

## **Animal welfare in the food value chain – from producers to consumers**

Chairperson:

Prof. Helena Hansson, Department of Economics, Swedish University of Agricultural Sciences

Farm animal welfare is a significant aspect in all segments of the food value chain. It affects production decision by farmers and their productivity (potentially both positively and negatively). For middle segment processors and retailers farm animal welfare is one important part of their purchase decisions. Consumers expect certain farm animal welfare standards and via demand they create room for standards above statutory requirements.

This workshop aims to discuss significant knowledge gaps related to the role of farm animal welfare in the food value chain and how research in agricultural economics can function to close these gaps. To achieve this goal, the workshop focuses on three presentations and a concluding panel discussion.

1: Animal welfare from the producer perspective – state of the art and knowledge gaps: Dr. Jakob Vesterlund Olsen, Department of Food and Resource Economics, University of Copenhagen.

2: But do consumers really care about farm animal welfare? Dr. Carmen Hubbard, School of Natural and Environmental Sciences Centre for Rural Economy, Newcastle University

3: Connecting producers and consumers through the food value chain – is digitalisation the answer? Prof. Dr. Silke Hüttel, Production Economics Group, Bonn University

4: Concluding discussion with a panel consisting of Dr. Jakob Vesterlund Olsen, Dr. Carmen Hubbard, and Prof. Dr. Silke Hüttel. Chair: Prof. Helena Hansson

Prof. Dr. Silke Hüttel is a professor in the field of agricultural production economics at Bonn University. She shares with the others in this session a strong interest in economics of farm animal welfare, where she has been investigating the role animal welfare plays in the production process but also consumers' behavior regarding animal welfare friendly labelled meat consumption. She relies in her work on survey and observational data and applies methods of efficiency and productivity analysis. Other research interests encompass farmland market and farms' investment behavior analyses.

Dr. Jakob Vesterlund Olsen is with the Department of Food and Resource Economics at the University of Copenhagen. He has conducted research in several aspects of agricultural economics primarily based on farm level analysis. He focuses on applied research and policy assessments based on empirical and theoretical insights as well as insights in the institutional matters and organization in the agricultural sector. He done has done research within productivity analysis, investment behaviour and policy assessments most often related pig and crop production.

Dr. Carmen Hubbard is a Senior Lecturer within the Centre for Rural Economy, School of Natural and Environmental Sciences at Newcastle University. Trained as an agricultural economist, her research interests are in the economics and policy analysis of rural areas. She has significant interdisciplinary experience, working with both natural and social scientists in numerous national and international research projects, particularly in the field of animal welfare. She has also undertaken research for

OECD, the EU Parliament and World Bank. In 2014, she was awarded a prestigious fellowship by the Japan Society for the Promotion of Science. Since 2015 she advises Defra and the devolved governments as a member of the UK Animal Welfare Committee.

Prof. Helena Hansson is a professor of agricultural and food economics at the Swedish University of Agricultural Sciences. She has a strong research interest in the economics of animal welfare and has focused among other things on farmers' perceived economic value in animal welfare and how this is related to actual provision of welfare and economic outcome. She has also investigated how farmers trade-off between animal welfare and economic outcomes. This interest links to a more general research focus on farmers' uptake of sustainable agricultural practices and production economic analyses related to the efficiency of farm production. Since 2020 Helena Hansson is programme director of Mistra Food Futures, a large transdisciplinary research programme that aims to form a scientific platform to enable transformation of the Swedish food system into one that is sustainable, resilient and delivers healthy diets.