

Animal Welfare

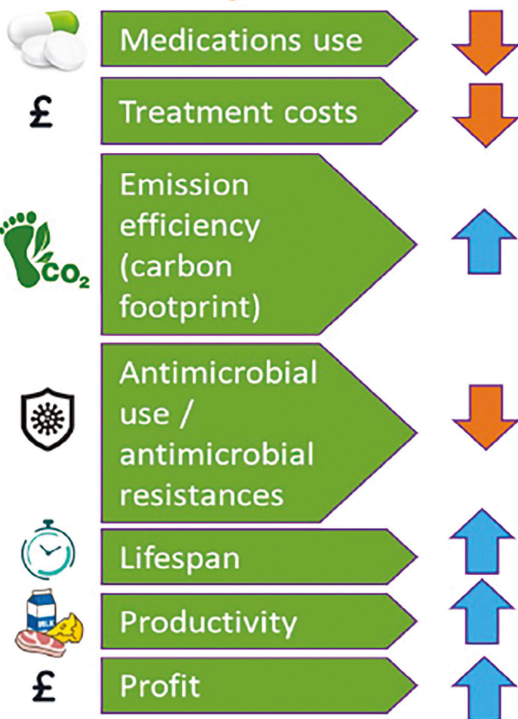
High welfare standards can help to ensure livestock health, wellbeing and **quality of life**, whilst also having other benefits to sustainability.

BENEFITS OF WELFARE

- Good welfare can increase productivity and product quality
- Increasing productivity can allow reduced stocking numbers
- Consumers show increasing desire for ethical, welfare-friendly livestock products and value labelling that assures this, including 'organic', 'Red Tractor' and 'free range'



Healthy animals



MEASURING WELFARE

Three important ways of measuring welfare are:

- 1. Observation** – signs of illness, behaviour changes
- 2. Health checks** – veterinary, BCS, weighing
- 3. Diagnostic tools** – somatic cell count, bloods

Technology can measure **24/7** with **less labour**



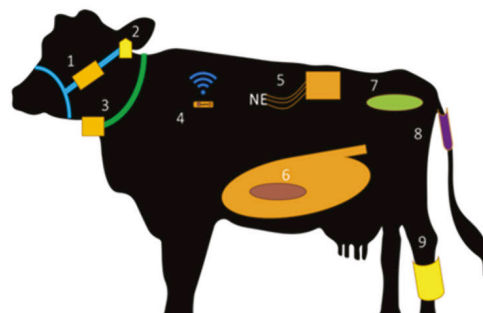
Cameras – **Behaviour, animal counts**
Infrared – **Temperature, infections**



Microphones – **Behaviours, stress, coughs and respiratory illnesses**

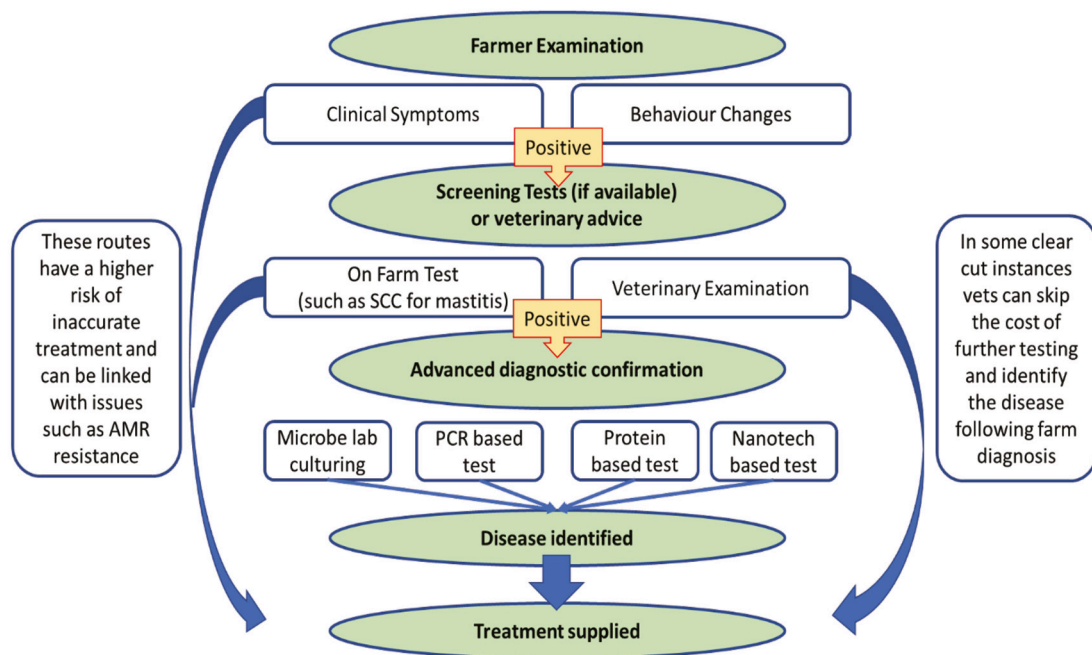


Water/feed sensors – **Behaviours, stress, nutrition, productivity**



- (1) halter accelerometer (behaviour) (2) ear tags (temp, behaviour) (3) neck collar devices (behaviour)
(4) RFID plaster (nutrition) (5) stress analysis "tattoo"
(6) reticulorumen bolus (rumination, temp), (7) vaginal bolus (oestrus, calving, temp),
(8) upper tail ring devices (oestrus, calving) (9) rear leg pedometer (behaviour)

DETECTING DISEASES



POSITIVE ANIMAL WELFARE (PAW)

- **Satisfaction with life** is linked with **health, longevity and wellbeing** in humans, and is suggested to be true of animals, too. Essentially, the aim is to **provide a life worth living**.
- Changes can provide **positive experiences**, not just **avoid negatives**, such as pain and distress.
- Positives include enrichments like natural **forest foraging** and giving **opportunities for play**.
- **PAW** may help change **consumers' ethical perspective of livestock production** in the future.

