



Responsible Sourcing for Healthy Eating

Sustainable Solutions Group is working with grocery, restaurant, and packaged food companies:

1. To assess your suppliers according to widely-accepted animal welfare criteria
2. To determine a strategy for transparency and promotion of higher welfare foods

[Contact us](#) to receive a pdf describing Sustainable Solutions Group expertise and approach.

## **Consumer Demand for Higher Farmed Animal Welfare**

You may be interested to know that according to *Food Systems Insider*, in a recent study of [Consumer Perceptions of Food Production](#), more than 80% of respondents said they rely on food labels for information on how food is produced and nearly **70% of respondents said they would like more information on how producers are ensuring animal care.**

This summer, with pressure from citizens to enact a law similar to California's Prop 2 animal care law, the [Ohio legislature](#) is now recommending to its Livestock Care Standards Board **a ban on veal crates, a moratorium on gestation crates for pigs; a moratorium on battery cage confinement for egg-laying hens; a ban on strangulation of farm animals and humane euthanasia for sick or injured animals; a ban on transport of downer cows for slaughter;** and other provisions on cockfighting, puppy mills, and the purchase of dangerous exotic animals as pets.

A recent study reported by [Trends in Food Science & Technology](#) shows that consumers rely on extrinsic cues like food labels indicating the way (farmed) animals are raised to formulate opinions about animal-based food products. **This study shows that if expectations about animal welfare are confirmed, consumers will be more willing to pay for higher welfare products.**

In a move to provide more information on welfare standards to consumers, [Whole Foods announced](#) that by Jan 2011 **store signs will tell customers exactly how meat animals were raised** according to [Global Animal Partnership](#) (GAP), a certified farmed animal welfare rating program in all Whole Foods stores. Also, with consumer demand for higher welfare products, an analyst at Longbow Research reported to Meatingplace that [Whole Foods has stood out](#) for generating higher traffic and sales without having to resort to discounting meat to the same extent as other top grocery chains. The analyst notes that **"meat prices were raised across several organic product lines" during the same time period that other top grocery chains were discounting meat.**

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