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| **Impact assessment of the order on the voluntary animal welfare labelling scheme** |  |

# This order extends the previous notified animal welfare labelling scheme for pigmeat and chicken meat (order No 1220 of 23 October 2018 on a voluntary animal welfare labelling scheme), so that it now also includes dairy products and bovine meat. In light of experiences of the voluntary animal welfare labelling scheme for pigmeat and chicken meat, where there has been an increased demand for animal welfare labelled meat, the Order is being expanded to include voluntary animal welfare labelling for dairy products and bovine meat, for primary producers such as slaughterhouses, dairies and other food business operators.

# The aim of the voluntary animal welfare labelling scheme for dairy products and bovine meat is, as we have seen for pigmeat and chicken meat, to promote market-based animal welfare. The purpose of the animal welfare label is to consolidate consumer knowledge of how they can contribute to better animal welfare by improving transparency within the market, thereby offering consumers better information and several options in relation to animal welfare.

# This would then create a basis for more dynamic growth based on increased demand. The animal welfare label is characterised by the following:

# it is a State label developed through interaction with interested parties who have the State logo and are subject to State or State-recognised control;

# the label is voluntary – and producers can stop using the label again;

# it is a label that can operate both independently and in conjunction with existing and new brands. It thereby provides transparency as to the range of animal welfare-friendly products;

# it is a label that provides for animal welfare which goes beyond Danish legal requirements (Danish standard production) and EU requirements (EU minimum standard);

# it is a label that provides consumers with three levels for improved animal welfare; and

# it includes Danish and foreign products meeting the conditions for participation in the labelling scheme, as well as foreign producers, slaughterhouses, dairies and processors complying with an equivalent control in relation to special requirements under the scheme.

# The voluntary animal welfare labelling scheme does not prevent the free movement of goods and does not create different competitive conditions. The underlying purpose of the scheme is to put the focus on animal welfare and give producers wishing to create an image for themselves as being compliant with animal welfare parameters the possibility to do so.

# Reference is otherwise made to similar labelling schemes for dairy products and bovine meat in other Member States as well as in Denmark.

# The Danish Veterinary and Food Administration expects that the scheme will, in practice and in relation to monitoring, permission to use the label etc. be able to function in a similar manner to the rules for animal welfare labelled pigmeat and chicken meat. Regulation will take place throughout the entire value chain: the herd, slaughterhouse, dairy and food processing entity. This monitoring consists of certification and auditing performed by a certified inspection body. The certification body is accredited by an accreditation body that is party to the European cooperation for Accreditation’s multilateral mutual recognition agreement. It is also possible to have farms accredited and audited by the Danish Veterinary and Food Administration. Farms classified as organic are usually checked by the organic authority. In addition, the farm, slaughterhouse, dairy or food processing entity shall carry out self-monitoring. The self-monitoring programme shall be established and implemented in order to ensure that the animal welfare requirements in the scheme are fulfilled. When laying down the self-monitoring requirements, the main approach has been a high level of credibility combined with simplicity. In addition, there will be official spot checks of the flock and food business operators. If the self-monitoring programme is not adhered to, expulsion from the labelling scheme may ensue.

# The animal welfare label gives producers the option to produce according to one of three levels of animal welfare. The three levels are an expression of gradual improvement in animal welfare, with three being the highest. This division will, in addition to a gradual increase in animal welfare, also ultimately reflect the price of the product. This means that, in addition to the label informing the consumer about the animal welfare of the dairy products and bovine meat in question, the consumer has a wider choice that, purely in terms of price, will make it possible for more consumers to purchase animal welfare labelled products. Experiences with animal welfare labelled pigmeat and chicken meat have been very successful. The label is known by half of all the consumers.

# The Danish Veterinary and Food Administration expects that approx. 820 primary producers (dairy herds and bovine meat herds) and 20 other businesses (slaughterhouses, dairies, retail and wholesale companies) will be registered. It is expected that the majority of registrations will take place in the first year.

# The Danish Business Authority’s Team Effective Regulation [Team Effektiv Regulering] has, in this context and following examination of the draft Order, estimated that there will be an administrative impact on businesses amounting to DKK 4 million a year.