

## **Animal Welfare – A Growing Concern**

*Preparation for the World Bank's March 2017 Global Agricultural Practices annual meeting:  
Agriculture and Food Forum "Tomorrow's Agriculture – Starting Today, Opportunities for the Future"*

### **Introduction**

I am delighted to see animal welfare being covered in the Agriculture Global Practice's Annual Forum, and sincerely hope that this will lead to ever-increasing attention being paid to the issue of Animal Welfare & Development.

By way of introduction:

World Animal Net (WAN) is an international animal protection organisation which was founded 20 years ago to build expertise, information and Best Practice resources to support the development of animal welfare. We have affiliated organizations in more than 125 countries, and maintain an online global database of animal protection organisations. International policy is a key strand of our work, and we have UN consultative status.

WAN and its founders have been advocating on the need to include animal welfare in development for the last 25 years, and over 12 years ago we were already discussing this issue with organisations such as the World Bank and the UK's Department for International Development (DFID). The World Bank even agreed to host an international meeting on animal welfare and development at this time, and Hilary Benn, the then UK Secretary for International Development agreed to Chair this. We even discussed an agenda. But sadly the proposed meeting did not materialise.

So we were delighted that when we met with the Global Agricultural Practices unit last year, they expressed an interest in taking forward the animal welfare agenda, and mentioned that a compilation of Best Practice resources would be a constructive way to start the ball rolling. Indeed, they were even receptive to the idea of a stakeholder workshop on this subject (a dream I have never forgotten!). So we went away and prepared the first draft of a Best Practice compilation. But more of that later...

On a personal note, I started my career in the UK's Ministry of Agriculture, working on EU and international policy – so share your agricultural interests. After this I worked for a number of international animal protection organisations on a variety of issues. Also, I am a Management Consultant by training, and this has led me to work in both animal welfare and development for international and regional organisations (in both Asia and Africa, including a year working with the OIE in Southern Africa). So it's probably no surprise that Animal Welfare and Development is a major interest.

But introductions over, let me move to the focus of this paper - animal welfare.

Firstly I want to stress that animal welfare is an important ethical issue, and a societal value: A "Global Public Good". It is strongly supported by citizens/consumers across the world, and is represented by a thriving animal protection movement. Indeed, one graphic demonstration of the strength of support for the issue is that the WAN Directory includes listings for 17,000 animal protection organisations in 170 countries!

Furthermore, there is an ever-growing body of animal welfare and animal behavioural science, which has increased understanding and acceptance of animal welfare. Most importantly, science

has now confirmed that non-human animals are sentient beings who share with us consciousness, feelings, emotions, perceptions – and the ability to experience pain, suffering and states of wellbeing. It has also confirmed that animals have biologically-determined natures, instincts and needs; the fulfilment of which is important to them. Anybody in this room who owns a cat or a dog will know this without question, but it is easy to forget that animals like cows or chickens have the same qualities.

They are not – as they have been treated historically - agricultural products like sacks of potatoes, or renewable resources like sustainable forests.

Animal welfare is a complex and multi-faceted international and domestic public-policy issue, which covers a range of animal uses as well as farmed animals: companion animals/stray control, experimentation, working animals, wildlife and zoos, and animals used for sports and entertainment. All of these uses need to be considered and included in animal welfare development. Although for the purpose of this paper, I will focus on farmed animals.

As well as being complex, this is a fast-moving field: An ever-increasing public policy concern, which is impacted by a number of significant emerging trends and challenges.

## **A Growing Concern**

For decades Europe has been leading the way in animal welfare: First with the groundwork in the Council of Europe, and then with the European Union (EU) adopting a wide range of animal protection measures.

Now other regions of the world are also seeing significant progress. International and regional policy advances are spurring on more countries to ramp up their own animal welfare policy agendas. Plus there are moves by many food businesses to adopt higher welfare standards in response to the demands of their own consumers and markets. In the last 18 months, almost 200 US companies pledged to eliminate battery cages from their supply chains, including from all of the top 25 US grocers and 16 of the top 20 fast food chains<sup>1</sup>. Also, major commercial shifts and many companies committing to phase out of sow stalls. The Business Benchmark on Farm Animal Welfare (BBFAW) also reported monumental market shifts for animal welfare in its annual review of how 99 of the world's leading food companies are managing risks and opportunities associated with farm animal welfare<sup>2</sup>.

Ultimately, giving due concern to animal welfare provides many opportunities: Opportunities in market differentiation and segmentation, production, national reputation and trade as well as livelihoods, sustainability and development.

Increasing awareness of the importance of animal welfare across the board has led to moves to advance a “One Welfare” approach, which will be used to emphasise the many links between human welfare, animal welfare and the environment; and a harmonised interdisciplinary way of working to solve complex problems. This was a major theme of the OIE's recent Global Animal Welfare Conference. Inspired by the “One Health” approach, it has the potential to lead to changes in systems of welfare governance at world, regional and national levels, as well as to increasing the

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<sup>1</sup> The Washington Post. How eggs became a victory for the animal welfare movement. August 2016. <https://www.washingtonpost.com/news/animalia/wp/2016/08/06/how-eggs-became-a-victory-for-the-animal-welfare-movement-if-not-necessarily-for-hens/>. Accessed 8 February 2017.

<sup>2</sup> CIWF website. Companies Continue to Take Note of Animal Welfare. 24 January 2017. [https://www.ciwf.org.uk/news/2017/01/companies-continue-to-take-note-of-animal-welfare?utm\\_campaign=foodbusiness&utm\\_source=newsemail&utm\\_medium=email](https://www.ciwf.org.uk/news/2017/01/companies-continue-to-take-note-of-animal-welfare?utm_campaign=foodbusiness&utm_source=newsemail&utm_medium=email) Accessed 15 February 2017.

political importance and adoption of animal welfare. Hopefully the move from narrow interest silos to broader policy analysis and strategy will also help with the development of more humane and sustainable food systems for the future.

## **Emerging Trends & Challenges**

Animal welfare is also affected by the many emerging trends and challenges which will impact food policy, sustainability and consumer choices. Many of the emerging challenges are high profile “One Health”/”One Welfare” issues, of massive significance to development. For the purposes of this presentation, I will pick a few of major importance.

### ***Environment & Climate Change***

The many environmental impacts of livestock farming have long been recognised - including by the FAO in their 2006 report on “Livestock’s Long Shadow”<sup>3</sup>. These cover areas such as: water use and pollution; air pollution; loss of biodiversity; deforestation and land degradation. Indeed, animals raised for food are said to produce around 130 times as much excrement as the entire human population! But that’s old news ... as now the burning political issue is climate change, with animal agriculture responsible for around 18% of the total release of greenhouse gases world-wide (this is more than all the cars, trucks, planes, and ships in the world combined). At the same time animals are directly impacted by climate change e.g. availability of feed and forage, heat stress, mortality etc. Yet, despite calls for animal welfare to be included, and countries to consider sustainable and climate-smart diets, the recent UN climate change summit shied away from official action regarding animal agriculture - with root causes overlooked in favour of mitigating “solutions”<sup>4</sup>. Disappointing given that the FAO had already been raising these issues for some time – including by producing A 2016 World Food Day educational resource on “Climate is Changing”<sup>5</sup> – which incorporated messages on eating less meat, going organic, and cutting down on food waste.

A 2014 study<sup>6</sup> on this subject by the University of Cambridge and the University of Aberdeen found that if current meat consumption trends persist by 2050 there will be 120 billion farmed animals raised each year, and the agricultural sector will emit almost the entirety of allowable emissions to keep global temperatures under the target 2°C increase in the Paris Agreement. In the absence of firm action on food demand management and responsible nutrition education, this will inevitably come back and bite us on our backsides!

### ***Food Safety Risks & Antibiotic Resistance***

Food safety risks from factory farms and feedlots have been well documented – with overcrowded and stressful conditions making it easy for disease to spread. The OIE estimates that no less than

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<sup>3</sup> United Nations Food and Agriculture Organisation. 2006. Livestock’s Long Shadow: Environmental Issues and Options. <http://www.fao.org/docrep/010/a0701e/a0701e00.HTM> Accessed 6 February 2006.

<sup>4</sup> World Animal Net. Updates from COP22 in Marrakech, Morocco. 2017. <http://worldanimal.net/world-animal-net-blog/item/428-updates-from-the-cop22-in-marrakech-morocco> Accessed 6 February 2017.

<sup>5</sup> FAO. Climate is Changing: Food and Agriculture must too. Activity Book. World Food Day 2016. <http://www.fao.org/3/a-i5685e.pdf> Accessed 6 February 2017.

<sup>6</sup> The University of Cambridge and the University of Aberdeen. Importance of food-demand management for climate mitigation. Published in Nature Climate Change. 2014. <http://www.nature.com/nclimate/journal/v4/n10/pdf/nclimate2353.pdf> Accessed 6 February 2017.

60% of human pathogens and 75% of recent emerging diseases are zoonotic<sup>7</sup>. These conditions are also central to the global threat that antimicrobial resistance (AMR) poses to human and animal health. This is recognised as a crucial emerging concern, and was a major issue in the OIE’s 2016 General Session<sup>8</sup>. It is also a major concern of the WHO, which stated: “Antibiotic resistance is one of the biggest threats to global health, food security, and development today”<sup>9</sup>.

But here again, the strategies do not yet touch the root causes of this problem – the cramped, unnatural conditions of intensive farming and the associated practices which compromise the immunity of factory farmed animals, such as early weaning and selection for rapid growth instead of robust health<sup>10</sup> – and instead centre on aspects such as surveillance and regulation. So here is another challenging issue which will persist. In the words of the European Food Safety Agency: “Reducing the use of antimicrobials in food-producing animals, replacing them where possible and re-thinking the livestock production system is essential for the future of animal and public health”<sup>11</sup>.

### ***Nutrition & Health***

In addition to the food safety risks above, we are faced with a burgeoning problem with non-communicable diseases among the more wealthy segments of the world’s population, associated with high intakes of animal source foods, and in particular animal fats and red meat. These include cardio-vascular disease, diabetes, and certain types of cancer. And they are increasingly affecting developing countries, as well as developed countries, as consumers move from staple foods towards increased intake of meat, fats and sugar (paying little attention to balanced and sustainable diets)<sup>12</sup>. As more countries develop, this problem can only increase unless food demand is influenced.

On the other hand, livestock development programmes which aim at intensification and industrialisation do not help to reduce the vast numbers of undernourished people in the developing world. History and common sense have proved that industrial animal agriculture has a devastating effect on family and small-scale farmers, and rural communities. In reality, the “trickle down” effect does not occur in ways that benefit the poor – industrial animal agriculture profits are made by large corporations, and its products go to feed well-off urban populations.<sup>13</sup>

### ***Growing Populations & Finite Resources***

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<sup>7</sup>OIE. Emerging and re-emerging zoonotic diseases: challenges and opportunities. <http://www.oie.int/doc/ged/D695.PDF> Accessed 6 February 2017.

<sup>8</sup> OIE. The OIE presents the basic principles of its strategy to fight antimicrobial resistance <http://www.oie.int/en/for-the-media/press-releases/detail/article/the-oie-presents-the-basic-principles-of-its-strategy-to-fight-antimicrobial-resistance/>

<sup>9</sup> WHO website. <http://www.who.int/mediacentre/factsheets/antibiotic-resistance/en/> Accessed 6 February 2017.

<sup>10</sup> CIWF, Soil Association and Sustain. Antibiotic resistance – the impact of intensive farming on human health. A report for the Alliance to Save Our Antibiotics. <https://www.ciwf.org.uk/media/3758854/Antibiotics-Alliance-briefing-10-March-2013.pdf> Accessed 6 February 2017.

<sup>11</sup> European Food Safety Agency. It’s time to reduce, replace and re-think the use of antimicrobials in animals. <https://www.efsa.europa.eu/en/press/news/170124-0> Accessed 6 February 2017.

<sup>12</sup> OECD (2016). Alternative Futures for Global Food and Agriculture 2016. OECD Publishing, Paris. <http://www.oecd.org/publications/alternative-futures-for-global-food-and-agriculture-9789264247826-en.htm> Accessed 6 February 2017.

<sup>13</sup> Janice Cox for the World Society for the Protection of Animals (WSPA). Industrial Animal Agriculture: Part of the Poverty Problem. 2007.

There is increasing debate around how to feed a growing population with finite resources. The main factors influencing food demand are population growth, increasing urbanisation and rising incomes. World population is projected to grow from 7.4 billion today to 9.1 billion in 2050<sup>14</sup> ... and much of the natural resource base already in use worldwide shows worrying signs of degradation. Given the fact that livestock production is resource-hungry, the need to change diets is widely recognised. Meat production is energy inefficient and environmentally harmful at industrial scales. In terms of food conversion, feeding cereals and soy to animals is inefficient as much of the food value is lost in the conversion from plant to animal matter. For every 100 calories that are fed to animals in the form of crops, on average just 30 calories is received in the form of meat or milk<sup>15</sup>. The FAO itself released a catchy Facebook video tackling the problem of how to feed a hungry planet called “What if we change our diets”<sup>16</sup>, and this included messaging about changing from animal-based foods to crops.

A recent study by the University of Edinburgh<sup>17</sup> concluded that almost 20 per cent of the food made available to consumers is lost through over-eating or waste. The world population consumes around 10 per cent more food than it needs, while almost nine per cent is thrown away or left to spoil. Moreover, the research team found that “livestock production is the least efficient process, with losses of 78 per cent or 840 million tonnes. Some 1.08 billion tonnes of harvested crops are used to produce 240 million tonnes of edible animal products including meat, milk and eggs”. This stage alone accounts for 40 per cent of all losses of harvested crops.

The team added that:

“Increased demand for some foods, particularly meat and dairy products, would decrease the efficiency of the food system and could make it difficult to feed the world's expanding population in sustainable ways...”

And:

“Encouraging people to eat fewer animal products, reduce waste and not exceed their nutritional needs could help to reverse these trends.”

## ***Technology***

There are too many new technologies affecting animal welfare to cover here today. Suffice it to say that many have the potential to be beneficial (particularly in terms of animal husbandry and surveillance). These need to be studied, and those appropriate to developing countries rolled out. But there are also some which could negatively affect animal welfare. It is vital that these are identified and measures taken to stop their development and introduction - before it is too late. We have seen with factory farming what happens when technologies are allowed to spread without a full impact assessment...

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<sup>14</sup> FAO. How to Feed the World in 2050. [http://www.fao.org/fileadmin/templates/wsfs/docs/expert\\_paper/How\\_to\\_Feed\\_the\\_World\\_in\\_2050.pdf](http://www.fao.org/fileadmin/templates/wsfs/docs/expert_paper/How_to_Feed_the_World_in_2050.pdf) Accessed 6 February 2017

<sup>15</sup> Lundqvist, J., C. de Fraiture and D. Molden. Saving Water: From Field to Fork – Curbing Losses and Wastage in the Food Chain. SIWI Policy Brief. SIWI, 2008. [https://center.sustainability.duke.edu/sites/default/files/documents/from\\_field\\_to\\_fork\\_0.pdf](https://center.sustainability.duke.edu/sites/default/files/documents/from_field_to_fork_0.pdf) Accessed 28 February 2017.

<sup>16</sup> FAO. <https://www.facebook.com/UNFAO/videos/10154823820723586/?pnref=story> Accessed 6 February 2017.

<sup>17</sup> Science Daily. University of Edinburgh. 21st February 2017. Fifth of world's food lost to over-eating and waste, study finds. <https://www.sciencedaily.com/releases/2017/02/170221101024.htm> Accessed 23 February 2017.

One important area where new technology could be used beneficially is to facilitate teaching, training or information transfer. This would be particularly effective in the case of veterinary/agricultural extension work, as this reaches down to the level of farmers and rural communities. In Africa, for example, there is a new NEPAD (New Economic Partnership for Africa's Development) project to promote technical vocational education and training in the agriculture sector (ATVET<sup>18</sup>) in support of the Comprehensive Africa Agriculture Development Programme (CAADP). This is supported by the German aid agency GIZ<sup>19</sup>. It includes knowledge management and best practice. One project submitted to this programme in Malawi included the use of cheap solar-powered tablets for disseminating extension messages. The same could be done with smart phones. Animal welfare messaging should be mainstreamed in such projects. Projects utilising technology in this sort of way have the potential to upgrade farming, preventing rural to urban drift and associated problems.

A couple of technologies have the potential to revolutionise our food systems and the future of animal farming. One of these is the development of meat and milk replacements, and cell cultured meat. The range of meat, milk and egg replacements is ever-expanding, and these products becoming readily available; and more recently we have shrimp replacements made from algae, plant proteins, and carbohydrates that taste, look and feel like a real shrimp<sup>20</sup>. But the really interesting development is the production of cell cultured meat<sup>21</sup>. This meat is known as “clean meat” and would have financial, health, animal welfare and environmental advantages over traditional meat. This is no longer in the realm of science fiction – it is being produced and passing taste tests. There have been various estimates on the time scale for roll-out – some (from within the industry admittedly) as low as five years<sup>22</sup>. Milk alternatives are also well on the way – with milk proteins being produced from yeast and added to other ingredients to make cow free milk<sup>23</sup>.

Interestingly, even traditional meat producers are now investing in this development. This was kick-started when an investor coalition led by Jeremy Coller, representing \$1.2 trillion in assets, urged food companies to take seriously the risks to factory farming and explore better options. Tyson Foods, one of the largest meat producers in the world bought a stake in “Beyond Meat”, and has now launched a \$150 million venture capital fund to explore and invest in sustainable alternatives, from plant-based meats to clean meat. Technology companies are interested too. Schmidt, the Executive Chairman of Google’s parent company, went as far as to call plant-based meat “the number-one tech trend that will significantly improve the world”<sup>24</sup>.

### ***Fish Farming***

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<sup>18</sup> NEPAD website. Agriculture Technical Vocational Education and Training (ATVET). <http://www.nepad.org/programme/agriculture-technical-vocational-education-and-training-atvet>. Accessed 8 February 2017.

<sup>19</sup> GIZ website. Agricultural Technical Vocational Education and Training (ATVET) in Africa. <https://www.giz.de/en/worldwide/15974.html>. Accessed 8 February 2017.

<sup>20</sup> Monica Simeonova. Eatglobe. Scientists Produce Shrimp Substitute. <http://www.eatglobe.com/news/future-food/2478-scientists-create-shrimp-substitute.html>. Accessed 1 March 2017.

<sup>21</sup> Future Food website. Cultured meat. [http://www.futurefood.org/in-vitro-meat/index\\_en.php](http://www.futurefood.org/in-vitro-meat/index_en.php) Accessed 7 February 2017.

<sup>22</sup> Daily Mail Online. 16 October 2015. Lab-grown burgers 'will be on the menu by 2020': Scientists set up company to make stem cell meat an affordable reality <http://www.dailymail.co.uk/sciencetech/article-3275913/Lab-grown-burgers-menu-2020-Scientists-set-company-make-stem-cell-meat-affordable-reality.html> Accessed 8 February 2017.

<sup>23</sup> Science. 23 August 2016. As lab-grown meat and milk inch closer to U.S. market, industry wonders who will regulate? <http://www.sciencemag.org/news/2016/08/lab-grown-meat-inches-closer-us-market-industry-wonders-who-will-regulate> Accessed 8 February 2017.

<sup>24</sup> Good Food Institute. 20 December 2016. 2016: A Tipping Pint for Food. <http://www.gfi.org/2016-a-tipping-point-for-food> Accessed 8 February 2017.



One neglected issue which is currently gaining traction is that of the welfare of farmed fish. Whilst the OIE has international standards on fish slaughter and transport, there is currently nothing on the breeding, husbandry and housing of farmed fish. Given the increased science on fish sentience, and the burgeoning size of the industry (with aquaculture set to overtake capture fisheries, to supply over 60 percent of fish destined for direct human consumption by 2030)<sup>25</sup>, animal protection organisations are calling for more work on this issue. Further guidance in this area would doubtless help with the current knowledge gap in development organisations, Regional Economic Communities and national governments – many of whom are promoting and supporting the growth of aquaculture. The industry also has its own set of sustainability issues, including the use of fish-based feeds. There are now technological advances with the manufacture of fish feed using novel ingredients, with Silicon Valley investors ready to focus on sustainable aquaculture. However, a more radical and systemic rethink will be necessary to address other remaining welfare, health and sustainability issues within aquaculture systems, including metaphylactic antimicrobial use<sup>26</sup>.

## **Policy Advancing**

Animal welfare is no longer an issue that can be ignored by policy makers. It is moving ahead in all sectors of society, and it is backed by an ever growing body of animal welfare science and a science-based international policy stream.

The developing body of knowledge about animal welfare has increased its political importance and global acceptance. 25 years ago, animal welfare was considered a marginal issue for international intergovernmental organisations. Not on the radar of many. Now it is not only debated in regional and international policy forums, but is also covered by a fast-growing body of internationally and regionally accepted science-based standards, conventions, treaties, regulations, directives and agreements.

## ***International Standards and Strategies***

The major international driver of this change at policy level has been the World Organisation for Animal Health (OIE), which has a wide global membership and is the global standard setting body for animal welfare. Since animal welfare was first included in the OIE's strategic plan for 2001-2005, they have adopted a growing body of international animal welfare standards, which now need to be implemented by member countries. They have also spearheaded the development of Regional Animal Welfare Strategies (known as RAWs) and Regional Animal Welfare Platforms. These focus on the strategic development of animal welfare throughout a region. WAO has worked to support a number of these in Africa – working with the OIE on the RAWs for the SADC region, the Intergovernmental Authority on Development (IGAD), Ghana for ECOWAS and now with the African Union (AU-IBAR) as it prepares for a continental RAWs (indeed they are holding an African RAWs development strategy meeting this very month, which a WAO colleague is attending), and we will also be taking part in the African RAWs validation workshop which will take in late April, when African Chief Vets meet. We have been pleased to see the development of regionally appropriate plans to develop animal welfare, and to note the desire of regional organisations and member countries to move forward on animal welfare.

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<sup>25</sup> World Bank Report number 83177. FISH TO 2030 Prospects for Fisheries and Aquaculture <http://www.fao.org/docrep/019/i3640e/i3640e.pdf> Accessed 8 February 2017.

<sup>26</sup> Salah Mesalhy Aly and Aqel Albutti. 22 July 2014. Antimicrobials Use in Aquaculture and their Public Health Impact. <https://www.omicsonline.org/open-access/antimicrobials-use-in-aquaculture-and-their-public-health-impact-2155-9546.1000247.php?aid=28002> Accessed 1 March 2017.

When Africa has concluded its strategy, there will be RAWS covering every region of the world (Asia, the Far East and Oceania; Europe; the Americas; the Middle East; and Africa). And every OIE member country has now nominated an Animal Welfare Focal Point to develop and coordinate animal welfare.

However, animal welfare is a social change issue, and social change does not come easily. In countries where the importance of animal welfare is not yet well understood and ingrained in society this will mean proactive – and progressive - measures to change the mindset and ethic in the broad population to understand and respect animal welfare; in addition to policy, legislative and programmatic change. Many of the RAWS reflect this, and include aspects such as:

- Government Policy, Legislation, Structures and Enforcement Systems
- Knowledge and Skills on Animal Welfare
  - Needed at all levels, with priority for drivers of change, policy makers and advisors, extension services, enforcement authorities - and animal users, carers and professionals.
- Education and Awareness
  - Including humane education/animal welfare education in schools; animal welfare in further and higher education (for example veterinary universities and agricultural colleges); and communication and public awareness strategies for the broader public.
- Research
  - Sustainable improvements in animal welfare based on regional and international research. Promotion and encouragement of animal welfare research.
- Proactive project support – implementing best practice etc.
  - The development of proactive animal welfare programmes, based on regional priorities.
- Monitoring and Evaluation (M&E) systems
  - The OIE has already started exploring what is needed here, and if M&E is instituted, this will add to political pressure for implementation.

Which brings us to the next step after the development of RAWS – which is to carry the work down to national level – beginning with National Animal Welfare Strategies (or NAWS).

It will also need to be brought into the work of Regional Economic Communities (RECs). In Africa, for example, there are eight RECs, who together form the African Union. So far only one of these has a RAWS. So the other seven will need to develop RAWS, and all will need to implement these.

This work will necessitate a lot of support and guidance – as can be seen from the RAWS pillars. We purposely drafted our Best Practice guidance to meet the pillars of the RAWS, and the work needed for their implementation.

One major barrier to RAWS implementation is that the OIE is a standard setting body, and not responsible for implementation. Also, the OIE has no network of country offices on the ground, and lacks the necessary human and financial resources to support implementation.

However, it does have an extensive network of collaborating partners – which include major public global organisations; Regional Economic Communities; and other important development partners and donors, including a number of leading governmental international development organisations.



The development community does have the infrastructure and the resources. But does it have the expertise needed at regional and country levels to provide the type of support needed? The truth is that although there are pockets of expertise, these are largely at headquarters level rather than in regional and country offices. And the knowledge base is small. Witness the FAO with its small Animal Welfare Gateway in headquarters, needing to strengthen its capacity to carry out animal welfare work with a secondment from the RSPCA International.

The truth is that until 2001, very little was done on animal welfare by policy makers or governments in the developing world. Most of the work was left to animal protection organisations – which means that much of the present knowledge, expertise and experience in animal welfare actually resides with the animal protection community...

Take for example the International Coalition for Animal Welfare (ICFAW)<sup>27</sup>, of which WAN is a member: ICFAW brings together major animal protection organisations working on OIE policy and includes international organisations such as Humane Society International, The International Fund for Animal Welfare, World Animal Protection, the RSPCA International, Compassion in World Farming and others. Together ICFAW members have hundreds of years of experience, work in over 150 countries worldwide, and employ over 3,000 members of staff including over a hundred scientists and veterinarians. The coalition has extensive knowledge and experience working across cultures, sectors and issues and we are linked into, and indeed are leading, many global animal welfare efforts.

Indeed, animal protection organisations work every day in the field to help bring about animal welfare advancements. They do this work with passion and dedication. But they do not have the country offices or resources to support implementation in a way that will bring lasting institutional change.

So we are left with a situation where it will be impossible to implement progressive animal welfare reform without strong partnerships and collaboration. We in the animal protection community are very positive about such partnerships, as we recognise the need to contribute to this social change process. These partnerships should cover the implementation of RAWs and the OIE standards, but also go much wider than this to introduce Best Practice and help build the animal welfare policies and governance needed for the future.

Whilst the OIE has been driving this policy stream, there are other relevant policy initiatives regarding animal welfare.

### ***International Organization for Standardization (ISO)***

A new ISO technical specification [ISO/TS 34700:2016](https://www.iso.org/standard/68411.html) on animal welfare was agreed in 2016. This covers animal welfare management – general requirements and guidance for organizations in the food supply chain, and is designed to help the food and feed industry to develop an animal welfare plan that is aligned with the principles of the OIE's animal welfare standards and to ensure the welfare of farm animals across the supply chain. ISO states that it will be a way for business operators in the food supply chain to demonstrate their commitment to animal welfare management.<sup>28</sup>

### ***United Nations***

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<sup>27</sup> ICFAW website. <http://www.icfaw.org/>. Accessed 8 February 2017.

<sup>28</sup> Sandrine Tranchard. New ISO specification for better management of animal welfare worldwide. 1 December 2016. <https://www.iso.org/news/2016/12/Ref2147.html> Accessed 8 February 2017.

At UN level, animal protectionists were bitterly disappointed when nothing specific on animal welfare was included in the new Sustainable Development Goals (SDGs) – and we sincerely hope that this will be addressed in the future. It is widely recognised that animal welfare should be at the heart of sustainability, and this has been stressed by the Andrea Gavinelli, former head of the EU’s animal welfare department, and recognised by the FAO itself (including in an article in their AGA news entitled “Animal Welfare at the Heart of Sustainability”)<sup>29</sup>. Animal welfare needs to be mainstreamed in development, and not left adrift in a separate policy silo.

However, the World Bank itself states that “livestock contribute directly to the bulk of the 17 sustainable development goals”<sup>30</sup>. The new SDGs do contain some goals of particular relevance to farmed animal welfare, including:

- Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture.  
*[Targets include increased investment for agricultural research and extension services.]*
- Goal 12: Ensure sustainable consumption and production patterns.  
*[Targets include aspects such as sustainability and company reporting; minimising food waste; information and awareness for sustainable development and lifestyles in harmony with nature; strengthening scientific and technological capacity to move towards more sustainable patterns of consumption and production.]*
- Goal 14: Conserve and sustainably use the oceans, seas and marine resources.
- Goal 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.  
*[Targets include action against poaching and trafficking.]*

We need to ensure that implementation of these goals brings in animal welfare considerations.

The UN’s Food and Agricultural Organisation (FAO) has worked with the OECD to develop guidance for responsible agricultural supply chains<sup>31</sup>, to help enterprises observe standards of responsible business conduct to ensure that their operations do not lead to adverse impacts – and this also includes animal welfare. Also, the UN’s World Committee on Food Security recently adopted policy recommendations on animal welfare in farming<sup>32</sup>, which mention OIE aspects. These advances will need implementation partnerships.

## ***Lending Institutions***

As regards lending institutions, the International Finance Corporation (IFC)’s Good Practice Note (Improving Animal Welfare in Livestock Operations<sup>33</sup>) and the World Bank’s Environmental and

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<sup>29</sup> FAO. AGA website. Animal Welfare at the Heart of Sustainability. [http://www.fao.org/ag/againfo/home/en/news\\_archive/2014\\_Animal\\_Welfare\\_at\\_the\\_Heart\\_of\\_Sustainability.html](http://www.fao.org/ag/againfo/home/en/news_archive/2014_Animal_Welfare_at_the_Heart_of_Sustainability.html) Accessed 3 February 2017.

<sup>30</sup> Franck Cesar Jean Berthe, World Bank. 25 February 2017. Livestock matters: animal welfare and antimicrobial resistance. Personal communication.

<sup>31</sup> OECD/FAO. 2016. OECD-FAO Guidance for Responsible Agricultural Supply Chains, OECD Publishing, Paris. <http://dx.doi.org/10.1787/9789264251052-en> Accessed 8 February 2017.

<sup>32</sup> Global Meat News. UN Adopts Groundbreaking Animal Welfare Policies. <http://www.globalmeatnews.com/Livestock/UN-adopts-groundbreaking-animal-welfare-policies> Accessed 8 February 2017.

<sup>33</sup> IFC. December 2014. Good Practice Note: Improving Animal Welfare in Livestock Operations. [http://www.ifc.org/wps/wcm/connect/topics\\_ext\\_content/ifc\\_external\\_corporate\\_site/ifc+sustainability/learnin](http://www.ifc.org/wps/wcm/connect/topics_ext_content/ifc_external_corporate_site/ifc+sustainability/learnin)

Social Safeguards<sup>34</sup> (which also includes animal welfare and references the IFC Note) are a good starting point for ensuring that animal welfare is respected and protected in lending – but there is still scope for improvement. The ING Group, a Dutch lending institution, has even stricter standards in its Environmental and Social Risk Framework<sup>35</sup>, (Section 4.3. covers animal welfare), which cover wider animal welfare issues. And the European Bank of Reconstruction and Development’s May 2014 Environmental and Social Policy<sup>36</sup> requires its clients to meet national, EU or GIIP animal welfare standards, whichever is most stringent<sup>37</sup>.

Important points here are the need for animal welfare Best Practice to be developed and accepted as Good International Industry Practice under such safeguards; and for more development banks and investment institutions to follow suit.

Another wider issue is the whole question of the value and sustainability of investing in livestock products as an economic activity (as opposed to small-scale production for local food security), given the increasing range of environmental, resource, social and health concerns and the emergence of product replacements – which were discussed earlier. And the same applies to the promotion of intensively produced livestock products in development policy and planning. An excellent report was published by FAIRR in 2016 on Factory Farming: Assessing Investment Risks<sup>38</sup> which outlines these, and includes governance issues amongst the risk factors (because factory farming systems rely heavily on government subsidies). This report concludes that: “Animal factory farming is exposed to at least 28 environmental, social and governance (ESG) issues that could significantly damage financial value over the short or long-term.”

So not only do we need to work to improve animal welfare standards and work towards “Best Practice”, but we also need more “joined-up” policy thinking: Reaching across interest silos to develop humane and sustainable food systems for the future. Too often we agriculturalists are settled into our own veterinary, livestock or fish bubbles – promoting the development interests of our own sectors or profession, without taking into account the potentially negative impacts on a whole range of other development objectives.

## **Animal Welfare & Development**

There is a myriad of reasons why no country’s development should take place without giving full consideration to the situation and welfare needs of the sentient animals sharing our territory, our homes, our work, our livelihoods, our leisure, and often our lives.

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[g+and+adapting/knowledge+products/publications/publications\\_gpn\\_animalwelfare\\_2014](#) Accessed 8 February 2017.

<sup>34</sup>World Bank. Environmental and Social Framework. August 2016. [http://consultations.worldbank.org/Data/hub/files/consultation-template/review-and-update-world-bank-safeguard-policies/en/materials/the\\_esf\\_clean\\_final\\_for\\_public\\_disclosure\\_post\\_board\\_august\\_4.pdf](http://consultations.worldbank.org/Data/hub/files/consultation-template/review-and-update-world-bank-safeguard-policies/en/materials/the_esf_clean_final_for_public_disclosure_post_board_august_4.pdf). Accessed 8 February 2017.

<sup>35</sup> ING. Environmental and Social Policy. May 2014. <http://www.ing.com/web/file?uuid=83303846-ca81-4db9-9570-e22b4e4302a6&owner=b03bc017-e0db-4b5d-abbf-003b12934429&contentid=36269>. Accessed 8 February 2017.

<sup>36</sup>EBRD. Environmental and Social Policy. May 2014. <http://www.ebrd.org/cs/Satellite?c=Content&cid=1395238867768&d=Default&pagename=EBRD%2FContent%2FDownloadDocument> Accessed 8 February 2017.

<sup>37</sup>EBRD. Environmental and Social Policy. May 2014. <http://www.ebrd.org/cs/Satellite?c=Content&cid=1395238867768&d=Default&pagename=EBRD%2FContent%2FDownloadDocument> Accessed 3 February 2017.

<sup>38</sup> FAIRR. Factory Farming: Assessing Investment Risks. 2016. <http://www.fairr.org/resource/factory-farming-assessing-investment-risks/> Accessed 3 February 2017.

As well as the clear ethical imperative, there are many human-centric arguments for including animals and their welfare in development. The welfare of animals is inextricably linked to animal health, which is clearly important in many development programmes. Moreover there are many additional benefits of including animal welfare, and these positively impact many key development concerns, such as: poverty reduction; agriculture/livestock/fisheries and rural development; sustainable livelihoods; health/safety (including food safety and security); biodiversity/environment; and disaster/emergency response work. Some of these are explained in more detail in WAN's report on Animal Welfare & Development<sup>39</sup>.

In addition, I would say that the development community has a deeper moral imperative to include animal welfare in its work. Working in Africa, I learn from leading African thinkers of the way in which colonisation disrupted the natural development of an African culture of caring for animals – imposing its own Euro-centric anti-cruelty laws (which were largely ignored), and negating traditional values and relationships with animals. This intervention destroyed the natural progression and development of animal welfare. In Africa, livestock were not treated as renewable commodities – they were a capital investment, a valuable wealth store and hedge against future disasters/needs. They were given the care and attention that this status demanded. Furthermore, when I work with policy makers across Africa, they frequently stress that they want to develop animal welfare appropriately – and that they want to avoid the excesses of the global north in their treatment of animals (particularly factory farming).

Structural adjustment programmes further set back the treatment and care for animals, as it led to reductions in veterinary services and – importantly – agricultural and veterinary extension services.

Development policies and programmes were human-centred, and predicated on the economic growth paradigm, placing more pressure on animals and the environment.

But development is not just economic. It is qualitative as well as quantitative. Most importantly it is about well-being and quality of life – it's about flourishing: for people, nature and animals.

More weight to the pressing moral imperative to act to help developing countries to develop animal welfare – in an appropriate way. Animal welfare is an issue that must take account of religious, cultural and societal considerations; as well as scientific, ethical, economic and international trade issues<sup>40</sup>.

## **Future Direction**

Animal welfare has lagged behind in development for too long – and now there is a pressing need to play “catch-up”.

As I see it, there are three key areas where the World Bank could help to take this forward, using its unique status and opportunities:

- ***Financing & Projects***

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<sup>39</sup> WAN. Animal Welfare and Development: Potential Roles and Responsibilities of Multilateral Development Organisations, Financial Institutions and Governments. May 2015. [http://worldanimal.net/images/stories/documents/AW\\_and\\_Development\\_WAN\\_Update\\_5-22-15.pdf](http://worldanimal.net/images/stories/documents/AW_and_Development_WAN_Update_5-22-15.pdf). Accessed 8 February 2017.

<sup>40</sup> A.C. David Bayvel, Nicki Cross. Animal Welfare: A Complex Domestic and International Public-Policy Issue—Who Are the Key Players? <http://jvme.utpjournals.press/doi/abs/10.3138/jvme.37.1.3?journalCode=jvme> Accessed 31/1/2017.

- *Convening Power*
- *Policy Advice & Technical Assistance*

### *Financing & Projects*

Environmental and Social Safeguards and the IFC's Good Practice Note, are a good starting point for ensuring that animal welfare is respected and protected in lending. But there is scope for future improvements/enhancements in both of these resources in the future. We also need more development financing bodies to follow suit.

One way in which these resources could be strengthened considerably up would be through the development of Best Practice in animal welfare, with its acceptance as GIIP (Good International Industry Practice). WAN would be delighted to see its Best Practice resource on animal welfare taken forward by the World Bank's Global Agricultural Practices unit, and further developed with stakeholders and put to practical use. Amongst the resources covered is our new Model Animal Welfare Act, which includes Best Practice in animal welfare structures, systems and policy, as well as legal provisions. We saw the need for this resource as we witnessed the development of many national animal welfare law projects; with governments, development partners and animal protection organisations all spending time and money in drafting animal welfare law projects – often using expensive lawyers and consultants and, more often than not, with the final product being completely “unfit for purpose”.

To ensure that animal welfare is safeguarded in all existing and future projects, there is a need for specific animal welfare guidelines (to include both input-based criteria and animal-based outcome indicators to measure the impact of projects on animal welfare). Then there needs to be an effective animal welfare impact assessment system, which would be similar in nature to more widely used environmental impact assessments, and would include field assessment.

There also needs to be mainstreaming of animal welfare: The integration of animal welfare into all relevant programmes (including agriculture and fisheries, environment and natural resource management, education, health and nutrition, rural development etc.)

- *Convening Power*

The most important action that the World Bank could take is to use its convening power to bring together stakeholders to discuss the way forward on Animal Welfare & Development, including the agreement of animal welfare Best Practice, so this can be classified as “Good International Industry Practice (GIIP)”.

It could also use its leadership role amongst development partners nationally to promote the mainstreaming of animal welfare in relevant country programmes. More about this below...

- *Policy Advice & Technical Assistance*

There are a number of ways in which the World Bank could support the development of animal welfare in this sphere of its work. The first would be leading a rethink on policy direction and policy advice. This is a watershed moment which needs a new direction: A move away from the unsustainable, towards a more equitable, environmental, resource-efficient and kinder food future.

One of the key messages of a 2013 report on ‘Smallholders, Food Security, and the Environment’<sup>41</sup>, prepared for the International Fund for Agricultural Development (IFAD) and the United Nations Environment Programme (UNEP) was that “Growth in agricultural production to meet rising global needs using prevailing farming practices is unsustainable”. We have explored here some of the reasons for this. A more holistic and strategic policy perspective is needed to take account of the looming food crisis – and this needs the courage to tackle food consumption patterns, as well as production methods.

On production methods, policies need to reflect the fact that factory farming is neither sustainable nor a sound investment. The worst excesses should be avoided, with bans on close confinement systems; the promotion of free-range and organic systems as alternatives; and the development of animal health and welfare in all livestock and aquaculture systems. Indeed, the best investment in truly humane and sustainable agriculture would be in the realm of cultured meat and plant-based meat and milk replacements...

That may sound radical – but it’s not: It’s just the future.

*[After all, for thousands of years people used animals for transport, and the plight of carriage horses was a growing concern. But nobody dreamed of a motorised alternative ... and then just over a century ago along came Ford’s Quadricycle and then the Model T Ford. And the rest, as they say, is history!]*

Policy should also include the mainstreaming of animal welfare, and the proactive development of animal welfare. This would mean the inclusion of animal welfare in national development policies and planning, and the introduction of programmes to support implementation (including the national implementation of RAWS and international standards, as well as any additional national policies). We should definitely no longer see national livestock and aquaculture development policies which seek growth and intensification without the inclusion of animal welfare and other sustainability issues.

The World Bank could also use its policy influence in international arenas to press for animal welfare to be brought into the heart of development policy and practice, including inclusion in the SDGs and their implementation.

### ***Capacity Building***

That brings me to the urgent need for capacity building. The priority we have noted is for “drivers of change”, so they can push forward animal welfare from a seat of greater knowledge and confidence.

But capacity also needs to be built in international organisations, regional organisations (such as RECs), development organisations and national governments: In the field as well as in headquarters.

As regards veterinarians, the role of veterinarians in the development of animal welfare is often stressed by the OIE and veterinary organisations. However, it is a fact of life that many veterinarians have not studied or been trained in animal welfare (including many Animal Welfare Focal Points), and this is a complex and multi-faceted subject. So animal welfare capacity building is vital.

And the same is true of other animal professionals, including agriculturalists.

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<sup>41</sup> IFAD/UNEP. Smallholders, Food Security, and the Environment. 2013. <https://www.ifad.org/documents/10180/666cac24-14b6-43c2-876d-9c2d1f01d5dd>. Accessed 8 February 2017.



Another area where animal welfare capacity building could have an enormous impact is in the development of veterinary and extension services, because this would enable animal welfare support and messaging to be delivered directly to farmers and rural animal users.

Another is in veterinary and agricultural training, including the new ATVET programme.

### ***Partnerships***

This sounds like a lot of work! But it could be done in partnership, pulling together networks and sources of expertise, using Best Practice, to meet local needs and priorities.

WAN is committed to this work, despite limited resources. We have close links with the wider international animal protection community, including the International Coalition for Animal Welfare (ICFAW), with significant expertise and experience in a variety of animal welfare issues and programmes; plus our own experts ready to help with broader animal welfare capacity building/training, policy and law, and education.

We recognise that the progressive development of animal welfare is a journey, not a destination – and we hope it will be possible to travel along the path with you and other stakeholders.

**Janice H. Cox, MBA**  
**World Animal Net**  
**March 2017**

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