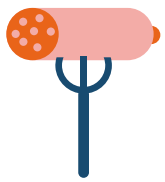


IN A NUTSHELL



The overwhelming majority of Europeans eat meat, but most of them say they do not eat it every day.



If the price of meat increased (for whatever reason) consumers would primarily react by buying cheaper types of meat and cuts and reducing their meat consumption.

Consumers want more information on animal welfare. **Three quarters** of respondents agree with providing method-of-production labelling on all animal products, not just eggs as is currently the case.

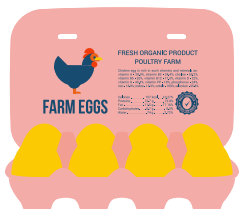


Animal welfare is an important issue for a very large majority of consumers. **Around 9 in 10** consider important the implementation of new laws to improve the welfare of farmed animals such as providing more living space, banning cage systems, and mutilations.



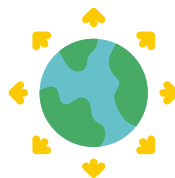
7/10

7 in 10 consumers say that they are willing to pay more for food which is produced to higher welfare standards, although to a varying extent. Of those willing to pay more, half of them are only ready to pay up to 5% more, **30%** are willing to pay up to 10% more, **12%** are willing to pay up to 20% more and **8%** are willing to pay more than 20% more. At the same time, around **17%** say that they currently have serious difficulties dealing with the cost of meat.



Still, method-of-production labelling for eggs could be improved as most consumers have either not noticed it (**22%**) or do not understand such labels (**33%**).

Consumers agree (**76%**) that animal food imports should be subject to the same welfare rules as those produced in the EU while a strong majority (**74%**) would like the EU to financially support farmers to apply higher animal welfare practices.



53%

Half of consumers support the best possible welfare for farmed animals even if that implies paying more for animal products (**53%** agreed, **18%** disagreed, and **29%** has no opinion).

Over half of consumers surveyed said that animal welfare has some influence on their purchasing choices for most meat categories.



Yet current levels of knowledge of animal welfare practices are generally low across EU Member States. At the same time, **less than a quarter** of respondents said they have high or complete trust in animal welfare claims.

23%



The European Commission must prioritise the publication of the revision of EU animal welfare legislation in line with consumer expectations and scientific evidence.