



Dyrevernalliansen

*Vi hjelper dyrene som trenger det aller mest,  
i intensivt landbruk, pelsindustrien og dyreforsøk.*

# Marketing of animal welfare in Norway

**NK Vet Symposium**

**Oslo, January 2017**

Norwegian Animal Protection Alliance  
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# Dyrevernalliansen (NAPA)

- Established in 2001
- Prioritized areas: Intensive farming and animal experimentation
- One office, located in Oslo
- Our staff includes veterinarians, biologists, social scientist, lawyer and animal scientist
- Dialogue with authorities, academia and industry
- Communication with citizens



# Norwegian citizens

- Relatively high trust in national agriculture
- Low competence in farm animal welfare issues
- Indoctrinated to be price-oriented when shopping groceries
- No experience with animal welfare labelling
- Almost no experience with choosing between animal welfare differentiated alternatives in the store
- Increasingly concerned
- Do not think of themselves as having **responsibility** or **power** to make improvements as consumers





- People **care** but are not necessarily concerned
- Concern motivates choosing the animal welfare labelled alternative
- Reduced consumer trust → higher potential for making consumers choose animal welfare labelled products
- Good animal welfare:
  - Direct day light, pasture
  - Natural behaviour
  - Short transport distance to slaughter house
- Are the consumers **perceiving** the animal welfare value of Norwegian agriculture to be high enough to accept higher price?





# Agricultural sector in Norway

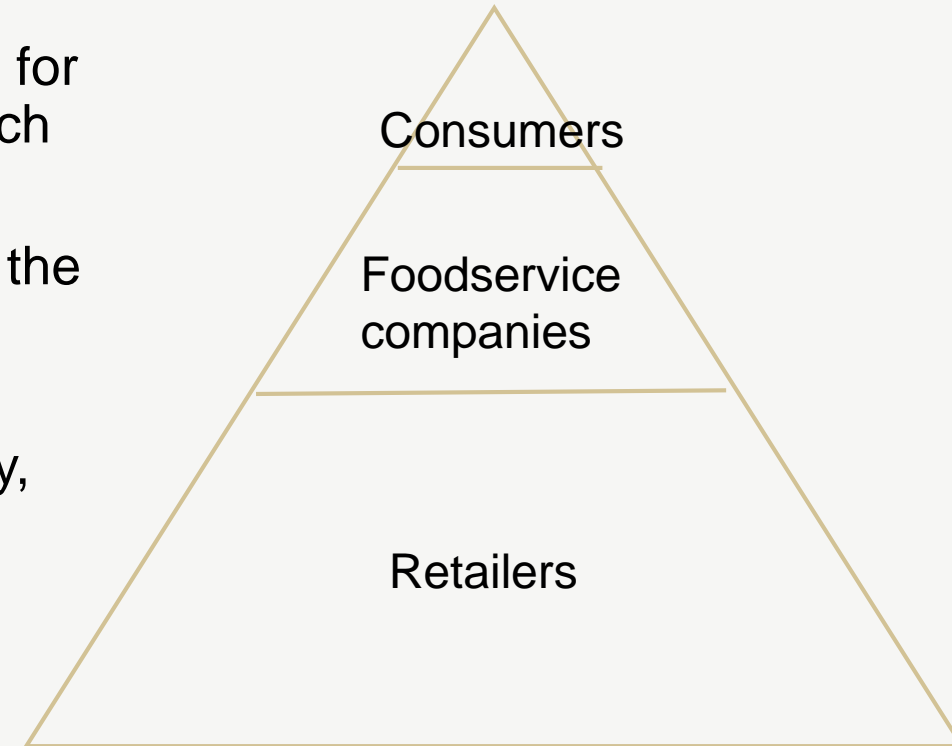
- High trust level to ALL Norwegian agriculture is main goal
- Traditionally **negative to market differentiation** on animal welfare
- Typical statements from agricultural stakeholders about the animal welfare status in Norwegian agriculture:  
"almost organic", "best in the world"
- *Nyt Norge label* – Norwegian origin in itself used as an (implicit) animal welfare assurance. No animal welfare criteria above minimum regulations. No third part certification.
- *Debio label* – Organic labelling focused on human health and environmental concern. Animal welfare not a priority.  
[dyrevern.no/landbruk/okologisk](http://dyrevern.no/landbruk/okologisk)
- Increasingly industrialized. **Increasing (potential for) diversity**
- A minority is showing increased interest in animal welfare labelling





# Potential target markets for animal welfare labelling

- Most Norwegian consumers don't want to be responsible for animal welfare choices. They want to choose a store which has taken this responsibility.
- A new trend in foodservice to focus on animal ethics and the origin of the food.  
Limited influence on the agricultural sector.
- Retailers are becoming interested in competing on quality, including animal welfare.  
Powerful position in the agricultural sector.
- Main target markets:
  - The retailers (and foodservice companies)
  - A small, but growing, group of consumers





# Possible aims for animal welfare labelling

- Improvements of the agricultural industry
- Giving citizens
  - a better choice as consumers
  - competence and awareness
- Making better farm animal welfare profitable
- Innovations and driving force
- Making Norwegian agriculture more sustainable towards international competition





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Takk!

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