



AssureWel

Advancing Animal Welfare Assurance



AssureWel is a collaborative project led by University of Bristol, RSPCA and Soil Association

The AssureWel Project

Partners



Other collaborators

Red Tractor

Quality Meat Scotland

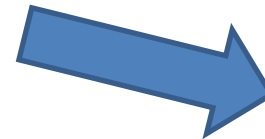
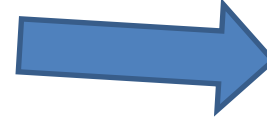
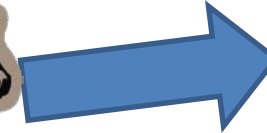
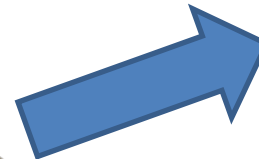
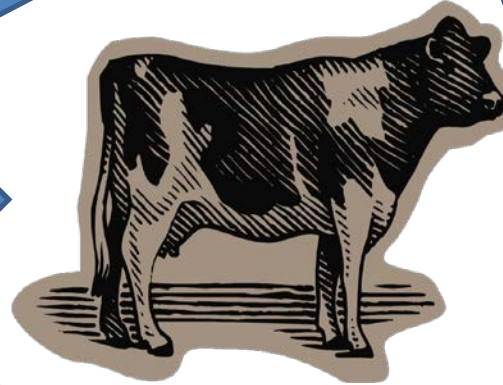
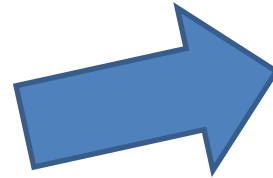
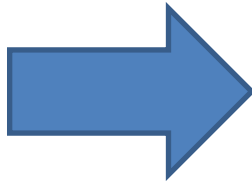
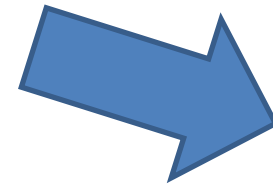
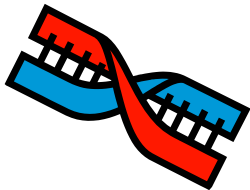
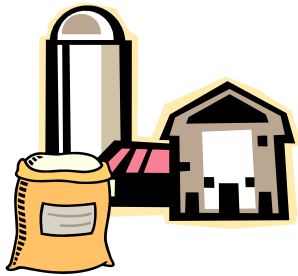
BPEX

UK Organic Certifying Bodies

Organic Farmers & Growers

Welfare Outcome Assessment

Inputs



Outcomes

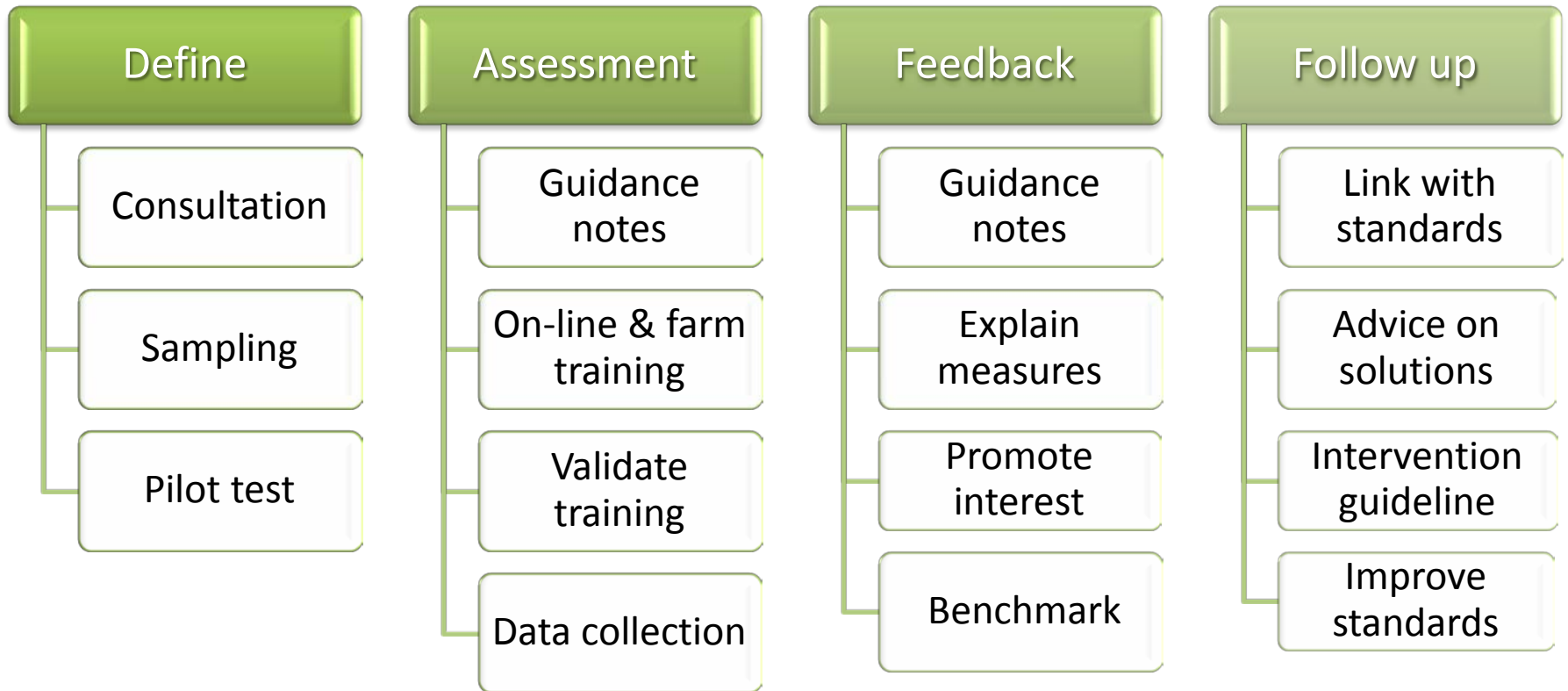
Behaviour

Health

Physical condition

Records

Introducing outcomes into schemes





AssureWel

- **Vision :** All assurance schemes using welfare outcome assessments to their full potential to improve animal welfare.
- **Goal 1:** *Deliver optimum welfare assurance within RSPCA Freedom Food and Soil Association certification schemes*
- **Goal 2:** *Promote uptake of outcome-based assurance within UK and European farm assurance schemes. Working with Red Tractor Dairy Assurance to harmonise on core measures and support training.*

Promoting industry uptake

Selection of practical, meaningful measures, assessment methodology and sampling strategies, suitable for use in farm assurance:

- **Until February 2012** AssureWel and Red Tractor align on measures and carry out cross-scheme pilots. AssureWel and Red Tractor review pilots and finalise measures.
- **Summer 2012:** RSPCA and Soil Association have started to use measures in scheme assessment
- **Summer-Autumn 2012:** Industry harmonisation meetings to align on outcome measures
- **2013:** Red Tractor finalise measures and likely to introduce approach



Individual measures

1a. Mobility – Individual scoring

2. Body condition

3. Hair loss, lesions & swellings

4. Cleanliness

- Assess **20 cows** from the main milking herd, sampled randomly from all groups by assessor
- The **same 20 cows** should be assessed for all 4 individual measures
- **3 or more** cows out of the 20 to be assessed **jointly** with the stockperson (record assessor's score only)
- **Body condition** to be assessed on an additional **5 dry cows** if managed as a separate group



Herd measures

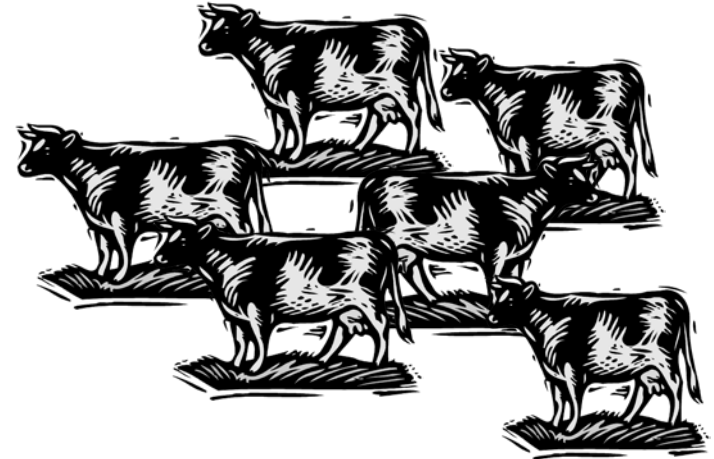
1b. Mobility – Lameness management

5. Lying comfort

6. Broken tails

7. Response to stockman

8. Cows needing further care



- Assessed across **all animals on farm**, this includes milking cows, dry cows, in-calf heifers, calves, any animals in hospital pens and animals due to be culled or leave the farm e.g. cull cows or male calves

- **Lying comfort** assessed on animals seen in **cubicle housing** only



Records measures

1c. Mobility – verifying self-assessment

9. Mastitis

10. Heifer and cow survivability



- Assessed across **all animals on farm**, this includes milking cows, dry cows, in-calf heifers, calves, any animals in hospital pens and animals due to be culled or leave the farm e.g. cull cows or male calves



How we can work together

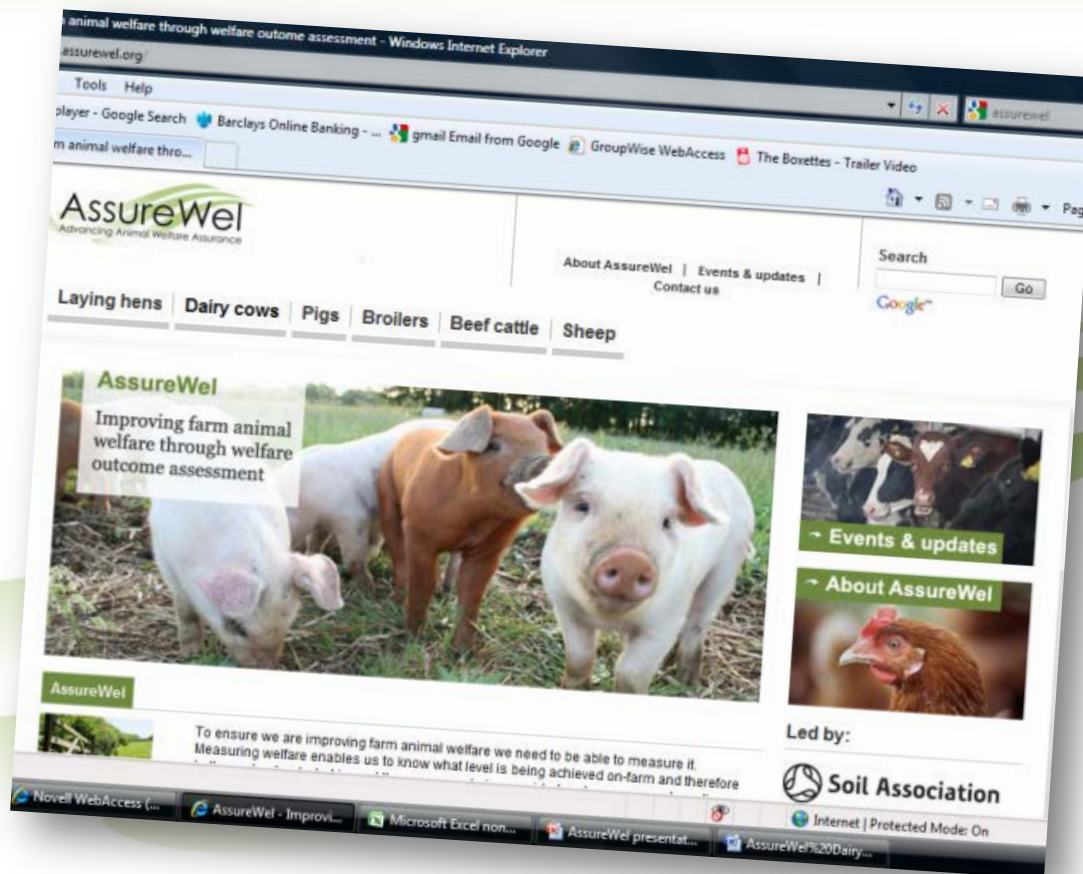
- **Measure** the priority health and welfare issues
- **Provide objective feedback** to farmers
- **Provide benchmarking** to farmers
- Encouraging use of the measures as a **management tool**
 - farms and Veterinary Health & Welfare Plans, groups, vets
- Encourage **self assessment to monitor outcomes**
- Identify areas for **targeted action**
- Identify areas for **targeted advice**
 - At time of assessment
 - Work with vet
 - AssureWel support service
- **Analysis** data and review standards

You can only manage what you measure

AssureWel engagement

- Individual producer training and support
- Information resources www.assurewel.org
- Sharing producer solutions
Identifying good practice/innovation through case studies
- Producer networks and events
Discussion groups, events & workshops, training, web forums
- Working with existing industry support
Dairy Co, existing advisors, vets





www.assurewel.org

