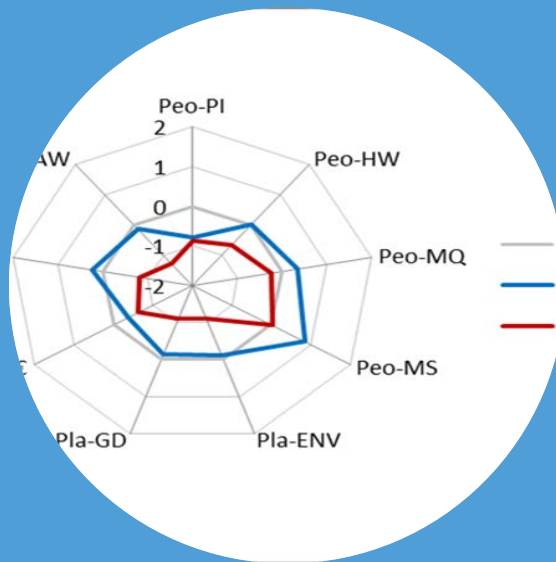


Societal conformity of European pork production systems

Karel de Greef, Wim Houwers en Michel Bonneau



Headline

- Things change in the way pigs / pork is produced in Europe
 - Societal forces, Market changes, Technology development, (structures and habits)

? To what degree do current systems fit in society?

? Which sustainability components matter?

Assessed at stakeholder level

Result: worrisome and reassuring....

Byproduct: ?what about **Integrity**?



Research question

? To what degree do current pork production systems fit in society?

? Which sustainability components matter?

Assessed at stakeholder level



Origin of the data: the QPC project

■ Quality Pork Chains project

- EU FP6 **
- 2007-2011
- Innovation in the pork chainS
- Edwards, Bonneau et al.: 9 sustainability indicators
#Animal welfare, #Environmental impact, #Meat quality etc. incl. #Public image / Societal conformity

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Pigs/pork – sustainability's main components

- People



- Planet



- Profit



- Pigs



Pigs/pork – sustainability's main components

- Pigs
 - Animal Health
 - Animal Welfare
- Planet
 - Environmental impact
 - Genetic diversity
- Profit
 - Economic sustainability
- People
 - Meat quality
 - Meat safety
 - Human working conditions
 - Public image



Assessing Societal conformity

Definition: societal conformity is the degree to which the production system meets expectations and demands of society

Contrast: Insiders versus Outsiders
INSIDERS run the system ;
OUTSIDERS judge & legitimate the system

Question: which components matter to stakeholder groups?

Discovery: different way of judging / looking

Relevance: how to deal with 'Integrality'

1. Judgement of the conventional system(s) *per country*

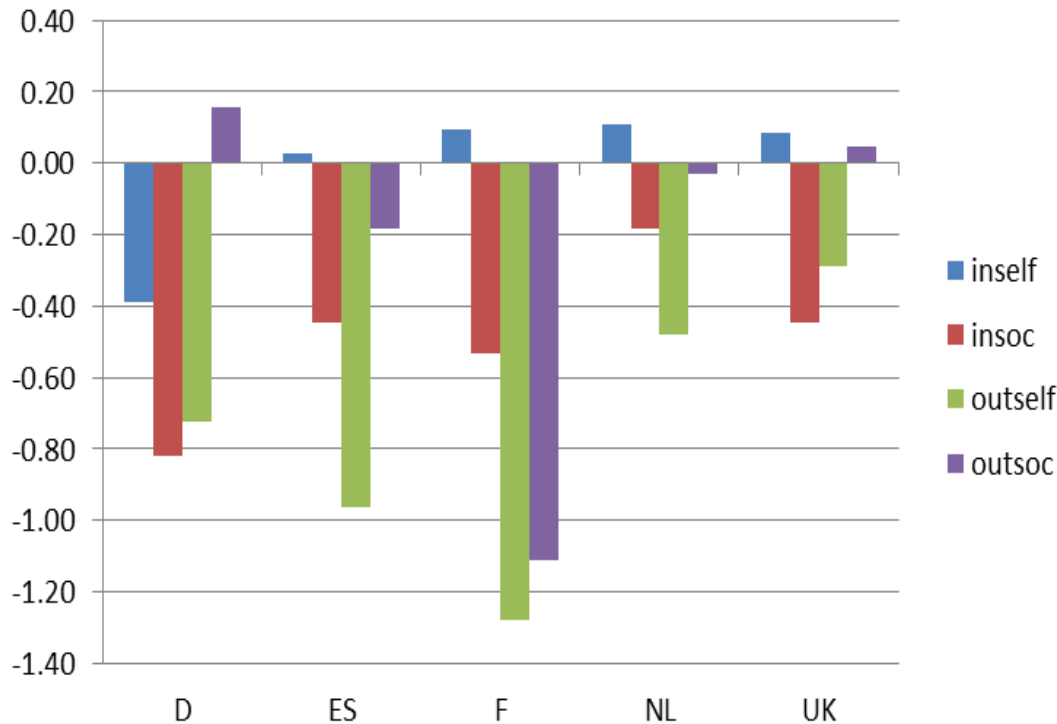
'overall judgement'

average of the 9 scored components

Own judgement (SELF) and

expected public judgement (SOC)

- Pigs
 - Animal Health
 - Animal Welfare
- Planet
 - Environmental impact
 - Genetic diversity
- Profit
 - Economic sustainability
- People
 - Meat quality
 - Meat safety
 - Human working conditions
 - Public image

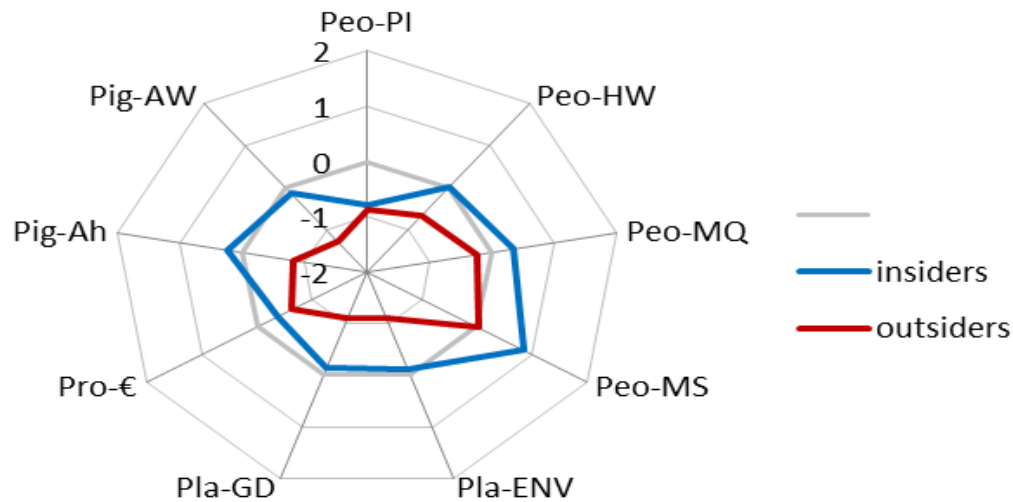


2. Judgement of the conventional system(s) *per theme*

'Insiders' and 'Outsiders'

Respondents own view

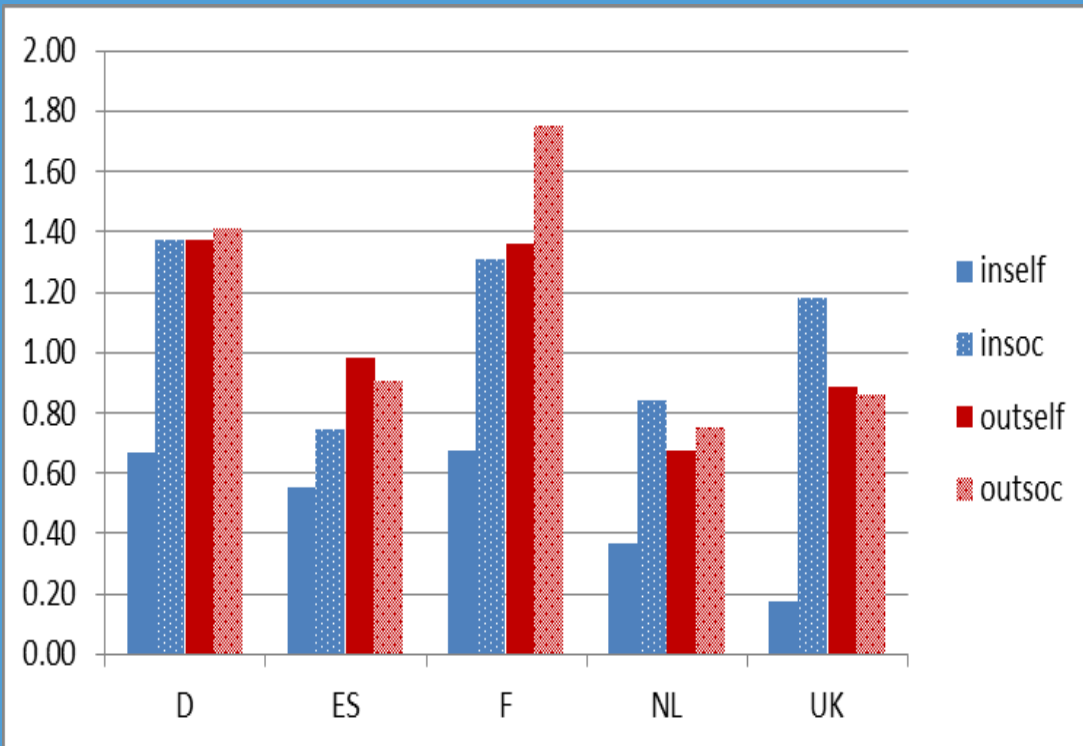
- Pigs
 - Animal Health
 - Animal Welfare
- Planet
 - Environmental impact
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- People
 - Meat quality
 - Meat safety
 - Human working conditions
 - Public image



3) 'Improved' systems degree of improvement *per country*

'Insiders' and 'Outsiders'
Own view and expected public view

- Pigs
 - Animal Health
 - Animal Welfare
- Planet
 - Environmental impact
 - Genetic diversity
- Profit
 - Economic sustainability
- People
 - Meat quality
 - Meat safety
 - Human working conditions
 - Public image



4) correlations between scores

'Insiders' and 'Outsiders'

- Pigs
 - Animal Health
 - Animal Welfare
- Planet
 - Environmental impact
 - Genetic diversity
- Profit
 - Economic sustainability
- People
 - Meat quality
 - Meat safety
 - Human working conditions
 - Public image

Table 3. Regression of the average sustainability score on the scores for Public image, based on the individual data

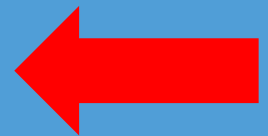
	Self				Soc		
	Regression	Adj.R ²	p-value		regression	Adj.R ²	p-value
Insiders	PI=-0.75+0.45*av9	0.12	0.03		n.s.	0.02	n.s.
outsiders	PI=-0.1+1.1*av9	0.70	<0.001		n.s.	0.00	n.s.

PI: score for the sustainability theme Public Image, av9: average score of all nine sustainability themes.
n.s.: not significant

Correlations among scores:
 Insiders: 0.14 on average ; all <0.5
 Outsiders: 0.61 on average ; most > 0.50

Headline of the results

1. Overall Judgement: worrisome across countries
2. Judgement per theme: Meat safety is OK.....
3. Conventional versus 'Improved': Improved is ~always better **no drawbacks**
4. Societal partners think (judge) differently
Outsiders: 'overall' versus Insiders: 'separate components'



Relevant: groups think differently

Simply stated:

Outsiders have an overall view,

whereas

Insiders judge the underlying components more separately



*“Data suggest that **underlying views** of the two stakeholder groups (Insiders versus Outsiders) **differ**”*

So what?

Don't bother the world with details and components:
develop a balanced system with a good reputation

Striving for 'integrality' is an insiders task



Societal conformity:

“The devil is not in the details”

The **overall reputation**
is more important than
good details



Thank you!





Thank you!

Overall conclusions societal conformity study

- Insiders and Outsiders: **the sustainability of the conventional pork production system is worrisome.**
- **Diversified systems score better**; no expected drawbacks
- The Societal conformity seems consistent. Data suggest that **underlying views** of the two stakeholder groups (Insiders versus Outsiders) **differ.**



issues

- Castration ; epidemic diseases ; antibiotics use ; megamorphosis ; animal welfare ;



Consequences

- for improvement of sustainability
- For adaptation of the regular chain
- For meeting the societal need

The overall picture should be OK

- Society: determines the 'be or not to be'

