Do you hear what I hear?
Do you see what I see?

Varying Perspectives on Livestock Animal Welfare
Balancing act for animal well-being and consumer trust

Economic Factors and Markets for Animal Welfare Attributes

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Livestock takes the spotlight on social issues

- Because it is more important than crops?
- Because they are CUTE! Relatable!
Motivation

Need better understanding of consumer perceptions, beliefs, and behaviors

- Is there a perceived quality difference in the product?
- Do consumers have a positive willingness to pay for processes?
  - **MONEY MATTERS!**
  - Consider purchasing versus voting behavior.

This is **not** unique to agriculture

This is **not** unique to food
Consumers are becoming more interested in the methods employed in food production
- Especially livestock products

Production agriculture is facing increased pressure to adopt changes to production processes
- Pressure for changes relating to the “production process” rather than the “output characteristics of the product”
  • The pig, not the pork; the cow, not the milk
Motivation - Producers

Assessment of current producer sentiment is needed to:

- Assess ability and willingness to respond to changes in consumer perceptions and demand
- Examine economic impacts from potential adjustments
Take Home Points

- Previous work indicates
  - people’s preferences vary by species (Olynk, Tonsor, and Wolf, 2010)
  - Statistically significant but small impacts on meat demand from animal welfare media coverage (Tonsor, Olynk, and Wolf, 2010)

- Media matters!

- Spotlight on recent events …
Thank You … Questions?

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