

Presentation

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Fattening Pig Farmers' Intention to Participate in Animal Welfare Programs

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Structure

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- Animal Welfare and ethics criticism (Clark et al., 2016)
- Consumers and politicians demand higher animal welfare standards (BMEL, 2015)
- Initiative Animal Welfare was founded in 2015
- Farmers are compensated by the food retail sector
- About 4,000 pig fattening barns participate in the program (Initiative Animal Welfare, 2018)



Establishing a higher level of farm animal welfare depends on the farmers' acceptance for implementing farm animal criteria



Which determinants ascertain participation in animal welfare programs?

Introduction

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Basic and mandatory criteria	Remuneration per pig
Basic criteria Quality and Safety (QS)	
Antibiotics monitoring by QS	
Slaughter animal evaluation by QS	
Stable climate check	
Drinking water check	
Daylight	
Organic manipulable material	
Additional 10 % space	
	€ 500 basic contribution per farm and year for all expenses
	Mandatory criteria
Mandatory criteria in total	€ 3.30
Additional 20 % space	€ 1.20
Constant access to roughage	€ 1.80
Possibility to scrub	€ 0.60
Air cooling device	€ 0.20
Drinking from an open water source	€ 0.70
Eligible criteria in total	€ 4.50
Maximum remuneration per pig	€ 5.10



Which determinants ascertain participation in animal welfare programs?

- UTAUT 2: Unified Theory of Acceptance and Use of Technology 2 (Venkatesh et. al 2013)
 - Well suited model to investigate the adaption of new technologies or systems
- Contains seven key constructs that determine behavioral intention to use a technology
- Further constructs were added to adapt the model to the research question of this study
- Some moderating influences were identified by age, gender and experience

Materials & Methods

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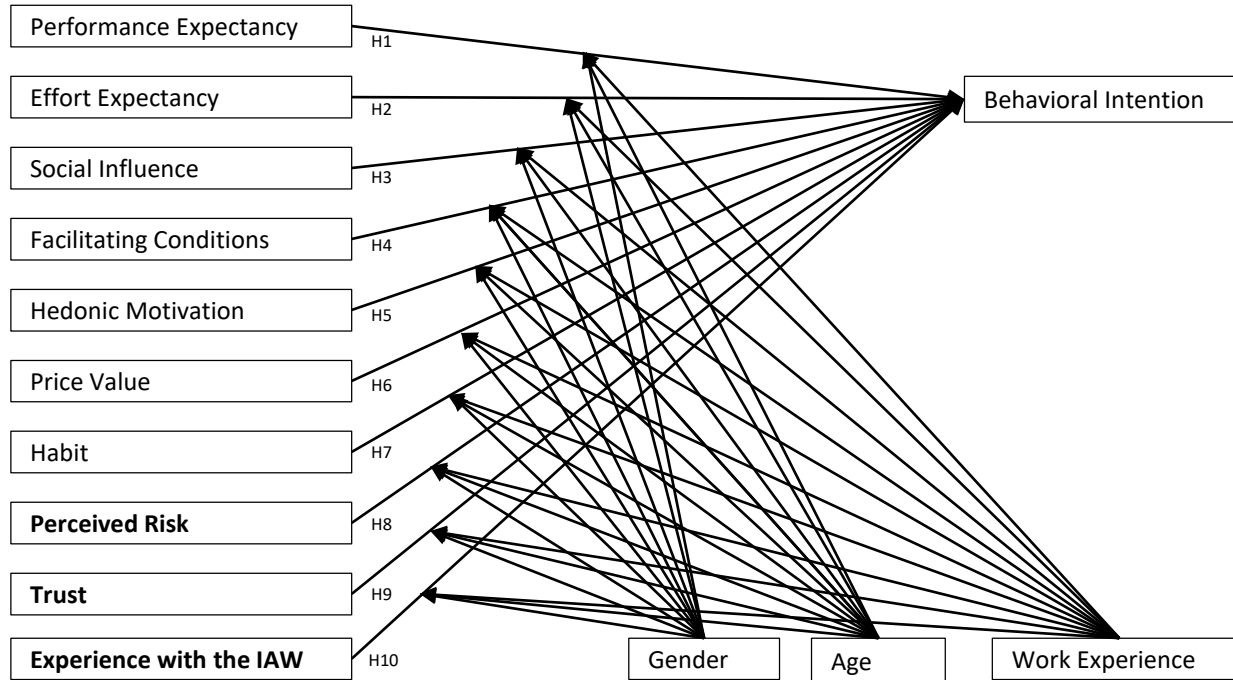


Figure. Model used in the partial least squares (PLS) analysis according to UTAUT 2.



Which determinants ascertain participation in animal welfare programs?

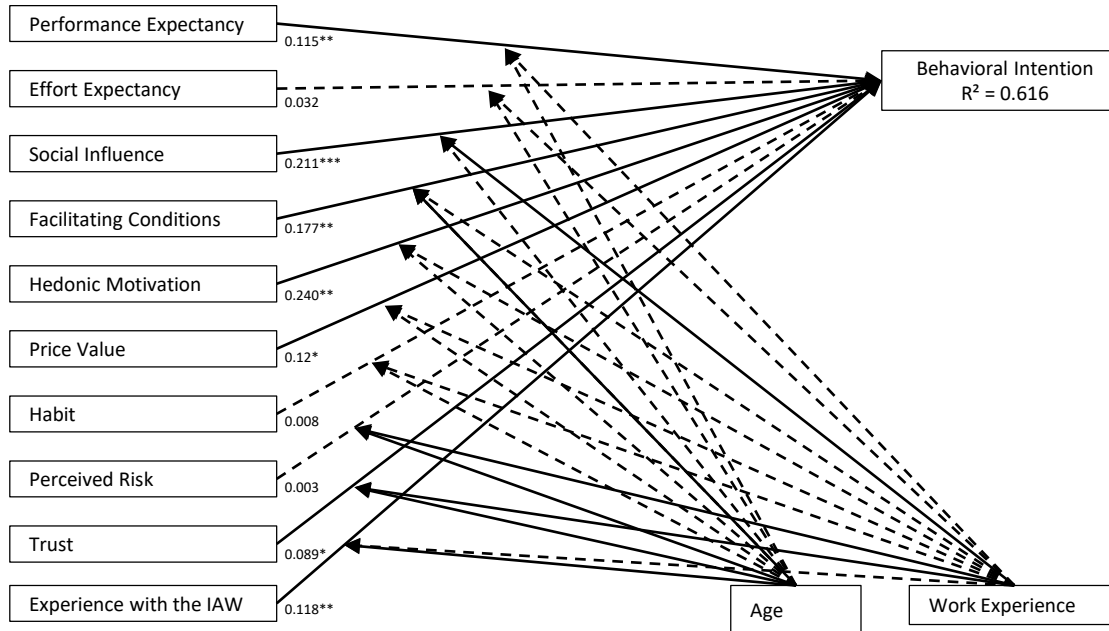
Indicator reliability	Loadings > 0.7 (Chin, 1998) Cronbach's alpha > 0.7 (Schmitt, 1996)
Convergence criteria	Average Variance Extracted > 0.5 (Chin, 1998) Construct reliability > 0.6 (Bagozzi & Yi, 1988)
Discriminatory validity	Fornell-Larcker criterion > Average Variance Extracted (Fornell & Larcker, 1981) Cross loadings < loadings on the associated construct (Chin, 1998) HTMT of the correlations < 0.85 (Henseler et al., 2015)



All quality criteria have been achieved!

Results

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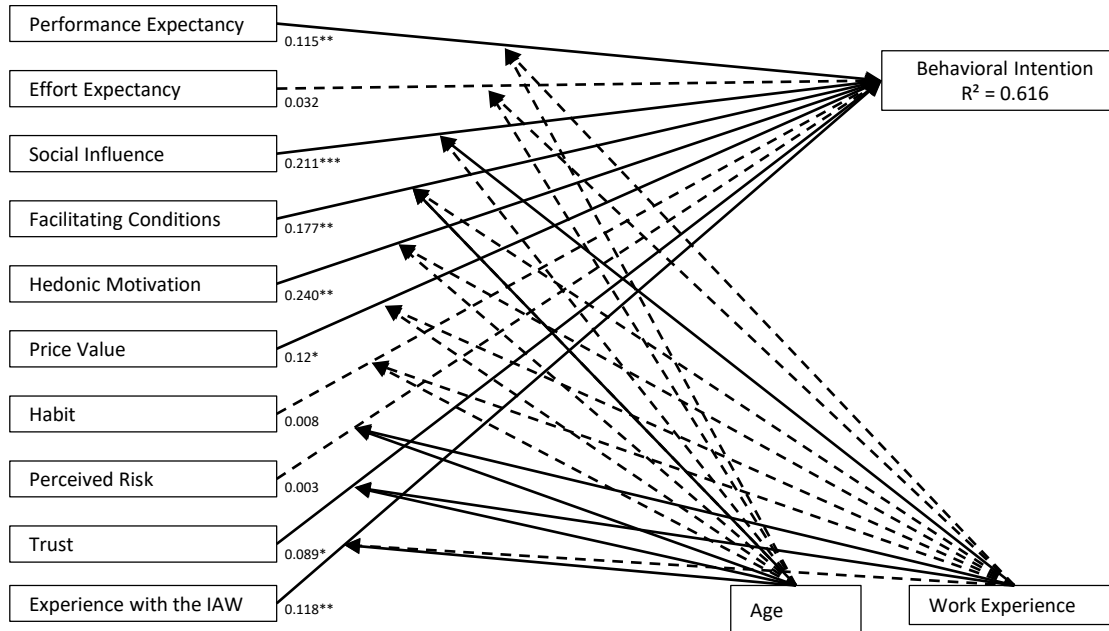
Results of the PLS analysis:

- Paths with a significantly positive influence on behavioral intention:
 - Performance expectancy
 - Social influence
 - Facilitating conditions
 - Hedonic motivation
 - Price Value
 - Trust
 - Experience with the Initiative Animal Welfare
- Strongest influence:
 - Hedonic motivation
 - Social influence
- The influence of trust is very small
- Moderating effect of gender could not be verified due to a too small sample size of female respondents

Figure. Results of the PLS analysis: Determinants of the participation in IAW. Significance level: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$; Broken line: not significant.

Results

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Results of the PLS analysis:

- Moderating effect of gender could not be verified due to a too small sample size of female respondents
- Age has a moderating effect on the relationship between experience with the IAW and behavioral intention
 - Effect is stronger for respondents older than 43
- Work experience has a moderating effect on relationship between social influence and behavioral intention and relationship between trust and behavioral intention
 - Effect of trust is stronger for respondents with more than 20 years of work experience
 - Effect of social influence on behavioral intention is stronger for respondents with less work experience

Figure. Results of the PLS analysis: Determinants of the participation in IAW. Significance level: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$; Broken line: not significant.

Could the Initiative Animal Welfare be a suiting system for other European countries?

- Initiative Animal welfare is a functioning system well accepted by farmers in Germany
- Two unique criteria:
 - Farmers receive a guaranteed and fixed sum for higher animal welfare standards they provide to their pigs
 - The farm animal welfare measures can be implemented without much effort, such as the construction of a new stable
- Successful example of how the implementation of higher FAW standards can work in harmony with the interests of farmers and consumers



Further research!

Materials & Methods

Slide 5 Fattening Pig Farmers' Willingness

Discussion

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Materials & Methods

Slide 10 Fattening Pig Farmers' Willingness

Results

Slide 10 Fattening Pig Farmers' Willingness to Participate in Animal Welfare Programs

- Increasing demand for **higher animal welfare standards** on an international level
- In Germany the “**Initiative Animal Welfare**” was founded: farmers are compensated by the food retail sector for implementing animal welfare measures
- Animal welfare depends on the **farmers’ acceptance** to implement higher animal welfare standards
- **UTAUT 2** was used to investigate the determinants of the farmers’ intention to participate in animal welfare programs
- The indicator reliability, convergence criteria and discriminant validity have successfully been **achieved**
- The strongest influences on the farmers’ intention to participate are **hedonic motivation** and **social influence**
- Could the Initiative Animal Welfare be a suiting system for other **European countries**?



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