

Advancing the Global Supply & Trade of Safe Food

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DANONE



SSAFE ™



Givaudan



Intergovernmental Partners

- The World Organization for Animal Health (**WOAH**)
- The Food and Agriculture Organization of the United Nations (**FAO**)
- **Codex** Alimentarius
- The Standards and Trade Development Facility (**STDF**) of the WTO
- Inter-American Institute for Cooperation on Agriculture (**IICA**)

Academic Partners

- Michigan State University (**MSU**)
- Shanghai Jiao Tong University - Bor S. Luh Food Safety Research Center(**SJTU**)
- Wageningen University & Research Centre (**WUR**)
- Texas A&M University (**TAMU**)
- North Carolina State University (**NC State**)

Industry Partners

- Global Food Safety Initiative (**GFSI**)
- International Organization for Standardization (**ISO**)
- Foundation for Food Safety Certification (**FSSC**)
- Food Industry Asia (**FIA**)
- **SAI** Platform
- Food Authenticity Network (**FAN**)

SSAFE

SSAFE is a global non-profit membership organization that works to protect Human, Plant & Animal Health (“One Health”) by responding quickly to emerging issues that affect the safe supply and trade of food around the world

Our collective expertise, from our Members and our Public-Private Partners, is deployed to deliver impactful solutions in a rapidly changing food environment



COLLABORATIVE



AGILE

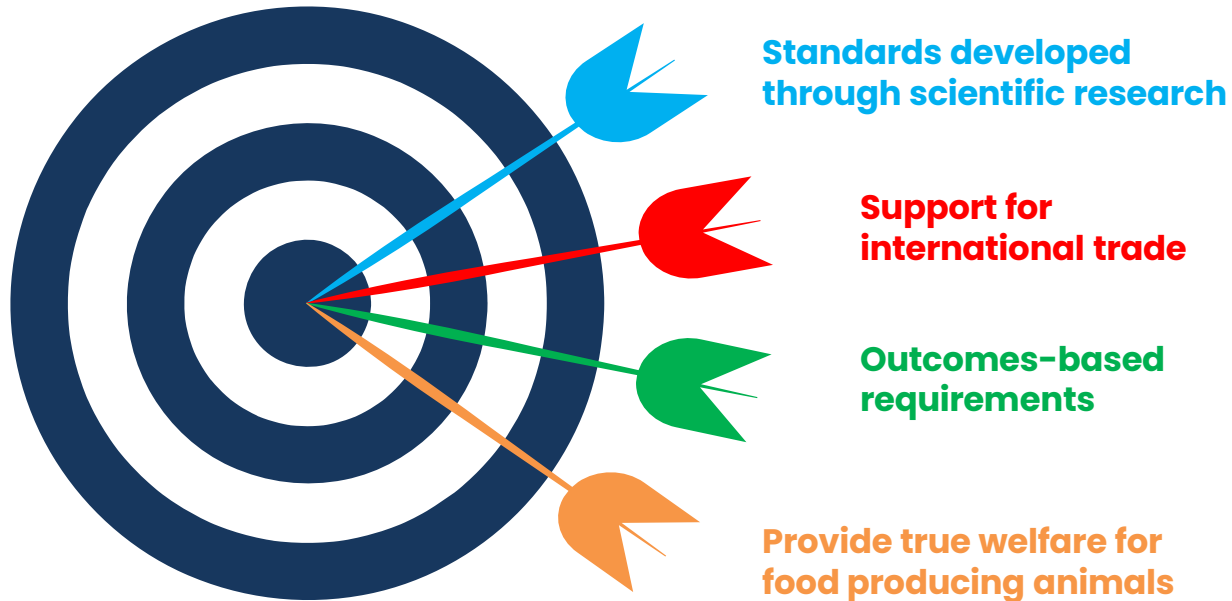


EFFECTIVE



GLOBAL

SSAFE's Goals for Animal Welfare



ISO/TS 34700:2016

Animal welfare management – General requirements and guidance for organizations in the food supply chain

01

Scope

02

Normative references

03

Terms and definitions

04

Main principles in developing an animal welfare plan

05

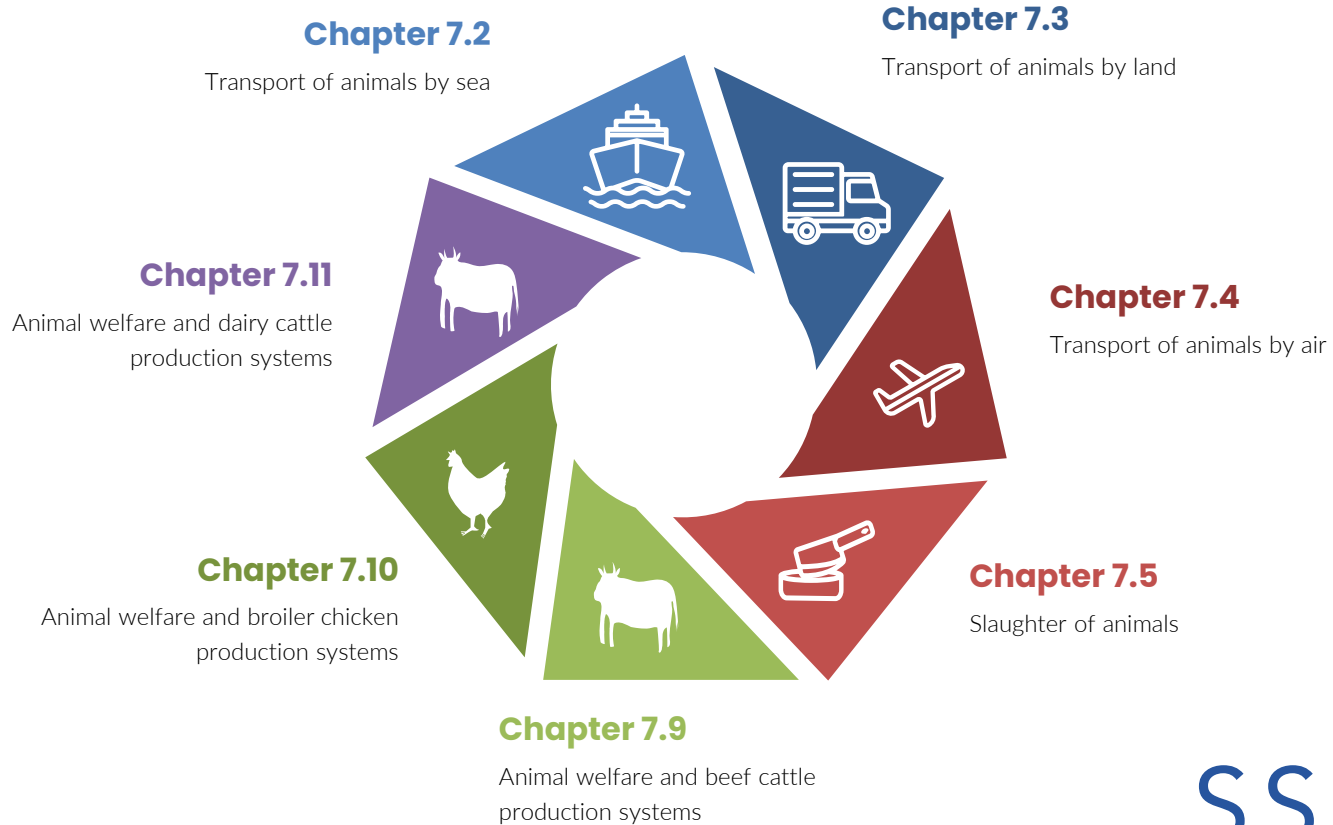
Developing an animal welfare plan

Annex

Animal welfare thresholds for animal-based measures

Terrestrial Animal Health Code, World Organization for Animal Health (WOAH TAHC)

Application of ISO TS 34700 is limited to aspects for which process or species-specific chapters are available in the WOAH TAHC



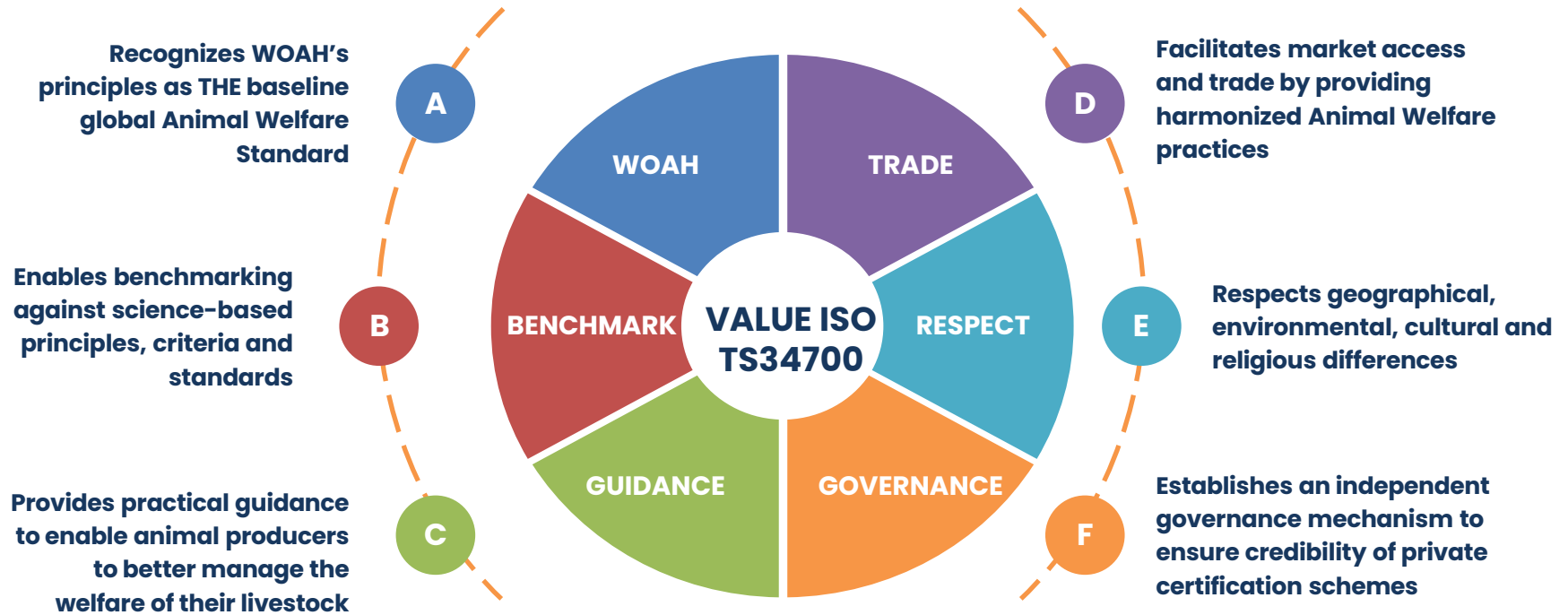
Gap Analysis

Implement AW Plan



Draft AW Plan

Evaluate & Review



**Reconfirmed in
2019, potential
revision within the
next year**

**Provide more
practical
implementation
guidance for
farmers**

**NEXT STEPS FOR
ISO TS 34700**

**Support further
adoption and roll
out around the
globe**

**Expand to
potentially include
a solution for
labelling**

Animal Welfare Labelling

A challenge all-round for producers, trade,
manufacturers and consumers

LABELLING STUDY

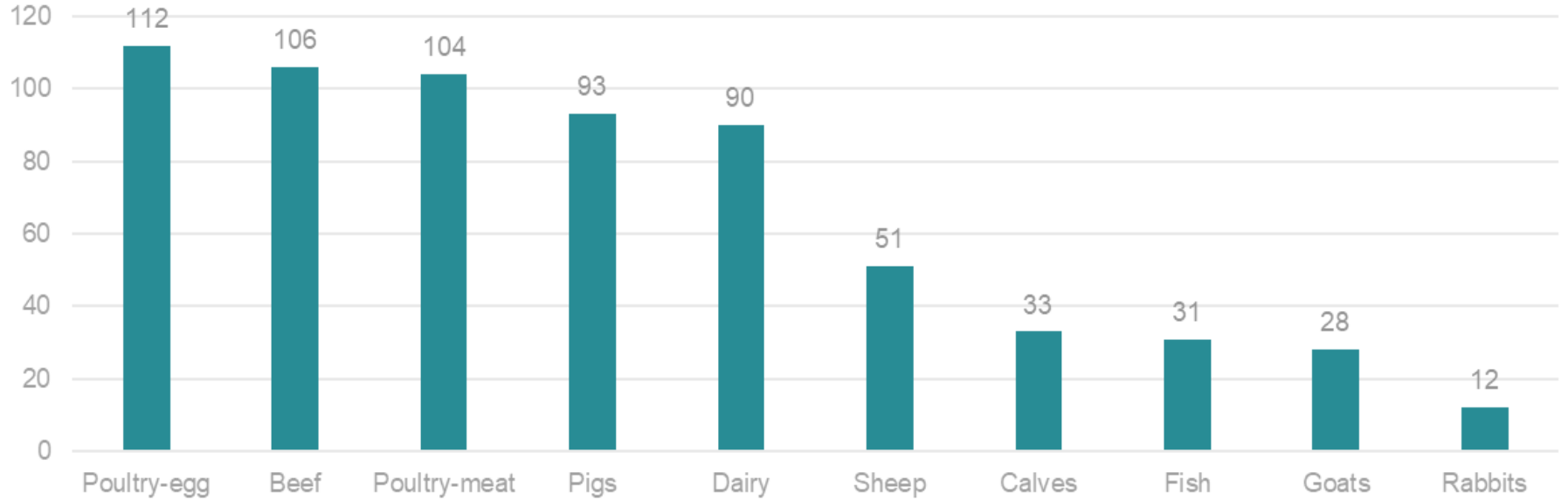
189 Voluntary Labels

6 Mandatory Labels

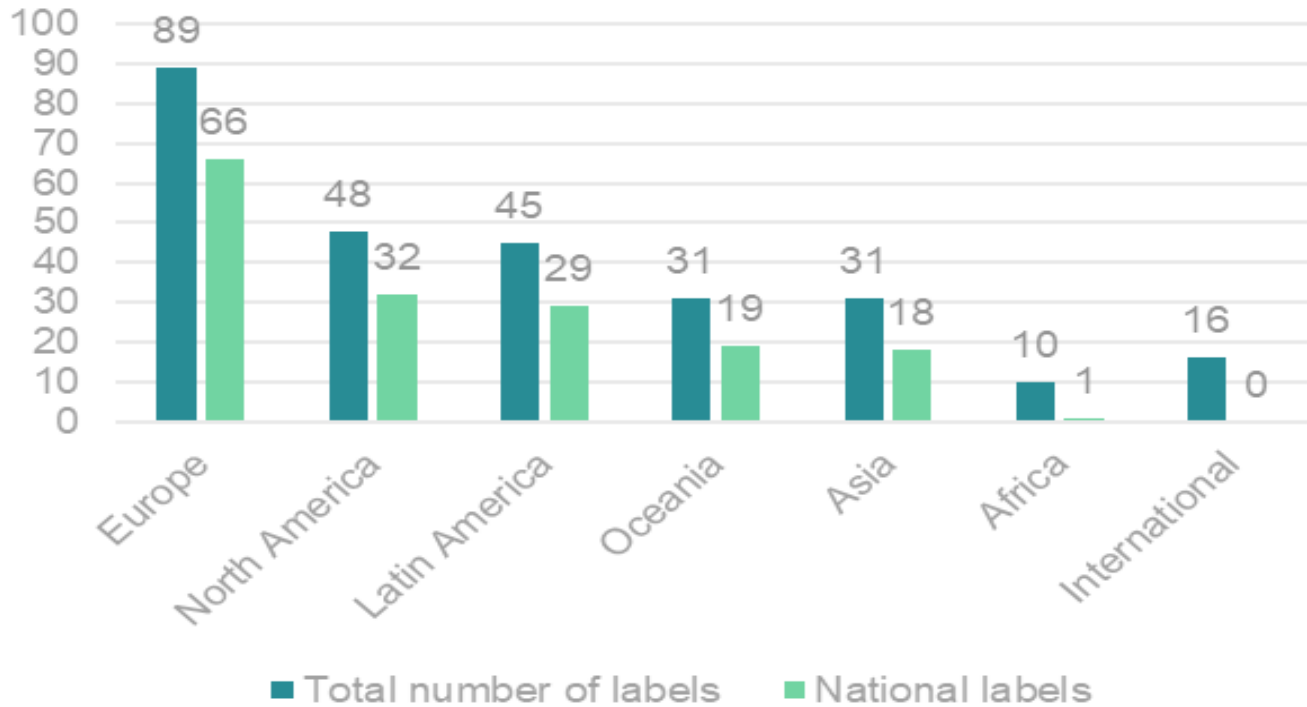
2 Retailer Labels

Single Species vs Multi-Species Programs

Labels per specie



Labels per region



LABELLING AROUND THE WORLD

Multiple labels per species across regions makes global trade difficult and creates confusion



For poultry and cattle there are 125+ labels worldwide with 60+ labels in Europe

In Germany there are 10 different labels for eggs alone; only 3 are international

In the USA there are 13 different labels for eggs and 3 types of AW claims; only 5 are international and only 3 can be used in Europe

Claims have different meanings and requirements in different regions (e.g. "Free-range") requiring a per-country analysis and strategy while creating confusion amongst consumers

Labelling Programs and Live Animal Transport



CHALLENGES

COST

Costs (implementation, audit, membership)

CONFUSION

Variety of different labels increases the risk of consumers being confused or misled

DISTORTED COMPETITION

Producers applying higher standards are at disadvantage

COMPLEXITY

40% of labels address dimension other than AW (e.g. environment, food safety)

LACK OF STANDARDS

Lack of standardized definitions and auditing processes for claims

CLAIMS

Lack of clarity between scientific and marketing AW claims

Conclusions for AW Labelling

LIFECYCLE

Animal Welfare labels should cover the whole life animals (breeding, farming, transport, slaughter)

INDICATORS

Animal Welfare labels should be based on a set of science-based indicators covering inputs, outcomes indicators and management practices

ENGAGEMENT

Involve all relevant stakeholders in the governance of Animal Welfare labels to avoid conflicts of interest

TIERS

Provide multi-tiered Animal Welfare labels to enable continuous improvement and aspirations for producers while providing clear choices for consumer

VALUES

Enable labels to be accessible and recognized across borders for producers willing to participate in the program

SSAFE 

THANK YOU

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