

Animal Welfare factsheet

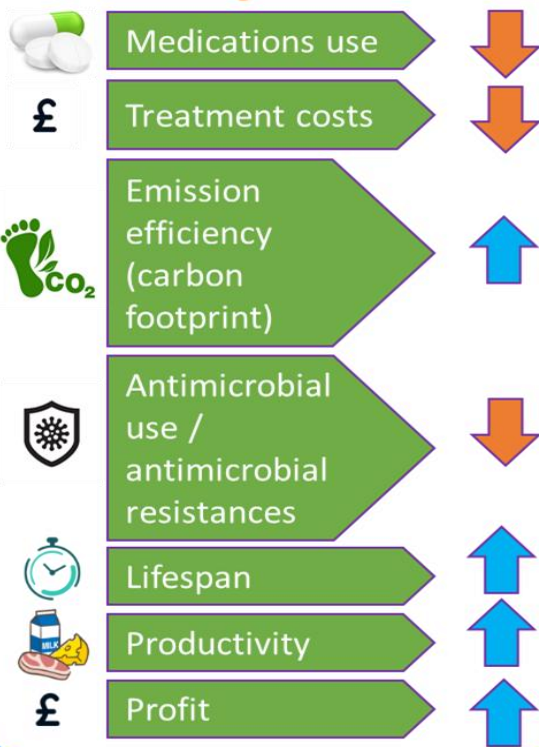
High welfare standards can help to ensure livestock health, wellbeing and **quality of life** whilst also having other benefits to sustainability

Benefits of welfare

- ◆ Good welfare can increase productivity and product quality
- ◆ Increasing productivity can allow reduced stocking numbers
- ◆ Consumers show increasing desire for ethical, welfare friendly livestock products and value labelling that assures this including; organic, 'Red Tractor' and free range



Healthy animals

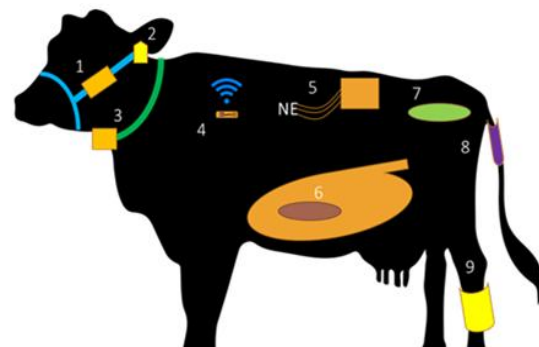


Measuring welfare

Three important ways of measuring welfare are;

1. **Observation** - signs of illness, behaviour changes
2. **Health checks** – veterinary, BCS, weighing
3. **Diagnostic tools** – somatic cell count, bloods

Technology can measure **24/7** with **less labour**



- (1) halter accelerometer (behaviour) (2) ear tags (temp, behaviour) (3) neck collar devices (behaviour)
 (4) RFID plaster (nutrition) (5) stress analysis "tattoo"
 (6) reticulorumen bolus (rumination, temp), (7) vaginal bolus (oestrus, calving, temp),
 (8) upper tail ring devices (oestrus, calving) (9) rear leg pedometer (behaviour)



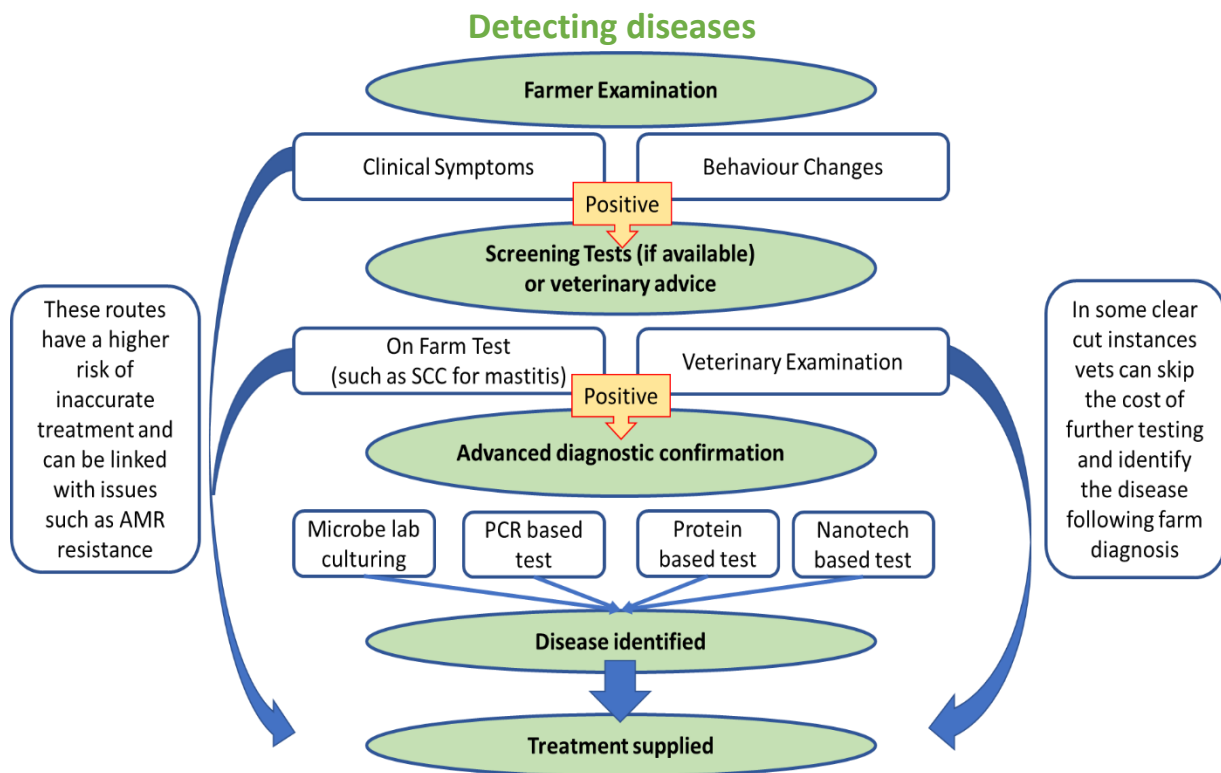
Cameras – **Behaviour, animal counts**
 Infrared – **Temperature, infections**



Microphones – **Behaviours, stress, coughs and respiratory illnesses**



Water/feed sensors – **Behaviours, stress, nutrition, productivity**



Positive Animal Welfare (PAW)

- **Satisfaction with life** is linked with **health, longevity and wellbeing** in humans and is suggested to be true of animals too. Essentially the aim is to **provide a life worth living**
- Changes can provide **positive experiences** not just **avoid negatives** such as pain and distress
- Positives include enrichments like natural **forest foraging** and giving **opportunities for play**
- **PAW** may help change **consumers' ethical perspective of livestock production** in the future

