



WDAH :



Whole-Journey Rules:

A ship manager's reality




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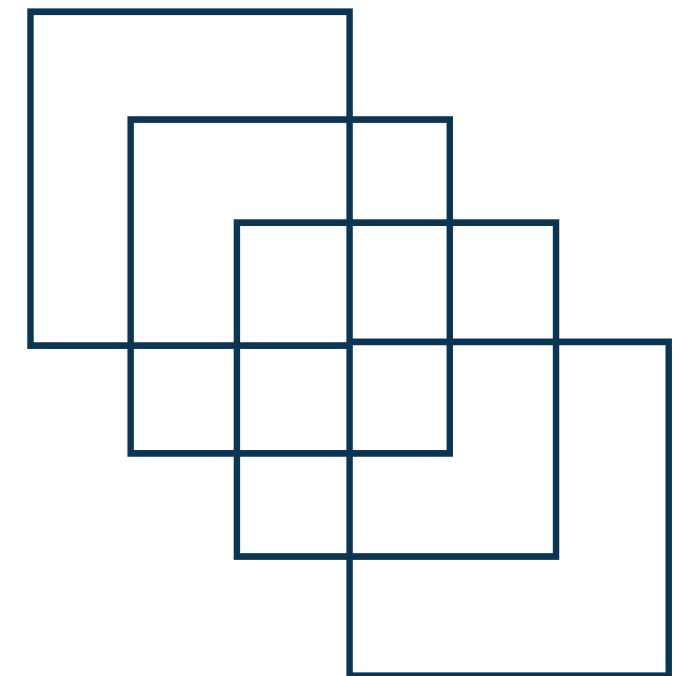


WOAH Whole-Journey Rules: A ship manager's reality

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- . We fully support **WOAH** welfare objectives — **no one benefits from incidents**
 - . But rules must be **workable across the whole chain** (farm → port → sea → discharge)
 - . If upstream planning fails, the ship becomes the “last checkpoint” and the risk concentrates onboard

1 sentence to say:

“**WOAH** is right to focus on the full journey — because welfare failures usually start *before* the gangway.”



What changes for trade when WOAH compliance tightens

Immediate trade impacts we see in operations

More rejections / stricter fitness → fewer animals eligible at shipping time

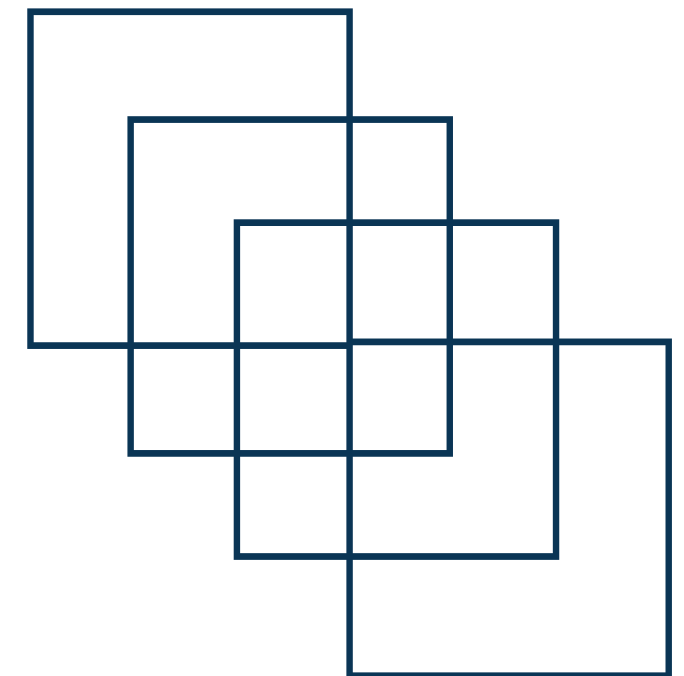
• **Lower stocking density + higher safety margins** → fewer head per voyage

• **More controls & contingencies** (ventilation/water/power/monitoring) → higher voyage cost

• **Season/route risk constraints (HSRA)** → fewer sailing windows + more delays

1 sentence to say:

“Compliance shifts from paperwork to operational limits — headcount, seasons, and equipment margins.”



Why prices rise for the final customer + how to keep rules fair

Welfare must improve — without breaking affordability

Price pass-through

- **Higher cost per head** (space, feed/water margin, upgrades, delays)
- **Higher landed cost** → higher wholesale → **higher final consumer price**
- **Biggest impact** in **import-dependent markets** **where meat prices are sensitive**



Fairness principles

- **Risk-based by route/season** (not one-size-fits-all)
- **Outcome-focused KPIs** (welfare outcomes + evidence) not only inputs
- **Shared responsibility across the chain**
(exporter/assembly/port/ship/importer)
- **Phased compliance + incentives** (fast-track, port rebates, capacity-building)

1 sentence to say:

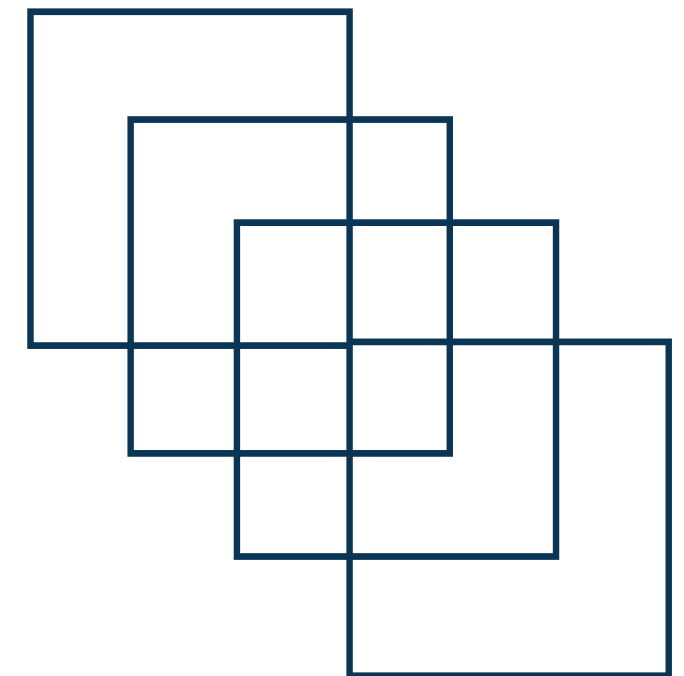
“Make the rules **strict** where **risk** is high — **but fair and evidence-based so trade stays possible and food stays affordable.**”

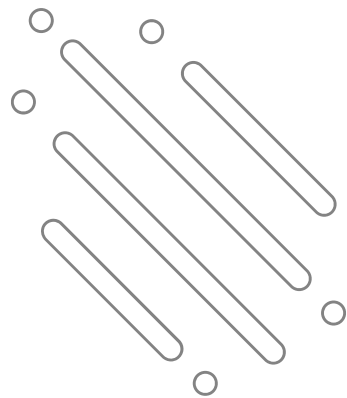




“Now that we’ve set the business and trade context

- I’ll hand over to **Capt. Amin**, our technical lead, to walk you through the practical shipboard controls and the full **WOAH**-aligned journey measures in the main presentation.”







THANK YOU

