

ANIMAL WELFARE

EATING QUALITY

& THE SUPPLY – VALUE CHAIN

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Introduction

- Thomas Foods International – Value Chain
- Consumption to Conception
- What is Important?
- Licenses to Operate – Corporate Social Responsibility
- Expectation
- Recommendation



David Rutley

- Lamb Supply Chain Coordinator
- >25 years Red Meat Industry production & research
- Consumer Appeal, Retail, Food Service, Distribution, Processing, Finishing, Production, Genetics
- Thomas Foods –

Quantify and Connect the Supply Chain

Signals from the Consumer to the Producer





Supply Chain Video (5 mins)

Available at www.ThomasFoods.com.au

In the Media Tab

Thomas Foods International

Buy from the

WHOLE of AUSTRALIA



Buy Nationally

-

Sell Globally

THOMAS FOODS™
INTERNATIONAL



Value Chain - Plate to Paddock

Consumption

Preparation

Customers

Distribution

Processing

Finishing

Production

Genetics

Conception

Consumer Feedback



FEEDBACK - What Is Important?

- For Who?



What Is Important?

Consumer

1. Food Safety
2. Portion Size
3. Degree of Doneness
4. Juiciness
5. Tenderness
6. Flavour

Eating Quality



What Is Important?

Consumer

Chef

Consumer Feedback

1. Thickness
2. pH
3. Connective tissue (Cut)

PLUS Consumer



What Is Important?



Consumer

Chef

Distribution

Consumer Feedback

1. Storage & Shelf Life
– Temperature, Oxygen
& Packaging

PLUS Preparation
PLUS Consumer



What Is Important?



Consumer

Chef

Distribution

Processing

- 1. Saleable Meat Yield
PLUS all above

Consumer Feedback



What Is Important?

Consumer

Chef

Distribution

Processing

Finishing

1. Feed Efficiency
2. Growth

PLUS above

Consumer Feedback



What Is Important?



Consumer

Chef

Distribution

Processing

Finishing

Production

1. Fertility
2. Survival
3. Growth

PLUS above

Consumer Feedback



What Is Important?

Consumer

Chef

Distribution

Processing

Finishing

Production

PLUS EVERYTHING

Customer Feedback

Genetics

1. Heritability
2. Correlation



Where is Animal Welfare?

LICENSE to OPERATE

Corporate Social Responsibility



Two Licenses to Operate

1. Environment
 - Energy – CO₂
 - Waste Water
 - No animal Waste
2. Animal Welfare

As a community we need to consider these using the framework of Maslow's Hierarchy (1943)



Animal Welfare

- Historical context
- Modern context

taken from

The Origins of Animal Rights and Animal Welfare

in

Bekoff, M. 2009 Encyclopedia of Animal Rights and Animal Welfare, 2nd Edition [2 volumes]: ABC-CLIO



Historical Context

- Ancient times, Greeks & others

“Pythagoras explicitly forbade the raising and slaughter of animals for food or sacrifice.”

- Middle ages

“Aristotelian Doctrine ... we have no direct moral duties to animals”



Modern Context

- 24 years ago – Catholic Church finally endorses AW **(1992)**
- 1st Animal Welfare law 1641

“Massachusetts Body of Liberties”

established the American ASPCA

Evolution of acceptance, societal change over time



Supply Chain Management Conference 2016

Session on Corporate Social Responsibility

- Ensuring a responsible and sustainable supply chain

Panel Discussion

Question



Question to Panel

Context

If we (industry) question a practice and commence research

1. We may find no AW issue

or

2. We may find an issue and should cease the practice

If our liberationist friends discover that we are questioning a practice they may assume that this implies there is an issue and use this to ban the practice before we are able to find that

1. There is no AW issue

Where do we draw the line?



Response from Panel

Pass the microphone to all panellists until the last person has to answer the question

Answer

You have to use your own personal moral conscience to draw the line.

Repeated by other 4 panellists



Problem with this response

Every individual
will
draw a different line



Expectation

Industry is supported
by the weight of evidence
to practice in a manner
acceptable to all members
of our value chain/society



Recommendation

- We monitor societal expectations
- When society has a majority concern about a practice it should be studied to determine if there 'IS' an AW issue.
- If an issue exists alternatives practices should be sought
- If NO issue exists, society should be educated about their misunderstanding





FURTHER INQUIRIES
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THANK YOU

ENCYCLOPEDIA OF ANIMAL RIGHTS AND ANIMAL WELFARE

“Children’s zoos allow children to get close to and touch animals. They aim to foster animal appreciation. Children’s zoo themes may include farm animals, animal habitats, or adaptations. Many include “contact areas” where visitors can touch the animals. Handling animals in contact areas or educational demonstrations may or may not be stressful. Animals who do not receive frequent handling may view people as predators.

A 1995 Roper poll showed that 69% of Americans are concerned about zoo, aquarium, and animal park treatment of captive animals (although most are supportive of zoo missions). To address these concerns, zoos must balance the visitor’s desire to interact with animals with the method (most humane way of interacting) and context (educational or recreational value) of the interactions.”

1998 Eds M.A. Bekoff, C. Meaney & Goodall, J., Greenwood Press, Westport USA



ENCYCLOPEDIA OF ANIMAL RIGHTS AND ANIMAL WELFARE

“Animal using agrarians stripped animals of their souls and powers and put them in what they perceived to be their proper place: far beneath—and in the service of—humankind.”

1998 Eds M.A. Bekoff, C. Meaney & Goodall, J., Greenwood Press, Westport USA

