point was added under the broad theme Ethics/Animal Rights.

Hence, new points were added under two of the broad themes created in Session 1: Economy and Vegan Compassion. In addition jurors created a new theme called Ethics/Animal Rights (see Table 12.1). The changes made tells us that the ethical

TABLE 12.1 Participants' altered understandings of what a good life for farm animals might involve (Post-it note exercise at the start of Session 2).

<i>Ethics/Animal Rights</i>	<i>Economy</i>	<i>Vegan Compassion</i>
Traceability to farms/animals	Correct food prices	Farm production is not ethical
Focus on the animals experience	Price increase to improve animal welfare and reduce meat production	Not product for consumption
Consumer/producers attitudes		Long life
		Be able to live their natural age

discussion in Session 1 had made some of the jurors reflect more on humans relationships to animals, the importance of focusing on the animals experience and consumers shared responsibility with producers.

---

## 12.4 EXPERT PRESENTATION: SCIENTIFIC APPROACHES TO UNDERSTANDING FARM ANIMAL WELFARE

---

A (brief) history of scientific approaches to farm animal welfare outlining:

- The scientific method: the need for quantifiable, repeatable, scientifically valid measures. What does farm animal welfare mean in practice for an animal scientist (what overall factors shape scientists' views, e.g. a desire to objectively represent welfare from the animals' point of view, a pragmatic, rather than radical approach to bringing about improvements in farm animal welfare, etc.).
- Access to resources, health, five freedoms, affective states, behaviour.
- Different types of measures of animal welfare: health and behavioural measures; resource, animal-based and management measures; quantitative and qualitative measures; welfare on farm, at transport and during slaughter.
- Distinction between input and outcome based ways of measuring welfare.
- What scientists do not consider to be relevant to welfare (e.g. GM-free feed, life expectancy, natural sunlight, good view etc.).

### *Reactions to the Welfare Science Talk*

Forkman opened for questions from jurors during his presentation.

When Forkman said that research shows that natural sunlight does not have an impact on the animals' experience, the organic consumer protested that low levels of light are used consciously by farmers to keep for example hens tranquil. Forkman responded that he was talking about sunlight versus artificial light, not the intensity of the light. But that it was true that one can control animals by light intensity. He said that it was important to note that the view that natural sunlight is not essential for animal's welfare represents many animal scientists point of view, but not necessarily the truth.

When Forkman talked about the importance of verification; quantifiable and repeatable measures, the vegan protested against this scientific view, claiming that we already have a lot of knowledge about what expressions animals have when they have different feelings. 'For example, I once had a budgerigar, and in the pet books it said that the closer the wings are to the body, the calmer the bird feels. We have quite exact description on how the animals look when they are sad or scared'. Forkman responded that we cannot deduce the

mental state of an animal by looking at its expressions; this is especially difficult when it comes to animals that have little body language, for example poultry and pigs.

There was not sufficient time to give the jury time to discuss alone, but it was opened for questions directly after the presentation. The jury members posed the following questions:

*Who in Norway are responsible for good animal welfare?*

The Norwegian Food Safety Authority is responsible for animal welfare in Norway; vets who control the animal welfare on farms. In addition, the municipalities have animal protection committees made up of citizens who assess the animal welfare level at farms. But it is primarily the farmers that are responsible for the animal welfare. And not all farms in Norway are controlled each year.

At this answer the mainstream male consumer remarked: ‘So there are no regular controls over farms each year? But we have to send our cars to EU control each year?’ The female mainstream consumer responded that there are no regular controls over child rearing in families either. The mainstream male consumer answered that animals are more at the mercy of their owners, because farms are more closed off from the surrounding world, while children have other people around them such as teachers, parents of friends and kindergarten staff.

*What quality of life do production animals in Norway really have? Is there a difference between the animal welfare level in Norway, Sweden and Denmark?*

There are generally more livestock at farms in Sweden and Denmark than in Norway, where farms generally have a less intensive farming. For example, in Denmark the average number of cows at dairy farms is 120, while in Norway the average is approximately 20 cows. One can probably discuss what leads to best welfare, but clearly it makes a difference. And in Denmark sows are placed in farrowing crates, in Norway this is not the case.

At this point, Vonne Lund stated that Danish pork is cheaper because the farms run more intensive production; the animal welfare level is generally poorer and profits higher. And that the regulation in Denmark is less strict than in Norway.

*So good animal welfare is expensive?*

Forkman answered that this is true; it is difficult to have a good farm economy and a good animal welfare at the same time.

At this point in the discussion, the organic consumer asked what it takes to be certified as an organic farm. The facilitator said that this question will be answered in the next section, where both the organic production system and welfare quality monitoring system would be presented.

All in all we can say that the scientific approach to animal welfare presentation produced both some principal discussions and quite a few detailed questions from jurors. However the jurors did not have sufficient a priori knowledge about animal welfare to take a resolute

stance in the debate, so they were not in a position to challenge the expert's answers or point of view. Again it was the vegan, the organic consumer, the environmentally aware consumer and two of the mainstream consumers who were most engaged in the discussion. However even though the other jury members did not ask many questions, they seemed to listen carefully to the presentation and the discussion. It is interesting to note that jurors compared animal welfare with child rearing and reacted to the fact that it is regulated by law that cars should be controlled each year, but farms are not. Forkman's presentation was followed by an exercise comparing animal welfare within the organic system and within the welfare quality scheme.

---

## 12.5 GROUP EXERCISE COMPARING ORGANIC AND WQ

---

### *12.5.1 Expert Presentations Comparing Organic and Welfare Quality Systems*

Both presentations covered the following points:

- Introduction: history, basic principles. What does it do? Aims, purpose, goals – target market (aimed at producing a specific system or tool for assessing across systems)
- Scope: what does the standard cover?
- Definition of animal welfare: criteria and measures. Types – resource/input and animal/outcome; health + behaviour.
- Time and cost
- Advantages to measuring animal welfare
- Disadvantages to measuring animal welfare (it is really important to be as honest as possible about some of the potential shortcomings, otherwise we will not receive useful feedback e.g. How is 'normal' as opposed to 'natural' behaviour defined? What is left out or not directly included – animal feed, animal breed, antibiotic use).

### *12.5.2. Presentation of Organic System by Vonne Lund*

Questions posed by jurors as Vonne Lund presented:

*What is FAO?*

United Nations agricultural organization.

*Do the animals get different feeding in the organic system?*

Yes that is right; the aim is to give more natural feeding, less synthetic and industrialised feed. It is also an aim to feed them more locally bred food based on holistic thinking.

Generally jurors did not pose so many questions during Lund's talk. The expert found it unnatural to compare the Welfare quality system and the organic system, since Welfare Quality is a standardization and measurement system meant to operate across different types of farming systems focusing only on animal welfare, while organic production is a more holistic system of farming. Norwegian organic farming practices are more holistic, without specific standards for animal welfare. During her presentation Lund underlined that it is difficult to compare the Welfare Quality measuring system and the organic production scheme, and this might have contributed to that jury members found it difficult to complete the comparison exercise at the end of the session.

Because of time constraints, facilitators did not open up for questions directly after Lund's presentation, but proceeded directly to Forkman's presentation of the Welfare Quality measuring system.

### *12.5.3 Presentation of Welfare Quality System by Björn Forkman*

Questions posed during Forkman's presentation of the Welfare Quality system:

Organic consumer: *Excuse me; it says on your slide that one of the measures in the Welfare Quality system is 'routine mutilation'. You give me nightmares.*

(The other jury members laughed)

Welcome to reality. This is ordinary practices at farms every day, also in Norway: dehorning, castration, tail docking.

Vegan: *Is the leanness percentage score among cows acceptable from an industrial point of view, or from the animals' point of view?*

For animal scientists this is acceptable within an animal welfare perspective.

*Do many cows become lame because they move too little because they are fixated in a stall?*

Commonly they become lame from sliding, because the groundsheet is too hard or wet or slippery. Or they get an hoof infection because of excrements on the ground. *Because they have too little space?*

No, more because poor cleaning routines can lead to hoof infections.

*What happens if farmers get a poor animal welfare grade?*

This we don't know, because we haven't got that far in the project yet. (General laughter). It might be used as a control system, and/or a branding strategy for products.

OK – so that we as consumers can choose between different products

*I have a problem with one word; and that is the word 'natural' – what does natural really mean? If we let the animals loose, would they survive? Have they not become so incorporated into our production systems that they wouldn't survive on their own?*

When one breeds animals, one changed their tendencies to behave, but not their natural behaviour as such. If we had let hens loose for example, they would survive well in nature on their own.

*So they find their natural behaviour?*

Yes, it is in them. It is just that our modern production systems do not allow them to express their natural behaviour. But today's animal science is moving towards the importance of allowing for some expression of natural behaviour.

At the end of both presentations, facilitators saw that there would not be time to complete the whole comparison exercise and go into depth as intended. However, the exercise was introduced to the jury to get their more immediate responses and reasoning around the comparison between organic and welfare quality system.

#### *12.5.4 Jury's Comparison of the Two Systems*

First the jurors were asked to come up with a list of criteria with which to compare the two schemes: a. in terms of how the schemes addresses/defines farm animal welfare and b. in terms of the broader appeal of the two schemes to them as consumers/citizens.

The most active jury members responded that they were critical to the exercise, because they found it hard to compare the two systems:

*Female mainstream consumer: But I don't really understand the exercise, because one is a measuring system and the other is a way of farming, so I find it hard to compare the two systems.*

Welfare quality is a monitoring system for animal welfare that can be applied to different kind of farms, small farms, larger farms, conventional farms and organic farms. It sets up and measures criteria that are seen as fundamental to the welfare of farm animals.

*Organic consumer: So it is kind of a competition between the two systems; which best attends to animal welfare?*

Yes kind of a fictive competition. Which criteria for animal welfare are included in the different systems? Do you miss some something in the WQ system, or in the organic system? For example you talked about natural sunlight, do you accept that the WQ systems claim that artificial lightening is just as good as natural sunlight?

At this question a discussion was sparked between the environmentally aware consumer and the organic consumer. The environmentally aware consumer responded that as long as he had not read the research reports concerning artificial vs. natural light he would have to accept the research results claiming that artificial light is as good. He felt that if he should have the right to be critical to this, he would have to read up on the research and reflect upon it himself. Hence he argued that consumers/citizens should accept the expert knowledge as long as they had not studied the matter more closely themselves. If not the opinions would be strongly expressed but weakly founded. The organic consumer protested to his view, claiming that citizens/consumers have a right to express opinions

based on their gut feelings and hearts, and not only rational logics. ‘Humans need sunlight to receive the endorphins that make us happy. I would imagine that animals need this as well. But I understand that we have to make some compromises.’ This quote touches on some of the key issues surrounding expertise versus lay knowledge and the citizens right to contribute to the political debate.

Facilitators asked the jury if the Welfare quality system covers many of the aspects they included in the Post-it notes exercise, upon which many of the jurors nodded and answered ‘yes, to a large degree’. Forkman and the facilitators had to do a lot of explaining and posed many leading questions to get the jurors to respond to the comparison exercise. However, most of the jurors remained passive. Jurors did not have time to produce a complete list of criteria upon which to compare the two systems, but they made some reflections on the matter.

The jurors found that the welfare quality system did not cover all their points under the broad themes Ethics and Compassion. Generally speaking, one can say that the jurors tended to identify slightly more with the organic scheme which covered more of their own points (the importance accorded to outdoor access, natural sunlight, naturalism, care and compassion, the focus on animals being able to keep their offspring, natural feeding and the holistic view of the interrelation between humans, animals and nature). Hence despite the jurors’ difficulties with completing the comparison exercise, it highlighted the public affinity with the organic scheme. On the other hand, they found the organic system to be very positive on the value level, but little concrete on the measure level. They saw the concreteness of the Welfare Quality scheme as positive, and the focus on research and animals’ point of view. The organic systems focus on keeping the animals outdoors was seen as positive, but jurors also wondered if the organic system left the animals somewhat unprotected outdoors, resulting in more illness among the animals.

The homework exercise was handed out for the jurors to read through and assess to the next session.

---

## 12.6 OVERALL IMPRESSION OF SESSION 2

---

Tracking changes in jurors understanding of animal welfare from Session 1 produced more points related to human’s relation to animals and ethics. This signifies that quite a few of the jurors had contemplated the ethics presentation. A few of the jury members were shocked to learn about the welfare level at Norwegian farms, which they found inhumane. This was evidently more due to Forkman’s concretization than to the presentation of the state of animal welfare in Norway at the 1st session. The main reactions were related to the lack out outdoor access and yearly routine controls and mutilation practices.

The comparison exercise was a bit difficult to introduce in the Norwegian citizens jury. Even though the experts had been given the same script, the presentations ended up being rather incompatible, much due to the lack of concrete measures in the organic system. Jurors focused on this incompatibility when asked to make the comparison, and commented that the session was too packed with information and that they did not feel that they had the proper basis for comparing the two systems. The exercise might have worked better if the two presentations had underlined the differences between the two systems instead of leaving it to the jurors to detect themselves.

The packed time schedule and lack of breaks left the jurors rather unfocused at the end of the session, and they were not very energetic and engaged when trying to complete the comparison exercise. Throughout Session 2, it was the same jurors that involved themselves in the discussion: the male and female mainstream consumers, the vegan, the organic consumer and the environmentally aware consumer. These were also the jurors seated closest to the facilitators and the hearth of the action, which might have influenced their engagement. However, even though the jury did not manage to/have time to complete the task and make a list of criteria for comparison, there was a fruitful discussion around the matter and jurors pinpointed their perceived pros and cons of the different systems.

When asked if they found the task too difficult and if such questions should be left to the experts, the male mainstream consumer observed that it is by and large a question of communication; complicated issues needs to be made comprehensible for lay people. The vegan responded that he thought it was extremely important that citizens are included in such important questions. 'For example, if one is to build a building, one need to look at the constructions plans to understand what is being built.' However, approximately half the jury was left pacified and did not involve themselves in the comparison exercise, which might point in the direction that they found it quite complex. A general tendency was that jurors had a large degree of respect for expert knowledge and did not feel they had enough prior knowledge on the matter to challenge the expert findings.



## KEY RESULTS FROM JURY SESSION 3

---

### 13.1 NATURE OF PROTOCOL SESSION 3: THE ON-FARM WELFARE QUALITY® ASSESSMENT SCHEME

---

This session presented the WQ monitoring scheme in depth, outlining the way the scheme conceives of and attempts to measure different elements of farm animal welfare, at the principal, criteria and measures levels as well as presenting what is actually done on the farm during an assessment.

First, the jury discussed the homework task, evaluating the welfare level of three different production systems for broiler chicken.

The discussion of the homework task was followed by an exercise exploring the four principles, 12 criteria and associated measures.

Step 1: Write ‘Good housing’ on the white board and ask participants:

- What does this term mean to you – what do you think might be the potential animal welfare problems/issues under this heading?
- How might one actually go about measuring these issues/problems on farms?
- Participants are asked to put their ideas up on Post-it notes below the heading and general discussion is encouraged.

Step 2: The expert presented how this principle is defined and how it is subdivided into specific criteria, using sows and piglets as an illustrative example. The expert then presented the measures used to assess the criteria, and how these are carried out on the farm.

Step 3: Participants were encouraged to reflect upon the differences between their spontaneous concerns relating to ‘good housing’ and how this is actually measured on farm within the WQ monitoring tool. Participants were also free to ask questions and for more information.

This exercise was undertaken for two principles – ‘good housing’ and ‘appropriate behaviour’ (good health and good feeding was omitted due to time restrictions)

## 13.2 EXPERTS AND OUTLINE OF EXPERT PRESENTATIONS

---

The third session was developed with consideration of the experiences we had from Session 2. The difficulty that the participants had in thinking about animal welfare in principle terms made us concentrate on more concrete topics and examples. Björn Forkman presented the measures used to assess the criteria, and how these measures are carried out on the farms. He decided to use sows and piglets as an example instead of poultry, because in his view it allowed us to ask more interesting questions. Forkman did an excellent job illustrating with pictures and video clips of farms, making the measures more concrete and vivid for the jurors.

In Session 3 the jury members had begun to know each other, and there was a relaxed and open atmosphere.

---

## 13.3 DISCUSSION OF HOMEWORK TASK

---

### *13.3.1 Jurors Perception of the Welfare Level on Farm A: Indoor Broiler Farm*

Generally jurors deemed the welfare level on Farm A as ‘poor’. Other words used to characterize the welfare level on the farm were: ‘average, extremely poor and horrible’ (vegan). The jurors were especially critical to the lack of space, the routine use of antibiotics and the lack of outdoor access at Farm A, which they saw as a very unnatural way of farming. They found it troublesome that the birds were only bred to grow fast and be slaughtered, which they perceived as a too sterile, industrialised and inhumane way of farming. Some of the jurors were unsure if the low mortality rate meant that the welfare level was better or worse than at the other two farms.

### *13.3.2 Jurors Perception of the Welfare Level on Farm B: Free-range Broiler Farm*

Generally jurors deemed the welfare level on Farm B as ‘acceptable’. Other words they used to characterize the farm were: ‘a little better than Farm A, still poor, more acceptable but still not good, almost acceptable, terrible’ (vegan). It was perceived as positive that the chickens had access to outdoor range and could choose when to use it. Hence, the chickens were seen to lead a more natural than in Farm A. Some of the jurors commented that Farm B seemed to be less industrialized than Farm A, because the chickens had a level of autonomy and could choose if they wanted to be indoors or outdoors. But they also noted that the outdoor range was not much value for birds bred during the winter. Critical comments focused on lack of space and use of antibiotics. One of the jurors was

disappointed in Farm B, because for her the term ‘free range’ has so positive associations that she would have expected the welfare level to be much better.

### *13.3.3 Jurors Perception of the Welfare Level on Farm C: Organic Free-range Broiler Farm*

Generally jurors deemed the welfare level on Farm C as ‘acceptable’. Other words used to characterize the farm were: ‘a little better than the other two, today’s winner, good, the best of all the poor, very poor’ (vegan). It was perceived as positive that the chickens had more space, access to outdoor range and that there were no use of antibiotics. The jurors commented the high mortality rate, but this was accepted and understood as the price the animals had to pay for their increased freedom. However, jurors were critical to the point that the feed could be deficient. The organic consumer commented that she was disappointed in the organic farm:

‘I thought the animals would lead a better life at an organic farm. I am no longer so sure about the organic slogan “happy chicken”. It sounds like the birds must suffer for their feed to be organic and that there should be no use of antibiotics. Perhaps organic farming’s focus on no medication is aimed more at human health than animal health?’

On this basis she claimed that Farm C the best of the three, but still ‘a big compromise’.

### *13.3.4 Overall Impression of Homework Task*

The discussion of the homework task worked well and all jurors were engaged. However, all three farms were deemed as having quite poor animal welfare, although the organic farm was found more acceptable than the other two. All in all, jurors focused most on the following points in their evaluation and comparison of the three farms: sufficient space, natural living and no use of antibiotics. In particular, little space and many animals together were associated with ideas of non-acceptable animal farming. Ideals of extremely small farming sizes were prominent.

When facilitators revealed that according to the welfare quality measuring system, all these farm score ‘excellent’ on animal welfare, the jurors reacted with laughed. They accepted the fact that the welfare quality system could measure the animal welfare across different production systems, but there were comments that it sounded like the WQ system made all into winners, because different farms would score high on different parameters. (For example that the indoor farm would score high on low mortality, etc.) The exercise concretized the issue of animal welfare parameters for the jurors, and it worked especially well because it involved all the jurors.

---

 13.4 JURY'S SPONTANEOUS CONCERNS UNDER EACH PRINCIPLE
 

---

We concentrated on two principles of the assessment scheme, namely 'good housing' and 'appropriate behaviour'.

The jurors were able to concretize and establish pragmatic criteria for measuring the principles, and underlined that the measures should be adapted to species. Jurors mentioned

TABLE 13.1 Participants' spontaneous understandings of what the farm animal welfare issues/problems might be in relation to 'good housing' and 'appropriate behaviour' and how these issues might be measured.

Good Housing	Appropriate Behaviour
<i>Issues/Problems</i>	<i>Issues/Problems</i>
Clean space	Natural flock sizes
Easy to clean	Expression of natural behaviour and feelings
Proper cleaning routines	Be able to live out natural instincts
Low levels of illness	Natural procreation possibilities
Can choose to be indoor or outdoor	Able to form bonds with offspring and partner
Access to outdoor range	Gentle weaning processes
Open door	Be able to build their own bed with straw etc. both indoors and outdoors
Shelter in outdoor range	Give animals choice of groundsheet material
Sufficient space	Absence of stereotypic behaviour
Space adopted to species	Low stress level
Space per animal	Protection from other piglets' aggression
Proper temperature	Animals can seek protection
Automatic thermal regulation	Sufficient space
Should not be cold	No tail biting
Good groundsheet	Solve conflicts
Groundsheet adopted to the species	Absence of rape among animals
Safety	Access to outdoor range
Protection against predators and cars	No transporting (not natural for animals)
Proper management routines	
Predictability (feeding, cleaning)	
Proper light	
Comfort	
Comfortable place to sleep	
Not too high density of animals	
Natural flock sizes	
Calm animals	
Air/smell	
Ventilation system	
Air quality	
Access to feeding dispenser	
Be able to live with offspring	
<i>Measures</i>	<i>Measures</i>
Measure cleaning routines	Measure stress level (hormones in the blood)
Bacteria measures	Measure space per animal
Check access to outdoor range	Check for fixation stalls
Measure space per animal	Check that animals are given alternatives (different materials to make their own bed, etc.)
Check clean smell	Observe conflicts among animals
Check thermal control/regulation	Observe animals moods (measure according to a scale)
Observe animal behaviour	Check possibilities for protection (against other animals' aggression)
No shivering/colds	
Observe resting behaviour	
Check management routines	
Number of animals compared to hall/stall size	
Check access to water (for drinking and cleaning)	

both animal-based and resource-based measures but did not consciously discern between these different measuring approaches.

Appropriate behaviour was associated with ideas about natural behaviour. At this point the jurors were still very much at the ideal level, taking themselves as the point of reference and almost thinking that animals have the same needs (and rights) as humans. The jury was preoccupied with the fact that animals should be able to express natural behaviour, which was associated with being able to choose between alternatives; staying indoors or outdoors, having sex or not, be alone or with the flock and have access to cleaning facilities and different kind of materials to build their own bed. Appropriate behaviour was also associated with natural flock sizes. During this discussion there was a lot of laughter and humour around the table, not least when jurors discussed whether animals should have access to free sex, and if this is possible in practice. From the jury discussion we can discern an idealisation of the natural condition, that ideally animals should live freely in nature, and that placing them in a human developed production system always will involve human manipulation that make animals apathetic and live unfulfilling lives. At the same time the majority of jurors recognised that most animals are so incorporated into human production systems that it would be difficult for them to live freely in nature.

---

### 13.5 JURY' REACTIONS TO THE SCIENTIST'S PRESENTATION OF HOW WQ APPROACHES EACH PRINCIPLE

---

#### *13.5.1 Good Housing*

Forkman showed video clips and photos of sows and piglets life conditions. Among other Forkman had included videos clips of antisocial behaviour among piglets and farrowing crates for sows. This visualization with sound woke jurors' engagement and concretized central welfare points for them. They reacted very strongly and emotionally to Bjorn's video clips (one juror even covering her eyes and refusing to look some of the clips). Most of all participants reacted strongly toward the video of a farrowing crate for sows. Especially the mother with a young child reacted to this with horror: 'Does she have to stand there 24 hours a day? What a life! This should be illegal!'. The practice of forcing sows into one position for several weeks was perceived as problematic for all jurors, and it was commented that this was the reason behind cheap ham, a point verified by Forkman: 'There is a reason why ham is so cheap in Denmark'.

Jurors posed a lot of questions regarding fixation stalls; why this was a common practice, how long the sows are fixated, if it is more common in other European countries than in Norway and so forth. Jurors were generally satisfied with the answer that the use of farrowing crates led to a bad mark for farmers, in their point of view it should be illegal altogether.

*13.5.2 Appropriate Behaviour*

Forkman's video clips of tail biting among piglets stirred strong reactions among the jurors. The environmentally aware consumer commented: 'No wonder they bite each other tails. They have no choice of other activities. They do not even have mud or straw ground that they can sniff and roll around in'. Jurors saw the lack of impulses for the animals as problematic. When Forkman showed a clip of positive behaviour; a piglet rolling around in the straw, the male mainstream consumer remarked: 'Having straw is about the same as having eight Lego building bricks. This is not a satisfactory life'.

The jurors also react strongly to a video clip where one piglet constantly pushed another piglet that was lying down (belly nosing). Some of the jurors moaned and exclaimed, 'poor thing!'. The video clips of what they perceive as very poor living conditions for sows and piglets made the jurors react with idealism and a very critical position toward today's farming practices.

Questions posed during Forkmans presentation:

*Are these piglets too dirty? Or do they like being dirty?*

They are medium dirty according to the WQ scale. When pigs roll in the mud it is connected to thermal regulation – they lie down in the mud when they are warm. But they avoid lying down in their own defecation if they can avoid it. In reality pigs are clean animals.

*Why do they chew their gums?*

Because they are hungry.

*But why are they not given enough feed?*

It they receive as much feed as they want, it will create a problem for the delivery process.

---

## 13.6 GENERAL DISCUSSION REGARDING THE WELFARE QUALITY MEASURING SYSTEM

---

When asked their general opinion about the Welfare Quality measuring system the vegetarian said she was critical to it, because the jury had evaluated all three broiler farms as having poor welfare, but according to the Welfare Quality system all these farms scored excellent. Thus she deduced that something had to be lacking in the Welfare Quality system.

When facilitators asked the jurors what they thought about the Welfare Quality measuring system, some of the jurors answered that it looked very good on paper but that the present level of animal welfare on farms seemed very poor, close to torture for the animals. And

that they were sceptical to if the Welfare Quality system was perhaps too lenient with present farming practices. They would have liked to see negative practices, such as fixation of sows, banned altogether.

The organic consumer commented that the Welfare Quality system seemed to look after commercial interests. The environmentally aware consumer also observed:

‘The system puts too much weight on the commercial side, and we criticize it. But I am not sure we are equally idealistic at the moment we walk out of this door and walk into the store. I don’t think so. It is easy to say that this is too poor and ideally there should be 22 broiler chickens in one hall. But then I am not sure what I would do when I am standing in the store and can choose between cheap meat and expensive welfare produce. I think the price difference would be enormous.’

Jurors commented that they by and large agreed with the measures of the Welfare Quality system, but that the most important thing after all was how the maximum and minimum standards were set – what the measuring system deemed as acceptable animal welfare.

Analysing the juror’s responses they felt that the WQ system measured many of the farm animal welfare issues they had mentioned. However, the jury wanted to include more criteria for proper welfare. When it came to proper housing, the jury wanted to add measures for: possibility to choose between indoor and outdoor range, obligatory with groundsheet material adopted to species, possibilities for protection (against other animals aggression and predators), light measures, natural flock sizes, air quality and being able to live with offspring.

Evaluating appropriate behaviour the jury wanted to add measures for: natural procreation, able to form bonds with partner and offspring, gentle weaning processes, low stress level, possibilities for protection against other animal’s aggression and no transporting. Forkman explained that weaning routines and supplying material so that animals could make their own bed were included in the Welfare quality measuring system, but that they were placed under ‘management routines’. The vegan commented that the WQ system does not include measures for animal’s feelings. To this Kjærnes responded that animal scientists look at what the animals are doing to get an understanding of what they are feeling and their quality of life.

The jury wanted to know more about how long the expert’s visits to the farms they measure last, and if the farmers are informed about the visit before they take place. They also asked for more information regarding the scale; how well a farm must score on different parameters to receive a good welfare grade. They asked what the consequences for farmers with very poor animal welfare would be; would they be shut down or allowed to continue the production?

### 13.7 GENERAL DISCUSSION REGARDING THE CITIZENS JURY PROCESS

---

The jurors claimed that it is very important that citizens are involved in such processes, not only regarding animal welfare but all societal questions. The male mainstream consumer commented that it is important that the authorities and the experts should not be able to decide the definitions alone, because definitions are fundamental in public discussions. In our context he meant that citizens should take part in deciding the threshold for what constitutes good animal welfare. When asked if they felt they had received sufficient knowledge to evaluate the complicated issue of animal welfare they answered yes. Jurors felt they had a right to have an opinion about the matter, and that it was the expert's job to explain the issue to them in an understandable manner. They appreciated the opportunity to learn about a new field that concerned them, and claimed that it is part of the democratic convention to ask citizens opinions. 'Questions like animal welfare must not be left to experts alone; we have now seen examples of where that leads us', a juror observed referring to the video clips shown by Forkman. The comment produced general laughter in the jury. The vegan commented that the organisation of the juries had been very good, but he questioned how efficient it was to involve citizens in a group discussion, and said it would have worked better to take citizens to actual farms and let them see and experience animal welfare first hand.

---

### 13.8 OVERALL IMPRESSION OF SESSION 3

---

We could observe a change in the jury's understanding of animal welfare as they received more information from Forkmans presentations. They were continually processing the new information and learning more about how animal scientists think. However, they did not simply accept something as good enough, learning about the present welfare level at farms in Europe they rather reacted with a more idealistic view of animal welfare. Jurors emphasised the natural throughout the session; natural behaviour and natural environment. There was widespread acceptance of the idea of developing a measuring and monitoring system after the principles had been explained and concretised.

In Session 3 more of the jurors engaged themselves in the debate. This was probably due to the inclusion of exercises that prompted everyone's engagement. Also jurors had started to get to know us and each other, and at this point they seemed comfortable with engaging in the discussion and posing questions. In Session 3 we also had more time to go more into depth at each question or discussion point. There was a very dynamic atmosphere in Session 3.

## KEY RESULTS FROM JURY SESSION 4

---

### 14.1 NATURE OF PROTOCOL SESSION 4: THE WELFARE QUALITY® SCORING SYSTEM AND IMPLEMENTATION OF THE WELFARE QUALITY® SCHEME

---

This session explored the Welfare Quality® scoring system. Rather than trying to cover the system in all its complexity, the session covered two key ‘ethical moments’ within the scoring, namely; the ‘ethics of calibration’ (how we go from raw data to a meaningful welfare score) and ‘the ethics of combination’ (is it possible to combine scores for different measures or criteria, or principles)?

1. Introduction to the scoring system by the facilitator.
2. Ethics of calibration exercise: the jury was presented with the challenge of how to set the threshold for what are acceptable/unacceptable levels of welfare, using the example of tail biting among piglets. The jury was asked to discuss the merits of two means of setting the threshold a. expert scientific opinion and b. actual/current incidence of tail biting among piglets. The expert (Björn Forkman) then presented the Welfare Quality® approach.
3. Ethics of combination exercise: the jury was introduced to the issue of combination (how do we combine scores as we move from criteria to principles, and principles to the overall score by Björn Forkman). The jury was then presented with a table of criteria scores and asked to propose a resulting principle score (Figure 14.1). They were also asked to discuss the rules they used to generate their results. The jury then debated the merits and ethical implications of different rules for combining scores. The expert then presented the Welfare Quality® approach.
4. The jury was presented with one slide showing two different farms with the same total score but scoring differently on the four principles (one farm with a jagged

Ex: Principle Good Feeding

Absence of prolonged hunger	Absence of prolonged thirst	Resulting principle score
40	60	?
50	50	?
60	40	?

FIGURE 14.1 Converting criteria scores to principle scores.

profile and the other farm with a more flat profile) (Figure 14.2). The expert explains the rationale behind introducing more flexibility into the system (i.e. not just taking lowest principle score as overall score). Discussion and questions.

5. Jury discussion around issue of ‘who should be responsible for ensuring good farm animal welfare?’.
6. Jury evaluation of implementation strategies. Jury were given information and short presentation on four possible strategies: 1. use the results of the assessment as a management tool for farmers; 2. use the WQ scheme for creating a consumer certification and label scheme; 3. incorporation of scheme into current legislation, e.g. change the minimum standard regulation; 4. use the WQ assessment and monitoring scheme for harmonising the welfare claims in the existing quality labels and farm assurance schemes. However due to time restrains the discussion after the presentation centred mostly on whether the WQ scheme could be used for creating a consumer certification and label scheme.
7. Final short discussion around: ‘what is a good life for farm animals’.

---

## 14.2 EXPERT PRESENTATIONS

---

The fourth session in Norway was a combination of originally planned fourth and fifth session. Björn Forkman held the Welfare Quality scoring system presentation, and Unni Kjærnes held the implementation of the Welfare Quality scheme presentation.

In Session 4 there were a lot of comments which produced a fruitful discussion among participants, probably because the jurors had learned more about animal welfare as the sessions proceeded, and were able to grasp the logic behind the monitoring system and react to it.

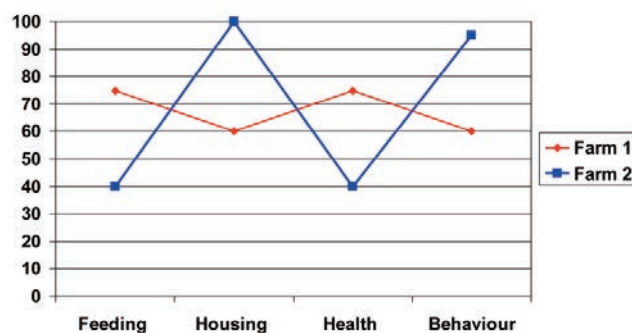


FIGURE 14.2 Two farms with the same total score (approx. 65).

---

### 14.3 ETHICS OF CALIBRATION – JURY RESPONSE TO THE DILEMMA

---

At the initiation of the session the mother of a small child, who was not very engaged during the first two sessions began to tell the others jurors about a television programme concerning animal welfare at broiler farms. The programme concluded that the stocking density had to be very high for the farmers to make a profit. This illustrates that she had begun to engage herself more in the theme as she learnt more throughout the sessions: ‘I watched the programme because I have been partaking in these groups, I would never have viewed such a programme if not’. The organic consumers followed up with a riddle: ‘Which animals are not let into restaurants? – The living!’. The rest of the jury giggled at this.

When introduced to the dilemma of how to set the threshold, how to decide if it is good or bad animal welfare if for example 5% of piglets on farms have gotten their tails bit off, the jurors asked questions about how piglets experience tail biting and placed themselves in the piglets perspective.

Jurors questions to Forkman concerning tail biting:

*How can one circumvent tail biting among piglets?*

By giving them proper indoor environment; straw, sufficient space and feeding them right. There are many things a farmer can do to circumvent tail biting, but it is very hard to get rid of once it has begun.

*If you have a badboy that bites the tail of another piglet, what do you do with him/her? Slaughter it?*

It is difficult to know who began to bite the tail of another pig. If a piglet has gotten its tail bitten, the tail becomes red and bloody, and the other piglets just keep on biting it. So it is the pig that is bullied that is removed. Unfair but true.

*It is possible/ realistic to have 0% tail biting? Are there farms with no tail biting?*

This is a very good question. One can say that tail biting is a thing that either occurs or not. Suddenly it appears and no one really knows why, and thereafter it disappears again. It commonly appears if a farm has poor management routines. We talked with farmers yesterday and they said 1–2% tail biting is to be expected at a farm with good animal welfare. In their opinion 2% tail biting should be accepted. But in their opinion the farmer had done something wrong if there is 5 percent tail biting.

At this several jurors remarked that tail biting should not be acceptable, because it is experienced as so painful for the piglets that are being bitten. In these jurors opinion, if tail biting is a symptom that something is wrong, it should be unacceptable. But especially the mother of a small child protested at this. ‘If we compare it to bullying at schools, there will always be some bullying at schools, but it does not mean that it is a poor school’. In her opinion we should not expect the piglets to be better than humans, and we should understand if the piglets are taken away from the mother too early, they might react with

bullying behaviour. Or introducing a new piglet to the flock might produce disturbance and tail biting in the group. Some of the other jurors protested at her view, and claimed that we should not accept either bullying at schools or tail biting among piglets. 'If tail biting appears, there should be an obligatory vet check and measures should be taken so that it doesn't spread.'

An intense discussion followed where the jurors could not agree if a small percentage of tail biting at pig farms should be accepted or not. A part of the jury argued that it should be accepted because there will always be some bullying at schools, but the other jurors did not want to accept any tail biting, as long as this was a symptom that something was wrong with management routines. The discussion among jurors lasted quite long and divided the jury into one group with no tolerance and another group that opened for realism. Especially the male mainstream consumer argued for a no tolerance stance:

'I don't like that we open for pushing the limits, especially not when we after a while will combine parameters. Because then the total score can look good even though half the piglets have their tails bit of. The farm receives a good grade because the feeding is good and the lighting perfect, but many of the animals are in pain. But I understand that to be realistic we have to accept some compromises.'

There was also a discussion about what the term unacceptable should imply; should receiving an unacceptable grade lead to closing of the farm or only that actions are required?

After a while the jurors reached an agreement: On a scale from 0 to 100, a score of 100–50 was viewed as 'acceptable'. If 2% of piglets have their tails bit this would give a score of 50. A score of 50 was viewed as 'acceptable' (but could be better). A score between 50–20 would produce the grade 'poor' and should require some kind of affirmative action. A score of less than 20 was viewed as 'unacceptable'. If a farm scored less than 20, the jurors wanted to close down the farm until conditions had been improved.

The dilemma of using expert opinion in setting threshold or using the average level of farms in Europe also sparked debate among the jury. The majority of jurors argued that using the average level of animal welfare in Europe today could lead to acceptance of a poorer welfare level, especially if the financial crisis made farmers focus even more on productivity. They felt that with an absolute value, the animal welfare level would be less affected by external circumstances. Some of the jurors argued on the other hand that an increased focus on animal welfare in Europe would most likely lead to an improvement of the average level of animal welfare, so that the scale would gradually become stricter. The rest of the jury responded that this all depended on where the different limits on the absolute scale was placed.

At this point the citizen jurors reasoned in the same manner as the farmers jurors. The Welfare Quality expert's evaluation of where the different levels should be placed was accepted and did not meet with any strong reactions from citizens jurors. The farmers' evaluation lay between that of the Welfare Quality experts and the citizens jurors. It is

perhaps not surprising that the citizens jurors were stricter in their evaluation than the farmers.

---

#### 14.4 ETHICS OF COMBINATION – WHAT RULES DID THE JURY USE AND WHY

---

First the conversion of criteria scores to principle score was discussed, using the example of compensating between thirst and hunger. Thereafter the establishment of total scores per farm was discussed.

The conversion of criteria score to principle score produced reflection on ‘trade offs’ between criteria such as reducing tail biting vs. freedom of movement. Within this context to avoid injuries were by several jurors regarded as more important than expressing ‘natural behaviour’, but others disagreed. The jury also reacted to the term prolonged hunger and thirst, which in their opinion was a too lenient term to include in the WQ system.

Initially quite a few jurors seemed appalled at the idea of compensating between criteria, and chose the rule of no compensation, always taking the lowest score as the best means to combine scores, as it was seen as important that low scores were not lost. Especially the environmentally aware consumer and the male mainstream consumer propagated this view. They argued that a score of 50 on both criteria (thirst and hunger) should not produce a total score on 50 on the ‘good feeding’ principle. ‘Half poor is half poor, if it is only merely approved, it should not be good enough’. These jurors engaged themselves very much in the combination dilemma, illustrating their points on the blackboard in front of the rest of the jury. ‘One cannot compensate between criteria, then the total score can be very good still half the animals are half dead of hunger’. There were even claims that all farms should score 100 on all parameters, if not they should not be approved. Hence we can discern an inconsistency between highly idealistic expectations and pragmatic acceptance in daily life.

As the discussion proceeded, other jurors opened for more realism, and argued that some criteria were in fact more important than others. ‘Yes, some criteria are more important than others, it is worse to be thirsty than to be hungry, our dog feels this way at least.’ Discussing the example of compensation between thirst and hunger jurors asked Forkman a lot of questions about why it is common that pigs are hungry. Most of the jurors agreed that it is worse to be thirsty than to be hungry. Hence they argued that a low score on thirst should produce a lower total principle score than a low score on hunger.

There was no deliberation reached in the jury, but after a while most of the jurors took a more realistic stance and suggested a solution where it was opened for a combination of

scores that did not take the average score but penalized farmers for low scores on the most important criteria. The consumer from the countryside illustrated her reasoning by Table 14.1

The logic behind her suggestion was that since they deemed prolonged thirst as worse than prolonged hunger, a poor score on the most important criteria should produce a lower total score than a poor mark on the less important criteria. The majority of the jurors supported this solution of partially compensation. However, it was not accepted by the couple of jurors that stuck by the rule of no compensation, arguing that the lowest criteria score should always be set as the total principle score.

Even though no consensus was reached on the matter, the jurors agreed on the point that poor scores should weigh heavier than good scores. We have seen that the majority of jurors reasoned in the same manner as the WQ system is built up; opening for partially compensation. Not surprisingly they therefore agreed with the WQ idea of stimulating solution of the gravest problems first.

---

#### 14.5 JURY OPINIONS ON SCORING SYSTEM

---

In the last section, we saw that the jurors agreed on the point that poor scores should weigh heavier than good scores. It is perhaps therefore little surprising that they reasoned in the same manner when presented with two different farms with the same total score (65), but with totally different profiles. One of the farms having a jagged profile (scoring very high on two principles and rather low on the two others) and the other producing a more flat profile (scoring rather acceptable on all principles, but not very high on any). All jurors were very sceptical to the farm with the jagged profile, they did not want this farm with two scores below 50 to be accepted. They agreed that it is better to have a flat profile than a jagged profile, because it is better to have an even but little lower score on all principles than to score very high on some principles and very low on others. Hence the farm with the flat profile was judged as the farm with the best animal welfare of the two, avoiding the dilemma of ‘all the happy but half dead animals’.

The logic behind the welfare quality scoring system was in line with most of the jurors reasoning around compensation. It was accepted by the jurors that opened for realism but disappointed the jurors who chose the rule of no compensation.

TABLE 14.1 One participant’s score calculation.

Hunger score	Thirst score	Total principle score?
40	60	50 or 47
50	50	50
60	40	45

---

## 14.6 SUMMARY OF GROUP DISCUSSION – WHO SHOULD BE RESPONSIBLE FOR ENSURING GOOD ANIMAL WELFARE?

---

When asked who should be responsible for ensuring good animal welfare, jurors responded ‘the Norwegian Food Safety Authority, vets that control farms and animal rights groups’. The jury emphasized the need for information and education about farm animal welfare. They would have liked to see more controls and inspections on farms, that vets functioned more as ‘watch-dogs’ and more openness and discussion around animal welfare in society as a whole.

Jurors expressed surprise over missing existing labelling systems for animal welfare products in the EU. They were positive to the aim of a labelling system; however, they were not sure that such a strategy would really function to improve the animal welfare level at farms in EU. Some of the jurors believe that one should instead focus more on animal welfare within the organic scheme, to support a label that is already marketed and established in consumer’s consciousness.

Discussing a potential WQ labelling system the jurors posed quite a few critical questions. They saw a challenge for the big meat and dairy co-operatives Gilde and Tine in keeping the meat and milk from different farms apart. They were not sure a labelling system would really help the farm animals. Comments were that a labelling system would demand even more of the consumers than today. They reported trying to use as little time as possible on grocery shopping, at least weekdays. Hence they felt an animal welfare label would come on top of all the other factors they as consumers have to check and choose between: calories/best before date/price/ecological or conventional/fair trade, etc. They questioned if ordinary consumers would have the time and energy to embrace another ethical label, and felt that it is already too much to relate to in the shopping context already. ‘I must admit, I become tired when thinking about it, I don’t like to use a lot of time in the shop.’

A few of the jurors expressed a frustration over having to admit that they find relating to another ethical label such as an animal welfare label stressful, when they throughout the session had talked so much about how important it is to improve farm animal’s welfare.

On the question of how a possible labelling system should best indicate the level of welfare of a product, some of the jurors suggest a green, yellow and red code. However, after some discussion, jurors agree; the best would be to simply have an approved stamp. ‘If it is not accepted, there is no point in branding it.’

As we have seen, there were some disagreement among jurors if a WQ labelling system is a good idea or not. Some of them claimed that they will not change their shopping habits even though they after participating in the citizen juries now have a lot of information about animal welfare. Other said that receiving information about the present level of animal welfare at farms is the key, and that this can make people more aware and willing

to purchase more animal friendly labels. But they also warned that the willingness to purchase animal friendly products will depend a lot on the price as well, it should not be too expensive compared to products from non certified farms.

In general, the jurors seemed more positive to the implementation strategy that the WQ system should be used as a pragmatic documentation of finding out and improving how the farm animals are treated, than for WQ to be a labelling scheme directed toward consumers. This is in line with the social democratic tradition where the state secures matters of health and welfare. This should again been seen in light of that the moral dilemmas on animal welfare issues are not debated in the Norwegian society. The legitimacy of today's farming system is not questioned to any large degree by the public. The general perception in Norway can be called technocratic – that it is okay to eat meat. Themes such as meat consumption and animal production do generally not trigger much of a political or moral engagement in Norway, and there is a wide-scale trust in the state's administration of important societal issues.

---

#### 14.7 FINAL DISCUSSION ABOUT JURORS FARM ANIMAL WELFARE VIEWS

---

Unfortunately there was not time to do the exercise tracing changes in jurors opinion of farm animal welfare. But our general impression looking at the jury process, the majority of the jurors took a more realistic stance in Session 4, accepting the logic that some criteria are more important than others and that one should work to solve the greatest welfare challenges first. However some of the jurors kept their initial more idealistic view of animal welfare throughout all sessions; examples here are the male mainstream consumer, who engaged mostly with the dilemmas at an ethical level, the environmentally aware consumer, who chose the position of no combination, the vegan, who already had his long term established position before the juries, and the organic consumer, who said that she would probably stick to the organic scheme.

---

#### 14.8 OVERALL IMPRESSION OF SESSION 4

---

Also Session 4 highlighted several inconsistencies between highly idealistic expectations vs. pragmatic acceptance in daily life. These inconsistencies were not perceived as problematic, at least not by the jurors who stuck to the rule of no compensation. The jurors really engaged themselves and were able to work with the dilemmas in Session 4, probably because they had become more accustomed to the reasoning behind the WQ system.

Comments from jurors at the end of the session were that they had the impression that WQ was a really good project, and that the use of expert presentations had given the jury process a high level of legitimacy. Some of the jurors had talked about the project with friends and family, engaging themselves in the dilemma outside of the sessions, but by far not all.

Final comments focused on that the jury sessions had been valuable and that they had learnt a lot, but there was a general hesitance/little expectation of impacts on own purchasing routines. 'It has been an interesting process, but I don't think I will change my purchase habits because of it.' On the other hand, some of the jurors said they were more open to purchasing welfare friendly products in the stores. The jurors that claimed they would not change their purchase habits even though a welfare-friendly label was introduced to the stores reported feeling a little guilty about this.



# EXPLORING JURORS' KNOWLEDGE ABOUT FARM ANIMAL WELFARE

---

## 15.1 SITUATING JURORS' KNOWLEDGE ABOUT FARM ANIMAL WELFARE WITHIN THEIR EVERYDAY LIVED PRACTICES

---

It seems the citizens' juries functioned to open animal welfare as a moral dilemma for most of the jurors. Overall, our impression is that the participants had little prior knowledge and thoughts on animal welfare and few had clear opinions beforehand. (Exceptions were the vegan who had an established animal right position and, to some degree, the organic consumer who preferred organic products because of what she perceived as poor animal welfare within conventional systems). Jurors were interested, and engaged with and grappled with the dilemmas presented. As the sessions proceeded they learned more and managed to catch the dilemmas and work with them faster. As they attained more knowledge throughout the sessions, this enabled them to express more clear views. Surely they learned to have a conversation about animal welfare, however the jury process did not seem to influence them at a deeper level or affect their everyday lived practice to any large degree. Also, even though they were positive towards the WQ system and the thought of being offered welfare-friendly products, they did not draw a direct connection to their own shopping practices.

Even though some of the juror had pets, they referred surprisingly little to their own experiences with animals. The exception here was the female mainstream consumer who used the family's dog and horse as illustrative examples. Also the woman who had grown up in the countryside and the organic consumer referred to visits at farms. Because of this the jurors worked with the dilemmas mostly on the ideal level. This changed some towards third and fourth session, when the dilemmas were concretized and made more practically available for them.

Some of the jurors debated the issue only from the ethical/ideological level throughout the sessions, such as for example the male mainstream consumer who chose the rule of no compensation and wanted zero tolerance for tail biting and bullying behaviour among piglets (expressing the view that all farms should score 100% on these parameters or not be approved at all). He talked mostly about what 'the others' should or ought to do, and did not connect his idealism to a need that he should act differently in the shopping context.

This goes a long way to prove that in Norway, in regard to humans' relationships with animals, the ethical stance and the consumer role is not connected. In Norway, these two spheres have generally been separated and there is little public problematization of animal welfare issues, which are placed in a technical administrative system taken care of by the state. Jurors made no clear link to what they could or should do in their role as consumers before they were asked directly about this. With a few exceptions, there was a very big distance between jurors' ideal positions and their everyday practice. This was a distance that they by and large did not problematize. That is to say, they would like to be offered welfare friendly alternatives in the store, but they did not feel they had to consume differently.

Another interesting point in relation to how jurors related animal welfare to their everyday lived practices is their anthropocentric point of reference. In a sense, they identified with the farm animals and responded from the belief that farm animals share much of the same needs as humans. Thus they took their own needs as a point of reference and focused on issues such as hygiene, care, and proper nutrition. As such jurors used human analogies to understand farm animal welfare issues. Thus on the one hand jurors humanized farm animals, almost placing them in the pet category (in the living room).

However, at the same time jurors operated with a naturalism discourse, expressing ideas that the good life for farm animals is in the wild – that animals should be able to live as free and natural as possible. Talking from the naturalism point of view jurors focused on issues such as 'being able to spent time outdoors, natural feed and natural breeding'. By natural breeding they meant not manipulating farm animals bodies in the breeding process, because to be healthy animals should be able to keep their natural bodies. The focus on 'nature, the outdoors and the natural' are important values in the Norwegian context. (This understanding of 'natural living' is connected to ideas of being healthy and fit also for humans).

However, we can discern an ambivalence here; on the one hand, farm animals are humanized and almost placed in the pet category, expressing ideas that a good life for farm animals is living a (hygienic) life close to humans and receiving our care and attention (hygiene, care, and proper nutrition). At the same time jurors spoke from a naturalism discourse, expressing views that farm animals are better off living in a natural wild state to a large degree separated from human intervention. These ideas live side by side and convey ambivalence in how jurors relate to farm animal welfare. A reason for this can be that jurors talked from an ideal point of reference, and not from practical lived experienced with farm animals.

## 15.2 COMPARING SCIENTIFIC AND LAY UNDERSTANDINGS OF FARM ANIMAL WELFARE

---

As we have discussed earlier, there was a large gap between ideals and practical realities in jurors understanding of farm animal welfare. At the same time as the jurors worked mostly with the dilemmas at the ethical/ideological level, their opinions were very much shaped by their emotions. They reacted very strongly to pictures of what they perceived as poor animal welfare conditions, reasoning that the animals must feel the same as they would have felt in a similar situation. They directly deduced the mood and condition of the animals from their own emotional reactions of viewing their condition. The scientific understanding, on the other hand, is more based on knowledge, practical measuring, testing and validation before reaching any conclusion about the mood of the animals and their level of welfare.

Whilst one should not uncritically adopt jurors view, we should also be careful not to delegitimize jurors' opinions on the issue vis-à-vis expert opinions. Jurors' views are either way useful tools, both as productive counterpoints to expert views and as a source of agreement with the scientific take. Jurors had several positive inputs to offer when responding to the WQ monitoring system. Some of the issues jurors saw as especially important to good farm animal welfare that are left out of the WQ monitoring system were for example: quality feed (not just sufficient feed), being able to spend time outdoors, good space (both indoor and outdoor), being able to keep their natural bodies, abandon use of farrowing crates of sows and being able to live with offspring. Thus jurors wished to include more high end welfare points in the WQ scheme.

However, we learned through the Norwegian citizens juries that even though the jurors expressed such critical opinions, they more or less accepted the scientific take on the matter as the discussion proceeded (except from the vegan). It might seem they doubted their own influence and knowledge. This should be analysed in the Norwegian context where consumers are not very accustomed to exercising their consumer power in the food field, which is placed in a technical administrative system regulated by the state. In addition deliberative processes such as citizens juries are a fairly new political method in Norway. Deliberative processes can be seen as a particular way of making decisions, which presupposes a knowledge and learning process. If deliberative models become more included in the political process in Norway, consumers might respond by feeling (and thus taking) more responsibility in the food field.



# MAPPING CHANGES IN JURORS’ UNDERSTANDINGS OF FARM ANIMAL WELFARE

---

## 16.1 SNAPSHOTS OF CHANGE – POST-IT NOTE EXERCISES

---

In Session 1, the jurors produced many points similar to the WQ criteria. However, after Kjærnes ethical presentation in Session 1, as they had been given time to reflect on the matter they produced even more factors that should be present for the animals to have a good welfare level. These new elements were placed under the broader terms Ethics/Animal Rights (traceability, focus on animals’ experience, consumer/producers attitudes) and Economy (price increase to improve animal welfare and reduce meat production). This process continued in Session 3, where they came up with several additional measures for the examples ‘good housing’ and ‘appropriate housing’ such as space and groundsheet adopted to species, natural flock sizes, being able to live with offspring, natural procreation possibilities and being able to live out natural instincts. In Session 4, we can discern a movement toward more realism, where most of the jurors accepted the WQ system of calibration and combination of criteria and principles presented. This inconsistency between sessions is probably connected to the fact that most jurors had high regard for expert knowledge in a field they had little concrete experience with. Lacking prior knowledge of the field they relied on placing themselves in the position of the animals, ethical reasoning and trusting expert opinions.

---

## 16.2 TRACING INDIVIDUAL TRAJECTORIES

---

Responses during each session appeared to be rather at the spur of the moment, with little continuity or clear shifts in opinion in the group because of individual inconsistencies within and between sessions. There was one exception; the vegan who held his negativity towards animal farming throughout the session and used the same argumentation and style

throughout the sessions. The ad hoc character of the other jurors responses makes it hard to view the sessions as a deliberative jury process and trace individual trajectories.

However, two interesting case-studies are the mother of a small child and the female mainstream consumer. The mother of a small child was quite passive and did not engage herself much in Sessions 1 and 2. But when showed video clips of bullying behaviour among piglets and a sow placed in a fixation stall in Session 3, something seemed to be stirred within her. She began to identify very much with the animals situation and drew parallels to her own life as a mother and the experience of children in schools. From this point on she engaged herself very much in the discussion with the other jurors, also managing to defend and stick to a realistic position in Session 3, arguing for partial compensation. Faced with opposition from the rest of the group on this point, she actually managed to turn many of the others opinions. She also engaged herself a lot in Session 4, both in discussions with the other jurors and in asking questions to the experts.

The female mainstream consumer on the other hand was very engaged from the start, and stood out as a natural jury leader for the first exercise. She was one of the few jurors who used the knowledge she acquired throughout the sessions as a means to analyse and evaluate the welfare level on her own animals (a dog and a horse). She engaged herself in all the discussions throughout the session, and she did not religiously defend any position. She seemed more to look for the truth of the matter, and relied a lot on asking detailed questions to Forkman for understanding how the animals really experience the different conditions they were presented. She was also one of the few jurors who remarked the inconsistency between her high ideals and lack of enthusiasm for purchasing welfare-friendly labels. As such she didn't change her content and style throughout the sessions; rather, she was one of the few jurors who didn't show inconsistencies within and between sessions.

---

### 16.3 DIALOGUE ON THE TECHNICAL-ETHICAL DETAILS OF ANIMAL WELFARE BETWEEN THE JURORS AND THE EXPERTS

---

Generally there was a workable dialogue between jurors and experts. But with many of the more technical and factual presentations, such as Østerås presentation of farming in Norway today and Lund's presentation of the organic system, the jurors had little prior knowledge and could only ask questions and accept the expert's answers. Only the vegan tried to actively discuss and to some degree oppose the method of judging animal welfare faced with the experts view; the other jurors more or less accepted the experts' presentations of the subject. The jurors reported that they felt able to give feedback on most of the exercises and presentations throughout the sessions. One exception was the organic/WQ comparison exercise in Session 2. Here the most active jury members responded that they were critical to the exercise because did not see a basis for comparing

the two systems. Facilitators had to do a lot of explaining and posed many leading questions to get the jurors to respond, but they were only able to make a few reflections on the matter and there was no time to finish the whole exercise. Jurors commented afterwards that Session 2 was too packed with information.

However, Session 2 sparked a very interesting discussion on citizens' knowledge and legitimacy when contributing in political debates on complex topics. The point came out while the environmentally aware consumer and the organic consumer were discussing the scientific view that artificial light is as good as natural sunlight. The environmentally aware consumer claimed that as long as he had not read the research reports concerning artificial vs. natural light he would have to accept the research results claiming that artificial light is as good as natural sunlight. He felt that if he should have the right to be critical, he would have to read up on the research and reflect upon the issue himself. Hence, he argued that consumers/citizens should accept the expert knowledge as long as they had not studied the matter more closely themselves. If not citizens opinions would be strongly expressed but weakly founded. However, the organic consumer protested to his view, claiming that citizens/consumers have a right to express opinions based on their gut feelings and hearts, and not only rational logics. 'Humans need sunlight to receive the endorphins that make us happy. I would imagine that animals need this as well. But I understand that we have to make some compromises.' The quote highlights some of the key issues surrounding expertise, lay knowledge and citizens right to contribute to the debate.

The jurors said they appreciated the opportunity to learn about a new field that concerned them and participate in the debate, and claimed that it is part of the democratic convention to ask citizens opinions. 'Questions like animal welfare must not be left to experts alone; we have now seen examples of where that leads us', a juror observed referring to the video clips shown by Forkman. Deliberative processes highlight the fact that dialogue is two way route where citizens can be informed by scientists but scientists must also listen to broader societal views, especially regarding issues about what is ethically acceptable.

---

#### 16.4 MONITORING INTERACTIONS BETWEEN JURY MEMBERS

---

Approximately half of the jury members were very active throughout the sessions: the vegan, the environmentally aware consumer, the rural woman, the mother with a young child, two of the mainstream consumers (male and female) and the organic consumer. The other half was remained rather passive throughout the sessions: the health conscious consumer, the halal eater, the vegetarian, the two consumers on a budget and the third mainstream consumer (male). The more passive jury members participated in the exercises and voiced their opinions when asked directly, but did not voice many arguments or questions when the jury discussed among themselves or with the experts. Curiously

enough, the most active jury members were also those who seated themselves closer to the facilitators and experts.

There were few gendered differences in opinion, and few age differences. The two students on a budget stood out from the group, they were very passive throughout the sessions and seemed to be present mostly because of the incentives given. We had two vegetarians in the group, but they were not visible as a distinct position. The vegan, on the other hand, was totally positioned and consistent in his animal rights view. During the first two sessions the vegan stood in opposition to the rest of the jury, who found his position rather extreme. In Session 3, he seemed to tone down his position somewhat, most likely to give room for differences in opinion among the other jury members. There were fruitful differences in opinion in the jury, which led to engaged discussions in the group and many jurors did a good job defending their positions vis-à-vis the other jury members.

---

### 16.5 WHAT DID THE EXPERTS TAKE AWAY FROM THE CITIZEN JURY?

---

The methodology was to a large degree built up around the interaction between experts and the jury. The welfare quality animal scientist Björn Forkman was familiar with the project's aims and functioned very well in the citizen jury setting. He also functioned as the expert for the farmers jury and was able to render all technical aspects understandable to the jurors. However, the invited experts did not function optimally. A main reason for this is that the Welfare Quality project addresses issues that Norwegian animal scientists are not familiar with problematising. Since the invited experts did not have the full overview of the Welfare Quality projects aims, they tended to answer jurors questions more specifically related to their field of expertise, more than assisting the jurors by given them 'the complete picture'.

Vonne Lund engaged herself very much in her presentation, but she was uncomfortable with the idea of comparing the organic system and the welfare quality system. Therefore she actually argued against such a comparison in her presentation, and made jurors aware of the complexities involved, with the result that the jurors found it difficult to complete the task and it was left unfinished. She seemed a bit troubled by her task and stayed to discuss her perceived incompatibility of the two systems with facilitators after the session.

Olav Østerås, on the other hand, held this presentation and left, without commenting much on the programming and themes of the session he participated in.

## FROM IDEOLOGY TO PRACTICE

---

WHAT HAPPENED TO THE DISCUSSION AND TO THE NATURE AND STYLE  
OF THE DEBATE WHEN WE SHIFTED FROM A FOCUS ON VALUES TO A  
FOCUS ON METHODOLOGIES?

---

The jurors managed to engage themselves and respond both at the ideological and the practical level, but at the value level their feedback had a very ad hoc character because they had not reflected much on the matter before. But as the sessions proceeded they had learnt more and were able to express themselves in a clearer manner. Learning from the Norwegian jury process the more concrete and visual the examples were made, the better the sessions functioned. The home tasks with broiler farms functioned very well, as did Forkman's concrete examples and video clips in Session 3. Hence, it was the more practical sessions with concrete illustrations of poor animal welfare practices (e.g. the video clip of the fixation of a sow) that made the jurors really engage themselves and discuss more fiercely. When they were shown visual examples of poor animal welfare their interest and engagement was truly sparked, which changed the jury dynamic quite a lot. Among other there were more disagreement and discussion among jurors in Sessions 3 and 4. However, at most points the jurors reached a deliberation in the end, but not on all (for example the rule of compensation).



# REFLECTING ON THE METHODOLOGY FOR THE CITIZEN JURIES

---

## HOW DID THE METHODOLOGY FRAME THE DELIBERATION?

---

The degree to which we can view the citizens juries in Norway as a deliberative jury process depend to some degree on which meaning content we place in the word 'deliberative'. It is a term which encapsulates different meaning nuances. Used in the sense that it is a process that involves discussion, argument, careful consideration and (when opposed to pluralist models) an open mindedness and a willingness to engage with, respond to and potentially be moved by new arguments/ideas, the citizens juries conducted in Norway functioned as a deliberative process.

But if 'deliberative' is used in the sense of reaching the good/right solution (or even consensus/agreement) by partners participating in the debate from an equal place and developing subjective opinions and positions we can perhaps question the degree to which the citizens juries conducted in Norway functioned as a deliberative process (as opposed to a pseudo professional focus group). (By focus group we mean processes where participants respond to their best ability there and then and do not reflect on the issue outside of the meeting context). The reason we pose this question is that the citizens juries in Norway displayed some 'inhibiting' features that allow us to question whether the citizens juries conducted can be said to have functioned as a democratic tool.

First, as we have mentioned earlier, jurors' responses were markedly ad hoc. By ad hoc we mean that the jurors were not very consistent in their expressed opinions, neither within nor between sessions. Only the vegan had an established position on the animal welfare issue before participating in the jury. The other jurors did not seem to develop a subjective position throughout the sessions. Rather, they were responsive to the discussion, and gave their responses as the different topics of discussion were put forth. This does not mean that the jurors were 'superficial' in any sense, but participatory processes are not yet very common in Norway and involved a learning process both for facilitators, experts and jurors. The jurors generally had very high ideals connected to good animal welfare (as becomes apparent for example in the Post-it note exercise in Session 1). Perhaps ironically, despite their high ideals, they were rather quick to accept the experts' explanations as to

why the state of farming in Norway is at the welfare level it is today (which is far from the juror's ideal). Why was this so? Reflecting on the manner, it seems that jurors delegitimized their own opinions vis-à-vis the expert's knowledge. Even though they posed critical questions, they jurors did not feel that they had enough knowledge on the matter to claim the experts wrong. Neither did the process demand that experts were open to change their positions in the meeting with citizens. Thus the juries functioned perhaps more as a process where experts and facilitators informed and made citizens reflect and participate in a discussion on a complex theme, than a process where equal partners through discussing their subjective positions laid the ground for a new improved political solution?

A main reason why jurors did not contest experts point of view to any large degree in the citizens juries in Norway, is that animal welfare is an issue that is not much debated in Norway. It is placed in a technical administrative system regulated by the state. Therefore, the jurors did not have much knowledge and opinions on the matter beforehand. Jurors might have been able to engage themselves and respond in a manner more adapted to the jury methodology if animal welfare was already politicized as a field of consumer power.

It would probably also have been easier for the jurors to take a stance if the subject of discussion had been closer to their hearths; if they felt more affected by the theme of discussion in their everyday lives and had first hand experience with it over some time. Then they would probably have felt that they had more of a knowledge base from where to discuss the matter. Examples could be drug policy, child rearing, how to prevent bullying at schools, etc. Also the jurors probably would have been able to respond more powerfully if deliberative processes had been a more institutionalized part of the Norwegian political system. They would probably have felt more empowered if they knew exactly what was expected from them and they believed they had a real influence vis-à-vis with experts' knowledge capital.

At one point in the discussion, the vegan made a good point, he commented that the organisation of the juries had been very good, but questioned how efficient it is to involve citizens in a group discussion. In his opinion, it would have worked better if we had taken citizens to actual farms and let them see and experience animal welfare first hand. In developing the citizens juries methodology further, we feel excursions into the field should be part of the programme. All in all, we do not believe that a different methodology would produce radically different results. Both the citizens and the experts responses were realistic and in line with other Norwegian studies talking about how such a system might work within a Norwegian setting.

## CONCLUSIONS TO PART II

---

### 19.1 THE SCOPE OF THE WQ DEFINITION OF FARM ANIMAL WELFARE

---

In Session 3, when asked their general opinion about the Welfare Quality measuring system the vegetarian said she was critical to it, because the jury had evaluated all three broiler farms as having poor welfare, but according to the Welfare Quality system all these farms scored excellent. Thus she deduced that something had to be lacking in the Welfare Quality system.

When facilitators asked the jurors what they thought about the Welfare Quality measuring system, some of the jurors answered that it looked very good on paper but that the present level of animal welfare on farms seemed very poor, close to torture for the animals. And that they were sceptical to if the Welfare Quality system was perhaps too lenient with present farming practices. They would have liked to see negative practices, such as fixation of sows, banned altogether. This response is connected to jurors wish that the WQ system is improved so that it captures more high-end welfare.

Analysing jurors' view of farm animal welfare we have to be careful to discern between measures that jurors claim should be obligatory for all farms for them to be accepted within the Welfare Quality system, and measures that they would have liked to see included in the Welfare Quality definition of farm animal welfare.

There are two main points jurors claim have to be included in the Welfare Quality assessment scheme if the project should have the right claim measuring 'good animal welfare'. The first point in this regard is access to outdoor area. In general, the jurors wanted farm animals to have access to outdoor area and natural light and space some hours each day, at least large parts of the year. They feel that this point should be obligatory for all farms for them to be accepted within the Welfare Quality system. The other point that jurors claim has to be included is connected to the issue of sufficient space and no fixation of animals. They reacted with horror to the picture of farrowing crates for sows. They were occupied with that the animals should have sufficient space and saw free-range/loose housed systems for all farms as the ideal.

These points are connected to jurors' opinion that production animals should have more possibilities of leading a natural life. Two main discourses on naturalism can be observed, where one focuses on 'wild animals' – that animals should be able to leave freely in nature

and not be placed in human production systems. The other major discourse on naturalism focus on positive human–animal interactions, that the farmer should love and care for his animals and arrange for them to live as natural and stress free as possible. The jurors were mostly concerned with the latter form of naturalism, they perceived farm animals in the wild to be a utopia.

In this context, of jurors focus on that animals should be able to live as natural as possible, there are several more points jurors would have liked the Welfare Quality system to measure. When assessing proper housing, the jury would have liked WQ to add measures for: ‘possibility to choose between indoor and outdoor range, groundsheet material adopted to species, possibilities for protection (against other animals aggression and predators), light measures, natural flock sizes, air quality and being able to live with offspring’. Evaluating appropriate behaviour the jury wanted WQ to add measures for: ‘natural procreation, able to form bonds with partner and offspring, gentle weaning processes, low stress level, possibilities for protection against other animal’s aggression and no transporting’.

The jury also reacted to the term prolonged hunger and thirst, which in their opinion was a too lenient term to include in the Welfare Quality system. Other points that they wanted to include were: ‘quality feed, natural feed, compassion and care, and no mutilation practices’. In jurors opinion Welfare Quality measuring system should strive to capture also more high-end welfare so that some farm could receive higher scores than the farms that just covered the ‘basic’ criteria.

Furthermore, jurors focus on natural feed, genetic diversity, compassion, ecology and economy testify to jurors view that animal welfare is interconnected with other large issues that are not directly covered by the Welfare Quality system.

---

## 19.2 THE BROADER ETHICAL VALUES WHICH INFORM THE WQ APPROACH TO FARM ANIMAL WELFARE

---

Except from the vegan, the jurors had not reflected much on farm animal welfare before the participating in the citizens juries. But when introduced to the theme of humans’ ethical relationship to animals, they made many fruitful reflections on the matter. However their ethical idealism did not influence them to any large degree when discussing implementation strategies. We believe this shows that lay people in Norway have a lacking basis for understanding the ethical principles which the Welfare Quality system is built upon. This implies that the implementation of the Welfare Quality system in Norway should be followed up by wide-scale education of and information to the public by placing debates on animal welfare issues in the mass media.

In regard to how jurors' ethical framings (explicit and implicit) of farm animal welfare contrasted with scientific framings, both the jurors and the scientists largely support a welfare stance rather than a rights stance. But more deeply than this the jurors tend to prioritise natural living as good welfare whereas the scientists tend to favour health and affective states. Furthermore, jurors tend to focus on resources rather than animal-based measures.

---

### 19.3 THE PRACTICAL METHODS OF ON FARM ASSESSMENT ADOPTED BY WQ

---

Jurors by and large accepted the stories on farm animal welfare told by the experts. It was not until Session 3, when Forkman visualized and illustrated animal welfare problems in a way that stirred their emotions that they realised that there is a problem connected to farm animal production, also in Norway. Their spontaneous reactions to Forkman's presentation in Session 3 was that they wanted the Welfare Quality system to measure more parameters. In Session 3, we managed to cover two principles, namely 'good housing' and 'appropriate behaviour'. The jurors wanted to include resource based measure for the principle 'good housing'; the measures that they saw as most important were: 'space per animal, check thermal control/regulation, check management routines and a maximum number of animals compared to hall size'.

For the principle 'appropriate behaviour' the additional measures that jurors wanted to include were: 'No fixation stalls, observe animals' moods/behaviour to check for stress and aggression (measure according to a scale), access to outdoor range and check possibilities for protection (against other animals' aggression)'.

So for the principle 'appropriate behaviour' jurors wanted to include both animal-based and resource-based measures. However, they did not consciously discern between animal-based and resources-based measures. Also after the difference had been pointed out and explained to them, they did not put much notice into this point. This separation of measuring approaches did not seem to be an important point for them.

It is important to note that when jurors brainstormed on the additional measures they would have liked the welfare quality system to include in Session 3, they worked mostly at the ideal level. The jurors balanced their views somewhat and accepted more realism in Session 4, when discussing the ethics of calibration and combination. However these points should be taken as a precept of what are important points for citizens.

The jury wanted to know more about how long the expert's visits to the farms they measure last, and if the farmers are informed about the visit before they take place. When

implementing the welfare quality system, more concrete information about the actual visits to farms can with advantage be included.

---

#### 19.4 THE STATISTICAL METHODS OF CALIBRATION AND COMBINATION ADOPTED BY WQ

---

There was a lot of discussion around where to set the thresholds for good and poor animal welfare. First, many of the jurors found it very problematic that the thresholds should be at less than 100% and the measures and principles could be compensated for. However, after some discussion between the jury members and the jury and the experts, this was largely accepted. However, the vegan entirely rejected the notion of compensation, and the other jury members only allowed limited compensation.

From this we can draw the conclusion that the acceptance of a standard is dependant on how the WQ system is organized and informed about to consumer. They were generally positive to the standard set within the WQ system, and generally agreed with and accepted the WQ method of compensation between criteria and principles. We believe the information about the WQ system should concentrate on explaining the main principles it is built upon and guaranteeing that quality assurance is conducted in all European countries.

On one hand, the act of threshold setting and combination is very technical, yet on another level it gets at the heart of the ethics behind the WQ scheme. The definitions of what is acceptable and unacceptable and what can be traded-off are crucial to the Welfare Quality system. Still, there is a risk that informing about the highly technical act of threshold setting and combination will be more confusing than illuminating for the regular consumer. In our view it would be better not to go into the nitty-gritty of setting a threshold level and principles of compensation. If Norwegians are told what the WQ system is about, they will probably trust that the animal experts take care of this, because the jurors put a lot of trust in the expert's statements. Receiving all the details on threshold levels and rules of combination will probably have little effect for making them shop differently. We believe it is making the positive intention behind the WQ scheme of improving animal welfare very clear that can make consumers act differently.

## 19.5 THE SEMANTICS OF THE SCORING SYSTEM

---

The jurors wanted a potential system of labelling to be as clear and lucid as possible. They wanted a solution where products from approved farms were simply marked with a Welfare Quality ‘approved’ stamp. In jurors opinion the idea of a differentiating strategy implementing a graded scale was too much to relate to in the busy context of grocery shopping. With a simple Welfare Quality ‘approved’ stamp, it will be easy to see which products are animal friendly and which are not. However, if this labelling strategy is chosen, this might be an argument for raising the minimum threshold level.

---

## 19.6 IMPLEMENTATION OF THE WQ MONITORING SCHEME

---

The jurors were very positive to a monitoring system that could increase the transparency of origin and increase the knowledge of animal welfare issues in Norway. However, not all jurors were sure if they would purchase animal friendly products if it was available in stores. This finding should be interpreted within the Norwegian context where the distribution of responsibility has been placed largely on a regulatory state, and not much on consumers. This is in line with the social democratic tradition where the state secures matters of health and welfare. This should again been seen in light of that the moral dilemmas on animal welfare issues are not debated in the Norwegian society. In Norway, the legitimacy of today’s farming system is not questioned to any large degree by the public.

---

## 19.7 A SHORT NOTE ON GENERAL LEARNING FROM THE NORWEGIAN CITIZENS JURIES

---

The citizen jury process has produced some general learning points:

- Results from the citizens juries must be understood in light of the national context.
- It is also important that the citizen jury methodology is adapted to varying national contexts.
- It was not possible to make the experts take positions that are not already established in the national context.

- The more concrete and visual animal welfare problems are made for the jury, the more constructive responses we received from jurors.
- There were some difficulties connected to making the juries function as a deliberative process when the jurors knew little about the theme beforehand, and had little emotional experience/connection to it. We believe the juries would have functioned more as a deliberative process if the theme of discussion lay closer to juror's hearts and everyday experience.

# Part III

## Italy

by

Mara Miele with Giuseppe de Rosa and Angela Guarino

Cardiff University, United Kingdom

Università degli Studi di Napoli Federico II, Italy

University of Pisa, Italy



## INTRODUCTION TO PART III

---

The citizens' jury is a distinctive method for investigating public concerns, questioning, acceptance or refusal about technological innovations. They differ from other qualitative research methods such as focus groups, consensus conferences or expert workshops because they are usually used to reach a citizens 'deliberation' on a specific issue.<sup>3</sup>

We carried out Citizen Juries to pilot the discussion that the Welfare Quality<sup>®</sup> protocol would generate among the EU citizens, here represented by a sample of three study countries, Norway, the UK and Italy, that well represent the three models of institutional environments and modes of governance of animal welfare in Europe as characterized by Kjærnes et al. (2009).

This report describes the results of citizens' juries conducted in Italy for opening a discussion with a group of citizens about the Welfare Quality<sup>®</sup> protocol for the on-farm assessment and monitoring of animal welfare, its scoring system and its potential implementations.<sup>4</sup> We used the citizens' juries mostly for opening up to the scrutiny of the public the scientific process of defining what is animal welfare, how it can be measured and how the results of the various measures can be aggregated in a score that would give an overall evaluation of the animal welfare achieved in a specific farm. We were only partially interested in reaching a deliberation on the Welfare Quality<sup>®</sup> protocol, given the range of possible implementations, that would be decided in a later phase. Chiefly we wanted to explore how ordinary people would compare the perceived advantages/disadvantages of the Welfare Quality<sup>®</sup> protocol with the already existing food quality standards (e.g. 'organic', 'freedom food', 'coop con amore', and other country specific standards) that might make claims about animal welfare as well as about other qualities of food. Moreover, we wanted to pilot the effects, the interventions that this new protocol for assessing animal welfare would promote if it was used to implement different policies (e.g. compulsory or voluntary labelling policies, animal welfare minimum standard regulation, etc.). Even though reaching a 'deliberation' was not the main goal of our jury, again for the uncertainty of the possible future implementations of this on farm welfare assessment protocol, the specific remarks and judgements about the Welfare Quality<sup>®</sup> protocol have been used by the animal scientists working in finalizing the protocols themselves (within SP2) and they have informed the final recommendations (see Report 4.7).

---

<sup>3</sup> It has been used in a range of contested issues, for example for investigating the acceptability of human organ transplants, stem cells research, biotechnologies in pharmaceutical and food science and many others.

<sup>4</sup> This task is fully described in SP4, Work-package 4.4.1.1.



# REGULATION AND THE ITALIAN CONTEXT

---

## 21.1 OVERVIEW OF THE CONTENTS OF THE REPORT

---

One major question in terms of public commitment to the improvement of farm animal welfare is the extent to which this is seen as a problem that society needs to address and, if it is seen as a problem, what kind of problem it is. From previous research in Welfare Quality® (see Roex and Miele, 2005), it emerged that the level and nature of civic engagement varies across Europe: in some countries, such as the Netherlands and the UK, farm animal welfare is an established issue on the political agenda, while in Italy it has gained much less attention both in terms of regulation of farming practices and in terms of market initiatives for labelling animal-friendly produced products. These issues are summarised in Chapter 1, which gives a brief overview of the animal welfare regulation in Italy as well as an overview of the development of the market for animal-friendly products. Chapter 22 focuses on the methodology used, here we address the specificities of the Italian context where the scarcity of welfare labels leads to a lack of familiarity with animal welfare claims. Moreover, there is a general illiteracy among the ordinary citizens about modern farming systems, about farm animals' welfare risks and a lack of consumer mobilization on this issues. These differences are most evident with respect of the UK jury and are discussed in the comparative report. Then we give an overview of the structure of the jury sessions. In the final section of Chapter 22, the recruitment process and the composition of the jury are described. Chapter 23 presents the results from Session 1, which was designed to make jurors reflect on the possibility of different ethical relationships between human and nonhuman animals and to giving them an update on the nature of farming in Italy today. Chapter 24 presents the results from Session 2, which first presented animal science view on farm animal welfare and thereafter jurors were asked to do an exercise comparing the welfare quality assessment scheme and the organic scheme in relation to animal welfare. Chapter 25 presents the results from Session 3, where jurors were asked to engage with the welfare quality assessment scheme more in depth and were asked to propose measures to welfare issues such as 'good housing' and 'appropriate behaviour'. Chapter 26 presents results from Session 4, where jurors were asked to evaluate the Welfare Quality scoring system and to discuss different schemes for the implementation of the Welfare Quality system. The main points of discussion are summarised in the conclusions.

---

## 21.2 ANIMAL WELFARE PUBLIC DEBATE AND REGULATION

---

In Italy, environmental protection, social equity, animal welfare emerged on the agenda during the 1990s and especially from the beginning of 2000. Due to well-known food scandals, the general concern regarding the food supply chain has increased. It is within this context that animal welfare issues were brought for the first time into the public debate. The debate resulted in more attention about food safety and healthiness and more awareness about farming practices and animal welfare issues. Specific to Italy, however, a significant part of the debate and the mobilization on animal welfare issues is linked to animal protectionist associations and it focuses on pets, fur animals and management of stray animals. Their underpinning philosophy is linked to animal rights, to ethical, social and political issues and to vegetarianism and veganism. The debate is mostly taking place on the Internet, besides, these associations act directly on the territory by petitions and by several initiatives. Some groups (especially environment associations but also ‘humanitarian’ organizations and consumer associations) promote an ethical, critical, informed and healthy model of consumption, with a strong stress on vegetarianism. For these associations, animal welfare means a needed improvement of conditions for animals on the farms, which forms an essential requisite to improve the quality of food and, hence, to protect the health of the consumers.

The Italian system is, in general, seen as overloaded by legislation and rules, and in many cases the actors involved find it complicated to fully implement the rules and on the other side the public authorities to check the correct implementation. For this reason Italian institutions are quite slow to adopt the new directives coming from the EU and are not proactive in proposing new legislation on animal welfare or other issues which are not directly required by the farmers. For the agricultural sector the regulation has been devolved to the regions (since 1974) and there is a great deal of variation among the regions in terms of initiatives for farm animal welfare. Some regions (e.g. Emilia Romagna and Tuscany) have set stricter welfare standards and inspection systems than neighbour regions, causing additional confusion among producers and distrust among consumers. Inspections of animal welfare at farm level are carried out at two main levels, by public authorities and by private certification bodies.

---

## 21.3 NATURE OF THE MARKET

---

Modern retailing in Italy is highly concerned with consumer traditional ‘taste’ and concerns for regional food and cuisine. Large retailing companies policies focuses on food quality and safety rather than strictly ethical values such as animal welfare issues. The retailers

claim that the importance of animal welfare has not yet been perceived by the consumer; in other words, in the retailers' view, the quality concept sells more than the ethical component of animal welfare. Moreover, in Italy 50% of meats are sold by traditional butchers and in these outlets there is a personal trust between the customers and the butchers and a stronger emphasis on the organoleptic quality of the animals products rather than branding/ explicit labels (Miele and Parisi, 2000; Miele and Evans, 2010). The aspects of animal welfare considered to be of importance are those which have direct impact on the performance level of the final product, for example diet (routine use of growth promoters, antibiotics, GMO) and absence of stress (especially at time of slaughter), or from another perspective, aspects of animal welfare which respond to national and European legislation (Miele and Parisi, 2000, 2001; Roex and Miele, 2005). In addition to the assumed lack of a demand, retailers also claim that the needed checks and inspections are not always carried out. Production is extremely fragmented and it is not always possible to choose the 'best' farms in terms of animal welfare. Some retailers do offer a range of animal welfare-friendly products (Natura Sì, Esselunga, Coop Conad), others offer a few (Despar, Proda, Sigma, Standa, GS-Carrefour), while still other retailers do not sell animal welfare-friendly products (Lidl). No retailer has a label dedicated only to animal welfare. Own labels tend to concentrate on other issues such as food safety, traceability, controlled supply chains, organic production and typical regional products. At this stage, the limited number of welfare-friendly products on the market are supplied and branded by the industry. In any case, animal welfare is not yet used as a strategic element for market segmentation, but it is starting to appear alongside hygiene and health standards, taste and smell characteristics of the product. More often it is used for improving brand image (e.g. coop 'con amore') or for CSR policies (corporate social responsibility). Farms working under organic, top quality or specific animal welfare schemes are inspected by private certification bodies. Each farm has to pay a specific fee to be checked and certified.

In Italy, animal welfare issues have never been at the top of national debates. This is in part due to the more general lack of information about how animals are nowadays reared on the farms and the widely held idea that in Italy traditional extensive systems of production are still dominant. All actors in the supply chain regarding animal production act in accordance to this, i.e. they do not feel forced or obliged to take measures and they do not see the economic benefits of them. Policy-makers were never really stimulated by NGOs pressure or public mobilisation to support specific acts on animal welfare, apart from the adoption of EU Directives. Some limited differences exist for the regional administrations, where isolated and local actions were taken in order to promote voluntary schemes, including also animal welfare standards. Animal protectionist groups are the most active to inform consumers and the public on animal welfare, but in most cases mass media attention towards their actions was focused on pets and fur animals rather than animals bred for food production. This focus on pets and fur animals was already identified a decade ago (see Miele and Parisi, 2000) and it was still a focus of attention of the main animal protectionist organisations in the following years (see Roex and Miele, 2005). From the farmers' investigation in Italy, it emerged that farmers are generally convinced of addressing animal welfare in their practices and they are against any additional paper bureaucracy to be introduced in the productive process. The limited market power from the supply side makes the retailers in the position to set the production standards according

to market opportunities (Roe and Marsden, 2006). For this reason, the retail system could play an important role in influencing farming practice for improvements of animal welfare at the national level. In the latter case an EU's to define an animal welfare standard on farm animal production would be very welcome by the retailers and the consumers.

Hence we can see that in Italy while there is high concern for animal welfare, this is mostly related to the treatment of pets, animal reared for fur and animals for sports (horses, hunting); however, there is a general lack of public debate regarding the welfare of farm animals and little public knowledge about contemporary farming practices. The members of the Italian jury therefore had little direct knowledge about the nature of farming in Italy today, they received the information from the experts with high interests and they participated enthusiastically to the discussions and provided valuable input sharing their thoughts, ideas and expectations on what constitutes good animal welfare. They were critical and quite disheartened regarding the condition of life of animals in present day industrialized farming practices, and shared an idea of animal welfare centred upon issues of naturalness, natural life cycles, and stressed normative aspects of animal' lives as the right to graze, the right to freedom of movement and the right to 'proper feed'. Many stressed that welfare of farm animals was important not only for the animals but also for the eaters of animal products, and they strongly stressed the perception of poor welfare as affecting negatively the quality and safety of the animal foods that it would generate. These conceptualizations of animal welfare provided ground for poignant feedback in the discussion of the Welfare Quality monitoring scheme which follows.

## METHODOLOGY

In Spring 2009, four citizens' jury meetings were held in Pisa, to provide societal feedback concerning the Welfare Quality® assessment and monitoring scheme developed in the Welfare Quality® project. In this national report, we present the findings from the citizens' jury session by session, documenting the jury process and how the discussion evolved. The citizens' jury meetings were held at Pisa University, Faculty of Agricultural Science, Professorial Common Room.

### 22.1 THE ITALIAN CITIZEN JURY

The Italian jury was convened by a social scientist, Mara Miele, who acted as moderator, and at least two collaborators in each session (Angela Guarino, Antonella Ara, Gilles Guarino and Diego Pinducciu from Pisa University). It consisted of a mixed group of 12 citizens and animal welfare experts (from within and from outside Welfare Quality) who had different and clearly defined roles (see Tables 22.1 and 22.2). Even though the protocol developed and tested in the UK envisaged a 'citizen led' approach to the discussion between the citizens and the experts, where the experts were called upon to offer their opinion on issues that mattered to the citizens, the Italian jury achieved this aim only partially. Even though all the participants declared to be interested in animal welfare (when asked), most of them (with the exception of the vegetarian) did not seem to have any

TABLE 22.1 Composition of the Italian Citizen Jury.

Jurors N	Typology	Age Group	Income (Euros)	
			1=< 25 000	2 =>25 000
2	Consumer on a Budget	Younger than 25		1
3	Woman with a child less than 2 years old	25-40		2
4	Rural woman	25-40		1
5	Vegetarian	25-40		1
6	Mainstream consumer	25-40		1
7	Mainstream consumer	40-55		2
8	Mainstream consumer	40-55		1
9	Mainstream consumer	40-55		1
10	Consumer on a budget	Meno di 25		1
11	Health concerned consumer	40-55		2
12	Mainstream consumer	25-40		1

TABLE 22.2 Experts Panel.

Session	Name	Organization	Title of the presentation
Session 1 2 April 2009	Carmen Somaschi	Associazione Vegetariana Italiana	I Diritti degli Animali
	Marco Verdone	Veterinario Omeopata	Il Benessere Animale nell'alimentazione umana
	Fabio Napolitano	Universita' della Basilicata, facolta' di Medicina Veterinaria	L'allevamento in Italia e le sue pratiche nei sistemi produttivi
Session 2 6 April 2009	Lorella Giuliotti	Universita' di Pisa, facolta' di Medicina Veterinaria	Gli approcci scientifici al benessere animale
	Giuseppe De Rosa	Universita' di Napoli, facolta' di Medicina Veterinaria	Welfare Quality
	Marcello Mele	Universita' di Pisa, facolta' di Scienze Agrarie	Allevamento Biologico
Session 3 14 April 2009	Giuseppe De Rosa	Universita' di Napoli, facolta' di Medicina Veterinaria	Welfare Quality
Session 4 24 April 2009	Giuseppe De Rosa	Universita' di Napoli, facolta' di Medicina Veterinaria	Welfare Quality

specific concerns: the majority of jurors had very limited knowledge of contemporary farming systems and animal welfare problems in these systems, therefore they encountered difficulties, especially at the beginning, to lead the discussion.

At the beginning most jurors formulated questions to gain basic information from the experts, and more than leading the discussion and proposing their questions, they reacted to the experts' presentations. However, most jurors engaged enthusiastically with this exercise and, over time, they became more knowledgeable and became more proactive in asking self-directive questions to the experts.

The jury met four times, at a weekly intervals, in April 2009. Every meeting lasted about three hours. This enabled us to gain far deeper insights into citizens' concerns, to examine how citizens' views changed over time and how they responded to new information.

While presenting the various options for improving animal welfare and the Welfare Quality<sup>®</sup> protocol's rationale and method for assessing and monitoring on farm the welfare of farm animals we were interested in tracing practices of jurors' deliberation and evaluation as well as the actual outcomes of these deliberations (i.e. we were both interested in the actual dynamic processes of jury deliberation and the 'judgements' that might emerge).

### *The Nature of the Jury*

The Jury convened a small sample of the public, and consisted of a group of citizens who did not have farming background or any specific farming/animal science expertise (e.g. we

avoided farmers, animal scientists, vets, animal welfare NGOs etc as these bodies were going to be represented in the expert panel).

The 12 participants of the Italian jury were recruited in a manner to be broadly representative of a range of different societal views regarding farm animal welfare, e.g. vegetarians, consumers with young children, consumers on a budget, rural women, health concerned consumers, environmentally active citizens, mainstream consumers etc. (see Table 22.1). The identification of the criteria for the recruitment of the participants was based on the results of the focus-group investigation in seven EU countries (see Evans and Miele, 2007; Miele and Evans, 2010).

### *The Composition of the Jury*

Jury members were drawn from the lay public (i.e. they did not include farmers, animal scientists, vets, animal welfare NGOs etc.). A total of 12 people participated in the Italian citizens's juries, seven women and six men. Members were selected to be broadly representative of a range of different societal views regarding farm animal welfare.

### *The Recruitment Process*

The jurors' recruitment was conducted by Angela Guarino. We tried to recruit a mix of well-informed consumers (not expert but able to engage with difficult topics and pick up information quickly and make useful and poignant contributions to the discussion) and mainstream consumers (i.e. not educational elites – indeed people whose contribution to the discussion sessions will be all the more valuable precisely because of this fact). In the Italian Jury the number of mainstream consumers was increased from four to five for the difficulties to find a consumer of Halal products in Pisa. Prior to the jury we also collected information on: household income; education; gender and age, so that we could ensure a relatively even spread of these variables across the group.

On the basis of the selection, we expected that quite a few of the jury members would have a more or less established opinion on what is animal welfare for farm animals and what are the different views, i.e. that they would speak from an already reflected viewpoint on the merits and the problems of different farming systems (such as organic, free-range or intensive systems of production). However, in Italy there is very little public debate around farm animal welfare and the market for animal friendly products is not very well developed. The largest animal rights or animal welfare NGOs seem to focus their campaigns on the welfare of pets (e.g. dangerous dog's breeds, dog abandonment, stray dogs, feral cats, horses), to the growing problem of the illegal practice of dog fighting, and fur animals. As we started the discussion in the citizens jury we learned that the vegetarian was the only juror who had a well formed and static (ethical) position, centred on the 'animal rights' view, while the other respondents had very little familiarity with the topic and were open to debate and changed their opinions (to a certain extent) as the jury discussion proceeded.

### *The Nature of the Expert Panel*

With the expert panel we wanted to ensure a mixture of different viewpoints and different types of expert/expertise, for example: WQ scientists, WQ social scientists, NGO members, farmers, retailers, etc.

The list of experts participating to the Italian Jury is presented in Table 22.2.

### *Web Forum*

We developed an interactive webpage as support for the jury. This consisted of a very simple information board (for posting handouts and other information), a discussion board (for continued dialogue and feedback amongst the jury and with the expert panel), and weblinks for further information (<<http://student.v-monitor.net/public>>).

### *Comparability and Adaptations to UK Juries*

Mara Miele, Adrian Evans and Marc Higgin at Cardiff University developed the methodology and the discussion guide set up for the citizens' jury. The Italian citizen jury was moderated by Mara Miele, with various collaborators from Pisa University: Angela Guarino, Diego Pinducciu, Antonella Ara. Dr. Giuseppe De Rosa, from Naples University, represented the Welfare Quality animal scientists and participate to three meetings of the jury.

In the Italian jury, the common protocol was used developed by the Cardiff team, and all the guidelines for the conduct of the discussion and the expert input were translated into Italian. However, in order to facilitate the participation of the experts to more than one session, in Italy the jury met four times over a period of four weeks and each session lasted about three hours.

The only deviation from the UK protocol consisted in the examples presented by Giuseppe De Rosa regarding the development of the measures for the WQ protocols that were drawn from the cattle protocol and the limited time dedicated to the implementation (that in the UK was addressed in Session 5). The participants were reimbursed for their time and all the meetings were audio-registered and transcribed.

### *Overall Structure of the Jury Sessions*

The overall structure of the jury sessions was devised to enable participants to build up some background information and to equip them with a better understanding of the broader ethical frameworks/matrices within which scientific approaches to animal welfare are located, before addressing more specific issues. Throughout the sessions we maintained a board where Post-it notes could be placed, this acted as a tool for eliciting jurors' ideas and

for monitoring any changes in their opinions over the course of the juries, for example in response to expert presentations, discussions or group exercises (see Figure 22.1).

The structure of the citizens' jury process was as follows:

Session 1 started with a Post-it note exercise exploring participants' understandings of what might constitute a good life for farm animals. Then three experts presented three alternative ethical positions concerning human-animal relations: an animal rights perspective was introduced by a member of an NGO advocating veganism (Carmen Somaschi, President of the AVI, Associazione Vegetariana Italiana. Her presentation was titled *Diritti degli Animali /Animal Rights*) an animal welfare perspective was presented by a member of an animal welfare NGO (Marco Verdone- Homoepathic Veterinarian Surgeon, his presentation was: *Il Benessere animale nell'alimentazione umana (Animal Welfare in human nutrition)*). And, finally, a more 'instrumental' view of human/non-human animal relationships (which broadly reflects the current status quo, in which animals are used for the production of food and other products and in which animal welfare is primarily seen in terms of its relationship to productivity and governed by minimum permissible standards) was presented by Mara Miele. After the presentations, jury members were invited to ask questions to the experts and the presentations were discussed. After the discussion, another expert, Dr. Fabio Napolitano, from Basilicata University, gave a presentation about the nature of farming today in Italy (title *L'Allevamento in Italia e le sue pratiche nei sistemi produttivi – 'Animal Farming in Italy: Practices in Different Rearing Systems'*). This presentation included some national data about the number of animals in different production systems (with specific example from cattle reared in intensive and organic systems) and outlined the main welfare risks and problems associated with different farming systems, as well as the most likely causes of these problems.

Session 2 introduced animal welfare science, its scope and evolution. The experts included: a university lecturer, Dr. Lorella Giuliotti, expert in bioethics from the Veterinary Faculty



FIGURE 22.1 The Post-it board, Italian citizen jury.

of Pisa University, gave an historical account of the evolution of animal welfare science (Gli approcci scientifici al benessere animale – ‘Scientific Approaches to Animal Welfare’). Another university lecturer, Dr. Marcello Mele, Agricultural Science Faculty, Pisa University, specialized in organic farming and certifying process, explained the principles of organic certification. And an animal scientist from Welfare Quality® Dr. Giuseppe De Rosa, introduced the jury to the Welfare Quality® assessment scheme. This was followed by a discussion and an evaluation exercise, in which jurors compared the approaches to animal welfare adopted by the Organic and Welfare Quality® schemes. The jurors were invited to define the criteria by which they would evaluate and compare the two schemes and then they were asked to use their criteria to carry out the comparison.

Session 3 was dedicated to illustrating and discussing the measures used by Welfare Quality® scientists to assess animal welfare. First, we elicited jurors’ spontaneous responses to the four animal welfare principles developed by the Welfare Quality® project. This was achieved by writing the headings ‘good feeding’, ‘good housing’, ‘good health’ and ‘appropriate behaviour’ on the white board and asking the jurors what these headings meant to them, what welfare issues they might cover and how one might go about measuring these issues. Then Giuseppe De Rosa outlined how these four principles were defined within the project and illustrated the types of measures that were used to assess animal welfare within each of the four categories, by using examples from the measures developed for the cattle protocol. This was followed by a discussion of the merits and limitations of the Welfare Quality® approach, much of which focused on the pros and cons of adopting an ‘output-based approach’ that relies prevalently on observations of animals (Keeling, 2009).

Session 4 focused on the scoring of farms and slaughterplants. The session presented two ethical dilemmas within the scoring system, namely; the ‘ethics of calibration’ (how we go from raw data to a meaningful welfare score) and ‘the ethics of combination’ (how it is possible to combine scores for different welfare criteria). Each dilemma was introduced by Mara Miele, then exercises were undertaken in which jurors evaluated and discussed different ways of resolving that dilemma and finally the way Welfare Quality® dealt with the dilemma was presented and discussed. For the first exercise, the jury had to discuss how to set the threshold between acceptable/unacceptable levels of welfare, using the example of one measure, the incidence of lameness in the 90 dairy cattle farms examined in an earlier phase of the project. The jury was asked to discuss the merits of two means of setting the threshold a. expert opinion of what is good vs bad and b. ‘benchmarking’ to the actual incidence of lameness. For the second exercise, the jury was given a table of criteria scores and asked to propose a method for combining these scores. The jurors were then invited to discuss the rules of combination that they used to generate their results (eg did they simply take an average score, did they go with the lowest score, or did they choose a more complex way of combining welfare scores).

The implementation of the Welfare Quality® scheme was briefly discussed at the end of Session 4.

## KEY RESULTS FROM JURY SESSION 1

---

### 23.1 NATURE OF PROTOCOL SESSION 1: INTRODUCTION TO FARM ANIMAL WELFARE

---

This session was designed to provide jurors with an introduction about some of the broader ethical issues surrounding farm animal welfare. It also enabled us to gauge participants' spontaneous farm animal welfare concerns (we continued to monitor how these changed as jurors' ideas developed throughout the course of the jury sessions).

1. Welcome and introduction to the juries.
2. Facilitated post-it note exercise exploring participants' understandings of what might constitute a 'good life' for farm animals.
3. Ethical framing of human–animal relations: presentations by social scientist of three ethical perspectives a. utilitarian, b. animal welfare and c. animal rights. Followed by open discussion between experts and jury.
4. The nature of farming today: presentation by expert of key characteristic of farming in Italy. Overview of the major production systems and dairy cows used as case-study. Major welfare points for dairy cows, veal production were covered.

---

### 23.2 POST-IT NOTES EXERCISE

---

There was a general attention and interest from jury members. The Post-it exercise was easy to introduce and the jury started to work together as a group rather quickly when asked to organize their points into more general themes. Jurors understandings of what might constitute a 'good life' for farm animals focused and converged on a naturalistic view, and they were grouped in some key headings: Space, Nutrition, Health, Outdoor environment, Respect, Transport, Ethics/Animal rights (see Table 23.1).

The ideas and themes presented by participants were consistent with what had been observed in an earlier investigation (e.g. the focus group interviews and the telephone

TABLE 23.1 Post-it notes board: participants' initial understandings of what a good life for farm animals might involve (Post-it note exercise at the start of Session 1 and following additions).

Session 1 2 April 2009	Animal centred	Human centred	Environment
	Space	Better quality and nutritional values for human consumption.	Eco-compatible production, better for future generations
	Natural life cycle	Only human beings are in need of education (to relate to other animals).	
	Animal Rights/Respect	It is fundamentally important to inform consumers.	
	Quality of life	Information on OGM, rearing system, and whether or not they experience pain	
	Environment that enables the animals to experience some freedom. Animals should be looked after with care and with respect of their freedom, natural food and should be entitled to maternal care of their offspring. Limited transport of live animals. [farming should be] Similar to the wild with no predators.		
Sessions 2 and 3 6 and 14 April 2009	Quality of animal feed and controlled [for feed additives]. No pain. No overfeeding or force-feeding. Animal should not be considered merchandise. Animal health, correct nutrition, adequate space and quality of life. Animal welfare is when we manage to re-create the environment and the natural condition of life of animals on farms. Is Organic equal to respect for animals? Human animal relationships are important for good animal welfare.	Traditional quality of products, short supply chain. Avoid excess consumption.	
		Is organic really what they say it is? It is true? Why not OGM? We already do many things against nature welfare.	
		Men [sic!] are responsible for a technological development that causes destruction of nature, including animals, vegetables and humans. Will farmers be able to create conditions for better welfare? Rules and laws...are they going to be effective if there is no information or culture of animal welfare in Italy?	

survey). The other jury members agreed that farm animal production is acceptable and shared a high concern for space, outdoor access, quality of feed and natural life cycle.

TABLE 23.1 continued.

Session 4 24 April 2009	Animal centred	Human centred	Environment
		Animal Welfare... do the current regulation promote it? Welfare Quality seems a bit weak: why does not ban the chain/crate systems? Animal welfare? It is impossible if farming is aimed to make profits. Is McDonald's really interested in animal welfare?!? Welfare Quality seems good... but what [information] arrive to the consumer? Welfare Quality seems a good method, I like it, the problem is how to implement it in Italy? The more photos I see about animal farming the more I believe that the only method that should be allowed is the one with animals outdoors (with the option for shelter).	

All jurors expressed the opinion that 'good feed' and 'natural nutrition' are important part of a 'good life' for farm animals. Jurors reasons for including natural nutrition were twofold. First, they put a lot of weight on the 'naturalism discourse' – that the animals should be able to live as natural and thus healthy as possible. Second, they believed that when farm animals eat natural feed, their produce (milk, meat, etc.) also become more natural and healthy for humans to consume. The identify a shortcoming in Welfare Quality because it checks that sufficient feed is provided to the animals, but it does not specify the quality of feed, the presence or absence of feed additives and it does not require that the feed should be natural (e.g. pasture, forages, etc.).

Jurors included more and more points to their list as the discussion proceeded and they saw the larger picture connected to animal welfare. Among other they included issues of consumption, traditional systems of productions, human–animal relationships, eco-compatibility of animal farming, which underlined that they perceived animal welfare issues strongly entangled with other larger concerns (human nutrition, environmental degradation, the risks and also the new opportunities offered by technological development). The point of genetic diversity was mentioned in connection to animal feed (OGM-free feed in organic, for example) and elicited many concerns but also some openness. Most jurors considered important that the animals should be able to live a life as close as possible to 'the wild without predators', and they should be reared in a way that their body is not stressed by un-natural feeding.

Most jurors were able to articulate a quite detailed explanation of what they considered to be welfare for farm animals, even though there is a general lack of public debate and

mobilization around the animal welfare issue in Italy and they provided a picture of their ‘ideal’ types of animal farming.

---

### 23.3 EXPERTS’ PRESENTATIONS: ANIMAL RIGHTS, ANIMAL WELFARE AND CURRENT SITUATION

---

#### *Broad Ethical/Philosophical Perspectives on Human–Animal Relations*

- In the first presentation, Mara Miele presented the ‘instrumental view’ of human–animal relationship, which corresponds to the current situation, in which humans exploit farm animals for food production (and more) and there is a regulation for ensuring a minimum standard of animal welfare.
- Carmen Somaschi provided an introduction on the animal rights view and gave an overview of the activities and the history of the Italian Vegetarian Society, and the main concerns of this organization. Then she explained how she became vegan.
- Then Marco Verdone introduced the ‘animal welfare view’ and talked about the principle of Rudolf Steiner (anthroposophy) to agriculture and to farming.
- Fabio Napolitano presented an overview of the nature of farming in Italy.

---

### 23.4 KEY POINTS FROM THE FIRST SESSION

---

The presentation about animal rights advocated a vegan diet and underlined that humans do not have a right to use animals to meet our own ends. This ethical position can be said to be deeply reflected in the speaker’s eating practice and was a result of long-term reflection.

This position was considered too extreme and too far from most jurors eating practices. Most jurors found this view elitistic and many were also irritated by the perceived ‘moral superiority’ of the animal rights position.

The majority of the jurors tended to share the animal welfare position, widely perceived as ‘closer’ to their way of thinking and feeling towards animals.

None of the jurors express any satisfaction or approval for the current situation (minimum standard).

The presentation of the nature of farming today elicited several questions and the information provided on the extent of intensive farming in dairy production in Italy (97% conventional/intensive, only 2% organic) was received with shock (veal-crate system for calves, indoor systems, etc.).

*Participant 3:* I admit I am completely ignorant about this issue, and I am shocked about what I have heard. But is Italy an exception in Europe [regarding the level of intensification of animal farming] or in the rest of Europe there are the same intensive systems of production?

Most of the following questions addressed the issue of organic production and systems of certification/control over the certification.

*Participant 6:* *What is really the definition of organic?*

*Participant 6:* *Is it possible that organic animal production allow the use the chain?*

The presentation of ‘the nature of farming in Italy today’ was widely discussed by the jury members. The present-day production system seemed to be generally unknown by the participants, and there was a clash with their expectation of ‘less’ industrialized system of production in Italy than in the rest of Europe.

Most jurors showed interest and admiration for the animal experts, and accepted quite uncritically the experts view. Hence they raised a lot of questions but were not able to debate the issue in more detail.



## KEY RESULTS FROM JURY SESSION 2

---

### 24.1 NATURE OF PROTOCOL SESSION 2: FARM ANIMAL WELFARE IN PRACTICE

---

This session was designed to give the jury members an introduction to farm animal welfare science, its scope and evolution. In particular the development of ‘output’ based measures. This was followed by an exploratory comparison between the most widely known ‘animal welfare friendly’ certification and labelling scheme on the market today – organic production – with the Welfare Quality scheme.

1. Introduction to farm animal science: expert presentation by Lorella Giuliotti, from Pisa University, who presented the history of FAW science, imperatives of the scientific method (need for valid, reliable measures), overview of developments in how scientists have defined and measured welfare, what scientists do consider as relevant to welfare and some examples of welfare measures in Italian farming context. Followed by open discussion between expert and jury.
2. Comparison exercise between Welfare Quality assessment scheme and an organic certification scheme. Presentations by two experts (Marcello Mele, Pisa University and WQ animal scientist Giuseppe de Rosa) outlining the main characteristics of both schemes. This was followed by an evaluation exercise comparing the two schemes by the jury. There was not sufficient time to complete the comparison exercise, but the jury discussed criteria by which to evaluate the two schemes.

---

### 24.2 REACTIONS TO THE WELFARE SCIENCE PRESENTATION

---

The presentation of the scientific approach to animal welfare produced both some principal discussions and quite a few detailed questions from jurors, even though there was limited time for discussion.

Participant 12: *We talked about stress several times, I would like to know if there are methods or objective parameters to measure animal stress.*

Lorella: There are physiological tests that can be carried out in labs, on farm it is more complicated... there are some recent developments for alternative methods.

Participant 9: *Would be possible to regulate by law animal welfare?*

Lorella: There are several laws, but they do not cover all the species and all type of production... and there are several regional guidelines for achieving good welfare.

Marcello: Actually this issue should be regulated at European level to be effective.

However, the jurors did not have sufficient a priori knowledge about animal welfare to take a resolute stance in the debate, so they were not in a position to challenge the expert's answers or point of view. Most jurors were very interested in the presentation and the discussion. Many showed empathy to animals and talked about animals as 'slaves' and questioned the concept of 'normal condition' for farm animals (e.g. 'normal' should apply to animals in the wild, not in the farm) (participant 1).

The animal science presentation was followed by an exercise comparing animal welfare within the organic system and within the welfare quality scheme.

Marcello Mele presented the criteria for the organic certification and Giuseppe de Rosa the principles and criteria of the Welfare Quality protocols.

---

### 24.3 GROUP EXERCISE COMPARING ORGANIC AND WQ

---

#### *Expert Presentations Comparing Organic and Welfare Quality Systems*

Both presentations covered the following points:

- Introduction: history, basic principles. What does it do? Aims, purpose, goals – target market (aimed at producing a specific system or tool for assessing across systems).
- Scope: what does the standard cover?
- Definition of animal welfare: criteria and measures. Types – resource/input and animal/outcome; health and behaviour.
- Time and cost.
- Advantages to measuring animal welfare.
- Disadvantages to measuring animal welfare (it is really important to be as honest as possible about some of the potential shortcomings, otherwise we will not receive useful feedback, e.g. How is 'normal' as opposed to 'natural' behaviour defined? What is left out or not directly included – animal feed, animal breed, antibiotic use).

Questions from the jurors:

Participant 6: *In the organic system what are the welfare parameters?*

Marcello Mele: In the organic system there are no direct measures of welfare but the condition of the rearing system are specified and these conditions, e.g. access to pasture, no mutilations (some), etc. should address the welfare of animals.

Participant 11: *In the organic system is animal slaughter the same as in the conventional systems?*

Marcello Mele: The methods are the same but the slaughter of organic animals need to be separate from the other, for the certification.

Giuseppe De Rosa: In the case of WQ the assessment stops at the slaughterhouse door.

Participant 10: *How is the problem of subjective evaluation addressed in WQ? In my opinion fear and other parameters are subjective.*

Giuseppe De Rosa: There is an element of interpretation in the case of Qualitative Assessment, but in order to avoid the risk of subjective evaluation in WQ we do a training and it has been proved that with this we achieve a good result... therefore it is less subjective than what it might seem.

Participant 5: *I would like to know if among the welfare parameters there is something for evaluating the relationship between the mother and the offsprings [keeping the offsprings with the mothers].*

Giuseppe De Rosa: No, in the WQ scheme for (beef production) it is not evaluated between the animals are assessed when the separation has already happened in a previous phase of the production. In milk production the separation might have an impact.

Participant 4: *In my opinion is not correct that the farmers are paying for the certification (it is less reliable).*

Participant 4: *I do not agree on evaluating whether the animals are clean or not... animals living outdoor might be dirty but that does not mean they are not well.*

Giuseppe De Rosa: You are right, but what we look for is whether the animals are at risk of infection, the mud is not a problem but dejections might cause itching, scratching and infections.

In the comparative evaluation of the two systems most participants indicated that the organic system offer more guarantees:

*Participant 1: WQ does not address the problem of animals kept at the chain (it only evaluate it, it does not ban it).*

There was limited time for the discussion and the session closed with the recommendation for the home exercise on the scoring of the meat chickens' farms.



## KEY RESULTS FROM JURY SESSION 3

---

This session started with a discussion on the homework: the evaluation of the three chickens' farms: one conventional, one free range and one organic (see Appendix for the handout distributed with the description of the farms).

*Participant 4:* It is obvious that they do not have the same level of welfare. The first one (conventional) is surely the worst of all, the free range and the organic are better, even though all of them have some problems... In the organic farm the animals have more space.

*Participant 5:* I agree, the organic one is the best, even though this farm does not have a covered outdoor area and it might be risky for the chickens.

In the second part of the session, the WQ monitoring scheme was presented in depth, outlining the way the scheme conceives of and attempts to measure different elements of farm animal welfare, at the principal, criteria and measures levels, as well as presenting what is actually done on the farm during an assessment. This session delved far more deeply into the nature of the WQ monitoring scheme and the way in which the scheme conceives of and attempts to measure different elements of farm animal welfare. For this session, we looked in some detail at the 12 criteria and how each criteria is measured. In particular, we focused on what was actually done on the farm when the animal scientist went there with all their measuring equipment and all their scientific expertise and experience. We believed that looking at what animal scientists actually do in practice would help to bring the abstract monitoring scheme to life and it would help us to explore the WQ means of assessing welfare in far more detail than before, hence we would be able to provide greater feedback to the scientists. This focus on the level of scientific practice is useful because:

- a. Previous research has highlighted consumer 'misunderstandings' if we focus on the broader conceptualization of the WQ scheme without going into details (e.g. Positive emotion – play. For an animal scientist this might be imagined and hence measured in a very different way from how a citizen might understand this).
- b. It enables us to look at (or at least brush the surface of) the everyday practices of WQ appraisal. Much recent theoretical work within STS and science–society dialogue focuses attention on the possibility for dialogue (or exchange of capabilities/skills) at this methodological level.
- c. It opens the black box of scientific methodology up to critical enquiry and societal scrutiny.

The session adopted a very simple format. First, a facilitator wrote one of the four welfare quality principles on the top of a large white board (either good feeding, good housing, good health or appropriate behaviour) and asked participants:

- What does this term mean to you – what do you think might be the potential animal welfare problems/issues under this heading?
- How might one actually go about measuring these issues/problems on farms?

Participants were asked to put their ideas up on Post-it notes below the heading and general discussion was encouraged.

Second, Giuseppe De Rosa (who had in-depth experience of carrying out the WQ monitoring scheme on farm) presented how this principle was defined in WQ and how it was subdivided into specific criteria. The expert then presented the measures used to assess this criteria, and how these are carried out on the farm. We encouraged the expert presenter to try their best to bring to life their on-farm experiences of using the WQ scheme (e.g. by the use of pictures, video clips and narrative/story telling rather than via traditional sparse scientific narrative).

Third, participants were encouraged to reflect upon the differences between their spontaneous concerns relating to the principle described and how this was actually measured on farm within the WQ monitoring tool. Participants were also free to pose additional questions to the expert. This basic structure was then repeated to cover three principles – ‘good feeding’, ‘good housing’ and ‘appropriate behaviour’ (good health was omitted due to time restrictions).

Finally, we allowed time for a general discussion of the WQ scheme as a whole. Participants were asked a range of questions, including:

- Now that you have seen the WQ scheme in more detail how does it match your expectations?
- Are some measures more important than others?
- Should some measures be added?
- What do you think about the different range of methods employed?
- Should these more methodological issues be open to public scrutiny – did you feel comfortable doing the exercise – did you have the correct knowledge to complete this task or should these issues be left to the experts?

#### *Comments by the Jurors on the Criteria*

- Good feeding: no animal meals in the feed, evaluation of the correct daily ration (avoid overfeeding), no continuous feeding, no force feeding, no constant artificial illumination, fresh/clean water.
- Good housing: We need to specify the space for each animal, we need to specify how much space animals need for moving freely; animals should be kept in natural

groups: family groups; animals should be able to build a nest, to be either indoor or outdoor; no artificial light; the mother and the offspring should stay together.



## KEY RESULTS FROM JURY SESSION 4

---

Animal welfare is defined at the individual animal level, whereas an overall assessment needs to be produced at the farm level. Furthermore, many different types of measure covering different aspects of welfare (health, behaviour etc.) have to be integrated into a smaller number of criteria and principle scores and ultimately into a single score, which represents the overall animal welfare status of a given farm.

---

### 26.1 AGGREGATION OF THE WQ ASSESSMENT SCORES

---

Capturing the full complexity of the welfare status of any given farm and its animals within a few key criteria and principle scores presents a number of important ethical and technical challenges. Session 4 presented the jury with two ethical dilemmas, which occur during this process:

1. The ethics of calibration/benchmarking. In short, how do we go from raw data on a given measure (e.g. 50% of animals are scored as lean) to a meaningful score (e.g. 80 out of 100 – where the 0–100 index has meaningful subdivisions and categorizations regarding acceptability and/or the need to take/not take action to improve welfare)? What is the norm? What strategies do we use to construct this?
2. The ethics of combination and compensation. The precise details of what is to be combined vary as we move from individual animal data, to farm scores on specific measures, to criteria scores, to principle scores, to finally, one score/assessment for



FIGURE 26.1 Aggregation of the WQ assessment scores.

the farm. But the ethical question remains the same: how do you aggregate scores? Can one score compensate for another?

These two dilemmas were approached through two exercises. These were necessarily very simplified forms of the choices facing the Welfare Quality® scoring system; however, the core ethical questions encountered are essentially the same.

The final exercise explored the semantics of scoring at the level of the overall farm score. The participants were presented with a range of WQ data from four example farms (one high scoring, one low scoring, two middle scoring) and asked for their initial overall impressions of the level of welfare they believed had been achieved by each farm.

---

## 26.2 THE ETHICS OF CALIBRATION

---

The jury were first presented with a summary of the basic framework by which Welfare Quality® moves from raw data to ‘meaningful’ measure scores using the example of lameness in dairy cows. Two potential methods that could be used to calibrate the scale of 0–100 (0 very worst, 100 very best) were then introduced to the jury, i.e. either: a. using expert opinion to set thresholds or b. benchmarking the raw data to existing levels of lameness of dairy farms in EU. Particular emphasis was placed on highlighting what the consequences could be in calibrating what are acceptable or unacceptable levels of welfare on any particular measure. The jury were then asked to discuss the relative merits of each method. Finally, the jury were given a short presentation (by Expert 8), which outlined the approach adopted by Welfare Quality®.

### *Jury Discussion*

Much of the first half of the discussion was taken up with the jury asking the expert questions relating to the issue of lameness in dairy cows:

- What are the causes of lameness in dairy cows?
- The attributes of modern breeds such as Holstein and their susceptibility to lameness.

---

### 26.3 THE ETHICS OF COMBINATION

---

This exercise addressed one of the key ethical questions faced by the Welfare Quality® system, when moving from scores for individual measures to criteria, from criteria to principles and from principles to overall assessment. How are scores combined and what are the rules for doing this?

The move from criteria to principle level was focused on in this exercise. More precisely, combining the criteria scores for ‘absence for prolonged hunger’ and ‘absence of prolonged thirst’ to reach a score for the principle ‘good feeding’? The jury was split into three groups who were asked complete Table 26.1.

At the end of 10 minutes, each group was asked to report back on the principle scores they had calculated and the rules of thumb they had used to reach these scores.

#### *Discussion*

Most participant underlined that there should be No compensation between scores: the lowest score at the measures level was always taken through to criteria level. The rationale behind this position was well expressed by Participant 12.

The principle behind this rule received wide support from other members of the jury: that poor score on any measure should not be lost by averaging with other scores. This was especially the case for unacceptable scores.

Throughout all the jury sessions, and in particular this one, there was continual surprise at the conditions of farm animals, and that in many cases even the basic provision of the ‘Five Freedoms’ was not being met. This ethical surprise and shock was the impetus behind the wide acceptance of this position.

However, several participants talked about flexibility in the application: if there was a score below 20 (unacceptable) no compensation was allowed, with the unacceptable score going through as the principle score. However, if the criteria scores were acceptable (i.e. above 20) then some compensation was allowed.

TABLE 26.1 How to calculate overall scores for the principle ‘Good feeding’.

Absence of prolonged hunger	Absence of prolonged thirst	Resulting principle score?
20	80	?
40	60	?
50	50	?
60	40	?
80	20	?

*Participant 10:* I believe that if a farm does not achieve the minimum score (for one criteria) in the first year, should be allow to stay and check the following year if it has improved.

*Participant 4:* To a certain extent we need to keep in mind what is the current situation otherwise no farm will join, especially if it is a voluntary system.

With the important proviso that unacceptable scores were not lost, some jurors felt the scoring system should allow some compensation to give a more balanced picture of the farm. There was some debate about whether some criteria scores should be weighted more heavily than others. Some saw thirst as more serious than hunger and argued for a weighting that reflected this. Others felt that both were equally essential but that other measures such as ‘good human–animal relationships’ were perhaps less important and could be given less weight. While the jury were highly articulate and very engaged in this ethical debate, they found the exercise difficult on two important counts.

A lack of information regarding what constitutes an acceptable/unacceptable score.

Some participants felt that they did not have the technical expertise to make any decisions on these really important matters and pointed to the need to rely on expert to address these issues:

*Participant 1:* I think that the expert know what is the real situation and are in a better position for making these judgements.

While they perhaps lacked scientific/technical expertise, many of these decisions were primarily or equally ethical, an area in which the participants felt that they did have competence and something important to say. This exercise provides a model of the decisions Work Package 2 had to face when building the scoring system. These decisions are both technical and ethical, the jury would have liked more detail, more information with which to make their decisions. There is no easy dividing line between technical detail and value judgment. In effect, ethics goes all the way down. For the ethical decisions that the Welfare Quality® scoring system embodies to be held as valid, they need to be open to scrutiny. This exercise shows, that although the citizen jury was the most in depth engagement of the project with citizens/consumers, it marks only the beginning of a true science–society dialogue.

Giuseppe De Rosa ends by making explicit the importance of the link between how the Welfare Quality monitoring scheme is used and how the scoring system works. Welfare Quality is delivering a tool, which is flexible enough to be adapted to its eventual use.

## GENERAL LEARNINGS FROM THE ITALIAN CITIZEN JURY

---

Results from the citizen juries must be understood in light of the national context: the level of information on current farming practices, the presence of animal-friendly labelled foods in supermarkets and other ordinary food shopping outlets, the level of politicization of animal food greatly influence ordinary people involvement in farm animal welfare issues.

From the Italian Citizen Jury it emerged that a methodology based on the assumption that the invited participants (i.e. ordinary citizens) would be willing and able to ‘lead’ the jury (e.g. to address well formulated and specific questions on an issue that is perceived to be controversial) requires a great deal of citizens involvement. This was not necessarily the case in the Italian jury and before the participants could take an active and leading role in the discussion, a great deal of information had to be provided and a learning process had to take place. The participants in the Italian jury engaged in this process quite enthusiastically, by gathering information from the experts and by using the web forum (where they could post their questions and receive specific answers) in the intervals between the sessions. In the last two meetings of the jury, most participants were able to both contribute more actively to the discussion and to lead the discussion itself toward issues that mattered to them.

The Italian experts panel was ‘ideologically’ very homogenous: all experts seemed to share an idea of animal welfare very much grounded in the perception that good welfare means to allow the animals to live a life as close as possible to ‘natural’ conditions, both in terms of environments and life cycle. All experts agreed that the current development of animal farming practices, with increased scale of production and adoption of all year confined systems, pose higher animal welfare risks for farm animals. They also shared the perception that in Italy farm animal welfare issues are not well addressed (i.e. Italy is lagging behind other countries in Europe in terms of regulation and implementation of EU rules). Also the representative of the vegan organization stressed animal welfare issues and talked about veganism as an answer to ‘industrial production’ and ‘factory farming’ in a non confrontational way with the other ‘ethical’ positions presented by the animal welfare organization and the farmers’ representative.

The Welfare Quality<sup>®</sup> animal scientist (Giuseppe De Rosa, from Naples University) who was invited to present the Welfare Quality<sup>®</sup> protocol, participated to three sessions of the Italian jury and this enabled a good communication of the several technical issues presented and a better dialogue between the jurors and the expert panel. However, most

participants lamented lack of time to fully explore all the aspects of the issue proposed and indicated that more meetings would be needed.

The home exercise proposed for discussion in Session 3 (e.g. the comparison of the three chickens' farm, one intensive, one free range and one organic) elicited lots of discussion and this exercise revealed the complexity of communicating the welfare status of the animals and the great risk of misunderstandings. All participants pointed out that the organic farm was the best in terms of animal welfare, the free range seemed to address (partly) animal welfare and found quite unrealistic/misleading or even deceiving that, according to certain parameters, these three farms could all achieve the same animal welfare score. Most participants pointed out that in order to gain a better understanding of the welfare achieved by the animals they would have preferred to visit those farms rather than reading the description of a few characteristics. They also stressed that more parameters, especially for positive aspects of animals' life are needed to judge the quality of life of the chickens, and probably these measure for positive emotions would better highlight the difference between the conventional farms and the free-range/organic ones.

The discussion on possible implementation of the Welfare Quality<sup>®</sup> protocols was very limited. While the majority of the participants appreciated that the adoption of the protocol for measuring the welfare achieved on farm could promote the adoption of better farming practices, they also pointed out that this tool does not seem able to discriminate between what they perceived to be a 'barely acceptable' and a 'higher level' of welfare. The issue of increasing the transparency of the market by using the Welfare Quality<sup>®</sup> for labelling policies that would increase consumers information raised some questioning. Most participants expressed the opinion that more information would be certainly needed and useful; however, the majority of participants did not think that labelling products according to the level of welfare achieved on farm would be a very effective method for promoting significant improvements in terms of animal welfare. Most participants thought that improving animal welfare can be best achieved by improving the regulation on farming systems and especially by monitoring the correct implementation of such regulation. There was a very widely shared concern that in Italy most people lack the basic information on this issue for a significant use of labelled products for increasing animal welfare.

## COMPARATIVE SUMMARY

---

### CJ SESSION 1

---

Of the three ethical perspectives presented, the ‘animal welfare’ perspective received the largest support from jurors in all countries. Rearing farm animals for food was considered legitimate, but jurors felt that the living conditions of farm animals should be improved and an ‘ethics of care’ towards farm animals seemed to inform their thinking on this matter.

Many of the jurors thought that the overview of the nature of farming today was by far the most interesting presentation and some were quite shocked and surprised by the information that they had received. All of the Italian jurors (and the vast majority of UK jurors) admitted that they were unaware of the sheer extent of the intensification of contemporary animal farming, for example the Italian jurors were unaware that more than 95% of chickens are kept in indoor systems in Italy). Many jurors were also shocked to learn about certain issues, including; the short lifespan of animals such as broiler chickens (often only 35 days); the number of chickens per m<sup>2</sup> (up to 17); the number of chickens housed in one shed (up to 20 000 in intensive systems); and the specific welfare problems associated with each system.

Most jurors were also surprised to learn that welfare problems exist in free-range and organic systems as well as in conventional indoor systems. Furthermore, jurors were confused, and in some cases shocked, to learn that free-range and organic systems, even though they might offer better opportunities for welfare, do not automatically deliver better welfare outcomes.

---

### CJ SESSION 2

---

Most jurors in the three countries expressed a favourable impression of both organic and Welfare Quality<sup>®</sup> assessment schemes; however, the majority of jurors indicated a preference for the organic scheme.

The main advantage identified in the organic scheme was the prescriptive character of the organic standard and the explicit attempt to define the conditions for achieving higher animal welfare. For example, jurors praised many of the principles of organic agriculture, such as specifying that animals must have outdoor access; that the breeds adopted should be suitable for the environment in which the animals will live; that the feed should be organic and non-GMO; and that the use of antibiotics should be restricted.

Jurors also acknowledged the value of adopting an outcome-based approach to assessing farm animal welfare (as used in the Welfare Quality<sup>®</sup> assessment tool) and many felt that the two approaches (Organic and Welfare Quality<sup>®</sup>) could be used to complement each other – the organic standard as a check list of what can be done to improve animal welfare and the Welfare Quality<sup>®</sup> assessment tool as a means of gauging the success of different farming environments and practices in achieving high animal welfare standards.

---

### CJ SESSION 3

---

Many jurors appreciated the Welfare Quality<sup>®</sup> scheme for its ‘outcome-based approach’ (i.e. for considering how animals experience the situations in which they live rather than just focusing on the situations in themselves) and they thought that this was very useful in relation to the welfare criteria of positive and negative emotions. However, this outcome-based approach was not considered to be appropriate for welfare criteria such as ‘hunger’ and ‘thirst’, as jurors felt that outcome-based measures such as body scores were blunt indicators that were only capable of detecting prolonged periods of hunger rather than shorter episodes.

Jurors also felt that the criteria good feeding, should reflect the ‘quality’ of animal feed in a more direct way (e.g. whether the feed was natural, if it was genetically modified etc.).

The Welfare Quality<sup>®</sup> assessment scheme was criticized because it did not address some of the jurors’ concerns, such as access to natural pasture and the use of xenobiotics. Jurors also felt that it did not address some of the risk factors for welfare, such as the suitability of different breeds and farming environments.

Many jurors thought that the Welfare Quality<sup>®</sup> assessment scheme would be suitable for intensive, indoor systems of production, as the scheme would be good at identifying instances of very poor welfare. However, they were less convinced that the scheme could be used as a means of detecting and rewarding the very highest levels of animal welfare (which, for example, many jurors believed were present on organic farms).

CJ SESSION 4

---

The juries were sceptical about the idea of ‘benchmarking’ welfare scores to the current incidences of welfare problems in European farms and many favoured the stricter option of setting thresholds in accordance with expert-scientific opinion about what levels of occurrence of a given condition (such as lameness) were acceptable/unacceptable. They nevertheless recognised that these thresholds should be set at realistically achievable levels.

The jurors favoured strict rules for the combination of welfare scores, in particular many jurors believed that there should be no compensation for very low welfare scores (i.e. if a farm scored below 20 in any criterion, jurors believed that it should be allocated to the ‘not classified’ group, irrespective of how highly it scored on any of the other criteria).

Most jurors stated that the classification ‘excellent welfare’ should only be used in relation to extensive systems with outdoor access.



# APPENDIX

---

## A1 SESSION 1 CITIZEN JURY INTRODUCTORY TEXT

---

### *The Welfare Quality® Project*

Welfare Quality is a large European Union project that researches the welfare of farm animals. The project is innovative on two accounts. First, it brings together all existing research on farm animal welfare to develop a new scientific approach to monitoring and assessing farm animal welfare. Second, it integrates this scientific research with wider societal concerns about farm animal welfare, for example from consumers, farmers, NGOs and market actors, such as supermarkets.

### *Why Citizen Juries?*

Citizen juries are an important new tool for involving citizens in political decision-making processes that were previously the sole domain of ‘experts’. Citizen juries have been used to open debate on issues as diverse as nanotechnology, biogenetics, water management and tackling anti-social behaviour. The key advantage of citizen juries is time. Time to engage at an in-depth level with quite complicated issues that cannot be accessed through a simple questionnaire or focus group.

Here’s Gordon Brown speaking in 2007 about the role he sees citizen juries playing in advising his government on public policy:

‘I’d like to have what are called citizens’ juries, where we say to people, look, here is a problem that we are dealing with – today it’s housing, it could be drugs or youth services, it could be anti-social behaviour – here’s a problem, this is what we are thinking about it, but tell us what you think. And let’s look at some of the facts, let’s look at some of the challenges. Let’s look at some of the options that have been tried in different countries around the world, and then let’s together come to a decision about how to solve these problems. This is not sofa government, it’s listening to the people.’

With this in mind, Welfare Quality is running citizen juries in the UK, Norway and Italy as part of this wider engagement between science and society on which this project is

founded. We want you, as citizens, to in effect scrutinize the Welfare Quality assessment scheme for measuring farm animal welfare and tell us what you think about it.

### *Aims*

1. Gauging the validity and acceptability of the Welfare Quality assessment scheme to the general public, in their roles as citizens and as consumers.
2. Explore whether any gaps appear between scientists' and citizens' understandings of farm animal welfare.
3. The results of these juries will be used to help to develop strategies for implementing the Welfare Quality scheme.

### *Format*

As you know this citizen jury will be run over five sessions. We will try and keep these to two hours, although the first session might be slightly longer. There will be a couple of very short pieces of homework (they'll take less than five minutes each, honest!). In addition to this we have set up a web forum, which you will have access to. This forum will have all the documents generated over the course of the jury, links to wider relevant organisations and it will also host a forum in which you can carry on discussions with each other, ask questions to experts and so on.

### *What We Expect from Participants in their Role as Jury Members*

- As a group we want you to discuss and debate issues around farm animal welfare.
- As a group we want you to evaluate, discuss and respond to various expert presentations on farm animal welfare.
- Finally, we will be getting you, again as a group, to do some tasks and exercises.
- Throughout the sessions, we want you as a jury to take the lead. This is a really important part of the process: we want you to decide on the aspects of an issue that you find to be the most important and to tell us what areas you want more information about. We do not want you to act as passive recipients of information; instead we would like you to take an active role in the debate (asking questions, challenging views, etc.).
- In order to help with this you will be asked to nominate a spokesperson/leader from the group. This will rotate for different tasks.
- After every presentation you will have time alone as a group (experts and facilitators will leave the room with the exception of the person writing transcription notes) for discussion and reflection.
- As may be obvious from the above, we would like you to work as a group, as a jury. For this to work, it is important that we are respectful of each others' opinions and let everyone contribute.

- However, although you will be working together as a jury we are not necessarily after consensus, we are interested in all your different opinions and arguments.
- One of the key aspects of this research involves looking at how juror's opinions change over time, as such it is important that you attend all five sessions.

*What Participants Can Expect from Us*

- We will be on hand to answer any questions/concerns you have.
- We will try and foster a fun, open-minded, comfortable and flexible forum for discussion.
- We will also try and respond to any requests for additional information or time from the jury.
- Each section of the sessions will be explained carefully and if anyone has any questions or concerns, the facilitators will be on hand.
- The role of the experts is to provide clear, credible information. The experts will be on hand to answer questions; however, they will not be leading the discussions.
- In accordance with the data protection act all data will be anonymized and stored securely.
- We will provide you with a summary of the report when it is completed.

---

A2 RECRUITMENT GUIDE CITIZENS JURIES ON ANIMAL WELFARE

---

Customer: SIFO (National Institute for Consumer Research)  
Project: EU Project Animal Welfare  
Date: 17 October 2008

To recruiters:

We are going to recruit 9 respondents in all: 1 vegetarian, 1 vegan, 1 health-conscious consumer, 2 consumers on a budget, 1 environmentally aware consumer, 1 halal eater, 1 woman grown up in a rural area, 1 parent with a child under 2 years.

The respondents should be able to participate in four meetings. However, they also qualify if they are able to meet 3 out of 4 times.

Good luck with the recruitment!

Best regards, Siv Elin Ånestad (22043524)

Good afternoon, my name is ..., and I'm calling from Norstat recruitment agency. *Check that you are talking to the right person.* You recently answered some questions on the Internet on animal welfare. I would like to ask you some questions in this regard. It will take only a few minutes.

Question 1

What is your age?

1. 18–25 years -> approx. 25%
2. 26–40 years -> approx. 25%
3. 41–55 years -> approx. 25%
4. Over 55 years -> approx. 25%

Note exact age: \_\_\_\_\_

*There should be an even age spread in the group*

Question 2

*Register sex without asking*

1. Female 50% go to Q3
2. Male 50% go to Q4

Question 3 *Ask only females*

Do you live in or have you grown up in a rural area?

1. Yes -> 1 respondent. Go to Q11
2. No -> go to Q4

*Please include 1 female respondent who lives in or have grown up in a rural area. If she answers yes on Q3, go to Q11. To be invited to the jury she has to qualify on the statements in Q11. Thereafter register her answers on Q12–14.*

Question 4

Do you have the daily care for one or several children under 2?

1. Yes -> 1 respondent. Go to Q11
2. No -> go to Q5

*Please include 1 parent with the daily care of a small child. to be invited to the jury the parent has to qualify on the statements in Q11. Thereafter register his or her answers on Q12–14.*

## Question 5

Please include 1 vegetarian who has chosen to be vegetarian on the basis of an animal right position.

To qualify for the group he or she should answer yes to both questions below and qualify on the statements in Q11. Thereafter register his or her answers on Q12–14.

- Are you a vegetarian? (Check that you agree to the definition of a vegetarian. A vegetarian does not eat meat, chicken or seafood/fish).
  1. Yes → *ask questions below*
  2. No → *go to Q6*
  3. Don't know → *close*
  
- Why are you a vegetarian?
  1. Economy → *close*
  2. Health → *close*
  3. Religion → *close*
  4. The environment → *close*
  5. Animal rights → *1 respondent, go to Q11*
  6. Other → *close*

*Several answers possible here, but animal rights should be one of the reasons.*

## Question 6

Please include 1 vegan that has chosen to be vegan on the basis of an animal rights position.

To qualify for the group he or she should answer yes to both questions below and qualify on the statements in Q11. Thereafter register his or her answers on Q12–14.

- Are you a vegan? (Check that you agree to the definition of a vegetarian. A vegetarian does not eat meat, chicken or seafood/fish, egg, dairy products such as cheese, milk, yoghurt, etc).
  4. Yes → *ask questions below*
  5. No → *go to Q7*
  6. Don't know → *close*

*To qualify for the group he or she should answer yes to both questions below and qualify on the statements in Q11. Thereafter register his or her answers on Q12–14.*

- Why are you a vegan?
  1. Economy -> *close*
  2. Health -> *close*
  3. Religion -> *close*
  4. The environment -> *close*
  5. Animal rights -> *1 respondent, go to Q11*
  6. Other -> *close*

*Several answers possible here, but animal rights should be one of the reasons.*

#### Question 7

*Please include 2 consumers on a budget. To qualify as a 'consumer on a budget' the respondents should answer yes to both questions below and qualify on the statements in Q11. Thereafter register his or her answers on Q12–14. It is important that price almost always influences the food they buy.*

- Would you say that your annual household income is lower than 225 000 NKR (if one persons in the household) or 450 000 NKR (if two persons or more in the household)?
  1. Yes -> *ask questions below*
  2. No -> *go to Q8*
  
- Do price almost always influence which food you buy in the store?
  1. Yes -> *2 respondents. Go to Q11*
  2. No -> *close*

#### Question 8

*Please include one health-conscious consumer. To qualify to the group, the respondent should answer yes to the question below and qualify on the statements in Q11. Thereafter register his or her answers on Q12–14.*

- Do health issues almost always influence which food you buy in the store?
  1. Yes -> *go to Q11*
  2. No -> *go to Q9*

#### Question 9

*Please include a consumer that is an active member of an environmental NGO. To qualify to the group, the respondent should answer yes to the question below and qualify on the statements in Q11. Thereafter register his or her answers on Q12–14.*

- Are you an active member of an environmental NGO? (For example Greenpeace, WWF, Bellona, Natur og ungdom, Norges Naturvernforbund, Fremtiden i våre hender, Norwatch).

1. Yes -> *1 respondent, go to Q11*
2. NO -> *go to Q10*

#### Question 10

*Please include a Halal eater. To qualify to the group, the respondent should answer yes to both questions below and qualify on the statements in Q11. Thereafter register his or her answers on Q12–14.*

- Are you a ‘Halal eater’? (Please check that you agree on the definition of ‘Halal eater’. A Halal eater does not eat pork and purchases only Halal meat.)

1. Yes -> *ask next question*
2. No -> *close*

- Do you eat Halal for religious reasons?

1. Yes -> *1 respondent. Go to Q11*
2. No -> *close*

#### Question 11

I will now read a few statements and I want you to tell me how well these statements fit you. You answer on a scale from 1 to 5, where 1 is ‘totally disagree’ and 5 is ‘totally agree’.

*Read:*

- I care about how farm animals are treated in food production.

1. Totally disagree -> *close*
2. -> *close*
3. -> *continue*
4. -> *continue*
5. Totally agree -> *continue*
6. Don’t know/cannot answer -> *close*

*Read:*

- I am wholly or partly responsible for purchasing food to my household.

1. Totally disagree -> *close*
2. -> *close*
3. -> *close*
4. -> *continue*
5. Totally agree -> *continue*
6. Don't know/cannot answer -> *close*

*Read:*

- I usually have an opinion on matters, and I can express this opinion freely no matter which group I'm in.

1. Totally disagree -> *close*
2. -> *close*
3. -> *close*
4. -> *continue*
5. Totally agree -> *continue*
6. Don't know/cannot answer -> *continue*

*Register answers on Q12–14*

Question 12

What are your highest educational qualifications?

1. No qualifications
2. Elementary school
3. High school
4. 1–2 years of study after high school
5. Bachelor (3 years)
6. Master (5 years or more)
7. Higher degree (Ph.D. etc.)
8. Don't know/cannot answer -> *close*

Register: \_\_\_\_\_

*Aim for an even spread in educational qualifications in the group*

## Question 13

How many people live in your household?

1. 1 person
2. 2 adults
3. 2 adults and children
4. 1 adult and children
5. Don't know/cannot answer -> *close*

Please register the number of children in household and their age: \_\_\_\_\_

*Aim for an even spread of different types of households*

## Question 14

Approximately what is your household's gross yearly income?

1. Less than 225 000 NOK
2. Between 225 000 and 630 000 NOK
3. More than 630 000 NOK
4. Don't know/cannot answer -> *close*

Register: \_\_\_\_\_

*NB! Aim for an even spread of household income in the group*

## Question 15)

We are inviting people to participate in an investigation on animal welfare on farms and in food production. The discussion will be lead by a researcher at SIFO (National Institute of Consumer Research). Participation does not presuppose any special knowledge on the theme. We would like to talk to you on the basis of your experience and point of view.

Among other things, we will talk about:

- Your view on what constitutes a good life for farm animals
- Your assessment of a new method for measuring animal welfare on farms
- We will meet 4 times, a little over 2 hours each time. You will sit together with 10-12 other respondents and talk informally about the theme. The discussion is lead by a researcher at SIFO. As the discussion proceeds, you will receive information on how animal welfare is administered today, and possible future ways of securing farm animals in EU and Norway a good life.
- All participants will receive a universal gift card worth 500 NOK per meeting, in total 2,000 NOK if you meet all four times.
- We will meet:

Session 1: Wednesday 29 October 17–19

Session 2: Tuesday 4 November 17–19

Session 3: Wednesday 12 November 17–19

Session 4: Wednesday 19 November 17–19

- It is important that you try to attend all four meetings. To qualify for the discussion group, you must be able to participate in at least three out of four meetings.
- The meetings will be held at SIFO venues, Sandakerveien 24c in Oslo
- Those who have participated in such group discussions before, have found it an interesting and rewarding experience.
- We would like to send you a letter which confirms our agreement. The letter will include more information about the project and a map to SIFO venues.

Selection:

- 1 vegetarian
- 1 vegan
- 1 health conscious consumer
- 2 consumers on a budget
- 1 active member of an environmental NGO
- 1 Halal eater
- 1 woman grown up in the countryside
- 1 parent with a small child

Good luck with the recruiting@

---

### A3 RECRUITMENT GUIDE ORDINARY CONSUMERS

---

Customer: SIFO (National Institute for Consumer Research)  
Project: EU Project Animal Welfare  
Date: 17 October 2008

To recruiters:

We are going to recruit 3 ordinary consumers who do not have any strong convictions when it comes to their food choices and who usually buy food in discount grocery stores.

The respondents should be able to participate in four meetings. However, they also qualify if they are able to meet 3 out of 4 times.

Good luck with the recruitment!

Best regards, Siv Elin Ånestad (22043524)

## Question 1

*Register sex without asking*

3. Female 50% go to Q3
4. Male 50% go to Q4

## Question 2

Where do you usually purchase food?

*Read:*

1. Discount stores (such as Rema 1000, Kiwi, Prix, Bunnpris etc.) -> *continue*
2. Chains with a good selection (such as ICA, Coop etc.) -> *close*
3. Special stores (Farmers Market, Jacobs and similar) -> *close*
4. Health food store (Helios and similar) -> *close*

## Question 3

I will now read a few statements and I want you to tell me how well these statements fit you. You answer on a scale from 1 to 5, where 1 is 'totally disagree' and 5 is 'totally agree'.

*Read:*

- I have strong opinions about how farm animals are treated in food production.
7. Totally disagree -> *continue*
  8. -> *continue*
  9. -> *continue*
  10. -> *close*
  11. Totally agree -> *close*
  12. Don't know/cannot answer -> *close*

*Read:*

- I am wholly or partly responsible for purchasing food to my household.
7. Totally disagree -> *close*
  8. -> *close*
  9. -> *close*
  10. -> *continue*
  11. Totally agree -> *continue*
  12. Don't know/cannot answer -> *close*

*Read:*

- I usually have an opinion on matters, and I can express this opinion freely no matter which group I'm in.

7. Totally disagree -> *close*
8. -> *close*
9. -> *close*
10. -> *continue*
11. Totally agree -> *continue*
12. Don't know/cannot answer -> *continue*

*Read:*

- I eat a special type of food because of ethical or health related reasons.

1. Totally disagree -> *continue*
2. -> *continue*
3. -> *continue*
4. -> *close*
5. Totally agree -> *close*
6. Don't know/cannot answer -> *close*

*Register Answers on the Following Questions*

Question 4

What is your age?

5. 18–25 years -> approx. 25%
6. 26–40 years -> approx. 25%
7. 41–55 years -> approx. 25%
8. Over 55 years -> approx. 25%

Note exact age: \_\_\_\_\_

Question 5

What are your highest educational qualifications?

9. No qualifications
10. Elementary school
11. High school
12. 1–2 years of study after high school
13. Bachelor (3 years)
14. Master (5 years or more)

15. Higher degree (Ph.D. etc.)
16. Don't know/cannot answer -> *close*

Register: \_\_\_\_\_

*Aim for an even spread in educational qualifications in the group*

#### Question 6

How many people live in your household?

1. 1 person
2. 2 adults
3. 2 adults and children
4. 1 adult and children
5. Don't know/cannot answer -> *close*

Please register the number of children in household and their age: \_\_\_\_\_

*Aim for an even spread of different types of households*

#### Question 14

Approximately what is your household's gross yearly income?

1. Less than 225 000 NOK
2. Between 225 000 and 630 000 NOK
3. More than 630 000 NOK
4. Don't know/cannot answer -> *close*

Register: \_\_\_\_\_

*NB! Aim for an even spread of household income in the group*

#### Question 15)

We are inviting people to participate in an investigation on animal welfare on farms and in food production. The discussion will be lead by a researcher at SIFO (National Institute of Consumer Research). Participation does not presuppose any special knowledge on the theme. We would like to talk to you on the basis of your experience and point of view.

Among other things, we will talk about:

- Your view on what constitutes a good life for farm animals
- Your assessment of a new method for measuring animal welfare on farms
- We will meet 4 times, a little over 2 hours each time. You will sit together with 10-12 other respondents and talk informally about the theme. The discussion is lead by a researcher at SIFO. As the discussion proceeds, you will receive information on

how animal welfare is administered today, and possible future ways of securing farm animals in EU and Norway a good life.

- All participants will receive a universal gift card worth 500 NOK per meeting, in total 2,000 NOK if you meet all four times.

- We will meet:

Session 1: Wednesday 29 October 17–19

Session 2: Tuesday 4 November 17–19

Session 3: Wednesday 12 November 17–19

Session 4: Wednesday 19 November 17–19

- It is important that you try to attend all four meetings. To qualify for the discussion group, you must be able to participate in at least three out of four meetings.
- The meetings will be held at SIFO venues, Sandakerveien 24c in Oslo
- Those who have participated in such group discussions before, have found it an interesting and rewarding experience.
- We would like to send you a letter which confirms our agreement. The letter will include more information about the project and a map to SIFO venues.

Good luck with the recruiting☺

---

#### A4 RECRUITMENT GUIDE FOR THE ITALIAN CITIZENS' JURY ON ANIMAL WELFARE

---

The recruitment guide used in Italy was the one developed by the Cardiff team. The recruitment was conducted by Angela Guarino in Pisa by posting an announcement on Internet, in the Pisa University web site, by circulating an announcement to several mailing lists, by distributing leaflets in food stores, supermarkets, cafes and cantinas.

The announcement specified the following:

We are inviting people to participate in an investigation on animal welfare on farms and in food production. The discussion will be lead by a researcher from Cardiff University (Dr. Mara Miele, School of City and Regional Planning). Participation does not presuppose any special knowledge on the theme. We would like to talk to you on the basis of your experience and point of view.

Among others, we will talk about:

- Your view on what constitutes a good life for farm animals.
- Your assessment of a new method for measuring animal welfare on farms.

We will meet four times, for about three hours each time. You will sit together with 10–12 other respondents and talk informally about the theme. The discussion is lead by Dr. Mara Miele, Cardiff University, and other experts will join each session. As the discussion proceeds, you will receive information on animal welfare problems in animal farming today, and possible future ways of improving farm animals in the EU.

All participants will receive a total of 200 Euros; however, you can claim this payment only if you attend all four sessions. At the end of first session you will receive 50 Euros, at the end of the final session you will receive the remaining 150 Euros.

We will meet at Pisa University, Faculty of Agricultural Science, Professorial Common Room, via del Borgetto, 80:

Session 1: 2 April 2009, 3.30–6.30 p.m.  
Session 2: 6 April 2009, 3.30–6.30 p.m.  
Session 3: 14 April 2009, 3.30–6.30 p.m.  
Session 4: 24 April 2009, 3.30–6.30 p.m.

It is important that you try to attend all four meetings. To qualify for the discussion group, you must be able to participate in at least tree out of four meetings.

We would like to send you a letter which confirms our agreement. The letter will include more information about the project.

For further information please contact Angela Guarino at Pisa University (tel./ and email).

---

A5 HOME EXERCISE DISCUSSED SESSION 3 (EVALUATING THE WELFARE LEVEL OF THREE DIFFERENT PRODUCTION SYSTEMS FOR BROILER CHICKEN)

---

*Farm A: Indoor Broiler Farm*

Location: South West England.

Size of production: 4 sheds each with up to 30 000 birds.

Number of staff: 2. Shed inspected, on average, once a day.



Housing: all birds kept in fully climate controlled houses. No windows. Temperature controlled at approximately 21 C. Ventilation is controlled automatically by machine and the birds are kept on sawdust litter. Lighting by halogen bulbs operating 16 hours on, 8 hours off cycle at quite a low light level. Litter removed and the shed disinfected at the end of each new growing cycle.

Stocking density: Around 16 chickens per m<sup>2</sup> or 34 kg per m<sup>2</sup> if the birds weight 2 kg each.

Access to water and feed: birds have 24 hour access to water dispensers and feed. Feed consists of a mix of cereals and protein derived from soya, maize or fishmeal.

Use of antibiotics: Anticoccidials (to treat a gut parasite) are routinely used and some antibiotics may be used (but not routinely) as well as in treatment of disease outbreak.

Growing cycle: farm receives chicks at 1 day old. On average they are sent to slaughter at 36 days. On average the chicks weigh 55 grammes on arrival and they reach a finishing weight of 2.4 kg.

Breed: Cobb

Levels of mortality: 2.5% over cycle

Levels of disease: Usually low, but some birds will succumb to disease – making up the majority of the 2.5% that die or are culled by 36 days.

Levels of lameness (difficulty walking): About 2% of the flock will become significantly lame.

Ease of movement: At the start, when the chicks are first placed in the house, there is a lot of space. As the birds grow, this of course reduces until the birds are stocked at around 14–16 per m<sup>2</sup>.

General behavioural impression of flock: Flock active, used to human contact, not frightful. The birds are very active when they are young, but as they grow older they become bigger and have less space, thus movement is restricted. No feather pecking.

Most important welfare problems: Quick weight gain can lead to lameness and the birds have limited environmental possibilities and do not have access to outdoor area.

*Farm B: Free Range Broiler Farm*

Location: South West England

Size of production: 4 sheds each with up to 15 000 birds, each with access to range.

Number of staff: 3. tend to inspect each flocks once a day.



Housing: all birds kept in sheds with access to range during the day through doors at side of shed. Temperature is not controlled, although heating is used for young birds when they first are placed in these houses. Birds kept on sawdust litter within the shed but with day time access to the outdoor range. Lighting by halogen bulbs.

Description of range: The range is mostly grass with some small trees and a number of 'dust bath' areas and covered areas to protect the birds from the sun and from bird predators. Around the house, the grass tends to be destroyed by the scratching and movement of the birds and so 'cobbles' are placed here to protect the soils and encourage the grass to grow.

Use of range: On a calm summer day, nearly 90% of the birds will spend a significant time outside, but on a wet winters day only 2% may use the outdoor range.

Stocking density: When the birds are in the house at night, stocking density is around 13 birds per m<sup>2</sup>. During the day, stocking density varies with the proportion using the range.

Access to water and feed: birds have 24 hour access to water dispensers and feed in the shed. Feed consists of a mix of cereals and protein derived from soya, maize or fishmeal.

Use of antibiotics: Anticoccidials (to treat a gut parasite) are routinely used and some antibiotics may be used (but not routinely) as well as in treatment of disease outbreak.

Growing cycle: farm receives chicks at 1day old at 55g. Kept in heated shed for first week until they are able to adapt to outside living. Each cycle varies but usually birds are sent between 40 and 80 days to slaughter. On average each birds weighs around 2.5kg at slaughter.

Breed: Cobb hybrid.

Levels of mortality: 4% over cycle.

Levels of disease: Usually low, but predation and effects of poor weather can cause spikes in mortality.

Levels of lameness (difficulty walking): Generally low.

Ease of movement: Large available space during the day leads to high levels of ease of movement.

Some general behavioural impression of flock: Birds generally active, use of range varies. Some feather pecking observed.

Most important welfare problems: Predators, dirty wet birds indoors who make the sawdust litter wet and of poor quality (this can produce wounds etc.).

*Farm C: Organic Free Range Broiler Farm*

Location: South West England.

Size of production: 4 mobile sheds each with 4,700 birds.

Number of staff: 3. tend to inspect each flocks once a day.



Housing: birds kept in mobile arc sheds. Closed at night, access to range during day through doors at side of shed. Temperature is not controlled. Birds kept on chopped straw litter. Lighting by fluorescent bulbs.

Description of range: 2.5 m<sup>2</sup> per bird outdoor range. The range is mostly grass, and a number of 'dust bath' areas. No covered areas.

Use of range: Up to 90% when warm and some cloud cover. Number drop when gets too hot or too sunny, or too cold or wet. Can be as low as 2% on wet winter day.

Access to water and feed: birds have 24 hour access to water dispensers and feed in the shed. Feed consists of a mix of cereals (with a large proportion (usually approaching 100% if available) from organically certified farms. Historically, the diet has been deficient in some trace elements and amino acids leading to poor condition of the birds, so both diet and birds carefully managed to make sure doesn't repeat.

Use of antibiotics: no prophylactic use of antibiotics. Only used in consultation with vet to treat disease outbreak.

Growing cycle: farm receives chicks at 1 day old. On average they are sent to slaughter at 79 days. On average the chicks weigh 55 grammes on arrival and they reach a finishing weight of 2.5–3kg.

Breed: Slow growing Cobb hybrids.

Levels of mortality: 4% over cycle.

Levels of disease: Usually low, but predation and effects of poor weather can cause spikes in mortality.

Levels of lameness (difficulty walking): Low.

Ease of movement: High space availability leads to potentially high mobility, but wet weather can lead to period of voluntary confinement in the house.

Some general behavioural impression of flock: Active, not frightful. Some evidence of feather pecking.

Most important welfare problems: Predators, dirty wet birds indoors who make the sawdust litter wet and of poor quality (this can produce wounds etc.) Organic feed can give the birds too little of some trace elements and amino acids which can give the birds a poorer immune defence.



# BIBLIOGRAPHY

---

- Berg, L. (2002) *Dyr er ikke bare mat: om synet på dyrevelferd i Norge*, Oppdragsrapport SIFO 10-2002. Oslo: Statens institutt for forbruksforskning.
- Bjørkum, E. and Lien, M. (2001) *Kjøtt, holdninger og endring – en oppfølgingsstudie*, Oppdragsrapport SIFO 10-2001. Lysaker: Statens institutt for forbruksforskning.
- Borgen, S.O., Jacobsen, E. and Jervell, A.M. (2004) *Animal Welfare as a Food Quality Attribute*. XI World Congress of Rural Sociology, Trondheim, July.
- Dagligvarehandelen* (2008) 'Hvem er hvem i nordisk dagligvarehandel', *Dagligvarehandelen*, 2-2008.
- F. Andøy AS (2003) *Dagligvarekartet 2003/2004*, Handelsbladet Fk.
- Groven, K., Brendehaug, E., Aall, C. and Kvitastein, O. (2004) *Evaluering av Kvalitetssystem i landbruket (KSL)*, Rapport 8/04. Vestlandsforskning: Sogndal/Bergen.
- Guzmán, M.A. and Kjærnes, U. (1998) *Menneske og dyr: en kvalitativ studie av holdninger til kjøtt*, Arbeidsrapport SIFO 6-1998. Oslo: Statens institutt for forbruksforskning.
- Jacobsen, E. and Stræte, J.P. (2002) 'Et land av gulost og grillpølser? Maktperspektiv på produktutvikling og sortimentspolitikk', in H. Rommetvedt (ed.) *Matmakt: politikk, forhandling, marked*. Bergen: Fagbokforlaget.







This report is an official deliverable of the Welfare Quality® project.

Welfare Quality® is a European research project focusing on the integration of animal welfare in the food quality chain: from public concern to improved welfare and transparent quality. Welfare Quality® is co-financed by the European Commission, within the 6th Framework Programme, contract No. FOOD-CT-2004-506508.

Project Office Welfare Quality  
Animal Sciences Group of Wageningen UR  
Edelhertweg 15  
P.O Box 65  
NL - 8200 AB Lelystad  
The Netherlands  
Phone +31 320 293503  
Fax +31 320 238050  
e-mail: [info@welfarequality.net](mailto:info@welfarequality.net)  
Internet: [www.welfarequality.net](http://www.welfarequality.net)

The text of this report represents the authors' views and does not necessarily represent a position of the European Commission who will not be liable for the use made of such information.

