

Differentiation of the pig market as a result of animal and environmental protection discussions in **AUSTRIA**

Dr. Johann Schlederer¹

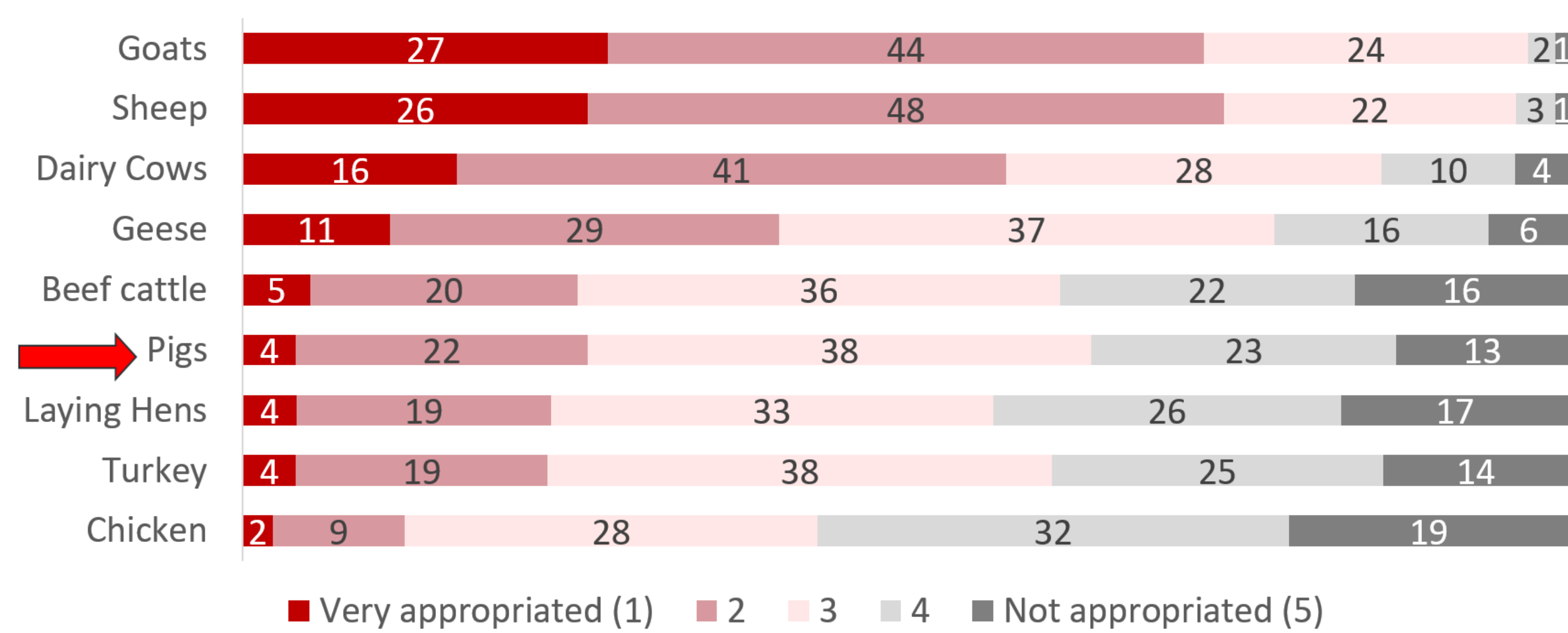
¹ CEO, VLV and Austrian pig stock exchange

30 Years - Development in fast Motion

- Until 30 years ago, only no name pigs were sold on the market
- First differentiation with focus on internal meat quality (color, tenderness, taste, juice retention)
- 20 years ago, NGOs have been putting increasing pressure on politics and industry
- Focus is more on production process (animal husbandry, feeding)
- 10 years ago, new topics such as GMO or antibiotic-free and animal welfare
- Media reports are piling up, the population is becoming more sensitive
- Retail chains demand a differentiated supply of agriculture and meat industry
- The national quality program "AMA seal of quality" develops a modular system
- Voluntary participation for farmers and retailers under state control
- Regional origin is of greatest importance to consumers

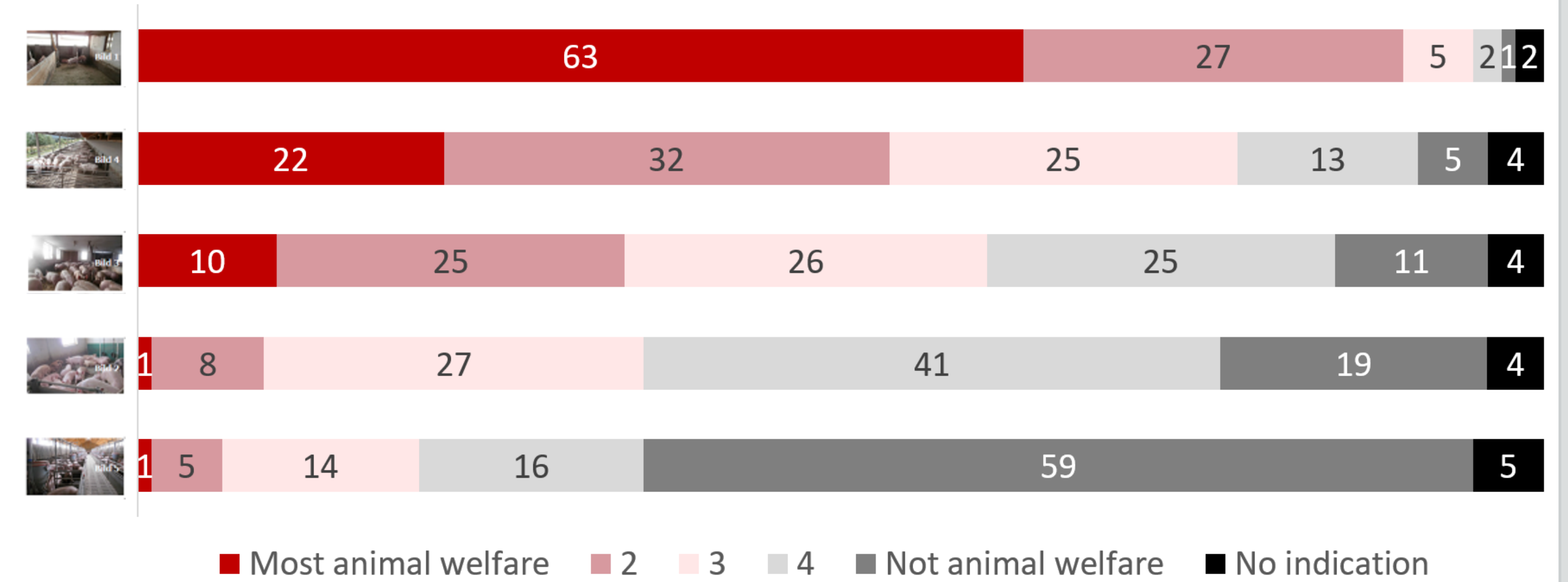
Market Research: Consumer Requirements are rising

FIG. 1 Market research: assessment of the housing conditions in your opinion, how appropriate to the species are the following farm animals in Austria?



Source: RollAMA Motivanalyse 2016 / AMA-Marketing

FIG. 2 Evaluation of pork stables from the perspective of consumers In which stable the pigs feel most of the animal welfare?



Source: RollAMA Motivanalyse 2016 / AMA-Marketing

Within the Framework of the AMA Seal

Basic requirements for AMA quality seal:

- Genetic with certified meat quality (eg: stress stability)
- Mandatory membership of the Animal Health Service
- Mandatory use of pain medication for castration
- Contract with AMA and state control

Voluntary additional certification

Modules with extra certification

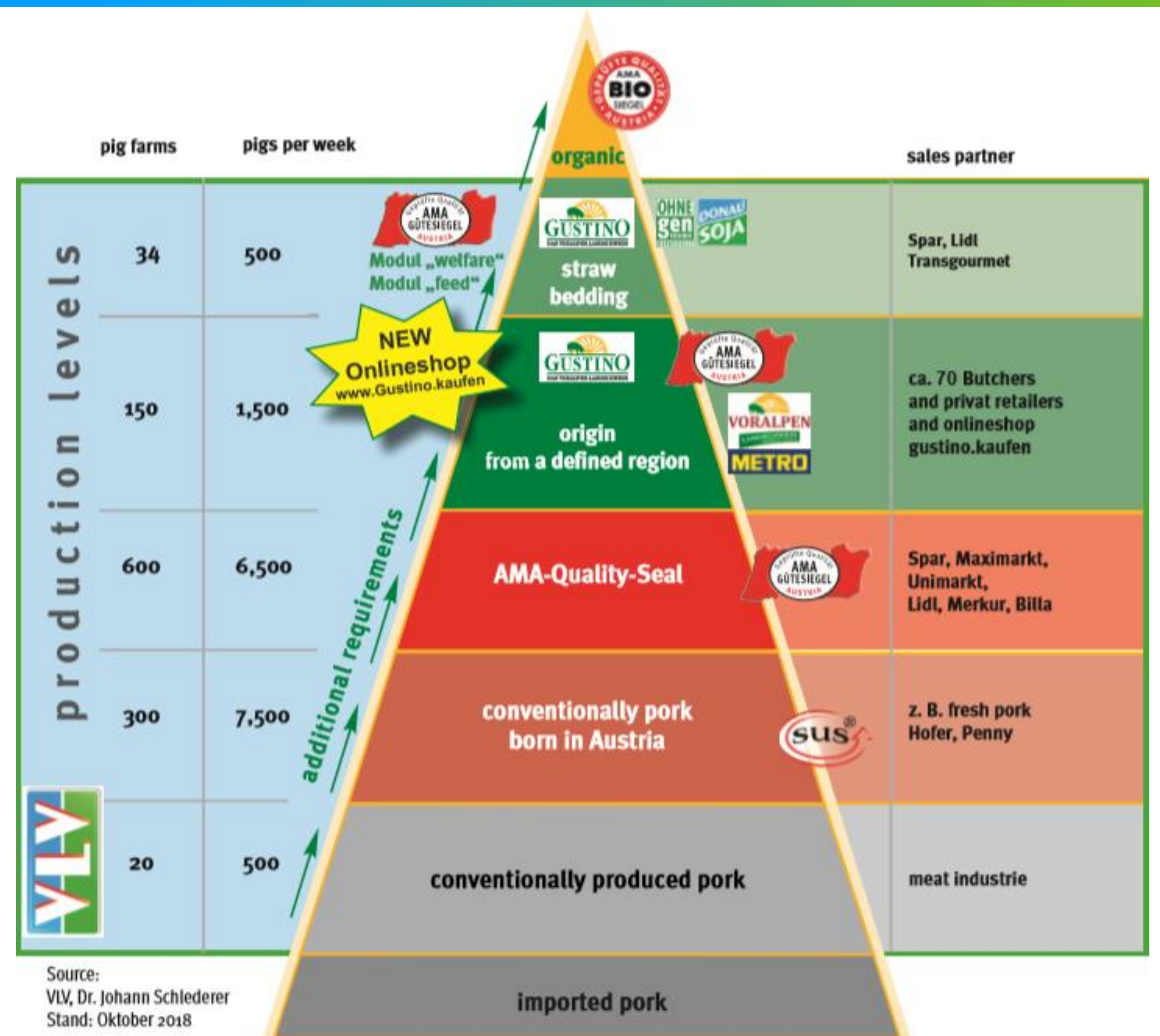


Aim:
More animal welfare trough:
More space and natural behaviors

Conditions:
60 % more space
Lying area with straw
Hay or straw as employment material
Max. 60 % full slatted floor



Quality Pyramid: Pork Levels in Upper Austria



Opportunities and Challenges

- Offer for critical consumers (5-10 % potential, stabilization meat consumption)
- Compensation for animal welfare pet owners
- Young farmers show interest
- Response to NGO demands
- More acceptance of agriculture
- Further development of mechanization in animal welfare systems
- Fuzzy classification between conventional and organic
- Profitability and acceptance for farmers
- Differentiation leads to diffuse supply – "forest of labels"
- Public Relations Budgets - Consumer Information
- Schizophrenia of the Consumer: Wishing versus buying behavior

Contact Details

Name

Schlederer Johann

Institution

Verband landwirtschaftlicher Veredelungsproduzenten
Auf der Gugl 3, 4021 Linz, Austria

E-Mail

schlederer@schweineboerse.at