

# POUTLRY WELFARE: EXPECTATIONS AND REALITY

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**University of Connecticut**

*Scientists and animal producers have an ethical obligation to provide environments for farm animals that promote animal well-being.*

*Determination of the animal's well-being is only gained through understanding the science of farm animal needs.*

FASS Statement on Farm Animal Well Being, 2010

**Well-being:** a good or satisfactory condition of existence; a state characterized by health, happiness, and prosperity; *The dictionary.com*



# What is Animal Welfare?

Animal well-being is a complex issue. It involves:

- philosophical
- emotional,
- religious,
- political,
- practical elements.



- European Welfare Quality program defined animal welfare to consist of good feeding, good housing, good health, and appropriate behavior (Blokhuis et al., 2010; Temple et al., 2011).

Concepts were derived from the 5 freedoms:

The freedom from:

1) hunger and thirst,

2) discomfort by providing an appropriate environment including shelter and a comfortable resting area,

3) pain, injury, and disease by prevention or rapid diagnosis and treatment,

4) freedom to express normal behavior by providing sufficient space, proper facilities, and company of the animal's own kind,

5) from fear and stress by ensuring conditions and treatment which avoid mental suffering.

Brambell (1965) 5 freedoms

Animal scientists have put the individual animal more central in defining animal welfare as:

“the ability of *an* animal to cope physiologically, behaviorally, cognitively, and emotionally with its physiochemical and social life environment, including the animal’s *subjective* experience of its condition” (Sejian et al., 2010).

*The **subjective** part is where it gets tricky!*

The problem is that animal scientists don't all agree on what measures can be used to assess well-being:

Some look at behavior and social interactions as being most important, while others look to physiological measures, and still others hold that poor welfare is quickly reflected in drops in production.

Although a combination of resource and animal based measures might be complementary in assessing animal welfare, and together provide the most valid assessment of welfare, regulations and certification schemes are expressed in terms of resource-based criteria related to farm and management characteristics.

## We can boil some of this down to:

The welfare of an individual is its state with regard to its attempts to cope with its environment.

- It may cope easily, in which case there is no welfare problem.
- It may have difficulty coping, but survives, grows, and reproduces, but has difficulty doing so, and its welfare is therefore poor.
- It uses all its systems to cope, but fails to do so and dies or cannot grow properly and reproduce. Welfare is very poor.

*Broom, 1991*



Activists  
question the  
welfare of  
hens in  
cages.

Animal Rights Groups have been  
trying to ban  
Battery Laying Cages for years.



The EU law, finalized in 1999, became effective in 2012 after a 12-year "phase-out" period meant to allow egg farmers time to implement the costly transition away from battery cages.

**In Germany, conventional cages were banned from January 1st 2010 on, three years earlier than in the rest of the EU**

# The UEP and the Poultry Industry Responds



## Independent Scientific Advisory Committee

To achieve an independent assessment of U.S. egg farming, UEP established a mission, which included:

- (1) A scientific approach to animal welfare guidelines;
- (2) guidelines that are driven by the industry rather than government mandates or legislation;
- (3) guidelines that created a level playing field for both egg farmers and our customers.

UEP launched the UEP Certified program in April 2002.

Today, more than 80% of all eggs produced in the United States are produced under the UEP Certified guidelines.

Conventional Cage System

UNITED EGG PRODUCERS  
CERTIFIED

Produced in Compliance with United Egg Producers' Animal Husbandry Guidelines  
[www.uepcertified.com](http://www.uepcertified.com)

United Egg Producers  
Animal Husbandry  
Guidelines  
for U.S. Egg Laying Flocks  
2010 Edition  
Copyright 2005 United Egg Producers. All Rights Reserved

Cage-Free System

Activists are un-impressed and move forward:

Unable to gain traction in state legislatures and Congress, HSUS has taken to ballot measures and referendums for its initiatives.

This method of legislation suits their mass-appeal approach better than lobbying legislators who must analyze facts and balance the interests of their constituents.

HSUS can frame the issue and develop a campaign that gives the casual voter an impression that voting “Yes” on a ballot initiative is the right thing to do.

# Prop 2

The debate over housing of farm animals, chickens, in particular, became the focal point of the farm animal welfare debate in California in 2008, and the ballot initiative known as

*Proposition 2.*

## Proposition 2:

This 2008 California ballot initiative measure adds to the Health & Safety Code with a law entitled:

### **The Prevention of Farm Animal Cruelty Act.**

The law requires that calves raised for veal, egg-laying hens and pregnant pigs be confined only in ways that allow these animals to lie down, stand up, fully extend their limbs and turn around freely\*.

\*Fully extending his or her limbs” means fully extending all limbs without touching the side of an enclosure, including, in the case of egg-laying hens, fully spreading both wings without touching the side of an enclosure or other egg-laying hens.

It was approved in November 2008 by a margin of **63% to 37%**.

This law essentially bans the use conventional battery cages in CA by 2015.



Who decided to ban conventional cages for  
Laying hens in CA?

The Farmer?

The Scientists?

The VOTERS! (aka, the Public!)

# Agriculture LOST!



BUT WAIT...

Science and Industry provide  
more choices for consumers in  
attempt to appease the activists.

# A look at some basic management and housing system choices to improve welfare.



# The paradigm of free-range systems



Exposed to fresh air, sun – perceived as natural

Exposed to the elements, predators and parasites

Exposed to other health risks

# The paradigm of conventional cages:



Battery cages give the impression that laying hens are imprisoned and continuously trying to escape.

The activities of the hens are more directed toward the aisles

Generally more light in the aisles than in the cages

Hans-Wilhelm Windhorst ,2013

# The paradigm of the enrichable aviary



Activities of the hens are more focused on the central parts of the aviary, where the feed and water are

The aisles are darker, the aviary is lit by LED's

The nest is located toward the darker aisle

Appears more "Natural" than conventional cages to people.

Hans-Wilhelm Windhorst ,2013

WHICH SYSTEM IS BEST?

WHICH PROVIDES THE BEST WELFARE?

WHO DECIDES?

Science and rational argument did not fare well against social issues and emotions relative to welfare and the commercial poultry industry in the U.S.



# HOW DID WE GET TO THIS POINT?



Two Words:

# SOCIAL CHANGE



The change from Rural to Urban living and the increase in the number of animals used as pets spurred attitude changes toward the use and care of animals.



Social change took off like a rocket in the 1960's and 70's with the:

Civil Rights Movement,

Anti Vietnam War Movement,

Environmentalism



Two things have happened: the social climate changed, and interest groups, such as HSUS took advantage





The Humane Society of the United States (HSUS) began as an animal welfare organization. Originally called the National Humane Society, it was established in 1954 as a spin-off of the American Humane Association (AHA). **Its founders wanted a slightly more radical group** -- the AHA did not oppose sport hunting or the use of shelter animals for biomedical research.



“The Animal Rights Movement is just the natural, logical working out of the implications of evolution in society”

Wayne Pacelle - HSUS

In 1980, HSUS officially began to change its focus from animal welfare to **animal rights**. After a vote was taken at the group's San Francisco national conference, it was formally resolved that HSUS would “pursue on all fronts ... the clear articulation and establishment of the rights of all animals ... within the full range of American life and culture.”

“HSUS’ objective is “to get rid of” the egg and broiler industries in the United States.”

**Miyun Park**

*Former HSUS Director, Factory Farming Campaign*

(2006 Animals and Society Institutes' Strength of Many Conference)

Activists groups such as HSUS, PeTA, and Mercy for Animals latched onto social media to spread their message.

The Internet has been their biggest ally, and they have used it masterfully to manipulate public perception and change convictions.



Convictions are firmly held beliefs or opinions that are relatively resistant to change.

One such conviction is the extent to which individuals attribute humanlike characteristics, such as feelings, cognition, and intentions, to nonhuman agents such as farm animals and hence grant these animals moral worth.

This phenomenon has been referred to as **anthropomorphism**.

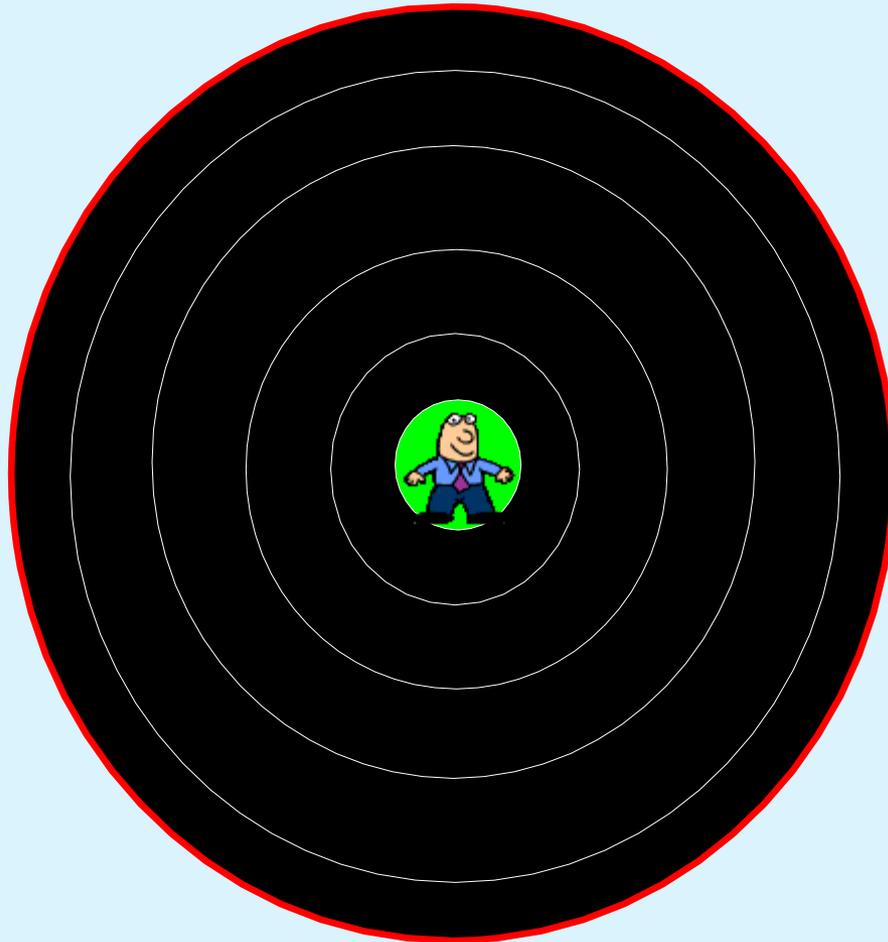




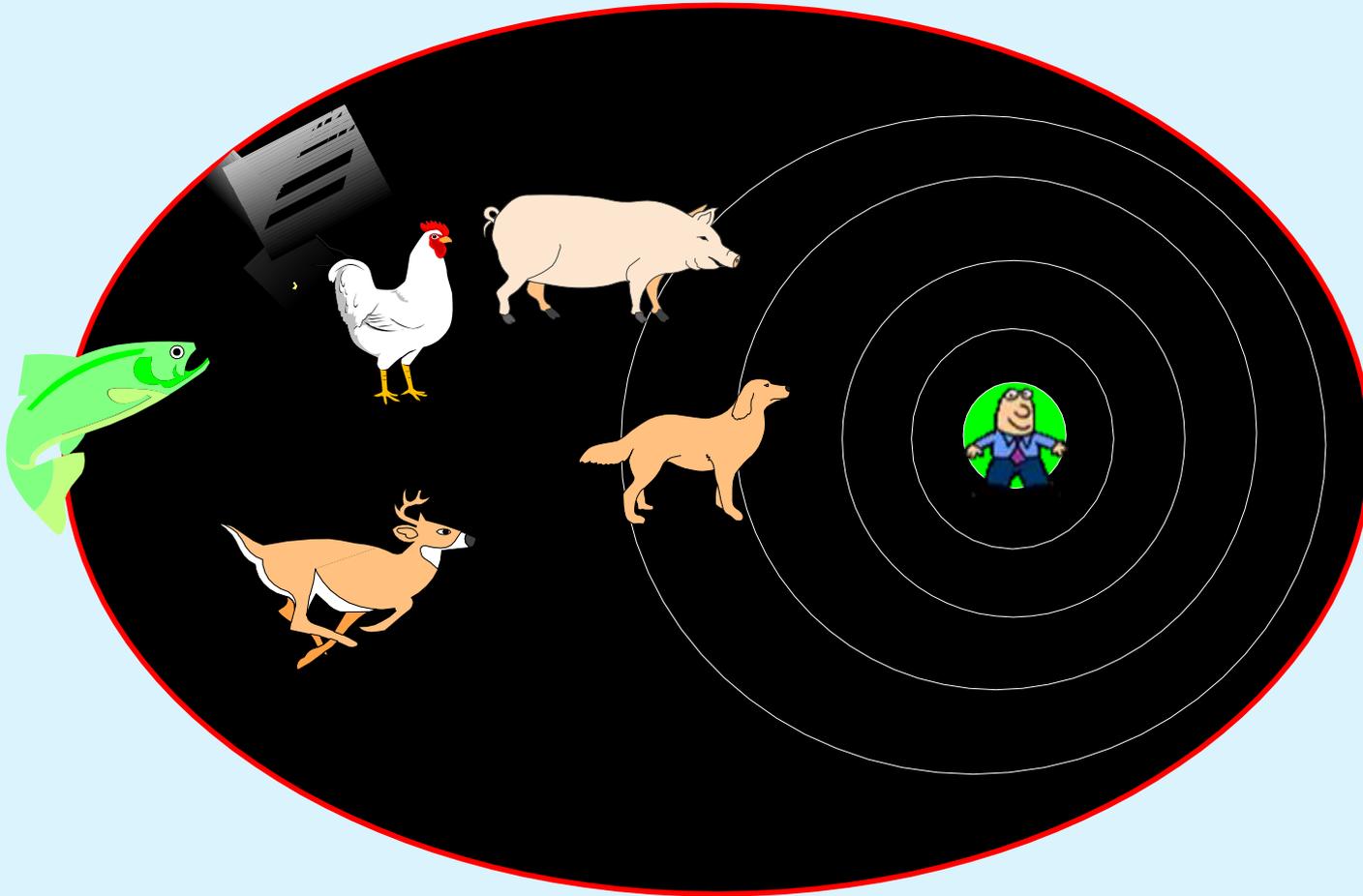
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2013

# EXPANDING “RIGHTS”



# Expanding Rights



The question is not “why animal rights?”, but “why not?”

**What in the  
world is  
happening?**



# ...the social context of animal production has changed...



**...because urbanized society's relationship with animals has changed**



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# Animals have become more than “commodities”

- People project their values, desires, and needs onto animals
- Urban culture’s values don’t stop at the threshold

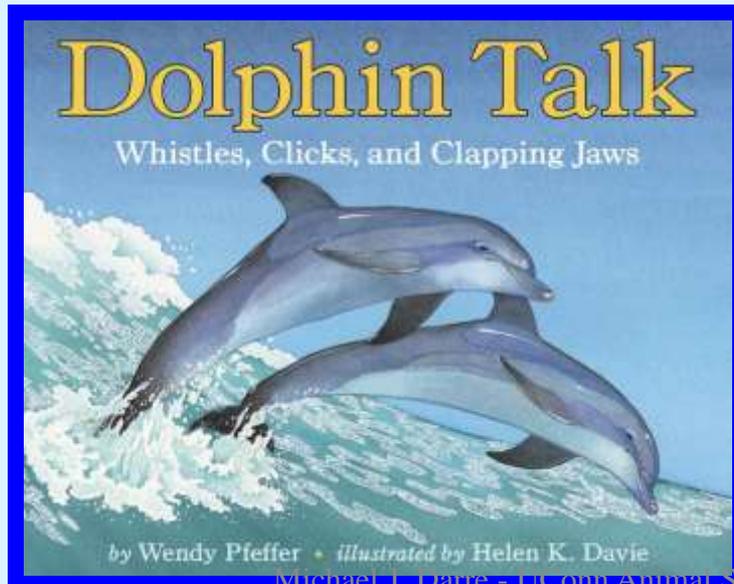


There are at least 4 New York chimpanzees  
That people would like to join you as “Humans”.

The courts have ruled against it at this time...

But...the fight is not over!

# Pervasive evidence



Michael J. Davie - UConn Animal Science

Patricia B. McConnell, Ph.D.



How to be the  
**Leader of the Pack**  
... and Have Your Dog Love You for it!

PMC

Think of this issue in a “marketplace”

What are the “consumer’s” values?

The side that “markets” to those values wins

Remember, not driven by policy

entrepreneurs and activists alone

but by social changes

Marketing strategy:

Attack the gap



Society is attempting to reconcile these competing visions, to “bridge the gap”

If you did to your pet bird what is done to poultry, you’d be charged with animal cruelty!

Are animals family or food?

Companions or cuisine?



Hence, their strategic approach is simple, blunt and effective

- Take advantage of social shifts and changing roles of animals to gradually delegitimize animal agriculture

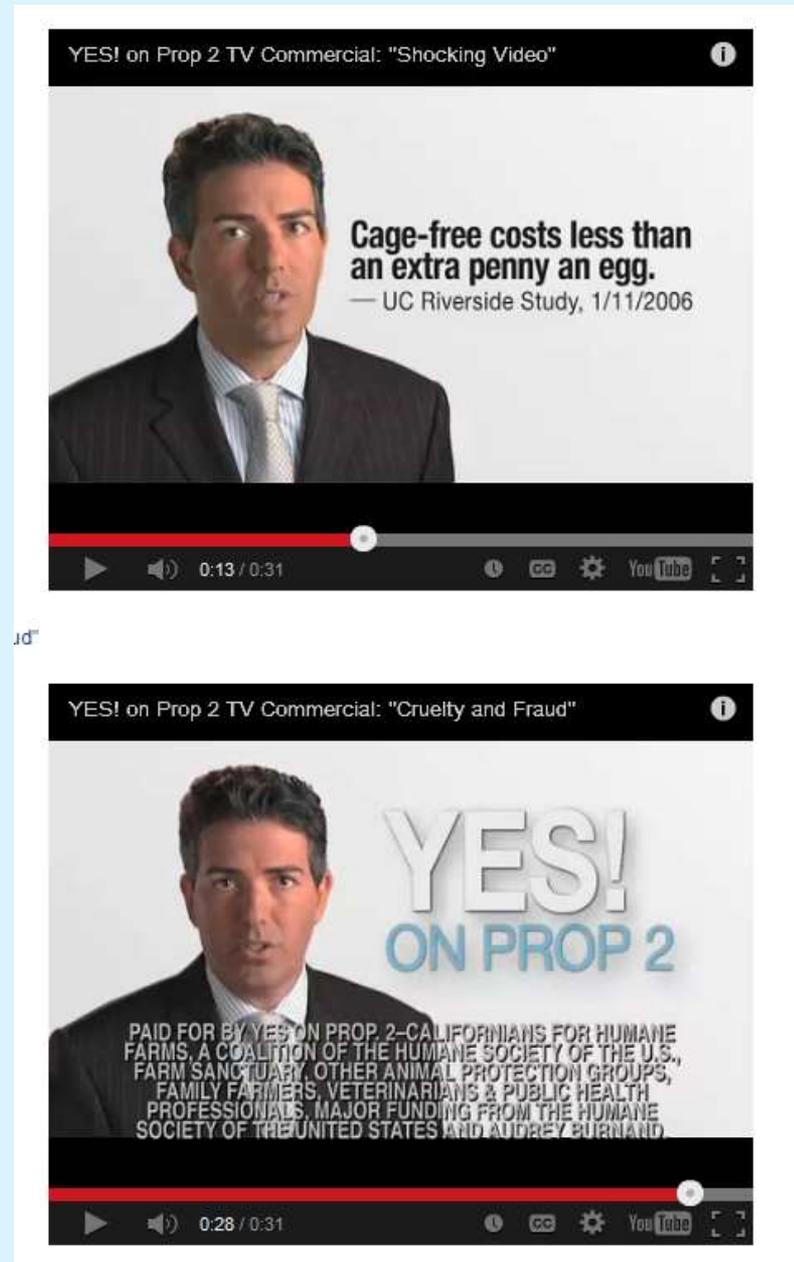


Meet your meat



# So, what happened with Prop 2?

After years of propaganda, the public was thoroughly prepped through Massive and Expensive Media Campaigns.



# Very ***Organized*** opposition by HSUS and their support groups

Science-based (***Really?***), mainstream organizations supporting Prop. 2 include: (*their words, not mine!*)

Consumer Federation of America

Humane Society of the United States

Union of Concerned Scientists

Pew Commission on Industrial Farm Animal Production

Sierra Club California

California Clean Water Action

## *What they told the public:*

YES on Proposition 2 Protects Animals, Food Safety, and the Environment.

Factory farming corporations trot out “experts” aligned with industry to scare voters with false claims and junk science. It’s just *common sense* to allow animals to lie down, turn around, and stretch their limbs.

Suggesting it’s dangerous is ridiculous.

Proposition 2’s opponents are **bankrolled** by companies that put profits ahead of people and animals.

Form **990**

**Return of Organization Exempt From Income Tax**

OMB No 1545-0047

**2008**

**Open to Public Inspection**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

The organization may have to use a copy of this return to satisfy state reporting requirements

Department of the Treasury  
Internal Revenue Service

**A For the 2008** calendar year, or tax year beginning 01-01-2008 and ending 12-31-2008

**B** Check if applicable:  
 Address change  
 Name change  
 Initial return  
 Termination  
 Amended return  
 Application pending

**C** Name of organization: THE HUMANE SOCIETY OF THE UNITED STATES  
 Doing Business As:  
 Number and street (or P.O. box if mail is not delivered to street address): 2100 L STREET NW  
 City or town, state or country, and ZIP + 4: WASHINGTON, DC 20037

**D** Employer identification number: 53-0225390  
**E** Telephone number: (202) 452-1100  
**G** Gross receipts \$ 205,350,753

**F** Name and address of Principal Officer: G THOMAS WAITE III, 2100 L STREET NW, WASHINGTON, DC 20037

**H(a)** Is this a group return for affiliates?  Yes  No  
**H(b)** Are all affiliates included?  Yes  No (If "No," attach a list. See instructions.)  
**H(c)** Group Exemption Number

**I** Tax-exempt status:  501(c) ( 3 ) (insert no )  4947(a)(1) or  527

**J** Website: www.hsus.org

**K** Type of organization:  Corporation  trust  association  other

**L** Year of Formation: 1954 **M** State of legal domicile: DE

# HSUS tax Return For 2008

**Part I Summary**

Activities & Governance	<b>1</b> Briefly describe the organization's mission or most significant activities: The Humane Society of the United States seeks to strengthen the human-animal bond and to stop animal cruelty, with active programs focusing on companion animals, wild animals and habitat, captive animal issues, farm animal welfare, marine mammals, animals in research, equine protection, emergency preparedness and crisis response, humane education, and public policy.		
	<b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its assets		
	<b>3</b> Number of voting members of the governing body (Part VI, line 1a)	3	25
	<b>4</b> Number of independent voting members of the governing body (Part VI, line 1b)	4	24
	<b>5</b> Total number of employees (Part V, line 2a)	5	555
	<b>6</b> Total number of volunteers (estimate if necessary)	6	671
	<b>7a</b> Total gross unrelated business revenue from Part VIII, line 12, column (C)	7a	219,779
<b>b</b> Net unrelated business taxable income from Form 990-T, line 34	7b	-100	
Revenue	<b>8</b> Contributions and grants (Part VIII, line 1h)	Prior Year: 85,224,988	Current Year: 86,727,035
	<b>9</b> Program service revenue (Part VIII, line 2g)	1,962,127	2,546,759
	<b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d)	11,889,758	-7,124,637
	<b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	2,749,317	3,688,063
	<b>12</b> Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	101,826,190	85,837,220
	<b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3)	6,070,413	4,667,843
	<b>14</b> Benefits paid to or for members (Part IX, column (A), line 4)		0
Expenses	<b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	27,210,928	37,792,786
	<b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e)	4,076,949	4,009,552
	<b>b</b> (Total fundraising expenses, Part IX, column (D), line 25 24,215,236)		
	<b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)	54,159,922	53,194,219
	<b>18</b> Total expenses—add lines 13-17 (must equal Part IX, line 25, column (A))	91,518,212	99,664,400
	<b>19</b> Revenue less expenses Subtract line 18 from line 12	10,307,978	-13,827,180
	Net Assets or Fund Balances	<b>20</b> Total assets (Part X, line 16)	Beginning of Year: 231,206,081
<b>21</b> Total liabilities (Part X, line 26)		26,337,317	25,483,526
<b>22</b> Net assets or fund balances Subtract line 21 from line 20		204,868,764	162,217,144

Net Assets Beginning \$204,868,764

Net Assets End of year \$162,217,144



**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

**Please Sign** \*\*\*\*\*  
 Signature of officer: \_\_\_\_\_ Date: 2009-10-14

**Part I Summary**

		Prior Year	Current Year
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<b>Net Assets or Fund Balances</b>		<b>Beginning of Year</b>	<b>End of Year</b>
	<b>20</b> Total assets (Part X, line 16)	231,206,081	187,700,670
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# What was (is) their tactical approach?

- Multi-pronged approach



Legal Standing

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Legal Standing



Proselytism

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graph TD; A[Multi-pronged approach] --> B[Legal Standing]; A --> C[Retail Activism]; A --> D[Proselytism];
```

Legal Standing

Retail Activism

Proselytism

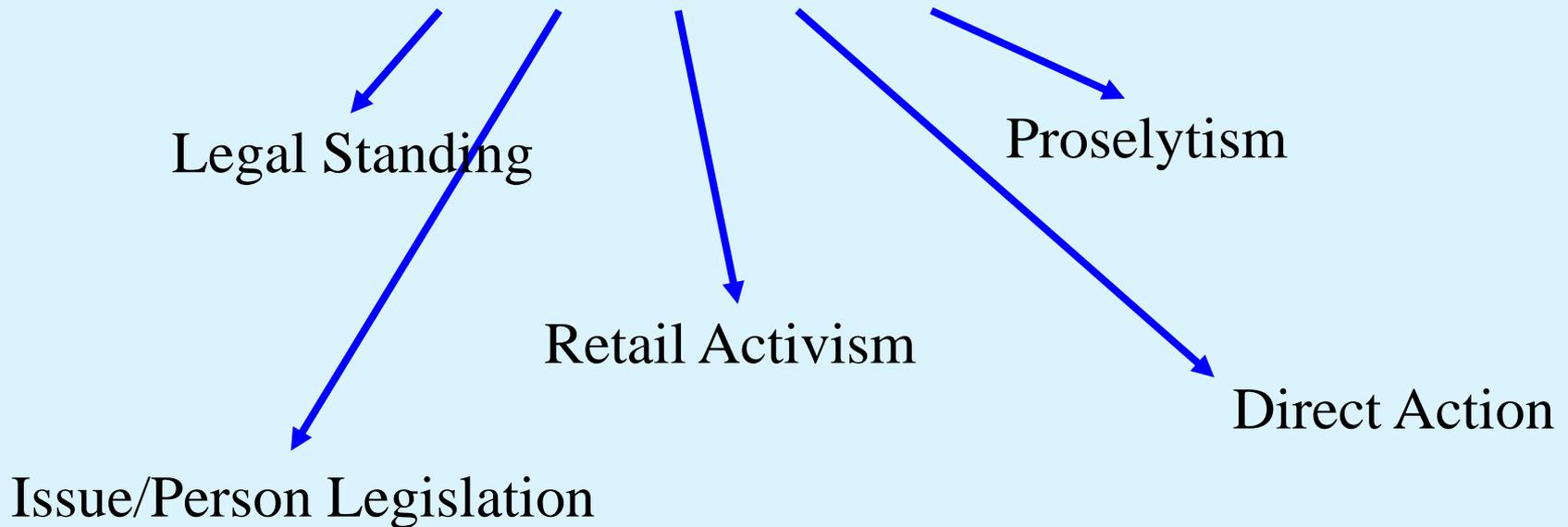
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- Multi-pronged approach



HSUS poured millions into PR for the ballot initiative and attracted the support of all manners of celebrity, including a special on *Ellen*.



***HSUS declared it a resounding victory and vows to move on to the next battle.***

# How did Agriculture approach the public on the issue?



The Agriculturalist: looking for the “white hat” → technical and scientific solutions to “animal welfare” issues



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2013

# The Egg Industry and Animal Welfare

A Science – Based Approach



*Produced in Compliance with United Egg  
Producers' Animal Husbandry Guidelines*

[www.uepcertified.com](http://www.uepcertified.com)

Headquarters  
Gene Gregory  
United Egg Producers  
1720 Woodward Concourse  
Suite 230  
Alpharetta, GA 30005  
(770) 360-9220

Office of Government Relations  
Howard Maguire  
United Egg Producers  
One Massachusetts Ave., NW  
Suite 800  
Washington, DC 20001  
(202) 842-2345

## Proposition 2:

- INCREASES THE RISK OF BIRD FLU
- INCREASES THE RISK OF FOOD-BORNE ILLNESS, LIKE *SALMONELLA*
- HARMS THE ENVIRONMENT BY CONTRIBUTING TO GLOBAL WARMING
- INCREASES GROCERY PRICES OF CALIFORNIA EGGS
- COSTS THOUSANDS OF CALIFORNIA JOBS AND PUTS FARMERS OUT OF BUSINESS
- COSTS CALIFORNIA \$615 MILLION IN ECONOMIC ACTIVITY

<http://voterguide.sos.ca.gov/past/2008/general/argu-rebut/argu-rebutt2.htm>



## Impacts of Banning Cage Egg Production In the United States

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April 2013

Premier International  
1737 King Street, Suite 300  
Alexandria, VA 22304 USA  
Tel: (703) 739-9090  
Fax: (703) 739-9088



## **What is the Animal Agriculture Alliance?**

Established in 2001, the Animal Agriculture Alliance includes individuals, companies and organizations who are interested in helping consumers better understand the role animal agriculture plays in providing a safe, abundant food supply to a hungry world. By speaking with a common voice, the Alliance will ensure consistent, accurate messages based on sound science are communicated to the general public.

The Animal Agriculture Alliance is a positive and informed voice communicating reliable, *science-based information* on key agricultural topics ranging from animal welfare to biotechnology to environmental impacts.

The Alliance provides a united voice for those involved in the animal agriculture and food industries to communicate **science-based information** to a broad-based audience of consumers and media.

The Alliance mission is to communicate the important role of modern animal agriculture to our nations's economy, productivity, vitality, security and that animal well-being is central to producing safe, high-quality, affordable food and other products essential to our daily lives.

The Animal Protectionist: looking for the  
“white hat” → moral and legal solutions to  
“animal welfare” issues



Michael J. Darre - UConn Animal Science  
2013

# Wayne Pacelle

ACEO & President  
The Humane Society of  
the United States

## TAKE ACTION THROUGH OUR CAMPAIGNS

Get involved by supporting one of our featured campaigns:



### Animal Cruelty and Fighting

[STOP DOGFIGHTING WHERE YOU LIVE »](#)



### Stop Puppy Mills

[PLEDGE TO STOP PUPPY MILLS »](#)



### Factory Farming

[HUMAINE EATING IS EASIER THAN EVER »](#)



### Wildlife Abuses

[SPORTSMANSHIP, HOT SLAUGHTER »](#)



### Fur Free

[MAKE COMPASSION YOUR FASHION »](#)



### Chimps Deserve Better

[GIVE THEM THE RETIREMENT THEY DESERVE »](#)

deserve

[ACT NOW >](#)

### NEWS

March 17, 2011

Fur Labeling  
Loophole Closes  
Friday –  
Retailers Urged  
to Comply

After years of unlabeled animal fur duping consumers who thought they were buying fake fur, a new federal law taking effect tomorrow requires that all garments made of animal fur must disclose the fur content on the label, regardless of dollar value.

[Read More »](#)

### IN YOUR STATE

Find out more about The HSUS's efforts in your

Since California voters passed Proposition 2 in 2008, Humane Society officials have ramped up their campaigns to *alter state laws regarding animal welfare*.

They're reaching out to young people, including a presentation at the 2010 National 4-H Conference in Washington, where they encouraged teenage future farmers to treat livestock with respect.

# What did we learn from that experience?

1. Social values have changed
2. Animals are not considered commodities
3. Consumers (VOTERS!!) need to be educated
4. Hard to out-spend well funded activist groups
5. Try to beat them at their own game

113TH CONGRESS  
1ST SESSION

# H. R. 1731

To provide for a uniform national standard for the housing and treatment of egg-laying hens, and for other purposes.

---

IN THE HOUSE OF REPRESENTATIVES

APRIL 25, 2013

Mr. SCHRADER (for himself, Mr. DENHAM, Mr. FARR, Mr. FITZPATRICK, Mr. CAMPBELL, and Mr. HUFFMAN) introduced the following bill; which was referred to the Committee on Agriculture

This Act may be cited as the “Egg Products Inspection Act Amendments of 2013”

“Keep your friends close and your enemies closer.” *Sun-tzu*

# What have the activists been doing?

Since California voters passed Proposition 2 in 2008, HSUS ramped up their campaigns to alter state laws regarding animal welfare.

They're reaching out to young people, including a presentation at the 2010 National 4-H Conference in Washington, where they encouraged teenage future farmers to treat livestock with respect.

HSUS new strategy to help farmers who raise chickens, pigs, cattle, and other animals to **transition out of intensive animal confinement** operations, also known as factory farming.

HSUS has launched **agriculture advisory councils**, led by farmers whose practices reflect the group's philosophy of raising animals with care, in agriculture-heavy states such as **Nebraska, Colorado, Ohio**, and **most recently, Iowa**.

Once assembled, the councils then provide HSUS with information on state-specific farming issues and offer information to other local **producers thinking about how to fix factory farms**.

<http://news.yahoo.com/farmers-animals-ally-fight-against-factory-farms-...> Dec 3, 2013

HSUS has been buying chunks of stock in publicly traded food companies to be able to introduce shareholder resolutions and pressure company executives to alter their purchasing decisions.

The strategy has worked. Companies including Wendy's, Sonic Corp. and the parent company of the IHOP and Applebee's restaurant chains have all started shifting to using cage-free eggs, according to HSUS officials.

Wal-Mart Stores Inc., the nation's largest grocer, said in February that the eggs sold under its store label were now cage-free.

They have created the *US vs THEM* mentality between small and medium sized farms and large commercial farms.

Commonly called *divide and conquer!*

# What does this mean for animal agriculture?



- Previously accepted, legitimate production practices can become offensive, even illegitimate, when incongruence and dissonance are amplified
- Scientific and economic arguments become irrelevant
- Animal use exists in a social context → if that context changes, animal use must change
- Two pronged: tactical relentlessness and amplification of strategic social changes

# What can be done?



1. **ALL** Animal Agriculture should be **UNITED**  
*Animal Agriculture Alliance*
2. Educate Youth and Teachers  
*Ag in the Classroom*
2. Be Pro-Active when a Welfare Issue Arises  
*Show this is not Typical*
3. Work with consumers, become transparent
4. ??????

# Acknowledgements

Wes Jamison, Palm Beach Atlantic University

Hans-Wilhelm Windhorst, IEC Statistical Analyst

FASS

UEP

And anyone else I willingly stole material from!

THANK YOU!

Unfortunately,  
This is NOT the END!