

"ANIMAL WELFARE IMPORTANCE AMONG CONSUMER TRENDS IN ANIMAL ORIGIN ORGANIC PRODUCTS"

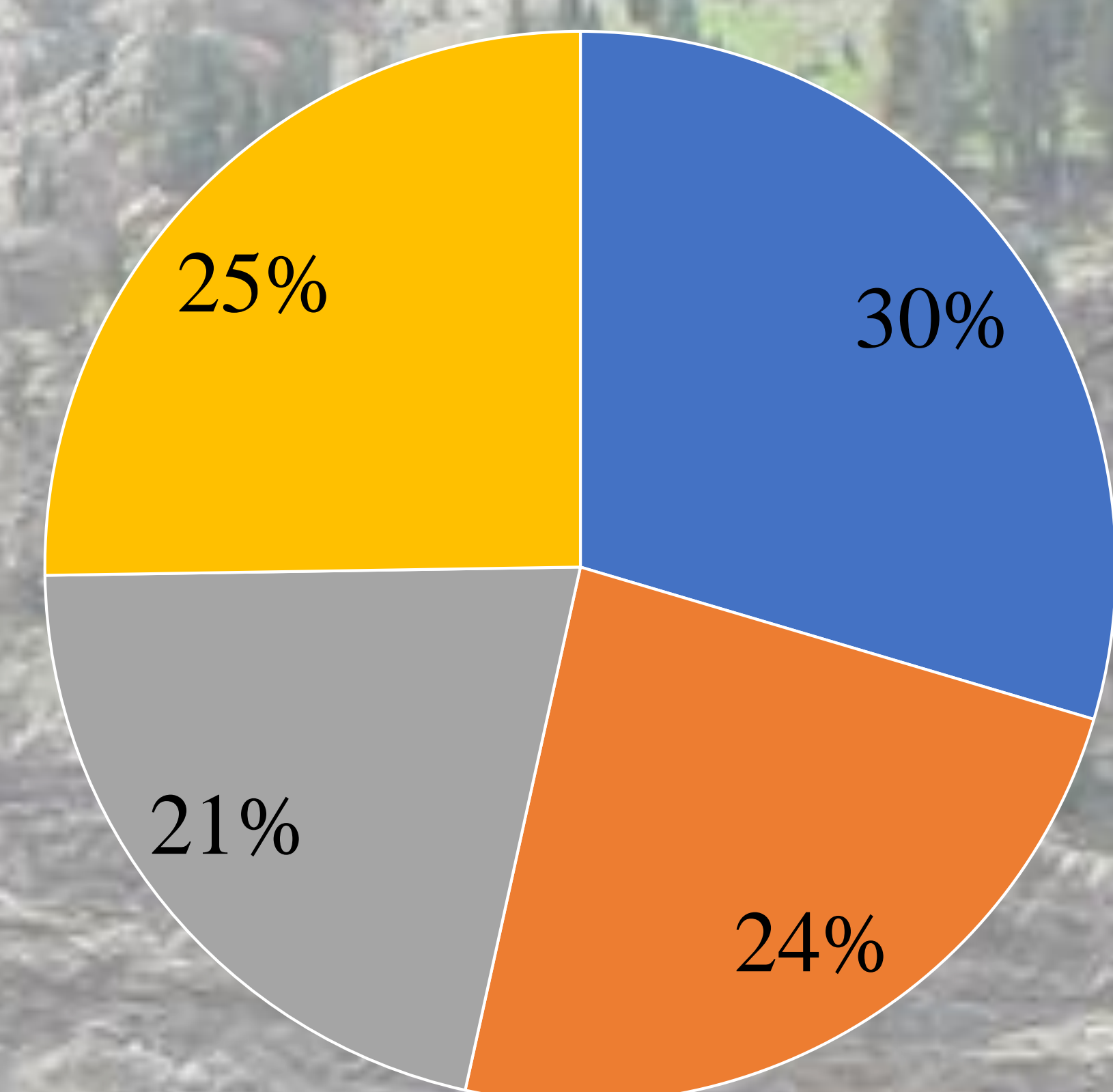
BACKGROUND

Animal welfare is getting importance among the population. One of the main objectives of organic production is to allow animals the expression of its natural behaviour. Because of the increase in labour, organic products are more expensive, but some consumers pay for it. What is the profile of the organic consumer? And what is the popular point of view about the animal welfare?

MATERIALS & METHODS

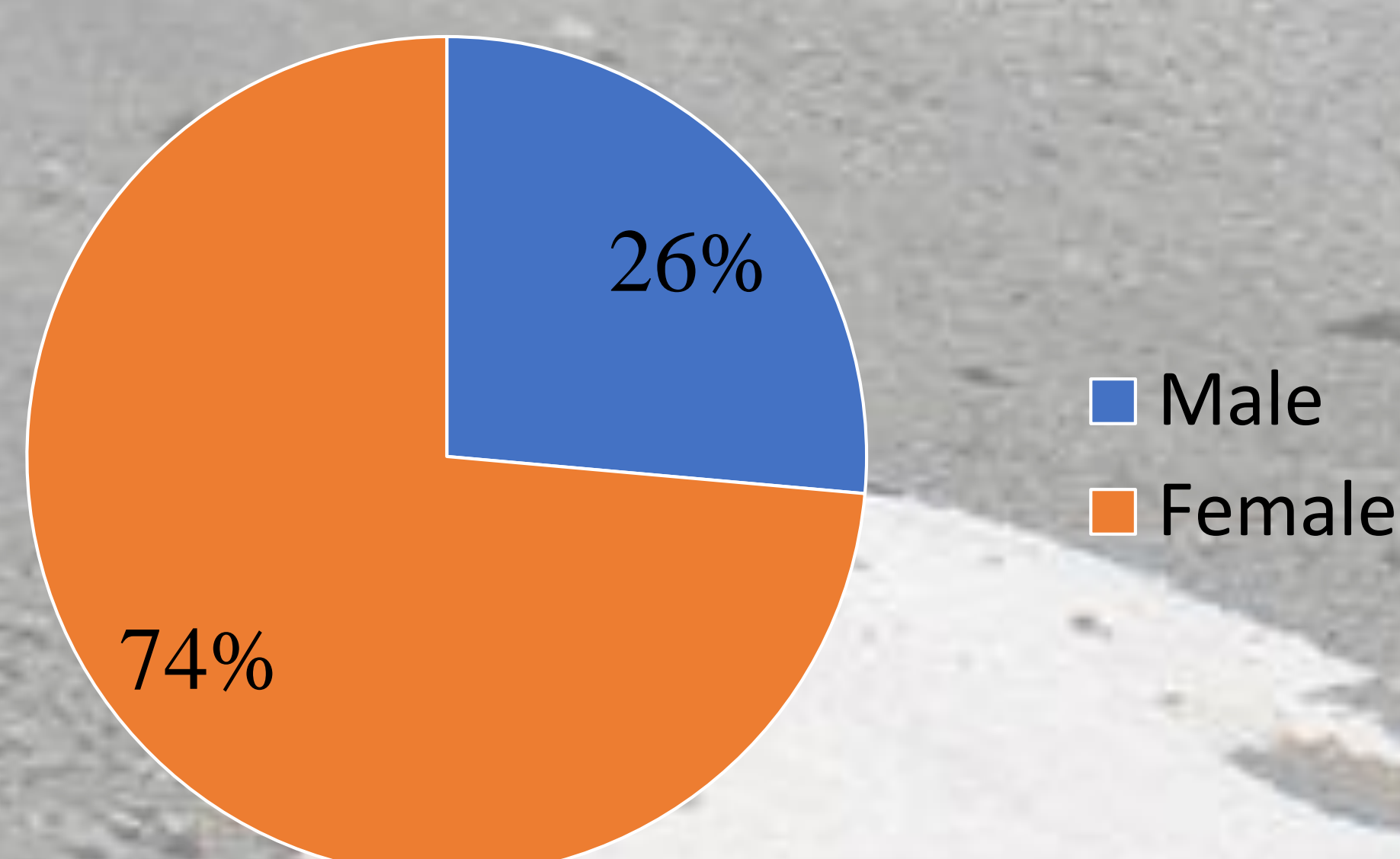
A survey of 14 closed questions was done mainly in the northeast autonomous communities of Spain. It was shared by social networks, collecting a total of 241 responses. Spanish was the language of choice.

Why animal origin organic products?



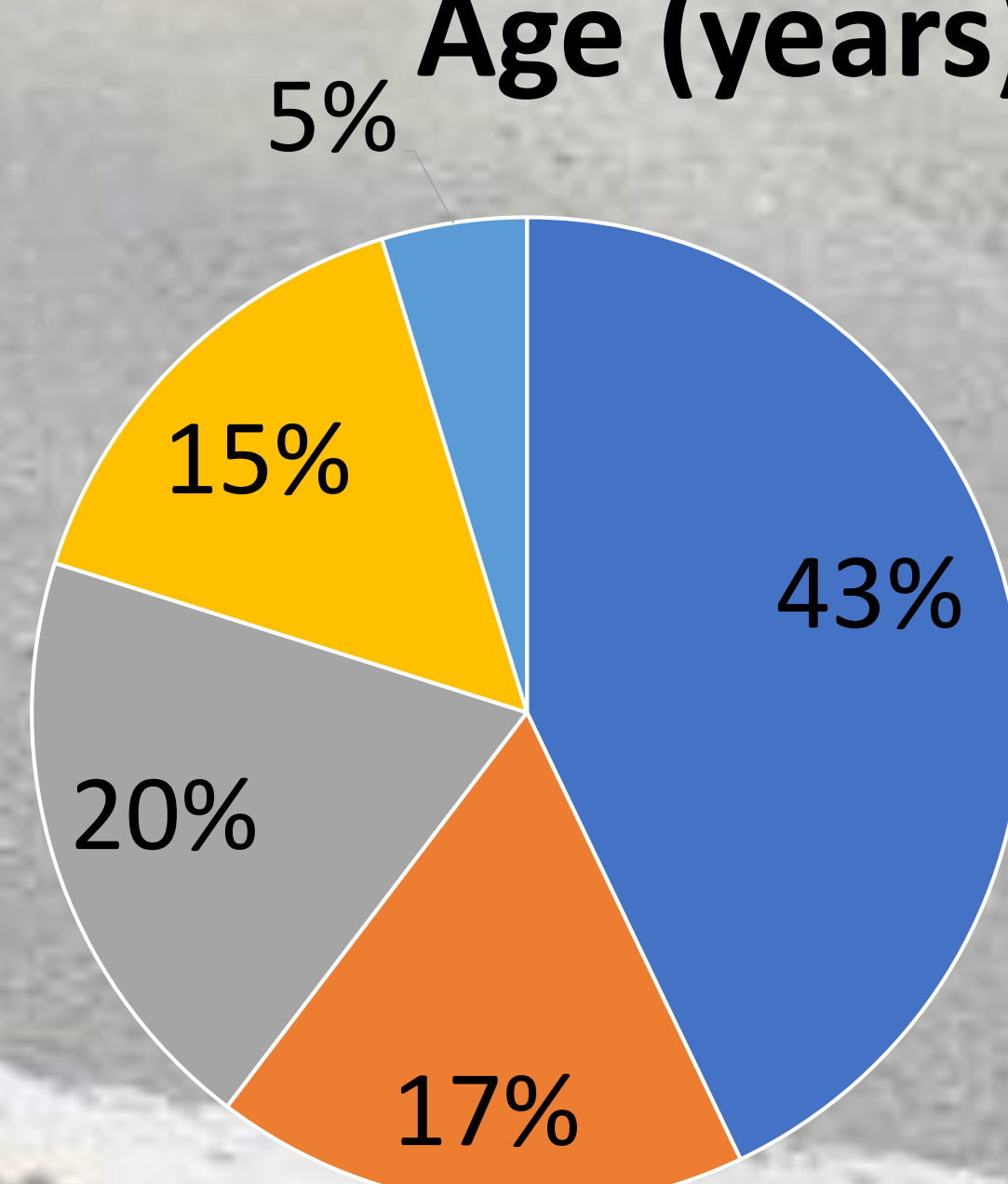
■ Animal Welfare ■ Nutritional Quality
■ Relation with the environment ■ Food Safety

Gender



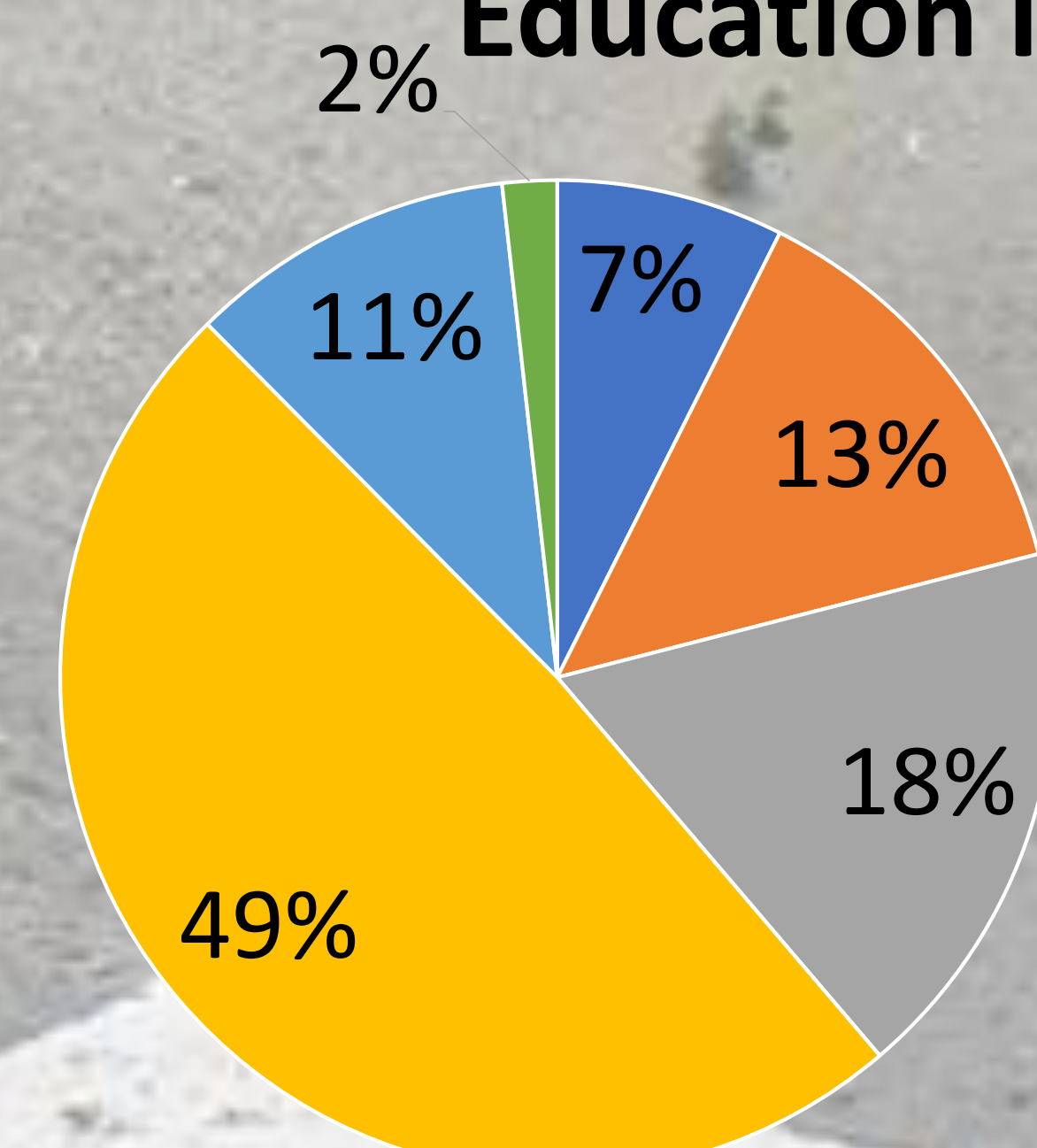
■ Male
■ Female

Age (years)



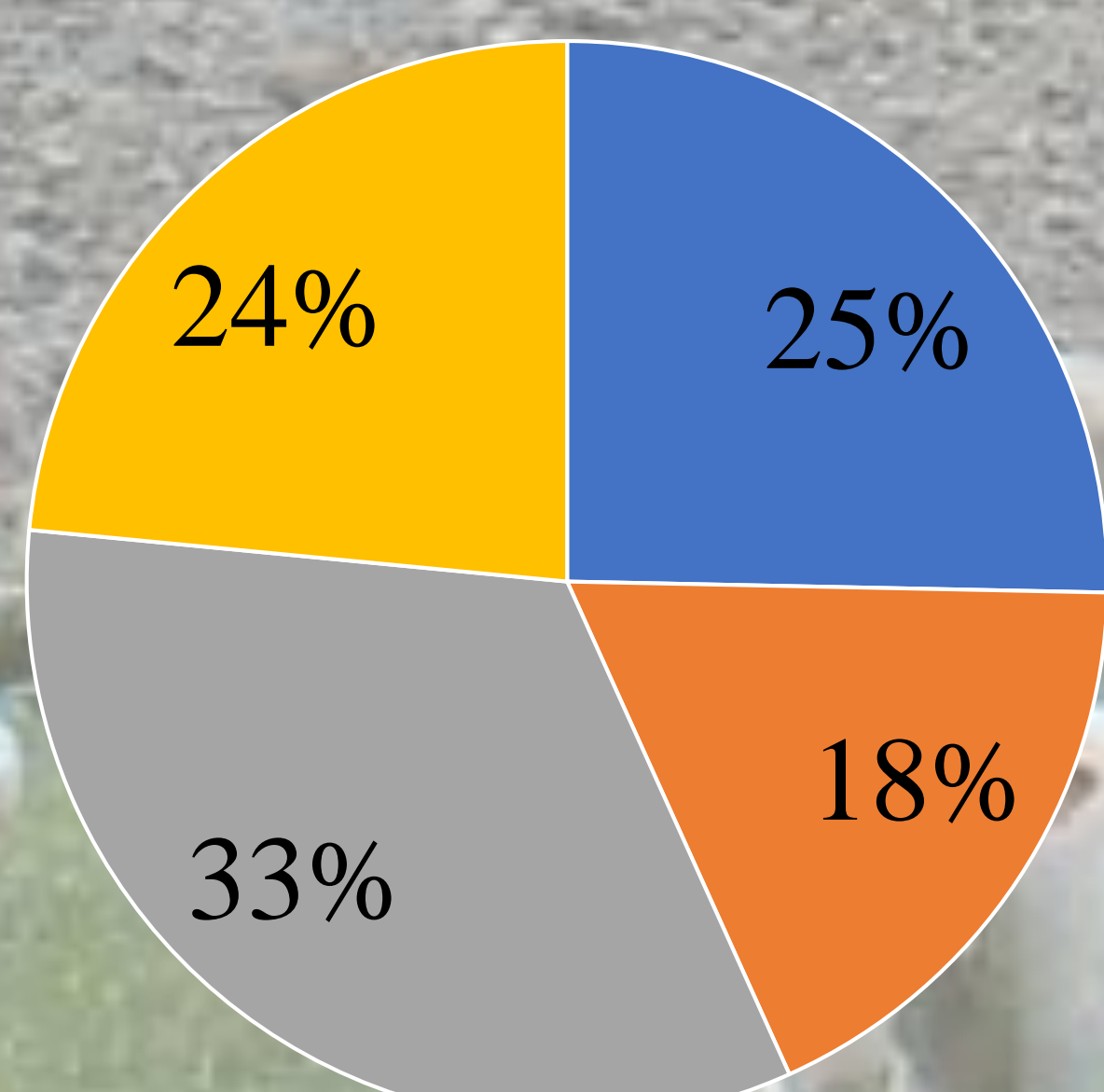
■ 18 - 30
■ 30 - 40
■ 40 - 50
■ 50 - 65
■ > 65

Education level



■ Secondary School
■ High School
■ Training cycle
■ Degree
■ Master
■ Others

¿What criteria of animal welfare is more important among consumers?



■ Optimal animals nutrition
■ Thermal comfort and optimal spaces to rest
■ Allows the expression of the natural behaviour and the emotional state
■ Good herd health

CONCLUSIONS

- Consumer profile: between 18 and 30 years old woman, with a science degree.
- Consumers get involved in the improvement of animal welfare choosing organic certified products.
- For the population, the main issue related with animal welfare to consider is the expression of the natural behaviour.
- More studies are needed to know more precisely the shopping trends among organic consumers.