



# Animal welfare during slaughter – ethical aspects and societal perception

Asst. Prof. Tomislav Mikuš, Ph. D.  
University of Zagreb  
Faculty of Veterinary Medicine

# Where to start?



# Switch of the paradigm

- Veterinary Medicine:
  - Protection and care for animals and their health and welfare.
- Slaughtering process
  - Killing of young, healthy animals for food.



# WHAT DRIVES CONCERN FOR ANIMAL WELFARE



- Ethical/Moral
- Animal welfare
- Carcass and meat quality
- Public health and food safety
- Operator safety
- Improving working practice
- Legislation
- Competition
- Repeat business/sustainability
- Consumer attitudes
- Improving of meat industry image
- Profit
- Political view
- Scientific view

# WHAT DRIVES CONCERN FOR ANIMAL WELFARE





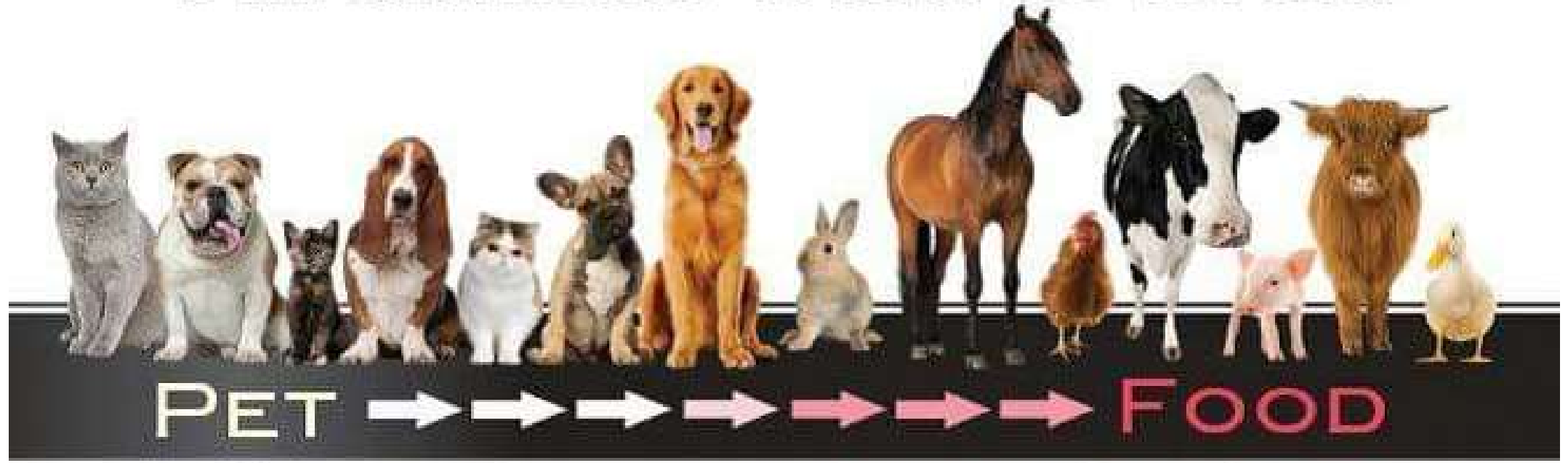
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# WHAT DRIVES CONCERN FOR ANIMAL WELFARE



We all remember this PETA poster...

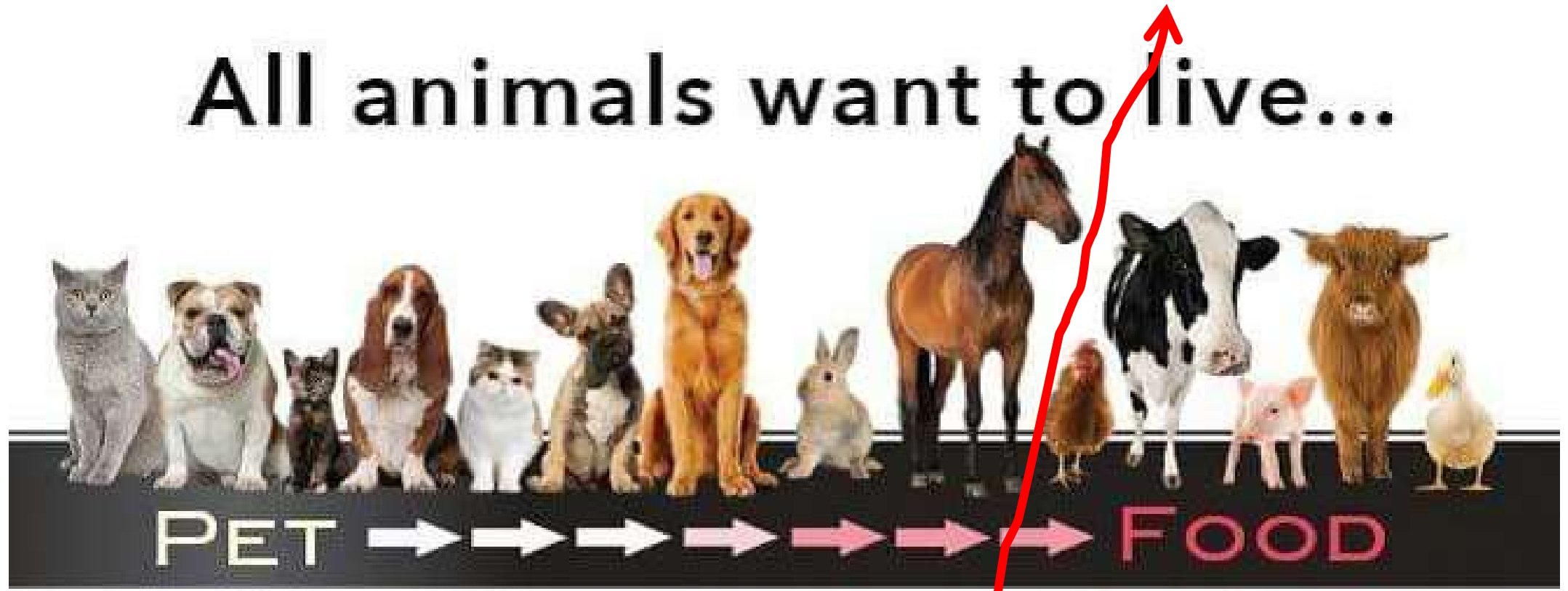
**All animals want to live...**



**Where do you draw the line?**

We all remember this PETA poster...

All animals want to live...

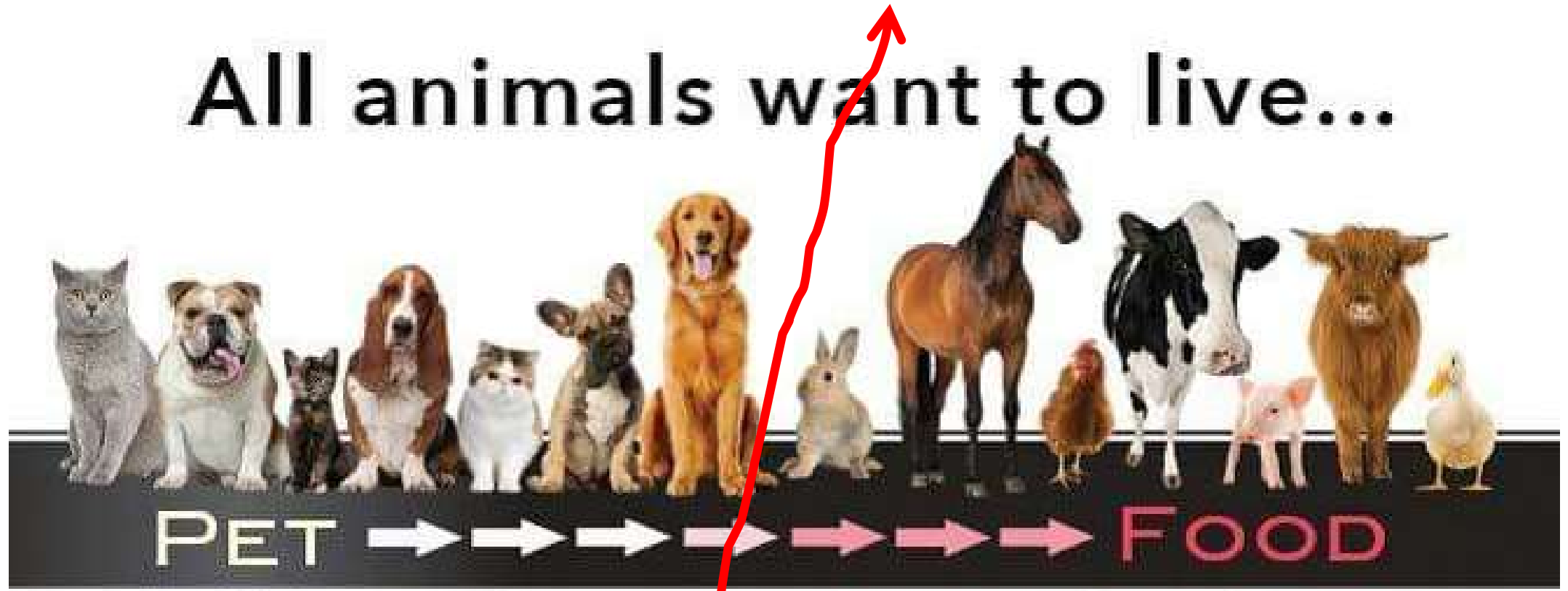


Where do you draw the line?



We all remember this PETA poster...

All animals want to live...



Where do you draw the line?

# Empathy



- **Empathy** is the capacity to understand or feel what another person is experiencing from within their frame of reference, that is, the capacity to place oneself in another's position (Bellet et al, 1991).
- Human behaviour - empathy and a natural 'duty of care' is fundamental to good welfare.



**What would be the moral status of (farm) animals?**

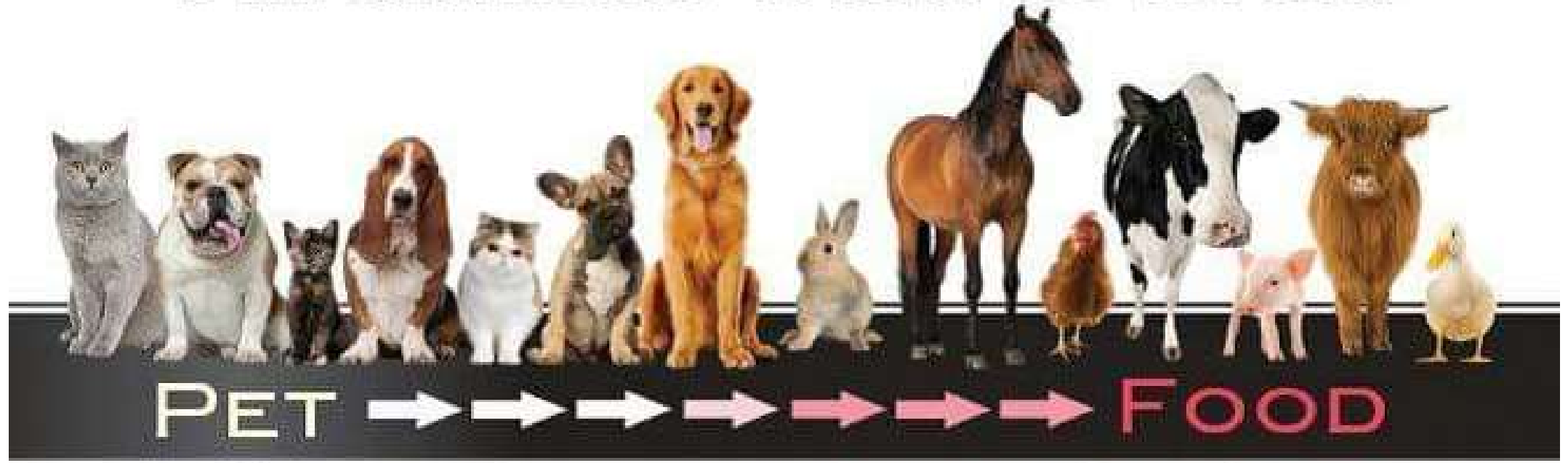


- No moral status?
- Instrumental?
- Intrinsic?

Philosophical View	Key Thinkers	Core Beliefs	Implications for Animal Slaughter
<b>Anthropocentrism</b> (Human-Centered)	René Descartes, Immanuel Kant	Animals have no inherent moral status; their treatment matters only as it affects humans.	Slaughter is acceptable if it benefits humans, but unnecessary cruelty is discouraged.
<b>Utilitarianism</b> (Minimizing Suffering)	Jeremy Bentham, Peter Singer	Animals have moral worth because they can suffer; ethical treatment aims to reduce suffering.	Supports humane slaughter with stunning; opposes factory farming but not necessarily meat consumption.
<b>Animal Rights Theory</b>	Tom Regan	Animals have intrinsic rights and should not be treated as property or means to an end.	All slaughter is unethical, regardless of methods. Advocates for veganism and abolition of animal use.
<b>Contractarianism</b> (Ethics Based on Social Agreements)	Immanuel Kant, John Rawls	Animals don't have direct moral status, but treating them well is a duty because it affects human morality.	Humane treatment is encouraged, but animals can still be used for food if humans benefit.
<b>Eco-Centrism / Biocentrism</b>	Aldo Leopold, Arne Naess	Animals have value as part of ecosystems; balance and biodiversity are key.	Ethical slaughter considers environmental impact, sustainability, and species preservation.

Let's get back to this...

**All animals want to live...**



**Where do you draw the line?**



What would be the moral status of animals?



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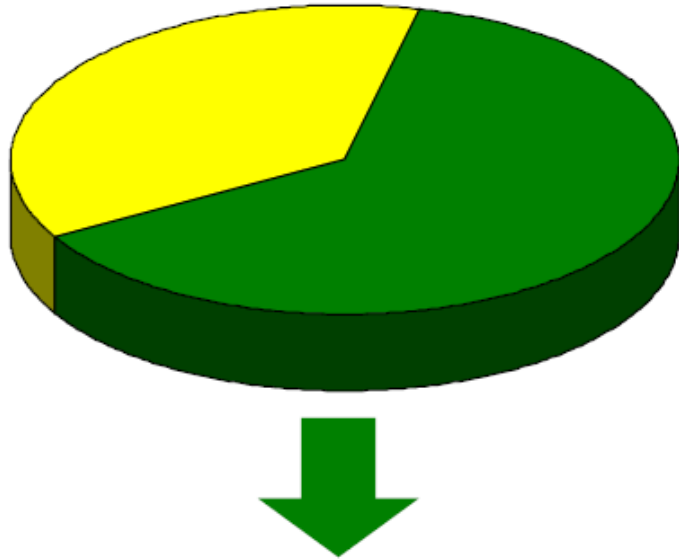
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# Consumer choice

Eurobarometer (2007)

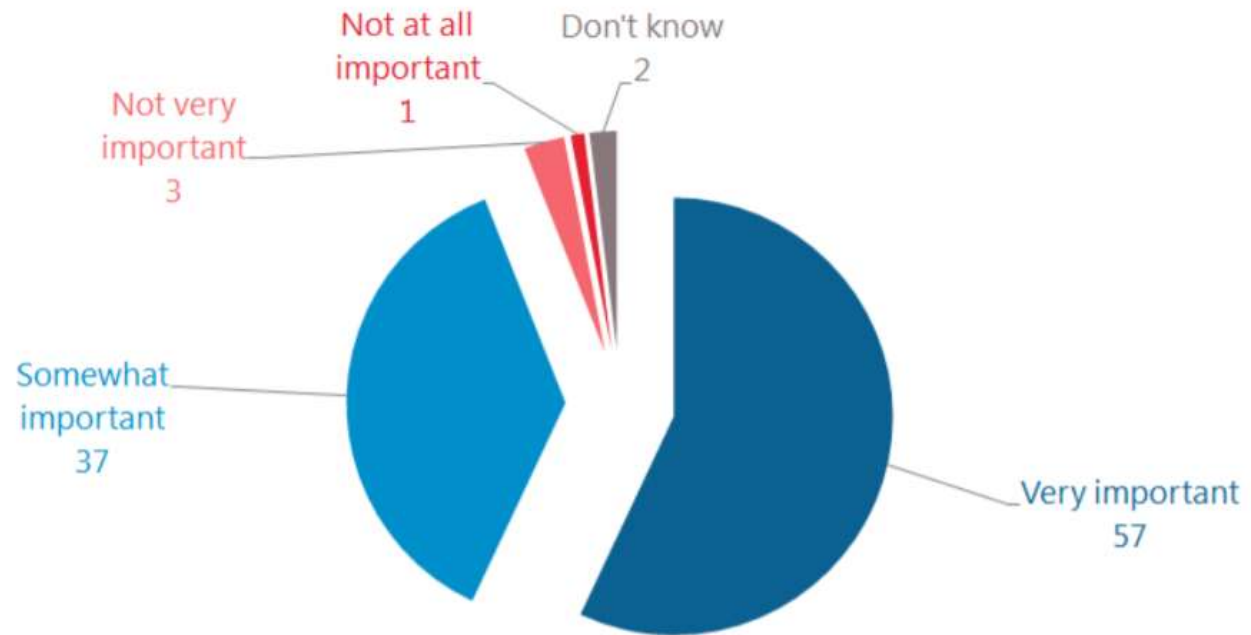


Survey of 29.152  
European citizens  
(25 countries)

**63 % would change shopping place to buy  
animal welfare friendly products**

# Eurobarometer, 2016

**QB2** In your opinion, how important is it to protect the welfare of farmed animals?  
(% - EU)

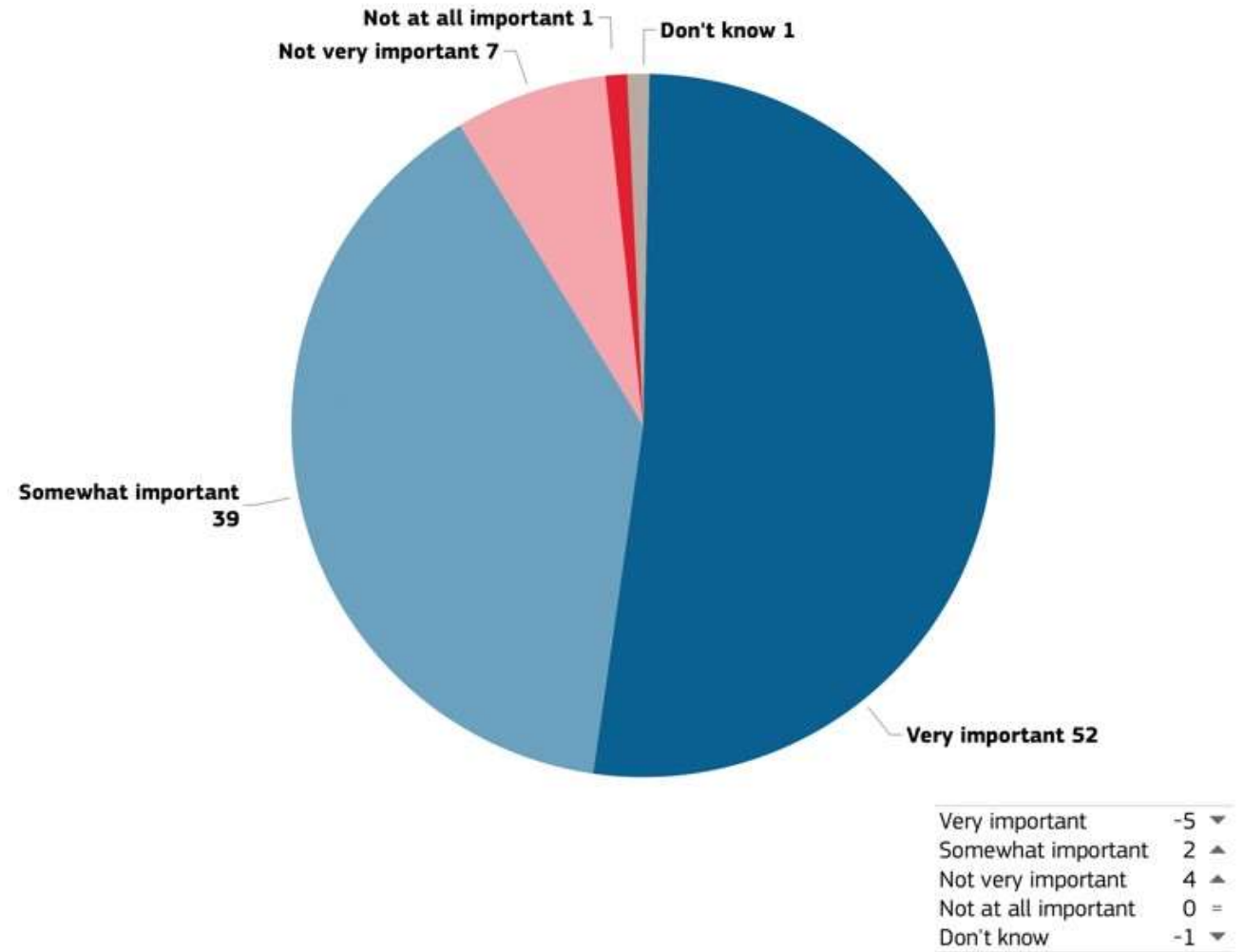


Base: all respondents (N= 27,672)



## Eurobarometer, 2023.

QC2. In your opinion, how important is it to protect the welfare of farmed animals (e.g. pigs, cattle, poultry, etc.) to ensure that they have decent living conditions? (EU27) (%)



Mar. 2023

# Croatian meat consumer attitudes towards animal welfare-friendly products and production

Mikuš<sup>1</sup>, T., O. Mikuš<sup>2</sup>, L. Kozačinski<sup>3</sup>, Ž. Mesić<sup>2</sup>,

Original scientific paper

## SUMMARY

Decision making processes in the purchase of meat products are influenced by many factors. The concept of animal welfare is becoming increasingly important for consumers. This study provides information about buying behavior in general. The consumers in the butcher shops at the time of purchase were surveyed. The data were analyzed using chi-square test and correlation analysis. The results show that the majority of consumers are willing to pay more for animal welfare-friendly products. The study also identified that gender has a significant impact on the opinion regarding animal welfare ( $p < 0,05$ ), while higher income per household was on the border of significance ( $p = 0,053$ ) on the willingness to purchase animal welfare-friendly products in the future. The original contribution of this study is the identification of Croatian customers' attitudes towards animal welfare-friendly products and their knowledge about the concept of animal welfare production.

**Key words:** consumer attitudes, survey, animal welfare, red meat, Croatia

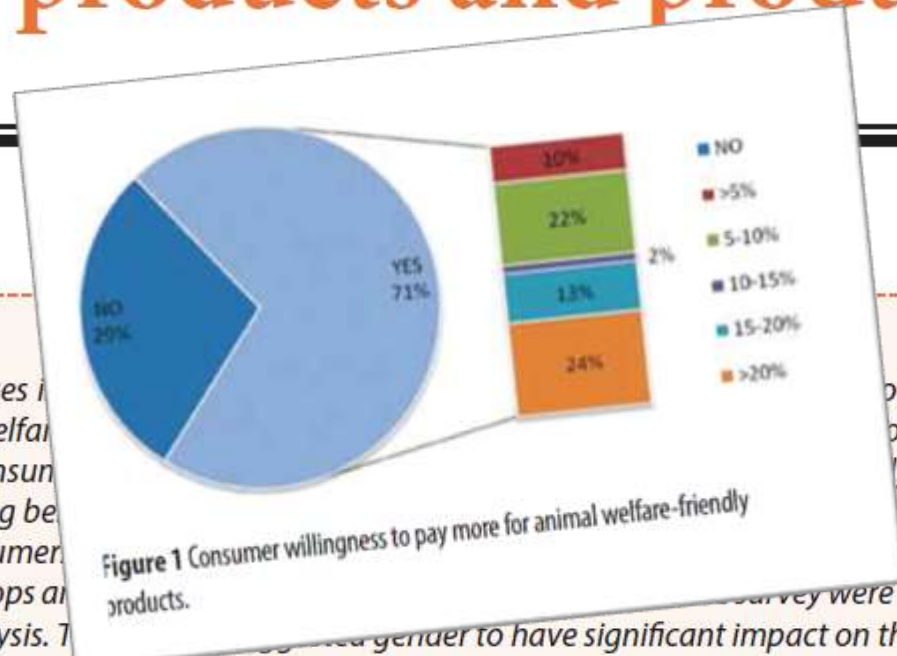


Figure 1 Consumer willingness to pay more for animal welfare-friendly products.

not be completed without involving consumers. development. Also, there is no sufficient information about production systems. The purpose of this study is to gain consumer knowledge about animal welfare production. The data were analyzed with uni-variate analysis, chi-square test and correlation analysis.

The results show that the majority of consumers are willing to pay more for animal welfare-friendly products. The study also identified that gender has a significant impact on the opinion regarding animal welfare ( $p < 0,05$ ), while higher income per household was on the border of significance ( $p = 0,053$ ) on the willingness to purchase animal welfare-friendly products in the future. The original contribution of this study is the identification of Croatian customers' attitudes towards animal welfare-friendly products and their knowledge about the concept of animal welfare production.

## In the headlines

Wednesday, 29 January 2020



Huawei lauds EU decision to allow it into block's 5G roll out as 'fact based'



Europe includes Huawei in its 5G

## Europe is considering farm-animal welfare label

Monday, 27 January 2020



- To advance this initiative, the European Commission established a sub-group on animal welfare labeling under the EU Platform on Animal Welfare in March 2022.
- This sub-group provides technical expertise to the Commission, assisting in collecting data and exploring options for a legislative proposal on animal welfare labeling.



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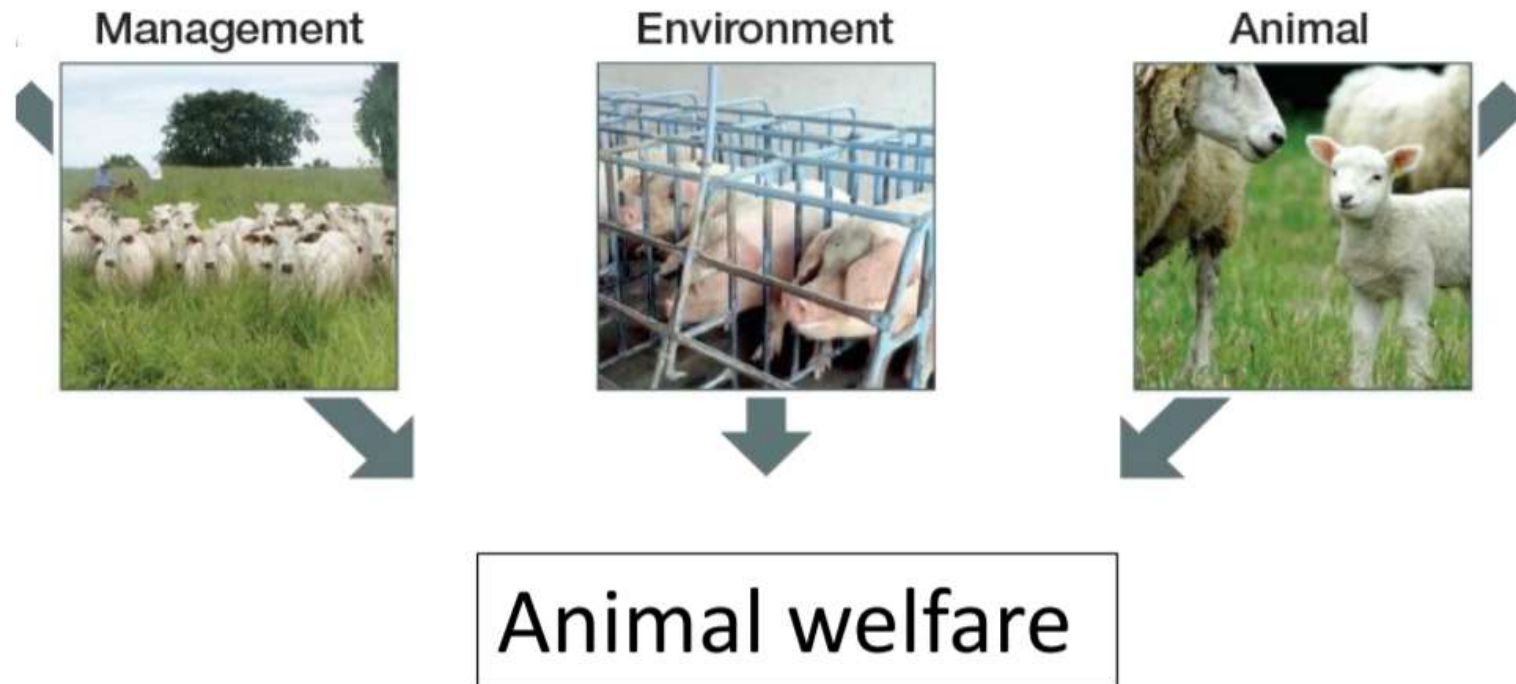
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# WHAT DRIVES CONCERN FOR ANIMAL WELFARE





# What affects animal welfare?



# Brambell's report - natural behaviour

- “In principle, we disapprove of a degree of confinement of an animal which necessarily frustrates most of the major activities which make up its natural behaviour” (**1965**)
- “Not only will welfare mean control of pain and suffering, it will also entail nurturing and fulfilment of the animal's nature, which I call telos” (**Rollin, 1993**)

# Definitions: 'mental'

- “To be concerned about animal welfare is to be concerned with the subjective feelings of animals, particularly the unpleasant subjective feelings of suffering and pain” (**Dawkins, 1988**)
- “... Neither health nor lack of stress nor fitness is necessary and/or sufficient to conclude that an animal has good welfare. Welfare is dependent upon what animals feel” (**Duncan, 1993**)

# Five freedoms

**1. Freedom from Hunger and Thirst**

**2. Freedom from Discomfort**

**3. Freedom from Pain, Injury or Disease**

**4. Freedom to Express Normal Behavior**

**5. Freedom from Fear and Distress**

# Animal Welfare – definition

The most widely accepted definition of animal welfare is that: it comprises the state of the animal's body and mind, and the extent to which its nature (genetic traits manifest in breed and temperament) is satisfied (Duncan&Fraser, 1997)



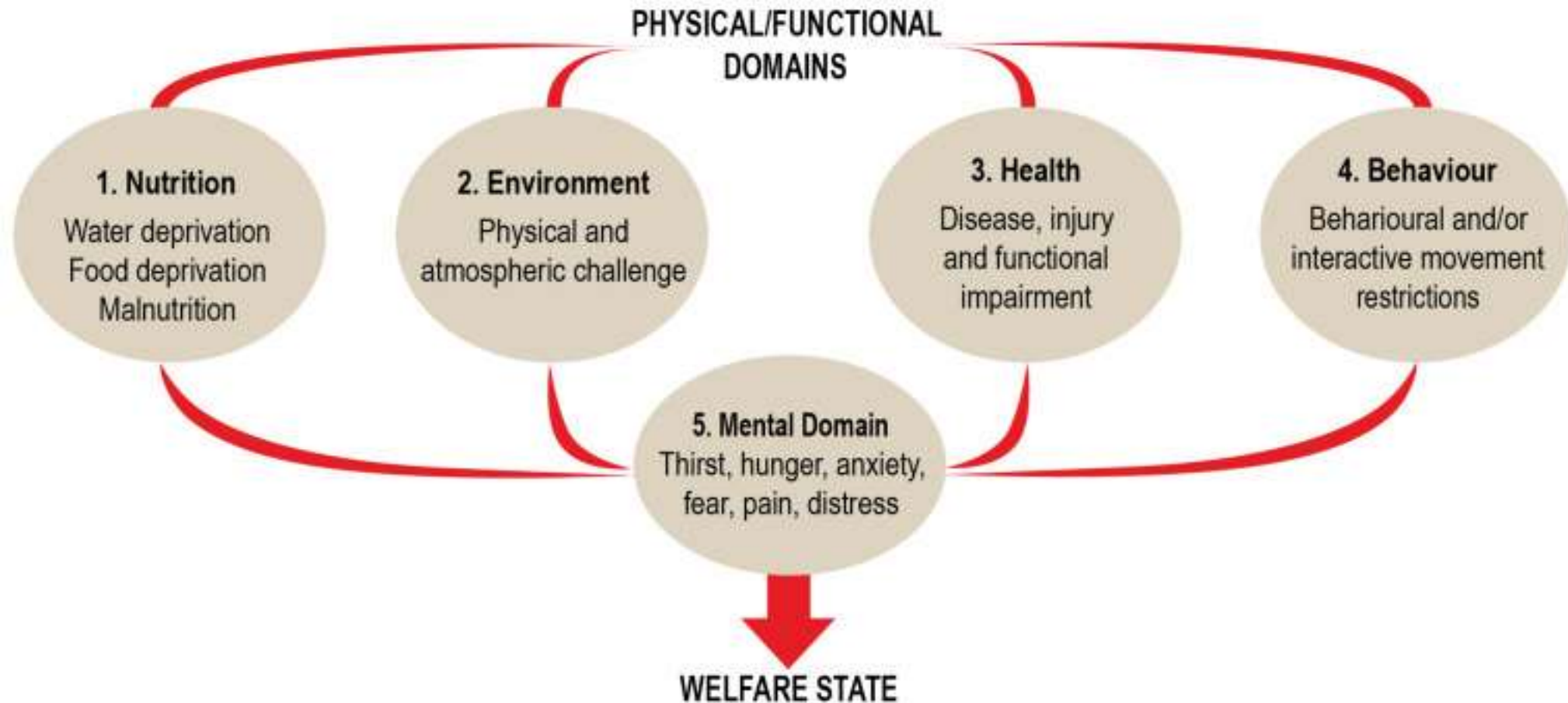


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# Nowdays – five domains





# The End

Any questions, comments?