Animal welfare Baseline

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FOOD navigator.com

Animal welfare now serious business rather than a niche option, says global report

By David Burrows &, 25-Jan-2017
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The reality for most farmed pigs ©iStock/agnnormark

The Business Benchmark on Farm Animal Welfare is designed to help drive higher farm animal welfare standards in the world’s leading food businesses. It is the first global measure of animal welfare standards in food companies and is designed for use by investors, companies, NGOs and other interested stakeholders.

For more information, go to www.bbfaw.com or contact the Programme Director, Nicky Amos: nicky@nicky-amos.co.uk.
DANONE AMBITION

DANONE ANIMAL WELFARE
2016 Position Paper

July 2016

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Ambition
100% Animal Supply Sourced According to Sustainable Agriculture Principles with Higher Animal Welfare Conditions as Defined

2020
Target: 100% of our meat and farmed fish from higher welfare farming and processing systems with standards acknowledged by external farm animal welfare expert organization. 100% of our wild fish from certified sustainable fishing. Local and regional Roadmaps finalized and implementation. Monitoring of Animal Welfare outcomes for continuous improvement.

2017 Prioritises
- Start of assessment of the baseline for Milk / dairy cows, starting with EU
- Definition of the minimum animal welfare standard for meat and fish to be applied by 2020
- Start prohibiting tail docking in direct milk supply chain
- Start of regional and local roadmaps development
- Creation of our strategic roadmap for Dairy Ingredients

2016
Dannon US pledge (90% direct milk, certified Valio)
Upgrade of Danone commitments and position towards Animal Welfare

2015
White Paper: Sustainable Agriculture, incl Animal Welfare Principles
ELN sustainable sourcing: meat, fish and eggs roadmap 2020 defined and approved

2014
100% cage-free eggs for EUN sourcing Danone joins the Dairy Sustainability Framework initiative

2011 - 2012
Introduction of 10 Animal Welfare KPIs in milk quality audit, start of Validual certification program for Dannon US

2008
Determination of Danone E Nature priorities, incl. Sustainable Farming

2000
Measurement of the environmental risks for the animals = introduction of the assessment of quality of feeding

1990
Implementation of Milk Quality Audits and health criteria (cornazol count, mastitis score...)

2010
French brand Les 2 Vaches wins CIWF Good Cow Commendation

DANONE ONE PLANET, ONE HEALTH
FROM GOOD VIA BETTER TO BEST
ON FARM MOVE AWAY FROM THIS COW.....

These cows:
1. Have a low production
2. Cost money
3. Take time of the farmer
4. Are not efficient

Leave the farm at 3,5 years age
These cows:
1. Are high producing
2. Low health cost
3. Very efficient
4. Look good and make a farmer proud

They can easily become 11 years old and produce over 10,000 kg fat and protein in her life.

= more than 125,000 liters of milk

😊
BASELINE BRAZIL  
VERY PRELIMINARY RESULTS

• First 37 assessments
• Rough dataset
  • No feedback conversation
• Avg points is 46 (from 100)
  • Top is 76 and lowest is 12

Next step:
1. Check data input
2. Feedback conversation with farmer
3. On farm training of assessors

Many farms with grazing  
Good Body Condition score  
Low number of lame cows

Young animals in tie stall barn  
19% have avg SCC >400,000  
Calves stay long period alone
CURRENT STATUS

10 of the 17 countries active with new assessment tool
• Spain almost 100% done
• Target 2018: 30% of milk supply
• Target 2019: 75% of milk supply
• Target 2020: 100% of milk supply

Dairy ingredient suppliers informed

• Development of digital tool (Q2, 2018)
• Farm engagement program in development
THANK YOU FOR YOUR ATTENTION