



FAWC, Area 5a, 9 Millbank, c/o Nobel House
17 Smith Square, London, SW1P 3JR
Tel: 020 7238 5192 Fax: 020 7238 3169

To organisations listed in the Appendix

10 September 2008

Dear Sir or Madam

CONSULTATION ON EDUCATION, COMMUNICATION AND KNOWLEDGE APPLICATION

FAWC has established a new working group to examine how education and communication can positively affect the welfare of farm animals.

This working group will identify and critically review mechanisms for the following :

- promoting responsible attitudes amongst schoolchildren and students in higher education (Education)
- better informing consumers and policymakers about animal welfare issues (Communication)
- promoting application of existing knowledge amongst producers (Knowledge Application)

The report will build upon the previous FAWC reports on stockmanship, labelling and farm assurance schemes.

Although FAWC's primary remit is to provide advice to Government, it does communicate with other bodies. It also recognises that delivery of animal welfare improvements may be better achieved by partnership working as outlined in the GB Animal Health and Welfare Strategy. The scope of this report is, therefore, not limited to Government activities. The principles and practices for these approaches should be applicable to England, Scotland and Wales. The group is also mindful of the possible links with animal welfare goals for non-farmed animals and will comment on possible wider applications, where relevant. It is very clear that there are many initiatives within the broad areas of Education, Communication and Knowledge Application. We are also aware of some examples in other areas that could either provide useful case examples or provide opportunities to link with animal welfare related goals.

We would be very grateful for your views on the following critical issues :

Information gathering : **What is happening now ?**

- What current approaches / initiatives targeted at schoolchildren, students, consumers, policymakers, and producers should FAWC examine? Where possible please provide brief details
- Are there particular examples of good practice that should be highlighted?
- How are the effectiveness of these initiatives measured?

Critical review : **What are the main priorities for future intervention / FAWC recommendations ?**

Education specific :

- Are there any inadequacies in the current education programmes for schoolchildren?
- What are the justifications for increasing education on animal welfare issues?
- Are there potential problems associated with animal welfare education amongst schoolchildren?
- How is a balanced animal welfare programme best delivered?

Communication specific : (excluding labelling)

- What are the key gaps in consumer or policymaker understanding of animal welfare issues?
- What is the goal of increasing awareness amongst consumers?
- Which bodies are best placed to provide credible animal welfare information?
- How should this information / dialogue with consumers / policymakers be delivered?
- What should FAWC's role be in communication with consumers or policymakers?
- How big is the knowledge gap and how much of this is essential to address?

Knowledge application specific : (excluding stockmanship and marketplace requirements)

- What are the barriers and drivers for application of existing knowledge?
- Can lessons be learnt from behaviour change initiatives in other sectors (e.g. climate change)?
- What should be the role of government, industries, NGO, etc.?
- How is knowledge on welfare issues currently disseminated and how effective is the uptake of current knowledge?

We would be grateful for your views by **Friday 24 October**.

Yours faithfully

Simon Renn
FAWC Secretariat
Tel 0207 238 5124
Email simon.renn@defra.gsi.gov.uk

APPENDIX

ADAS
Agskills
AHA
AHES
Aldi Stores
Allerton Research and Educational Trust
Alliance of Independent retailers
Al-Munatada Al-Islami
Anglican Society for the Welfare of Animals- London Group
Animal Air Transport Association (AATA)
Animal Behaviour & Welfare Research Centre
Animal Biology Division
Animal Diseases Research Association
Animal Health and Welfare Trading Standards
Animal Health Department
Animal Procedures Committee (APC)
Animal Rights Law Centre
Animal Welfare Science, Ethics and Law Veterinary Association (AWSELVA)
Animalia -Federation for the Protection of Animals
ASDA Group plc
Askham Bryan College
Association of British Abattoir Operators
Association of Deer Management Groups
Association of Independent Meat Suppliers
Association of Meat Inspectors
Association of Muslim Social Scientists
Assured British Meat (ABM)
Assured British Pigs
Assured Food Standards
Aviagen Ltd
Barony College
BBC Countryfile
BBC Farming Today
Berkshire College of Agriculture
Bernard Matthews Foods Ltd
Bicton College of Agriculture
Biotechnology Biological Sciences Research Council (BBSRC)
Bishop Burton College
Blackpool and Fylde College of Further & Higher Education
Board of Deputies of British Jews
Boots Co plc
Bridgewater College
The British Association for Shooting and Conservation
British Cattle Veterinary Association (BCVA)
British Deer Society
British Domesticated Ostrich Association
British Egg Industry Council (BEIC)
British Free Range Egg Producers Association
British Frozen Food Federation

British Goat Society
British Home Stores Plc (BHS)
British Institute of Agricultural Consultants (BIAC)
British Limousin Cattle Society
British Meat Processors Association (BMPA)
British Pig Association
British Poultry Council (BPC)
British Quality Assured Pork
British Retail Consortium
British Society of Animal Science (BSAS)
British Trout Association (BTA)
British United Turkeys
British Veterinary Association (BVA)
Budgen Stores Ltd
Cambridge Sheep Society
Cambridgeshire College of Agriculture
Campaign for the Protection of Shechita
Carmarthenshire College
Catholic Concern for Animals
School of Geography
Central Science Laboratory
Centre for Environmental Education
Centre for Environmental Fisheries & Aquaculture Science (CEFAS, Lowestoft)
Cherry Valley Farms Ltd
Chilled Food Association
City University (London) Institute of Health Sciences
Cobb Breeding Company Ltd
Coleg Powys
Companion Animal Welfare Council (CAWC Secretariat)
Compassion in World Farming (CIWF)
Consumers' Association (Which)
Co-operative Group (CWS) Ltd
Costcutter Supermarkets Ltd
Countryside Agency
Countryside Alliance
Dairy UK
Dalton's Game Consultancy Ltd
Defra, Animal Welfare Division
Department of Health Management & Food Policy
Duchy College
Eastbrook Farm Organic Meat Ltd
Easton College
Elm Farm Research Centre
Elmwood College
English Beef and Lamb Executive (EBLEX)
Eurepgap Secretariat
Faccenda Chickens
Farm Animal Welfare Network (FAWN)
Farmers' Union of Wales
Farming and Livestock Concern UK
Federation of Muslim Organisations

Federation of Synagogues Kashrus
Food and Drink Federation
Food Aware
Food From Britain
Food Standards Agency
Freedom Foods Ltd
Friends of the Earth
Game Conservancy Trust
Genesis Quality Assurance Ltd
Ginsters (Samworth Brothers (Holdings) Ltd
Grampian Country Food Group
Greenmount Agricultural & Horticultural College, Greenmount campus
Hadlow College
Halal Food Authority
Halal Monitoring Committee
Harper Adams University College
Hartpury College
Holme Lacy College
Holstein UK
Homerton College
Howells and Hudson Veterinary Surgeons
Humane Slaughter Association (HSA)
Iceland Frozen Foods plc
Imperial College
Independent Retail Association
Institute for Animal Health
Institute of Biology
Institute of Food Research (IFR)
Institute of Grocery Distribution
International Fund of Animal Welfare (IFAW)
Islamic Food & Nutrition Council
Islamic Foundation
J Sainsbury Plc
The Jewish Vegetarian and Ecological Society
Kentucky Fried Chicken
Kingston Maurward College
Kirkley Hall College
LACORS
LANTRA SSC
Licensed Animal Slaughterers & Salvage Association (LASSA)
Lidl UK
Linking Environment And Farming
Livestock Auctioneers Association
Livestock Traders Association of Great Britain Ltd
Lloyd Maunder Ltd
Local Authority Caterers Association
Local Government Association
Londis Holdings Ltd
Library of the London School of Economics and Political Science
Macaulay Land Use Research Institute (MLURI)
Manchester Metropolitan University

Marks & Spencer PLC
McDonalds Restaurants Ltd
Meat & Livestock Commission (MLC)
Meat Hygiene Service
Merrist Wood College of Agriculture
Middlesex University
Milk Development Council
Milton Keynes Trading Standards
Mordun Research Institute
Moulton College
Muslim Council of Britain
Muslim Education Co-ordinating Council UK
Myerscough College
National Assembly for Wales: Agricultural Department (NAWAD)
National Association of Agricultural Contractors
National Association of Local Councils
National Consumer Council
National Consumer Federation
National Council of Shechita Boards of Great Britain
National Dairy Farm Assurance Scheme Ltd
National Farmers Union
National Farmers Union (Wales)
National Farmers' Union of Scotland
National Federation of Meat and Food Traders
National Federation of Young Farmers Clubs
National Gamekeepers Organisation
National Office of Animal Health Ltd (NOAH)
National Pig Association
National Proficiency Tests Council (NPTC)
National Sheep Association (NSA)
Nescot College
Netto Foodstores Ltd
Nisa Today's Ltd
Northern Foods plc
Oatridge Agricultural College
Organic Centre Wales, Institute of Rural Sciences
Organic Farmers & Growers
Peel Holroyd & Associates
Pentlands Science Prk
People for the Ethical Treatment of Animals (PETA, UK)
Pig Veterinary Society
Plumpton College
Poultec Training Ltd
Provision Trade Federation
Qualifications & Curriculum Authority (QCA)
Quality Meat Scotland
Queens University of Belfast
Reading Agricultural Consultants
Rodbaston College
Roslin Institute (Edinburgh)
Royal Agricultural College

Royal Agricultural Society of England (RASE)
Royal Association of British Dairy Farmers
Royal College of Veterinary Surgeons
Royal Society for the Prevention of Cruelty to Animals
Scottish Agricultural College (SAC)
Scottish Association of Young Farmers Clubs
Scottish Centre for Animal Welfare Science (SCAWS)
Scottish Consumers' Council
Scottish Federation of Meat Traders' Association
Scottish Society for the Prevention of Cruelty to Animals (SSPCA)
SEERAD
Shechita UK
Sheep Veterinary Society
Shuttleworth College
Society for the Study of Animal Breeding
Soil Association
Sparsholt College Hampshire
Sun Valley Foods Ltd
Sustain
Tesco Stores Ltd Meat Department
The Food Commission
The National Assembly for Wales
Tim Brigstocke Associates
UK Halal Corporation Ltd
Universities Federation for Animal Welfare/Humane Slaughter Association
University College, London
University of Aberdeen
University of Bristol
University of Cambridge
University of Central Lancashire
University of Edinburgh
University of Exeter
University of Leeds
University of Liverpool
University of Nottingham
University of Oxford
University of Plymouth
University of Reading
Vegetarian & Vegan Foundation
Vegetarian Economy & Green Agriculture (VEGA) Research
Veterinary Laboratories Agency
Veterinary Medicines Directorate (VMD)
Waitrose Ltd
Welsh Assembly
Welsh Assembly Government
Welsh Consumer Council
Wiltshire College