

ANIMAL WELFARE LABELLING

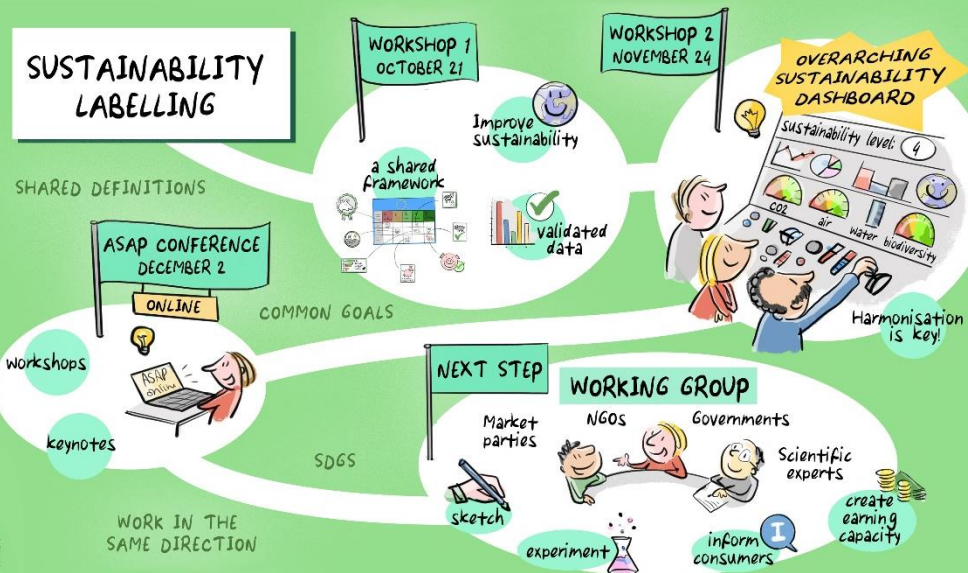


Ministerie van Landbouw,
Natuur en Voedselkwaliteit

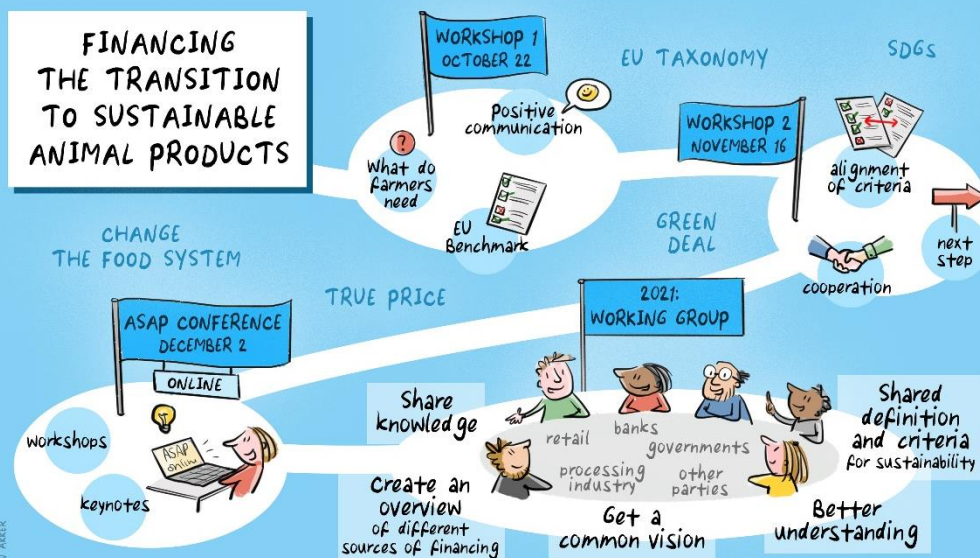
Advancing sustainable animal products in Northwest Europe

2 December 2020

SUSTAINABILITY LABELLING



FINANCING THE TRANSITION TO SUSTAINABLE ANIMAL PRODUCTS



Are you with us?

This document shows you the plans that resulted from a series of workshops that took place in 2020. Lots of different stakeholders from in and around the Northwest European value chain for animal food products took part in these workshops.

The main conclusion was remarkably clear: to advance sustainable animal products, we need to work on shared definitions and indicators for sustainability and animal welfare. Only if we look in the same direction, can we create the transition that we urgently need, together.

All stakeholders that share ambitions for a sustainable food value chain are invited to become signatories to these plans. Being a signatory means that you share the goals set out in the process proposals, and are interested in joining the working groups in 2021.

Are you with us? Let us know, and we will be in touch soon.

To sign up, contact Pieter de Boer, senior policy officer, Dutch Ministry of Agriculture, Nature and Food Quality, p.deboers5@minlnv.nl.



Advancing sustainable animal products in Northwest Europe

2 December 2020



ANIMAL WELFARE LABELLING

WORKSHOP 1
OCTOBER 21

CARING
CONSUMERS

WORKSHOP 2
NOVEMBER 25

NGO's that
develop/maintain
schemes

Market
parties

Scientific
experts

Governments

Independent
auditing
organisations

NORTHWEST EU
ALLIANCE

A
starting point
for further
labelling harmonisation
in Europe!

Join
cooperate
Draft
Think

I'm
in!



PROMOTE
EXCHANGEABILITY

GOAL

NORTHWEST
EUROPE



WILLINGNESS
TO PAY



Improve
animal welfare

SUCCESSFUL
EXISTING LABELS

ASAP CONFERENCE
DECEMBER 2

ONLINE

workshops

keynotes



Harmonising animal welfare labelling



Ministerie van Landbouw,
Natuur en Voedselvallei

Goal medium term: create a method-of-production label + animal-welfare indicators for *voluntary* use, that is:

- ✍ Suitable for international use.
- ✍ Able to create order in existing animal-welfare labels.
- ✍ Tiered, ranging from EU minimum to premium animal-welfare production standards.
- ✍ Usable as a starting point for further harmonization in Europe.

Current signatories

- ✍ Dierenbescherming (Netherlands)
- ✍ Tierschutzbund (Germany)
- ✍ Compassion in World Farming (France)
- ✍ Eurogroup for Animals
- ✍ Cooperl
- ✍ Bristol University
- ✍ Dairy Data Warehouse
- ✍ Dutch Ministry of LNV

Partners: as many relevant parties from Northwest Europe as possible

- ✍ Organizations/NGOs that develop and maintain labels/certification schemes
- ✍ Market parties that market concepts with higher animal welfare, e.g.:
 - Primary producers
 - Slaughterhouses
 - Processing industry
 - Retail
- ✍ Governments
- ✍ Independent auditing organizations
- ✍ Scientific experts

Practical approach: a working group will be set up per species (at least pigs and broilers) with partners. The working groups will:

- ✍ Assess what an MOP+ label could look like in practice and make a (final) draft (Q1 of 2021).
- ✍ Facilitate an assessment of the impact throughout the supply chains on e.g.:
 - Costs
 - Logistics
 - Division of products
- ✍ Define, based on the results of these assessments, an MOP+ label that is ready for use (Q3 2021 and onwards).



SUSTAINABILITY LABELLING

SHARED DEFINITIONS

ASAP CONFERENCE
DECEMBER 2

ONLINE

COMMON GOALS

workshops

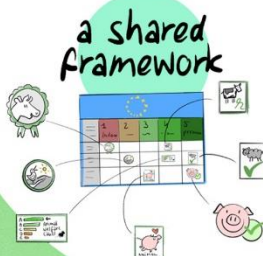
keynotes



WORK IN THE
SAME DIRECTION

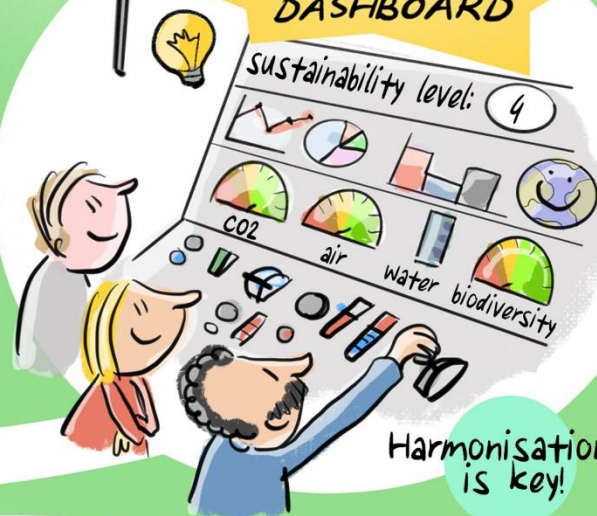
WORKSHOP 1
OCTOBER 21

Improve
sustainability



WORKSHOP 2
NOVEMBER 24

OVERARCHING
SUSTAINABILITY
DASHBOARD



NEXT STEP

WORKING GROUP

Market
parties

NGOs

Governments

Scientific
experts



experiment



inform
consumers



create
earning
capacity



SDGS

Harmonising sustainability labelling



Ministerie van Landbouw,
Natuur en Voedselzekerheid

Goal medium term: create an overarching dashboard that displays the sustainability level of animal products based on relevant measurable indicators

- ✍ The dashboard should be suitable for international use.
- ✍ It should be possible to identify different levels of sustainability (analogous to different levels of animal welfare in method-of-production schemes).
- ✍ Choices should be made about e.g.:
 - Means vs. goals
 - Sustainability on the level of products vs. acreage vs. enterprise
 - Focus of life-cycle analysis (LCA)
- ✍ It should be possible to fit existing successful labels and concepts into the levels of the overarching scheme / score them on the criteria of the dashboard.
- ✍ Attention should be paid to compatibility with an overarching international scheme

for animal welfare.

- ✍ Independent validation of scores is important to reach objective results.

Partners: as many relevant parties from Northwest Europe as possible

- ✍ Organizations that develop and maintain labels/certification schemes
- ✍ Market parties that market sustainable concepts
- ✍ Governments
- ✍ Independent auditing organizations
- ✍ Scientific experts
- ✍ NGOs

Practical approach: a working group will be set up with partners. The working group will deliver the sketch of an overarching scheme/dashboard in 2021, which is suitable for use in experiments.

- ✍ The working group will start with an assessment of important developments and enabling conditions for a successful scheme/dashboard. Success criteria:
 - Impact
 - Robustness of measurable indicators
 - Potential for distinctiveness in the market
 - Potential to communicate to consumers
- ✍ Based on the assessment, a sketch of a scheme/dashboard will be made, including an example analysis of how existing labels/concepts would score.
- ✍ Market parties will be approached to participate in experiments with using the scheme/dashboard.
- ✍ The draft scheme/dashboard will be accompanied by a proposal for independent validation and funding.
- ✍ The working group will be supported by the Dutch Ministry of LNV.



FINANCING THE TRANSITION TO SUSTAINABLE ANIMAL PRODUCTS

WORKSHOP 1
OCTOBER 22

positive
communication

What do
farmers
need

EU
Benchmark

EU TAXONOMY

WORKSHOP 2
NOVEMBER 16



alignment
of criteria



cooperation



next
step

GREEN
DEAL

TRUE PRICE

ASAP CONFERENCE
DECEMBER 2

ONLINE

workshops

keynotes



Share
knowledge

Create an
overview
of different
sources of financing

2021:
WORKING GROUP

retail

banks

governments

processing
industry

other
parties

Get a
common vision

Better
understanding

Shared
definition
and criteria
for sustainability

Financing the transition



Ministerie van Landbouw,
Natuur en Voedselwettelijk

A working group will be set up, which will have a series of meetings in 2021. The set-up of the working group is as follows.

Aims

- ✍ Share knowledge and experience about how money flows can best support the transition to sustainable animal products.
- ✍ Create an overview of different sources of financing for (the transition to) sustainable production, in order to look for overlap and differences between different instruments
 - Attention will be paid to the complexity of the value chain.
- ✍ Cooperate to work on shared definitions

of and criteria for sustainability, in order to focus support for sustainable production in similar ways throughout the (international) value chains.

- The topic of true pricing can also be on the agenda.
- ✍ Collaborate with the European Commission to look for alignment of EU initiatives (e.g. Taxonomy Regulation for sustainable investment) and decentralized (public and private) initiatives.

Partners

- ✍ Possible partners: banks, processing industry, retail, governments, other

parties that play a role in financing food production

- ✍ The participants of the working group will assess whether there are stakeholders in their network that would be valuable participants in the working group.
- ✍ The working group will assess in the first meeting whether there are other stakeholders that it would be valuable to approach.

Organisation

The Dutch Ministry of LNV can set up the meetings.