

PURDUE CAWS INDUSTRY PANEL : *HOW CAN INDUSTRY UTILIZE
DIVERSE PERSPECTIVES AND PEOPLE TO EFFECTIVELY ADVANCE ANIMAL
WELFARE AS A COMPONENT OF SUSTAINABILITY?*

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A healthy food chain **STARTS HERE**

How can industry utilize diverse perspectives and people to effectively advance animal welfare as a component of sustainability?





An Industry's Perspective

- Promoting and improving animal welfare is a critical part of a sustainable production system.
 - *Connected to the economic, environmental, and social aspects of sustainability.*
- Our company has incorporated diverse Animal Welfare perspectives:
 - Initiatives -
 - *Facilitate conversation across the Food Chain.*
 - *Bring outside perspective.*
 - *Incorporate different perspectives in products and services development.*
- Our AW initiatives are driven by science and trying to understand the consumer expectations while always putting the animal needs at the forefront.



An Industry's Perspective

- Engagement and education are important for us (int./ext.) on topics such as our role on food security, our commitment to proper animal welfare, food safety, sustainability, etc.
- Our Challenges –
 - *Short term vs. Long term*
 - *Holistic vs. Reductionist view.*
- The future –
 - *There is an opportunity to work with the entire food chain to seek alignment on a balanced approach to animal welfare, taking into consideration science, consumer expectations and the health and care for animals in a way that is more holistic, realistic and fair to all sides. We have one world with common interests and needs.*
 - *Education, transparency and striking the balance will be key to our future.*

Advancing animal welfare as a component of sustainability?



- Tyson has a “holistic” approach to sustainability and that includes animal welfare.
- Businesses must be strong **economically** to continue to make progress.
- Dialogue with **all** stakeholders to understand the issues from all perspectives.
- Be open to **different perspectives** as strength comes from being challenged.
- Welfare must be **science based** to insure that decisions are in the animals’ best interest.
- Challenge is to communicate the “**Why**” we make decisions.
- Communicate that **values** are aligned with stakeholders.
- **Transparency** is the answer to the providing confidence to customers and consumers.

Advancing animal welfare as a component of sustainability?

A dairy industry perspective

- Promoting and improving animal welfare is viewed by the supply chain as part of, or foundational to the sustainability of the business and the planet.
- Progress and improvements in the welfare of animals in production systems are made and sustained only in the context of an economically strong business.
- A holistic approach must be taken
- This includes engaging in and fostering a productive dialogue with all stakeholders and being open to different perspectives
- Inclusive dialogue and effective communication and transparency is essential
- Communicating that shared values can coexist with differences in opinion
- Programs and policy can be developed based on science ensuring that the welfare of the animal is protected while giving due consideration to the diverse perspectives of all stakeholders