

## **Farm Animal Welfare: Consumers' attitudes, evaluation and response**

**Wednesday, 28<sup>th</sup> of September 9:00 – 12:30**

While concerns about the appropriate treatment of farm animals used to be a discussion among a small group of activists it is now a highly debated issue in media, politics as well as among actors in the food chain in many Western countries. Policies for animal welfare are driven by requirements from retailers and restaurants in the food chain, from non- governmental organizations, from industry itself through farm organizations and from governments. Consumers' attitudes towards animal welfare may affect public attitudes driving those policies.

The five presentations in this session will consider a number of different aspects of farm animal welfare (FAW), investigating consumers' attitudes and expectation regarding FAW as well as towards FAW programs. In addition, perspectives on consumer research regarding FAW will be discussed. Each 15 minutes presentation will be followed by a 10 minutes discussion with an overall discussion of 45 minutes at the end of the session.

**Johannes Simons:** Consumer perception of modern animal husbandry and consequences for the meat chain

**Inken Christoph:** Expectations towards farm animal husbandry

**Christian Henning:** Private evaluation and political acceptance of animal welfare policy programs and sustainable land use policies: An econometric approach estimating economic and political willingness-to-pay for FAW programs in Germany

**Ellen Goddard:** Implications of different attitudes towards eating livestock products on animal welfare outcomes or getting the tradeoffs right?

**Jutta Roosen:** Perspectives on consumer research regarding FAW