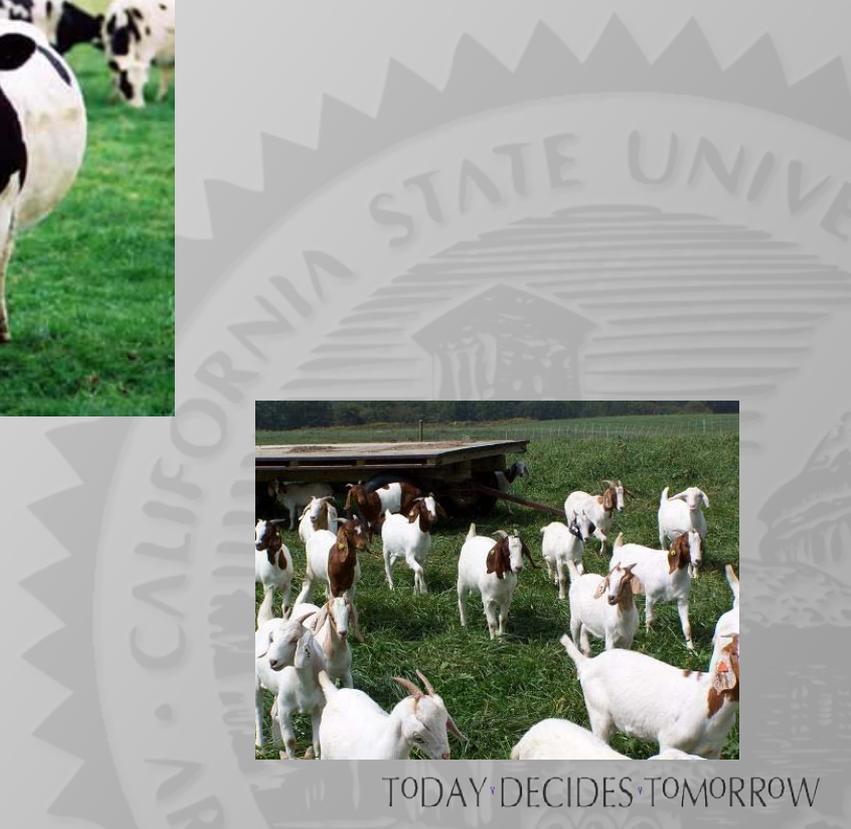




## Farm Animal Welfare – A Producer Perspective

D. A. Daley, PhD. - California State University, Chico



TODAY DECIDES TOMORROW



# Farm Animal Welfare

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- ❁ A major issue with growing consumer interest.
- ❁ Producers have always been interested in animal welfare
- ❁ The discussion should be strategic, collaborative and deliberative – not knee jerk reactions.
- ❁ The “soft systems” approach



# Farm Animal Welfare

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- 🌱 Listen to a variety of voices on the issue....
- 🌱 Avoid extremes
- 🌱 What is “my” agenda?
  - 🌱 *Animals should be raised humanely and ethically – and used for the production of food and fiber.*
  - 🌱 *Ultimately, we have an expectation and obligation to produce a safe, affordable and nutritious food supply with the highest standards possible.*



TODAY DECIDES TOMORROW



# Farm Animal Welfare

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- ❁ Producers take this issue seriously and have for years..it isn't new.
- ❁ Evolution of animal agriculture – have we done everything right?
- ❁ Was it better for livestock 50 years ago?



# Farm Animal Welfare

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⊕ The usual arguments...

⊕ *Science*

⊕ *Economics*

⊕ *Ethics and morality*





# Farm Animal Welfare

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- ❶ How to build common ground...
- ❷ What do we agree on?
- ❸ Don't go practice by practice
- ❹ Look at the whole picture and talk with those in production.....
- ❺ We can all agree that animals should be raised humanely and ethically...



# Farm Animal Welfare

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- ❁ More than one way to do things right...
- ❁ Alternative solutions and alternative agriculture have value—but don't assume that they are always better
- ❁ Increasing use of certification programs – who designed them? Do they improve animal welfare?



# Animal Rights as a Mainstream Social Phenomenon – B. Rollin, CSU

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- ❶ “Every profession- be it medicine, law or agriculture – is given freedom by the social ethic to pursue its aims...”
- ❷ “you regulate yourselves the way we would regulate you if we understood what you do, which we don’t. But we will know if you don’t regulate properly and then we **WILL** regulate you, despite our lack of understanding” .



# Farm Animal Welfare

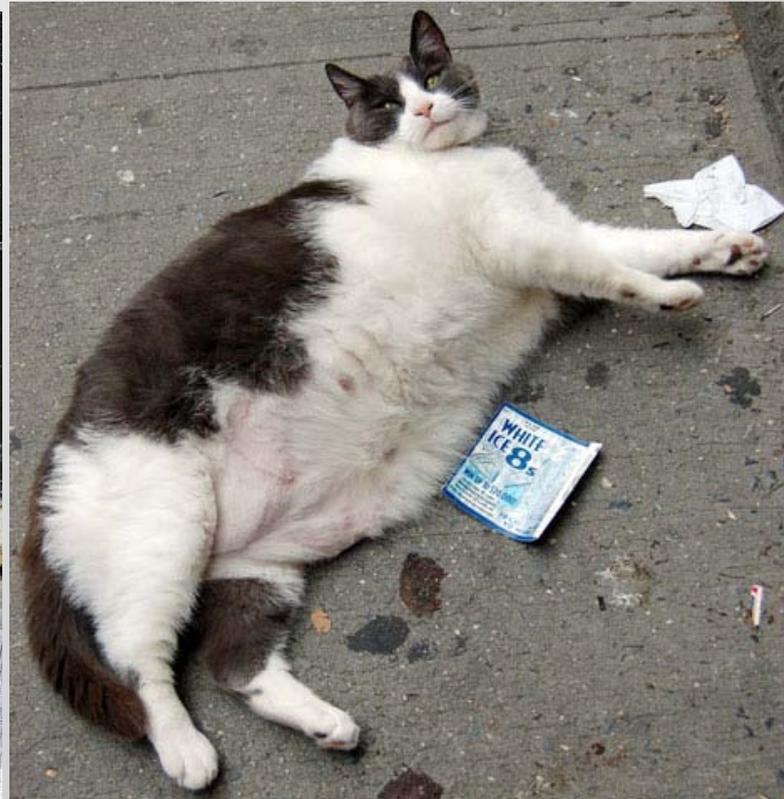
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- ❁ Growing consumer interest...often misguided, but clearly well-intended
- ❁ The Charlotte's web syndrome—  
Anthropomorphism





TODAY DECIDES TOMORROW





# Farm Animal Welfare

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❁ The bad apple syndrome....



F28Photo.blogspot.com



# Farm Animal Welfare

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❖ The least effective methods of improving farm animal welfare...”ations” ...

❖ *Regulation*

❖ *Legislation*

❖ *Litigation*





# How to lose the argument on animal welfare

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- ❶ Assuming we can't do better at animal welfare (4)
- ❷ Assuming that the lunatic fringe is the general public (7)
- ❸ Not being willing to listen because we are so busy responding (6)
- ❹ Being reactive rather than proactive (8)



# Farm Animal Welfare

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- ❖ Animal welfare continues to improve
- ❖ The concern of most producers is when do we say.....
  - ❖ *Enough is enough...we can't do that and stay in business!*
  - ❖ *Animals are better served and so is California agriculture by letting producers take the lead in continuing to improve animal welfare.*