

food production; profiling and segmentation of consumers; importance of consumer confidence and trust and future evolution of the higher welfare market.

In the past it has been found that, although consumers will say they are prepared to pay more for higher welfare goods, when actually faced with an obvious increased price margin at the point of purchase their good intentions falter and a cheaper option is commonly sought instead. This report encouragingly shows, however, that there is a changing trend in the buying habits of shoppers and that animal welfare does indeed influence consumer choices. In fact, IGD found that 64% of people consciously considered animal welfare when shopping and regularly purchased one or more higher welfare products. IGD considered higher welfare products to be: “meat, dairy and egg products that have been produced with the animals’ welfare in mind”.

To explain these changing shopping patterns IGD identified four main trends:

- *Increased disposable income*: allows consumers to consider factors other than price at the point of purchase and leads to more ethical decision making.
- *Decreased confidence in food production and influence of food scares*: organic, free range and higher welfare foods are perceived by many to have a higher traceability and safety than conventional, factory counterparts.
- *Increased awareness of food quality in relation to health*: organic, free range and higher welfare foods are perceived to be healthier and more natural.
- *Premiumisation*: Products can take on a ‘premium’ and desirable status due to economical, social and cultural drivers; this is beginning to be the case for higher animal welfare friendly products.

Other interesting areas illuminated by this study were broad consumer attitudes to farmed animals and their health and welfare. On the whole, consumers have an overly simplified view of the welfare of different animal species. Because dairy cows and sheep are seen outside in fields it is assumed that these animals are living naturally and therefore have good welfare; which is not always the case. Additionally, IGD found that although the public generally has some awareness of animal living conditions and feeding, focus groups revealed consumers know very little about the agricultural supply chain and, in particular, “are deliberately ignorant of anything that happens between slaughter and consumption”.

Understanding the reasons why consumers do or do not choose to purchase higher animal welfare products will enable the industry to address consumer concerns in a more meaningful and productive way. It is generally understood that people today spend far less of their income on food than in the early-mid 1900s and that most people could, if they chose to, spend more money on food. The IGD believe that there is potential to expand the higher welfare foods market through targeting and converting people who occasionally purchase welfare-friendly products; this group of people have already shown some level of motivation to consider

and buy high-welfare foods. To convert this section of consumers to ‘all welfare friendly’ shopping IGD believe that the public’s generally low awareness of animal production first needs to be addressed. Following this, higher-welfare shopping may then be encouraged through reinforcing beliefs and stimulating action at the point of purchase. Maintenance of higher-welfare purchasing may then be supported through products being of sufficiently high quality to ensure shoppers expectations are continually met and return purchases are made.

IGD believe that “this research will help to inform all stakeholders about what consumers want, help them to understand the issues around higher welfare products, and show them ways to make the most of the opportunities that now exist”.

Consumer Attitudes to Animal Welfare: A Report for Freedom Food by IGD (2007). 66 pages A4. Published by the Institute of Grocery Distribution and available for download at: www.freedomfood.co.uk/research.

E Carter

UFAW

The ILPH Transportation Report Update

According to an update report by the International League for the Protection of Horses (ILPH) a total of 99,087 live horses were imported into, or transported between, European Union member states for slaughter in 2005; this is a significant decrease in figures since 2001. The ILPH found that the majority of horses transported for slaughter originated in Poland, Romania and Spain and were transported to Italy (84%), France (7%) and Belgium (5%). The ILPH suggest that more research needs to be conducted into the live transport of horses to fully understand the trade.

The ILPH Transportation Report Update (2006). An International League for the Protection of Horses (ILPH) report on the number of live horses for slaughter and horsemeat moving into and between the EU member states, focus: Italy. 4 pages. A4. A copy of the report is available for download at: http://www.ilph.org/documents/transportation_report2007.pdf or may be requested via email: kirstenc@ilph.org.

E Carter

UFAW

The RADAR Cattle Book 2006: Descriptive Statistics about the Cattle Population in Great Britain

RADAR (Rapid Analysis and Detection of Animal-related Risks) is a comprehensive, computer-based management system that collects and collates veterinary surveillance data from throughout the United Kingdom. The RADAR scheme was developed as a practical means of achieving the aims of the Veterinary Surveillance Strategy which is an integral part of the Animal Health and Welfare Strategy instigated by DEFRA and aims to improve the health and welfare of all kept animals in England, Wales and Scotland. RADAR was first launched in 2005 and will undergo progressive developments until 2013; by which time disease informa-

tion and data on a range of livestock, and from a wide variety of sources, will be included. A number of reports have already been published through RADAR and the latest publication is the RADAR Cattle book 2006, which was printed in May this year.

Cattle data is sourced from the Cattle Tracing System (CTS), which is managed by the British Cattle Movement Service (BCMS), and includes details of births, imports, breed, gender, movements and death. It is required by law that all bovines within Great Britain are individually identified with a unique ear-tag and passport and all movements on and off premises recorded.

It is intended that the RADAR Cattle Book be an informative and helpful resource for individuals working within the cattle industry and that the data and statistics presented will be used to interpret cattle disease, predict disease trends, aid with planning of resources for future disease outbreaks, and assess the impact of policies affecting the cattle population.

The data is presented under 7 main headings: cattle population; cattle premises; breeds; breed purpose; age; births and mortality; and cattle population movement. Each section begins with an explanatory introduction, followed by various graphs, charts and/or distribution maps, and finishes with bullet points highlighting the main findings. Data are grouped either in ways deemed most meaningful to the industry or most epidemiologically appropriate. For example, density graphs showing the distribution of the cattle population across Great Britain use Animal Health Divisional Offices as boundaries since this is thought to be most useful to animal health professionals and cattle age groups are not categorised in regular groupings but in a way that recognises different age groups have different disease risk factors as this is believed to be more useful for understanding the health of the cattle population. Along with the numerous results and analyses there is also a very helpful explanatory question and answer section.

Some of the statistics included are:

- Total cattle population of 9,254,584; of which 35% are dairy and 62% beef.
- Cattle are distributed over 82,241 premises, and the most common herd size (27%) is between 201 to 350 animals.
- Western England, south-western Wales and south-western Scotland appear to have the highest numbers of cattle.
- There are 205 different registered breeds in total but 92% of cattle are one of 10 breeds, the top three being: Holstein/Friesian or cross (34%); Limousin or cross (21%) and Charolais or cross (10%).
- Between June 2005 and May 2006, 13,841 cattle were imported into Great Britain from 8 European Union (EU) countries. The top three countries to import cattle into GB were Ireland (31%), Netherlands (20%) and Denmark (19%). No cattle were imported from outside of the EU.

In general the format of the RADAR Cattle Book 2006 is simple and the layout easy to understand; although some areas are perhaps over simplified. It does successfully

achieve its main aim however of “describing the size, distribution and relevant measurable characteristics of the GB cattle population in a standardised, quality-assured format”. It is a useful start-point for anyone interested in seeing a quick, overall snapshot of the cattle industry.

The RADAR Cattle Book 2006: Descriptive Statistics About the Cattle Population in Great Britain (2006). 46 pp A4. Available for download from: <http://www.defra.gov.uk/animalh/diseases/vet-surveillance/species/cattle/dataset.htm>

E Carter

UFAW

New Codes of Animal Welfare for Deer and Companion Cats in New Zealand

The main body of legislation covering animal welfare in New Zealand is The Animal Welfare Act 1999. This Act lays out fundamental obligations for people who own or are in charge of animals with the view to ensuring that the physical health and behavioural needs of animals are met and any pain or distress are alleviated. The Act only provides a framework however and secondary legislation, in the form of codes of welfare, provide the necessary detail.

Codes of welfare are issued by the Minister of Agriculture on the recommendation of the National Animal Welfare Advisory Committee (NAWAC) and following a public consultation of farmers, veterinarians, scientific researchers and other interested or appropriate groups. As in the UK, codes are deemed to be guidelines and are not themselves law, although breach of minimum standards within the codes may be used to support a prosecution for an offence under the Act. Codes of welfare take into account good practice, scientific knowledge and existing technology available at the time. They aim to encourage appropriate behaviour, establish minimum standards, and promote best practice. It is required that all codes are reviewed at least every 10 years. So far this year the Ministry of Agriculture and Forestry in New Zealand has issued two new codes of welfare: Animal Welfare (Companion Cats) Code of Welfare 2007 and Animal Welfare (Deer) Code of Welfare 2007.

Animal Welfare (Companion Cats) Code of Welfare 2007

Cats are now the most commonly owned companion animal in New Zealand with population estimates ranging between 900,000 and 1,500,000. The Animal Welfare (Companion Cats) Code of Welfare 2007 was drafted by a writing group convened by the New Zealand Companion Animal Council. It is intended for any person responsible for the care and welfare of cats, including pet owners, breeders, catteries, shelters and pet shops.

The code has 13 sections and lays out 11 minimum standards relating to the care and handling of cats, covering: food and feeding; body condition; water; caged cats; hygiene; removal of kittens from the queen; signs of ill health; use of collars; transportation and euthanasia. There are also sections on: adopting and purchasing a cat; housing; breeding; mating, pregnancy, birthing and