**ACCEPTANCE BY CHEESE CONSUMERS ABOUT A POSSIBLE ANIMAL WELFARE LABELING IN MEXICO**

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**Abstract:**

**Objective:** Determine whether cheese consumers are willing to pay more for animal welfare labelling

**Methodology:** A quantitative method of discrete variable was used, applying proportional stratified sampling, with 90% confidence and a maximum accepted estimation error of 5%. The sample size was 241, and through proportional allocation, thirty-five surveys were conducted in self-service stores, One hundred and eighty-two in grocery stores, and twenty-four in creameries.

**Results:** It was recorded that 42.7% of the respondents are unaware of the direct relationship between animal welfare and the quality of the products obtained. However, 93.36% of the respondents are willing to modify their cheese consumption towards those that could have an animal welfare labeling; but only 80.49% would choose cheese with labeling despite an increase in price. Additionally, 92.9% of the respondents, after understanding the concept of animal welfare, assume a role of participation in demanding that companies modify production methods to those with good practices.

**Conclusion:**  Most cheese consumers are willing to modify their consumption towards those that could bear an animal welfare label, accepting its economic implications and their responsibility as active agents in the production chain. This trend is more evident among women and individuals with higher levels of education. The respondents demonstrated a low level of knowledge regarding the meaning of animal welfare; They were unaware of the conditions in which the animals that produce the milk for use in the cheeses are raised. The results obtained could serve as motivation to implement government strategies and go beyond the characteristics of the final product, offering consumers an additional guarantee about if the five freedoms are complied with in the rearing of cows.

**Keywords:** Labeling, Animal, Welfare, Cheese, Mexico.