



Working Toward Socially Sustainable Animal Agriculture

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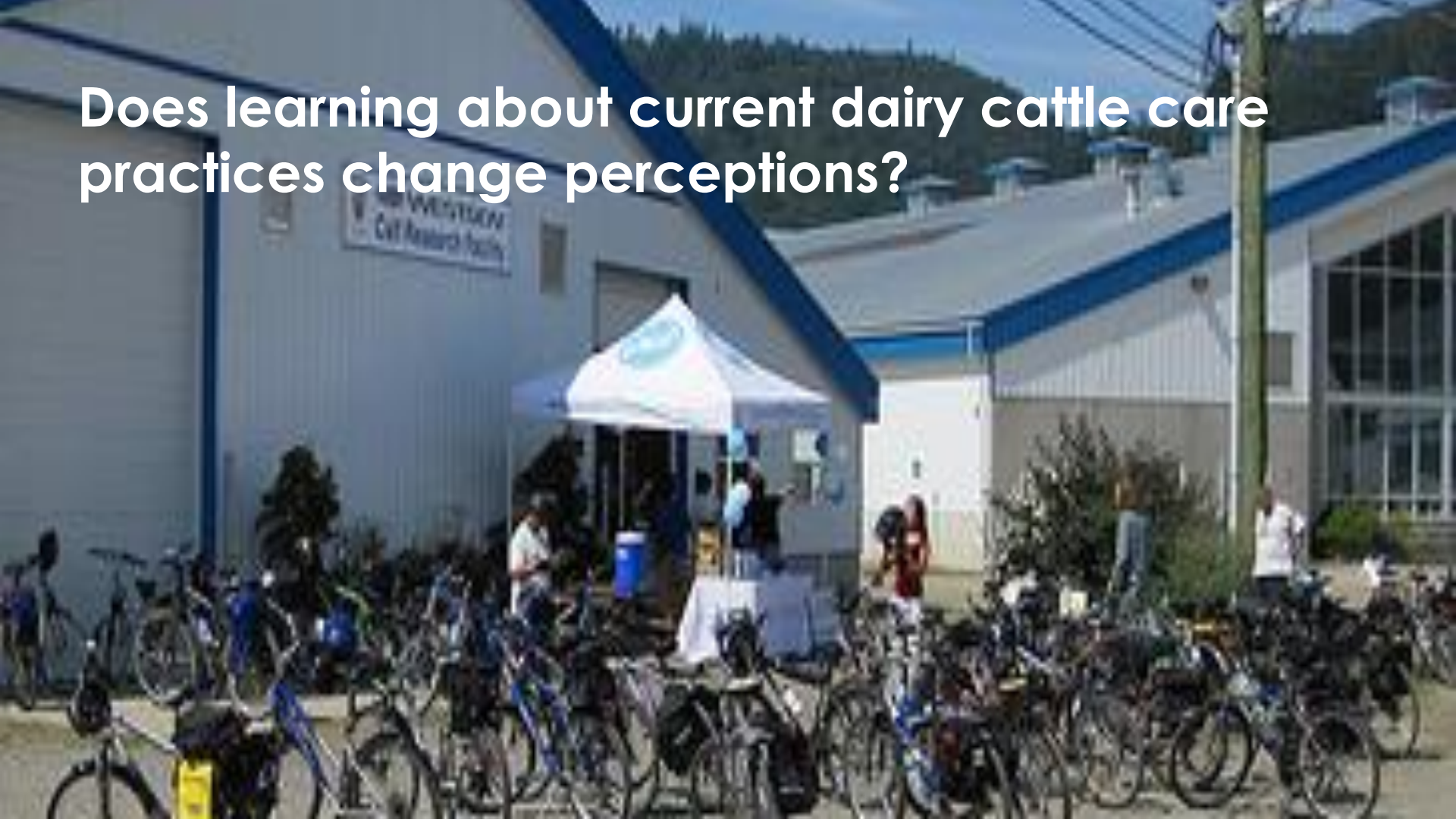
To maintain a social license....

.....it is incumbent that practices are in step with evolving community values.

Maintaining our social license: Potential strategies moving forward

- Educating the public
- Engaging with the public
- Leading the process

Does learning about current dairy cattle care practices change perceptions?

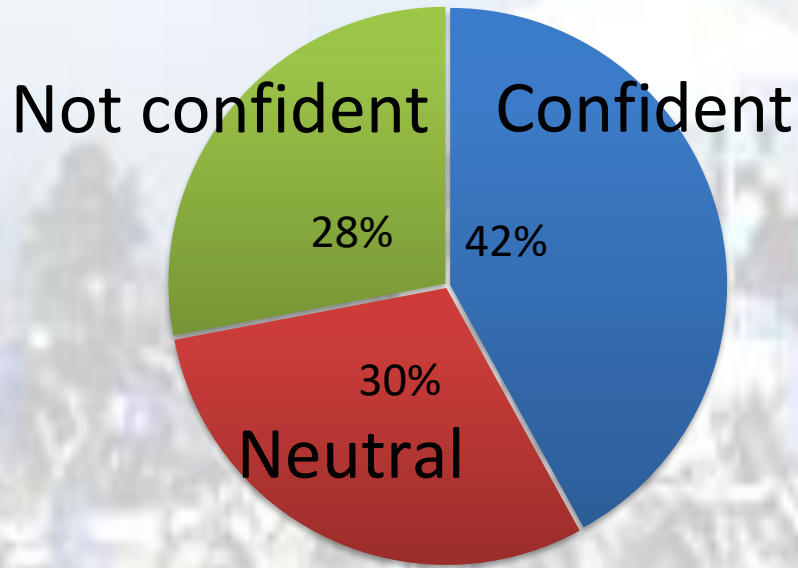


Concerns

- *Feed*
- *Pasture/outdoors*
- *Behavior restriction*
- *Abuse*



How confident are you that dairy cattle have a good life?



BEFORE

n=50

Some perceptions **improved** after visiting our farm:

Before

[I'm concerned about] humane treatment, cramped living conditions, access to grazing.

After

The animals seem to be well cared for...the practices on this farm seem very ethical.

And some perceptions **worsened**:

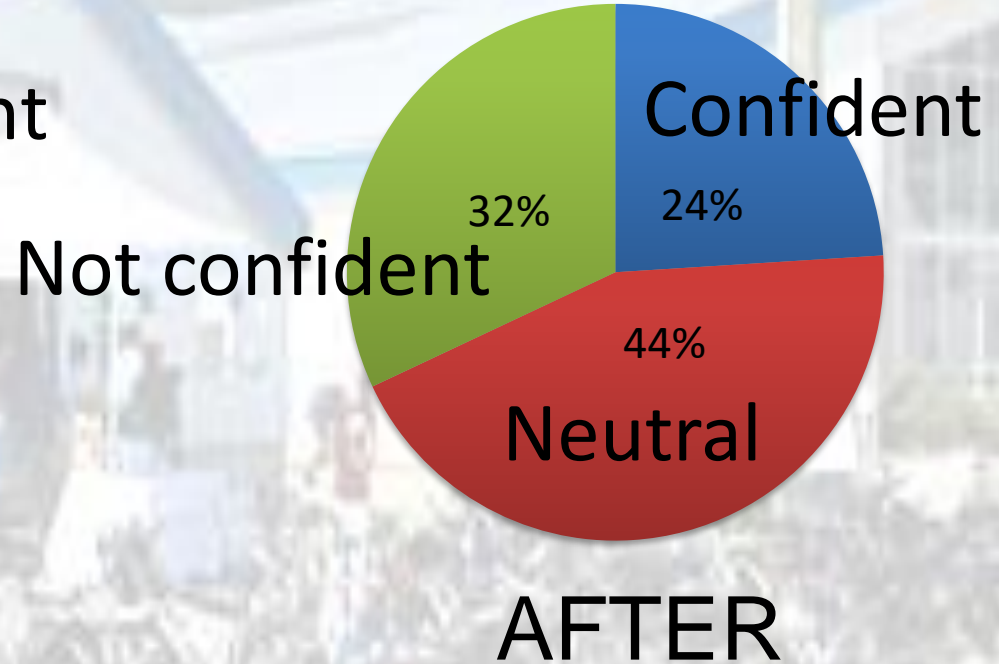
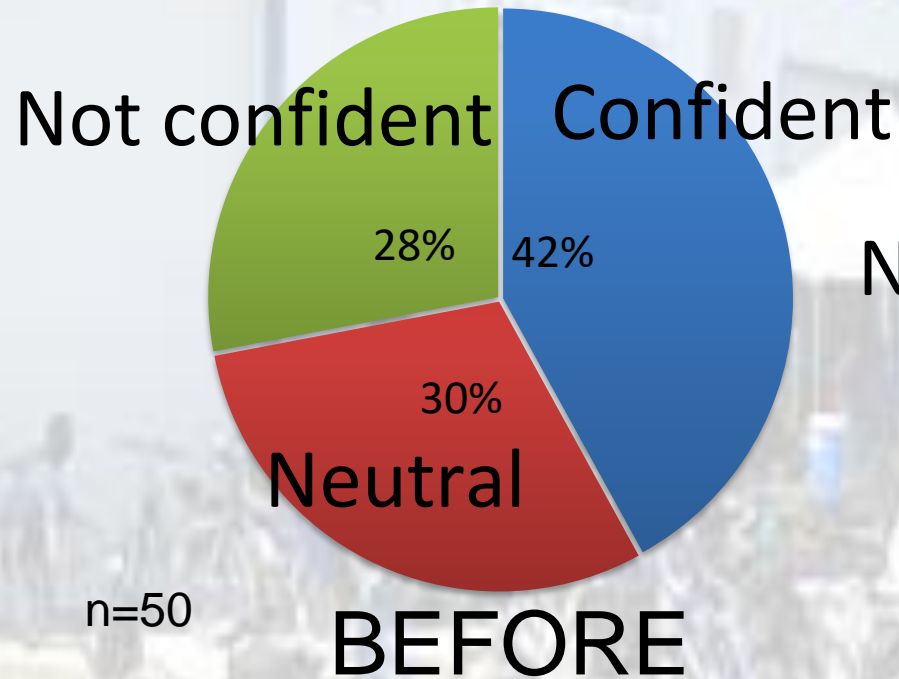
Before

I never had any concerns.

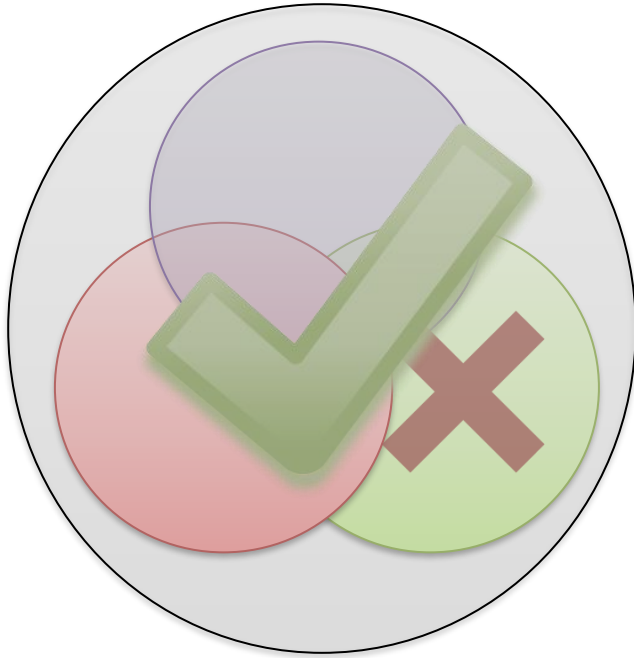
After

.... I would still prefer to see animals grazing in the fields, eating the grass and calves not separated so quickly from mothers.....

How confident are you that dairy cattle have a good life?



Overall, participants were:

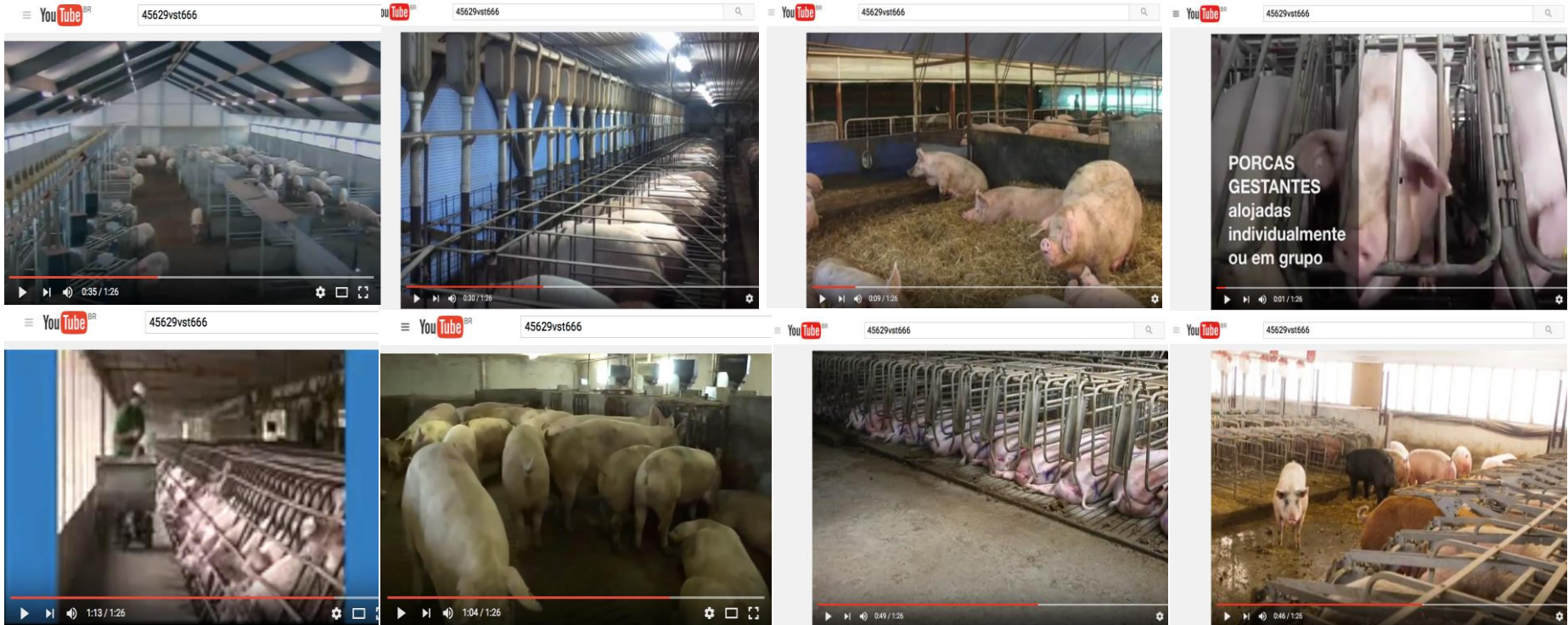


- ✓ Pleased to see a high level of attention and care to cattle
- ✗ Displeased about cow-calf separation and the lack of pasture/outdoor access

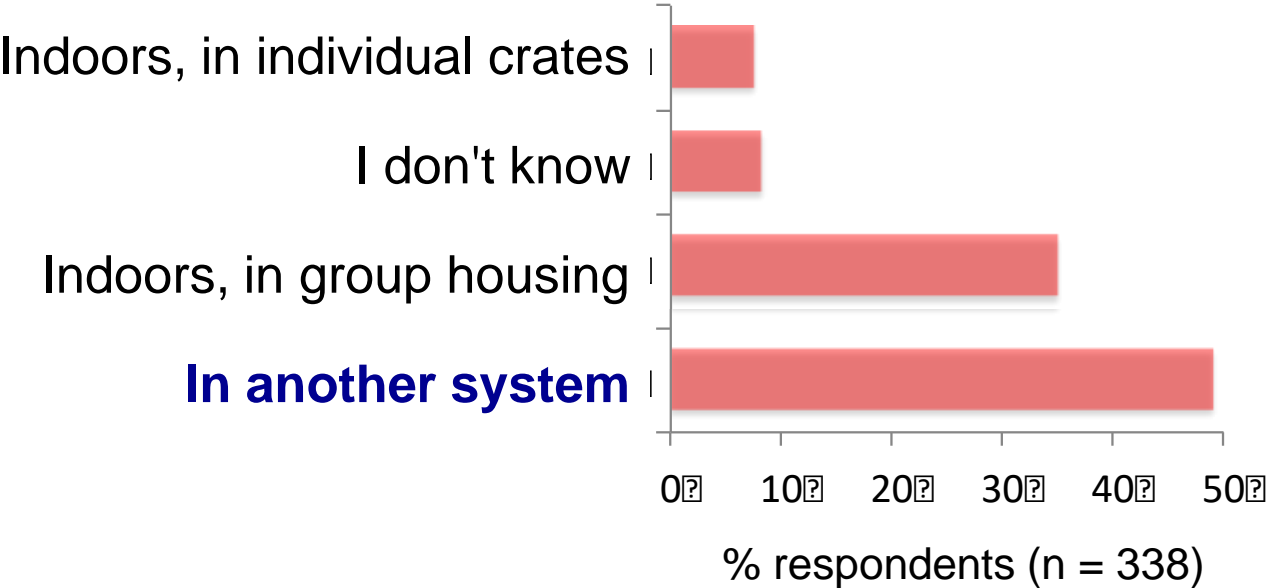
How do we maintain our social license?

- ~~Educating the public~~
- Engaging with the public
- **Leading the process**
 - **Develop a vision for the industry**

In your opinion how should pregnant sows be housed?



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Focus groups

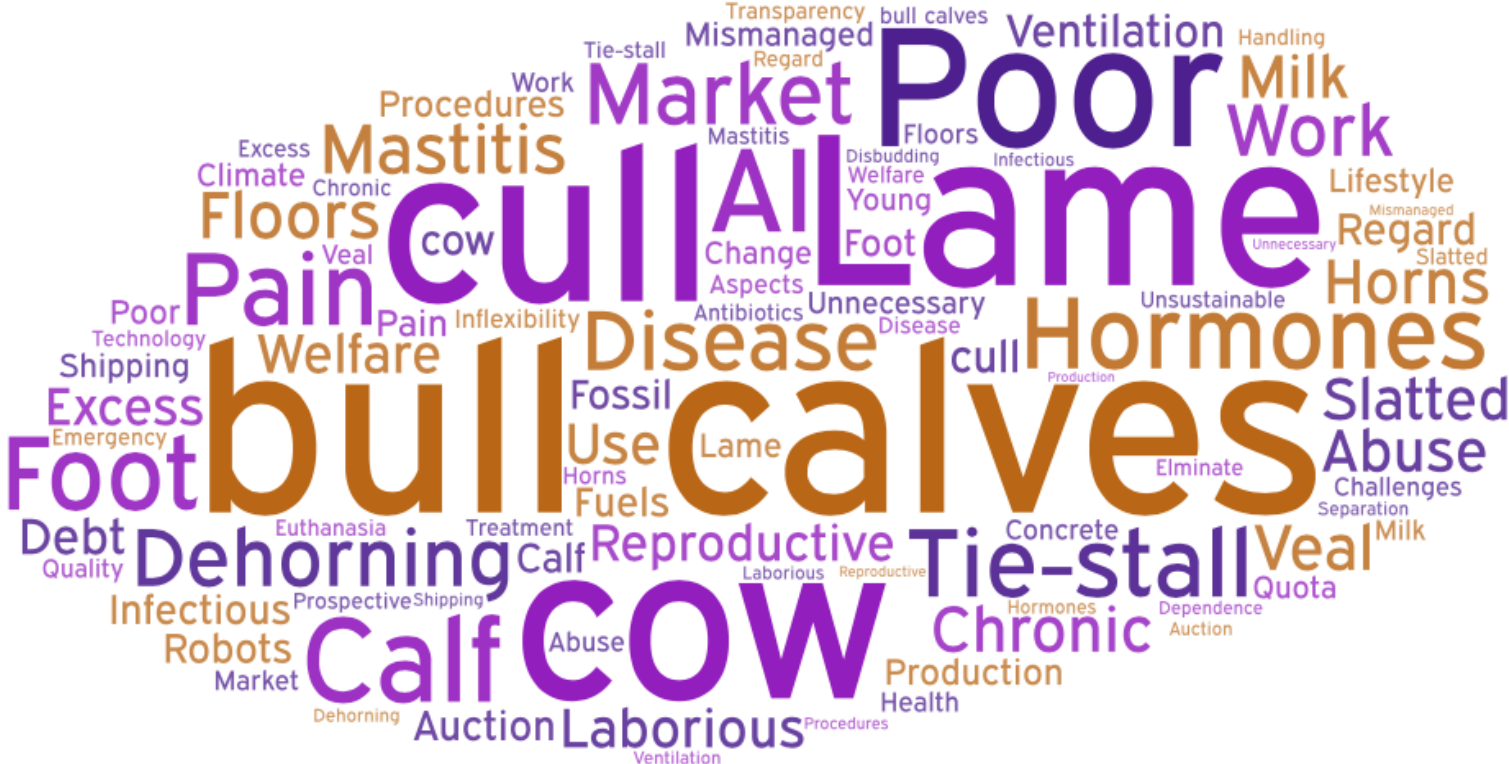
Aims:

- Build relationships and create dialogue
- Discuss and identify shared values
- Begin to develop a vision for the industry and how this can be achieved

Must haves.....



Leave behind....



Must haves....



*Pig Welfare Symposium 2019;
7 groups, 31 participants*

Unattractive features...



How do we achieve our vision?

- “industry led”
- “research to pave way”
- “openness to change”
- “engagement between consumers and the industry”
- “need to sit down and decide what our values are”
- “share lessons learned within industry around the world”
- “minimum standards and enforcement”

Take home points:

- One-way educational efforts are likely to fail
- Sustained two-way engagement can help
- Don't just respond to concerns - lead the process; develop a collective vision and a plan for how to achieve this
 - *What are your "must haves" for the future of your industry?*
 - *And what must we leave behind?*



Saputo



NSERC
CRSNG



Sask**milk**

