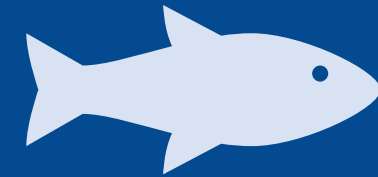


Current reflections on a possible EU animal welfare Label

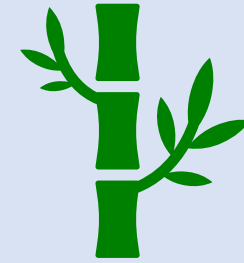
Market Advisory Council



Friday 27 January 2023

Denis SIMONIN, senior expert, Animal Welfare, DG SANTE, European Commission

Background (1)

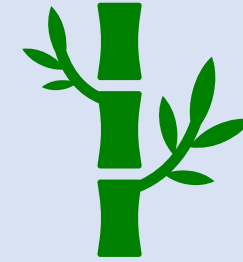


- **Farm to Fork Strategy** May 2020

The Commission will also consider animal welfare labelling to better transmit value through the food chain

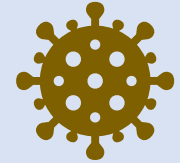
- **EU Animal Welfare Platform** conclusions June 2021
- **Inception Impact Assessment** July 2021

Background (2)






- **Study** on animal welfare labelling Mar 2022
- Second **subgroup** of the Platform from Mar 2022 **with 8 meetings**
- **Impact assessment** study ongoing

Problems identified

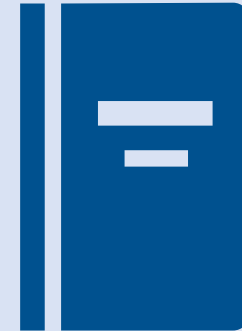


- **Consumers coverage:** many consumers have no choice 
- **Information quality:** no easy way to compare welfare claims 
- **Uneven playing field:** proliferation of labels hide the best ones 
- **Renationalisation:** national labels fragment the internal market
- **Non EU imports:** there is no fair competition with imports 

What are the options?

1. Regulating animal welfare claims 
2. EU label limited to cage/non-cage systems 
 - Compulsory or voluntary
3. EU label with key welfare criteria 
 - Compulsory or voluntary
 - Single or multi-tier
 - Whole scope or upgraded only

Framework legislation



- General **objectives** and **principles**
- Rules on how to adopt **specific standards**
- Rules on **traceability, registration** and **controls**
- Rules on **logo** and **terms**
- Rules on **imports**

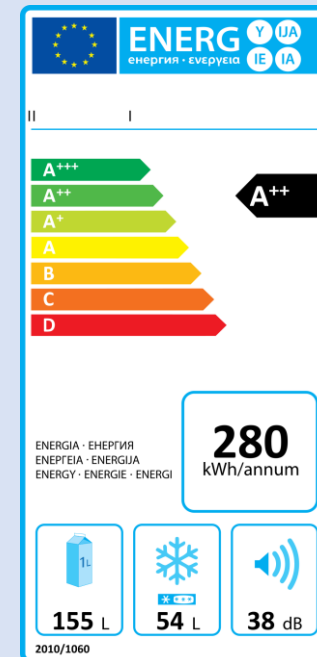
Mandatory Labelling?

- **all products on the market** including **imported**
- allways with **different levels** (multi-tier)
- descriptive (« barn ») or judgemental (« A+ »)

Examples:

Marking of eggs (organic/free range/barn/cage)

EU energy label for household appliances (A+++, A++, etc.)



Voluntary Labelling?

- **Only products adhering to the scheme**
- With **one** (single tier) or **different levels** (multi-tier)
- descriptive (« organic ») or judgemental (« 2 »)

Examples:

Single tier: organic, Ecolabel



Multi-tier upgraded levels: Danish scheme

Multi-tier all levels: Haltungsform



Key criteria across species



- « **Marketing** » approach
 - Few and simple criteria
 - Descriptive = non-judgmental / easy to communicate
 - Only higher standards



- « **Scientific** » approach
 - Comprehensive range of criteria
 - Evaluative = scoring
 - All products on market (voluntary or mandatory)



Key criteria across species

- Establishing criteria should consider
 - Scientific **robustness** vs **simplicity**
 - Commercial **added value** (+ expected uptake)
 - **Costs** related to implement and control them
 - Dynamic system



Need a balance between scientific and business approaches

Useful links

1. Conclusion of the EU animal welfare platform in June 2021:
https://ec.europa.eu/food/system/files/2021-06/aw_platform_plat-conc_awl-subgroup-conclusion.pdf
2. Study published in March 2022: <https://op.europa.eu/en/publication-detail/-/publication/49b6b125-b0a3-11ec-83e1-01aa75ed71a1/language-en>
3. Inception impact assessment on the revision of the animal welfare legislation in July 2021:
https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12950-Animal-welfare-revision-of-EU-legislation_en
4. Subgroup meetings: https://ec.europa.eu/food/animals/animal-welfare/eu-platform-animal-welfare/thematic-sub-groups/animal-welfare-labelling_en