



**Animal Agriculture –
Renewing our Social License**

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THE JUNGLE
UPTON SINCLAIR

RUTH HARRISON
**Animal
machines**
foreword by
Rachel Carson

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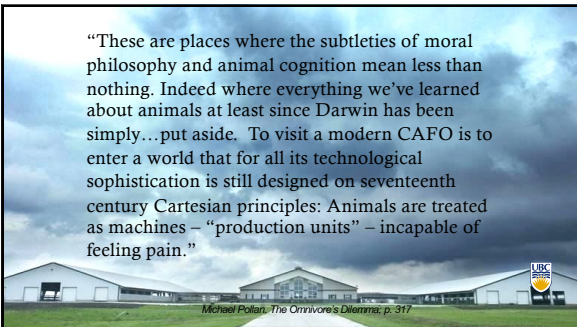
STOP Factory Farming
For the animals. For the people. For the planet.

NO MEGA-DAIRY
HEALTH ISSUES AIR POLLUTION
www.owasp1.org www.owasp1.org
www.owasp1.org www.owasp1.org
NO CAFO.

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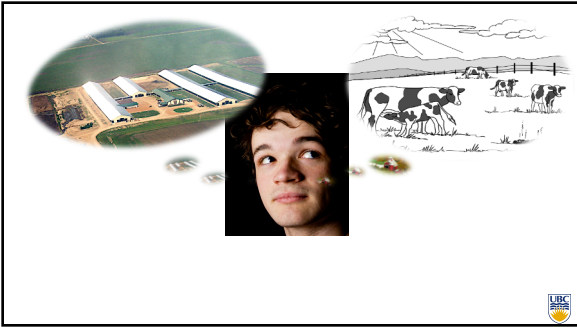
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To maintain a social license....

....it is incumbent that practices are in step with evolving community values.

Raman & Mohr (2014) Soc. Epistemol. 28(3-4): 258-276



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How do we maintain our social license?


- Educating the public
- Engaging with the public
- Leading the process



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Renewing our social licence?

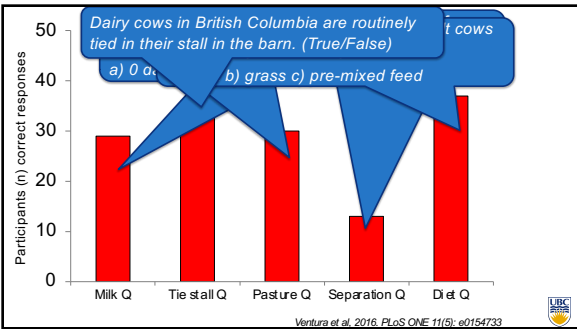
- Educating the public?



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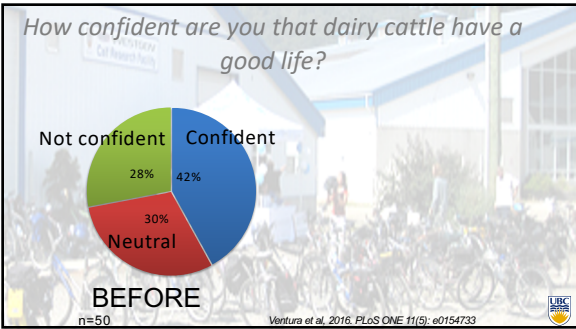
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Concerns

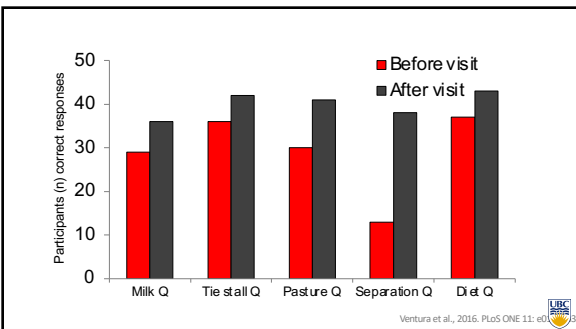
- Feed
- Pasture/outdoors
- Behavior restriction
- Abuse

Ventura et al. 2016, PLoS ONE 11(5): e0154733

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Some perceptions improved after visiting our farm:

Before
[I'm concerned about] humane treatment, cramped living conditions, access to grazing.

After
The animals seem to be well cared for...the practices on this farm seem very ethical.

Ventura et al., 2016. PLoS ONE 11: e0154733

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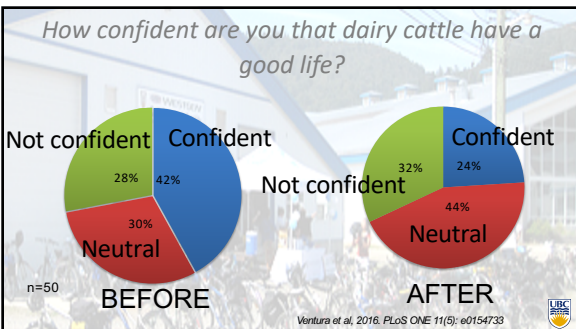
And some perceptions **worsened**:

Before
I never had any concerns.

After
... I would still prefer to see animals grazing in the fields, eating the grass and calves not separated so quickly from mothers.....

Ventura et al., 2016. PLoS ONE 11: e0154733.

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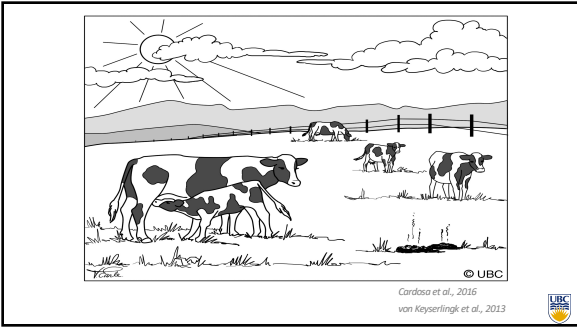
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Overall, participants were:

- ✓ Pleased to see a high level of attention and care to cattle
- ✗ Displeased about cow-calf separation and the lack of pasture/outdoor access

Ventura et al., 2016. PLoS ONE 11: e0154733.


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How to respond?

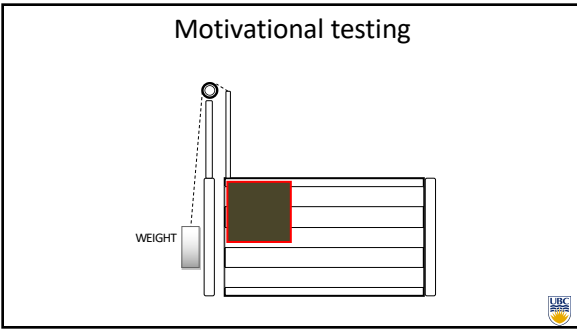
- ~~Educating the public?~~
- Engaging with the public?



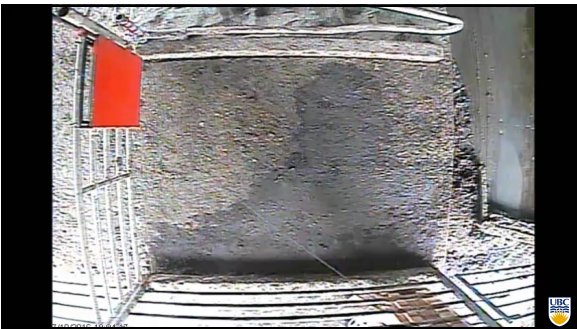
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BIOLOGY LETTERS

rsbl.royalsocietypublishing.org

Animal behaviour

Cows are highly motivated to access a grooming substrate

Emilie McConnachie¹, Anne Marieke C. Smid¹, Alexander J. Thompson¹, Daniel M. Weary¹, Marek A. Gaworski² and Marina A. G. von Keyserlingk¹

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MAGiK, 0000-0002-1427-3152

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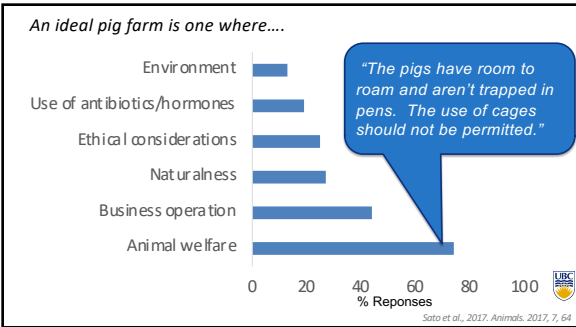
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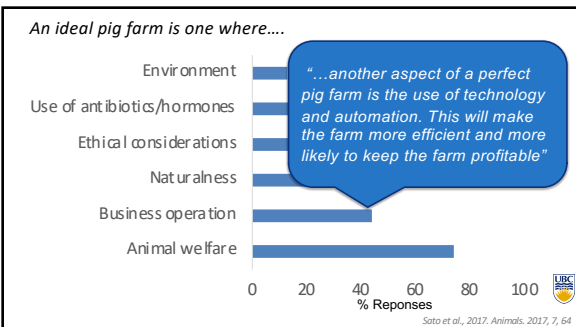
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What do you consider to be an ideal pig farm and why are these characteristics important to you?

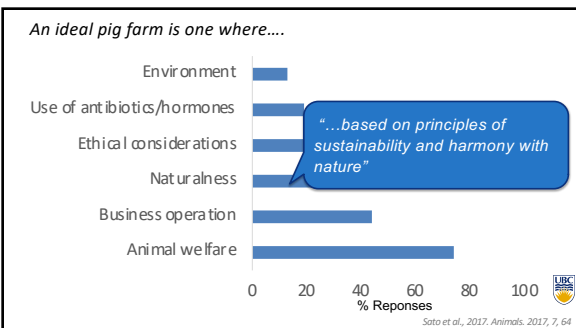
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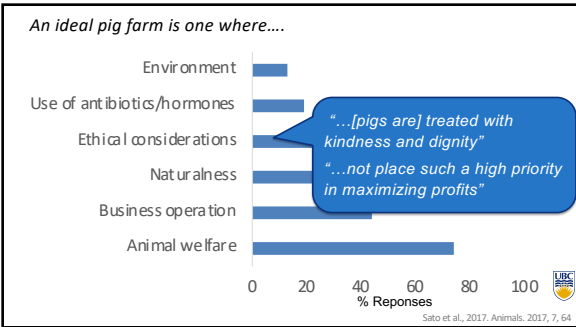
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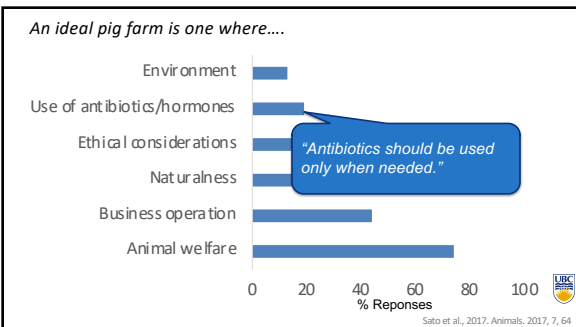
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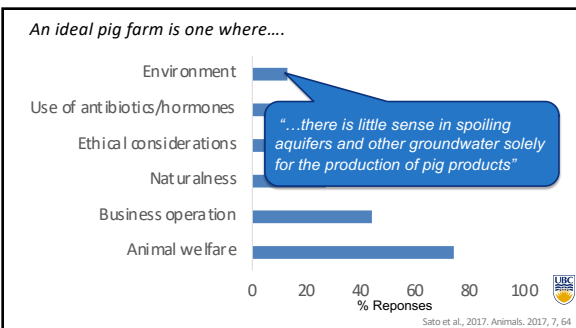
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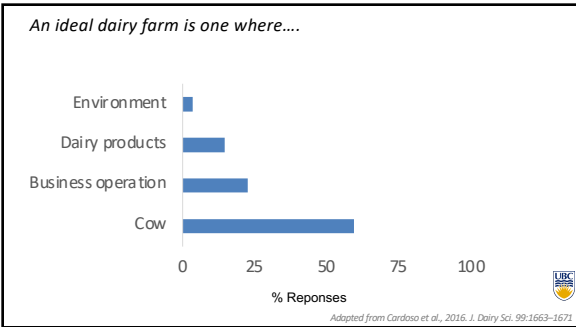
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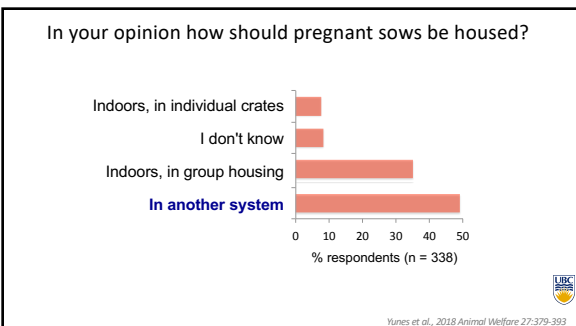
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How do we maintain our social license?

- ~~Educating the public~~
- Engaging with the public ✓
- Leading the process
 - Develop a vision for the industry



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Focus groups

Aims:

- Build relationships and create dialogue
- Discuss and identify shared values
- Begin to develop a vision for the industry and how this can be achieved



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Must haves.....



7 focus groups; 25 farmers
Ritter et al., J. Dairy Sci.



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How do we achieve our vision?

- “industry led”
- “research to pave way”
- “openness to change”
- “engagement between consumers and the industry”
- “need to sit down and decide what our values are”
- “share lessons learned within industry around the world”
- “minimum standards and enforcement”


 Pig Welfare Symposium, Minneapolis, MN, 2019

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Take home points:

- One-way educational efforts are likely to fail
- Sustained two-way engagement can help
- Don't just respond to concerns – lead the process; develop a collective vision and a plan for how to achieve this
 - *What are your “must haves” for the future of your industry?*
 - *And what must we leave behind?*



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