







CPTPP all have animal welfare standards. The methods allow for a range of approaches to be applied to these products since they fit the current UK Government must ensure trading partners meet UK standards in all future trade deals but if this is not the case then at the very least having a clear country of origin label and information on what that means in terms of animal welfare will be vital in helping to protect British industry by highlighting and supporting high animal welfare produce.

**Question 30: What exemptions should be given, if any?**

- 25) As mentioned in question 28, we think there should be reasonable exemptions applied to businesses of a certain size for the reasons we described.

**Question 31: Do you have any suggestions on how to smooth the costs and complexities of implementing these changes?**

- 26) Open and clear communications to stakeholders informing every step of the way. Particularly engaging with the animal welfare sector and veterinary profession to ensure the UK maintains the high standard of animal welfare it is renowned for and this key consideration is not lost in the discussions around cost and complexities of implementing these changes.

**Question 32: Do you have any other suggestions for improving country of origin information?**

- 27) Reformed labelling for animal welfare would provide an opportunity to better communicate the value of improved animal health and welfare to farmers, consumers, retailers and others, so that the links between investment, good health and welfare outcomes (for animals and farmers) and economic returns are understood.
- 28) Any system of labelling should be simple, accessible and facilitate informed consumer choice. Therefore, we strongly support labels indicating tiers as the clearest and most meaningful way of communicating welfare standards with consumers.
- 29) We strongly support a UK-wide approach to welfare labelling to ensure consistency and unified consumer understanding across each of the devolved administrations. It is important to consider what this will mean for Northern Ireland and the conditions of the Windsor Framework.
- 30) As a welfare labelling system is developed, it will be important to avoid oversimplification when considering how different production systems address animal health and welfare needs. It is paramount to recognise that welfare outcomes are not solely dependent on the type or size of different production systems, and that consideration should be given to welfare outcomes across the supply chain.
- 31) Therefore, welfare standards to support a new labelling system should be based on animal welfare outcomes, not just inputs or methods of production. These standards should span the whole life of the animal, each stage of the supply chain (eg. breeding, rearing, transport, markets and slaughter) from 'farm to fork', and be centred around the Five Domains model for animal welfare assessment.
- 32) Further, the UK government should introduce mandatory method of slaughter labelling regulations, as a standalone label to clearly indicate whether or not a product contains meat from animals that have been stunned before slaughter. This would facilitate informed choice for all consumers.
- 33) Across all of these proposals, it will be paramount that there are appropriate traceability systems in place and sufficient resourcing for enforcement and monitoring to ensure any system of animal welfare labelling is effective, transparent and not open to abuse. We recognise the existing work carried out by APHA, Scottish Government, DAERA, Local Authority and FSA egg marketing inspectors and poultry meat marketing inspectors that is required to ensure that labelling does reflect the reality of production. There is a significant motivation for deception at all stages of production and distribution and there have been very high value fraud cases whereby products have been labelled as a higher value product. Any labelling regime must be backed by a resourced inspectorate and auditors, and the increased resource will need to be supported by defined funding.