

I. Appendices

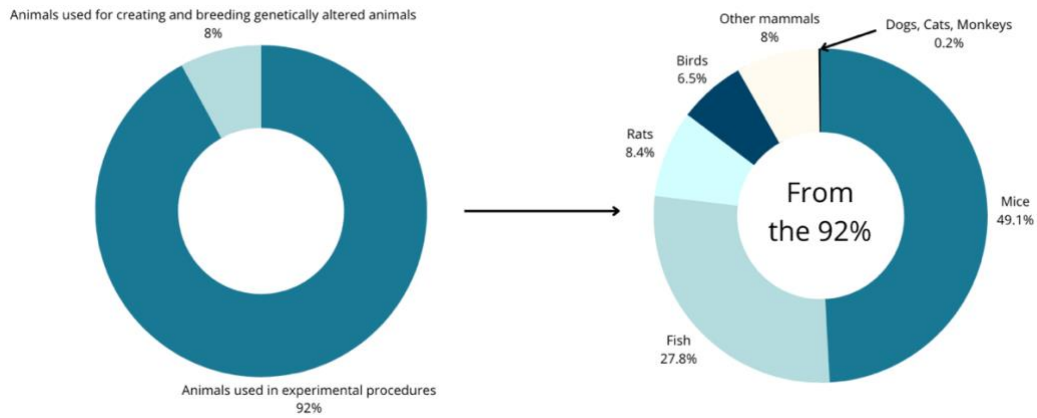


Figure 1 – Animals used in Science Research (European Commission, 2023b, pp.4-6)

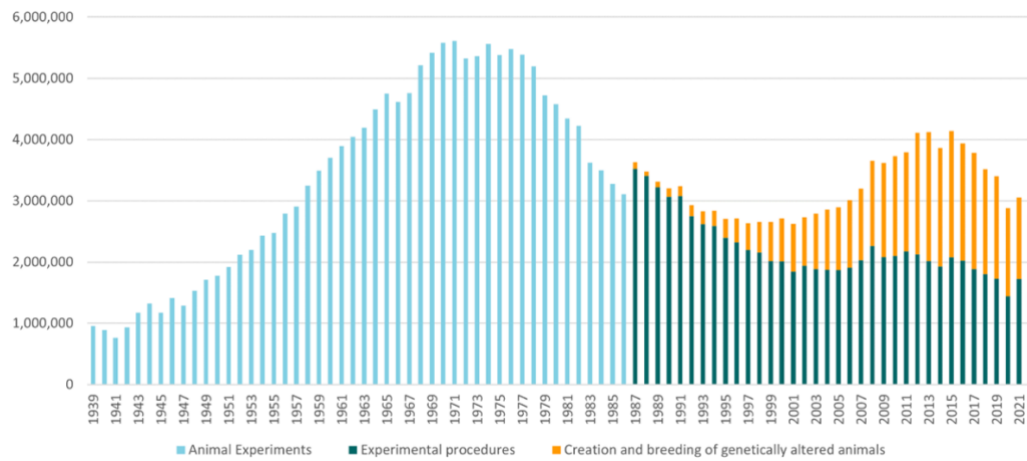


Figure 2 – Experimental procedures and creation and breeding of genetically altered animals between 1939-2022 (Understanding Animal Research, 2023)

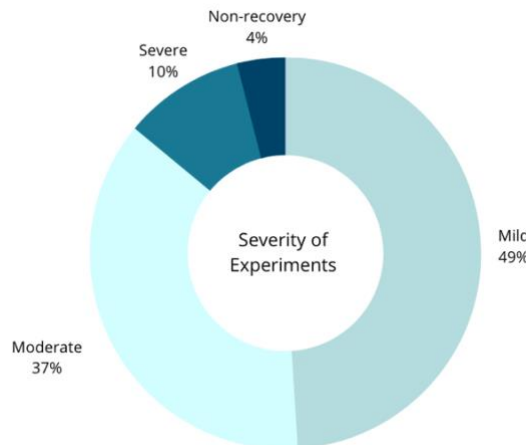


Figure 3 – Severity of experiments in EU in 2020 (European Commission, 2023b, p.34)

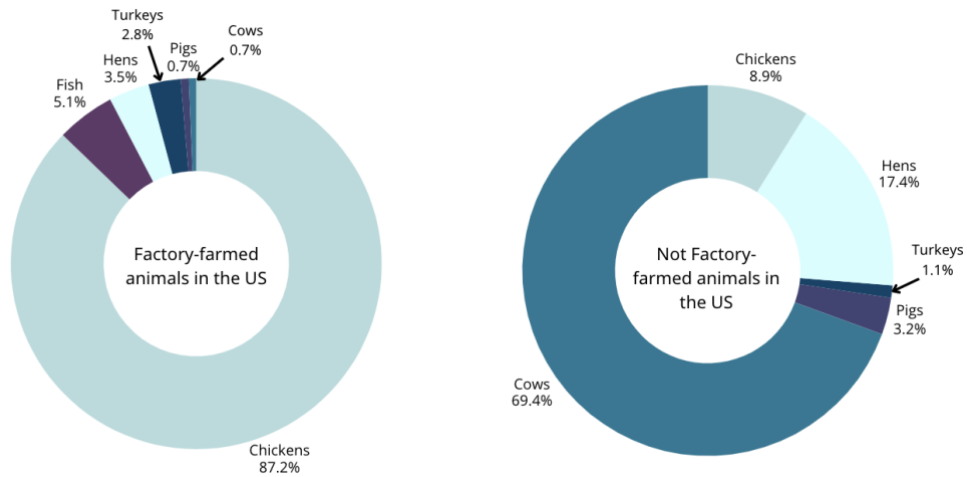


Figure 4 – Percentage on Factory-farmed and not Animals in 2017 in the US (Anthis, 2019)

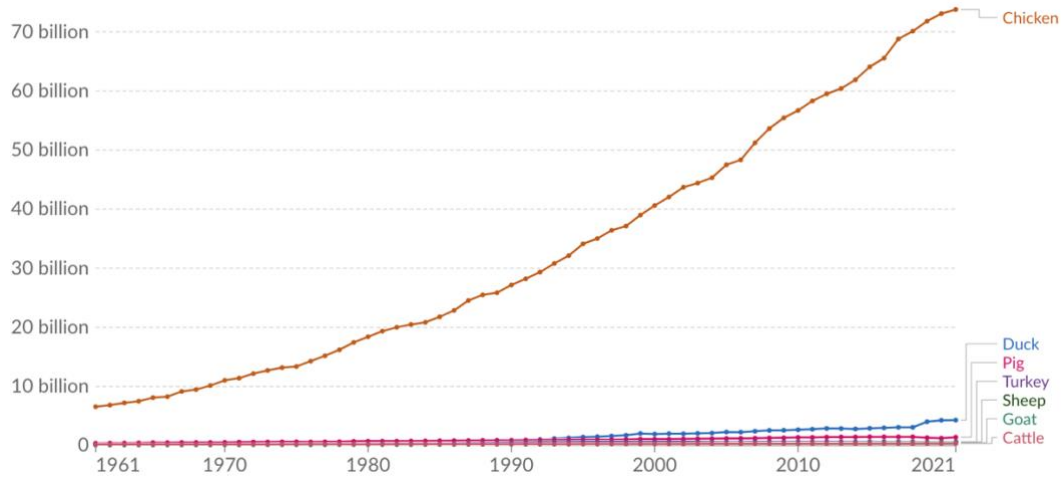


Figure 5 – Number of animals killed for their meat in the world, 1961 to 2021 (Our world in Data, 2023b)

The way animals are used	Examples
Animals competing with other animals	- cockfighting in Bali, - camel wrestling in the Aegean region - dog racing in Ireland
Animals competing with humans	- bullfights - Fiesta de Interes Turistico Internacional in Spain
Animals involved in competition between humans	- camel polo in Mongolia
Animals as religious sacrifices	- Gadhimai festival in Nepal
Animals as game	- dolphin slaughter organized by Japanese fishermen every year. - A hunt for pilot whales in the Faroe Islands
Animals used for tourist transport	- elephants in Southeast Asia
Animals as circus attractions	- circuses worldwide
Animals as roadside attractions	- snake charming using a musical instrument in India
Animals as toys, playthings	- Tiger Temple in Thailand
Animals in tourists' photos (selfies with wild animals)	- photos with llamas in Peru - photos with dressed-up monkeys in Asian countries
Animals as a delicacy for tourists	- China Dog Meat Festival

Figure 6 – Example of ways of using animals in the entertainment industry (Malchrowicz-Moško et al., 2020)

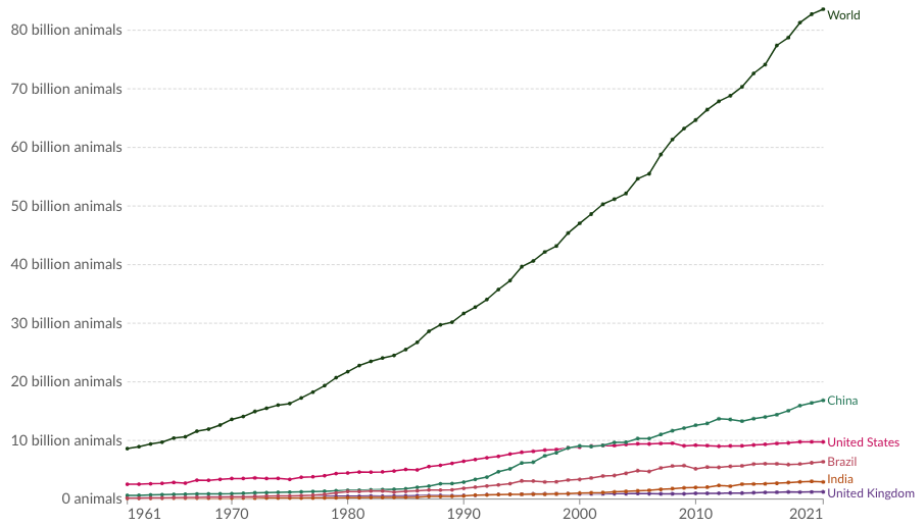


Figure 7 – Number of land animals slaughtered for their meat in the world, 1961 to 2021 (Our world in Data, 2023a)

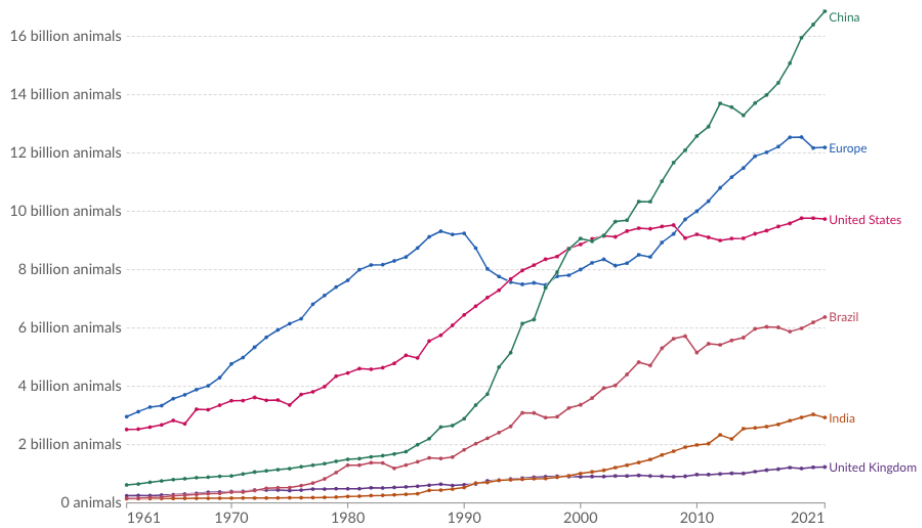


Figure 8 – Key players in the number of land animals slaughtered for their meat, 1961 to 2021 (Our world in Data, 2023a)

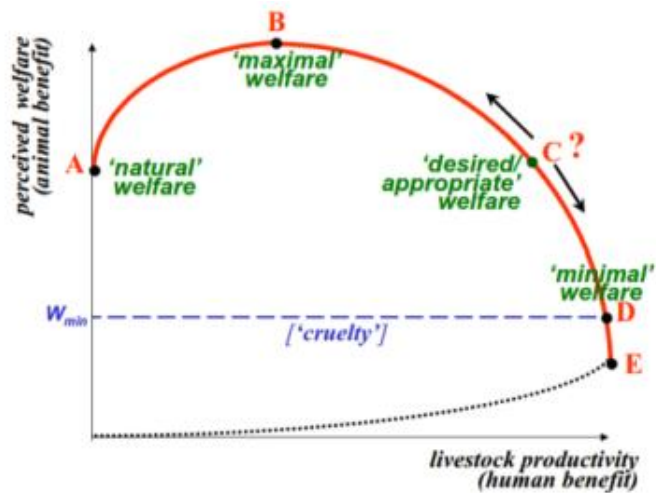


Figure 9 – Welfare-productivity (McInerney) model (Vetter et al., 2014)

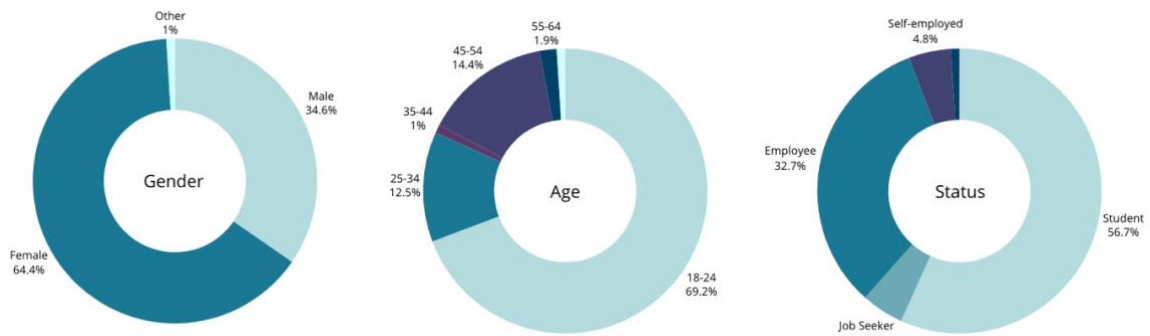


Figure 10 – Survey's demographic characteristics (Survey, 2023)

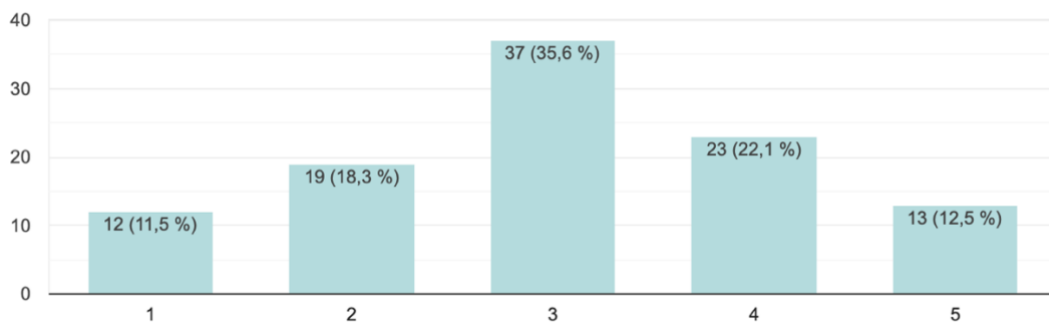


Figure 11 – How familiar are you with the concept of animal welfare in food supply chains? (Survey, 2023)

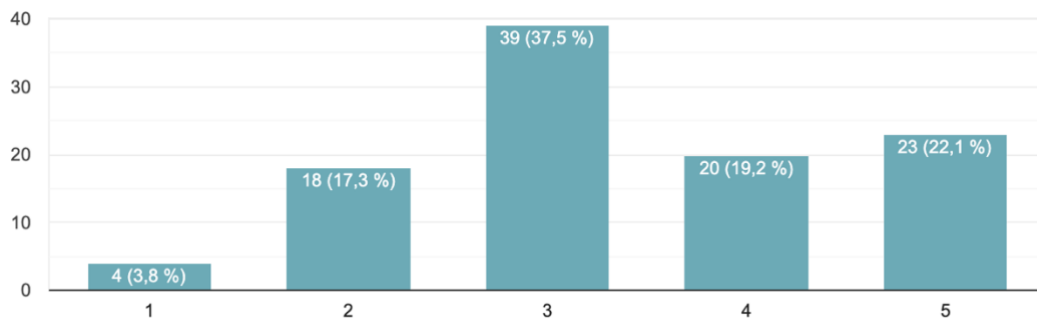


Figure 12 – How important is animal welfare in your food purchasing decisions? (Survey, 2023)

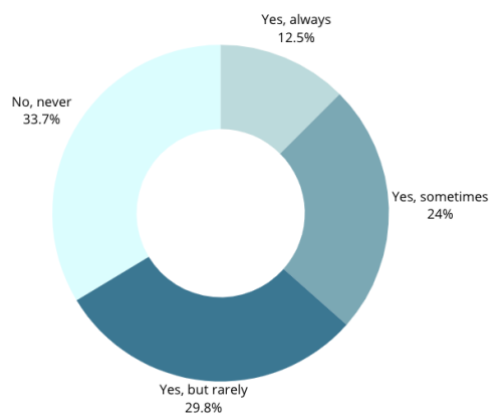


Figure 13 – Do you actively seek information about a food brand's animal welfare practices before making a purchase? (Survey, 2023)

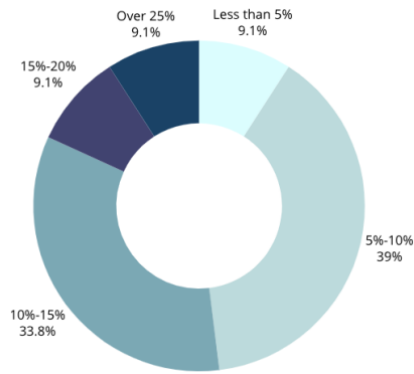


Figure 14 – What percentage of the price would you be willing to add for certified higher animal welfare standards? (Survey, 2023)

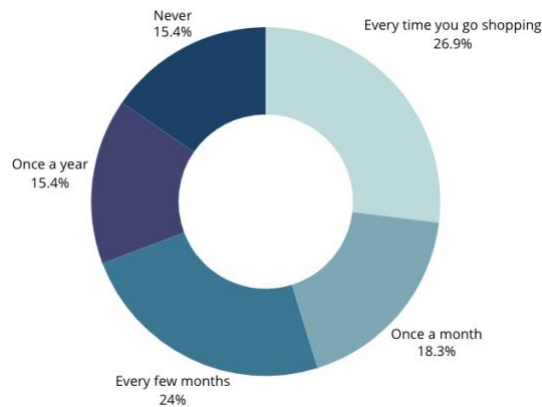


Figure 15 – How frequently do animal welfare considerations impact your food purchasing decisions? (Survey, 2023)



Figure 16 – What factors can influence your perception of a food brand's commitment to animal welfare? (Survey, 2023)

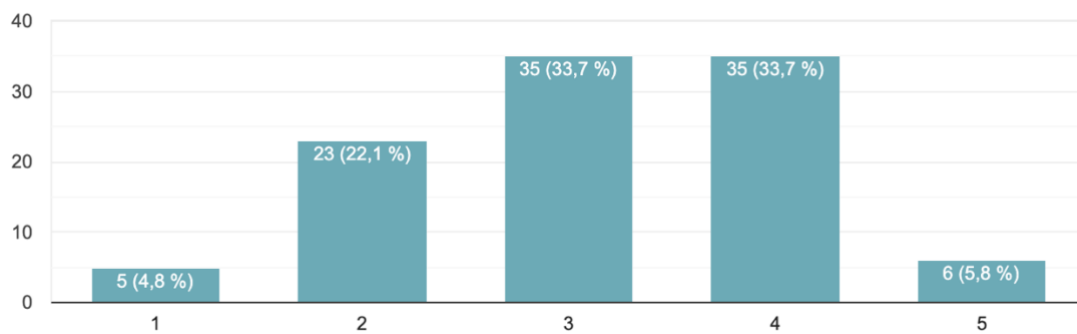


Figure 17 – How likely are you to trust a brand that communicates its commitment to animal welfare? (Survey, 2023)

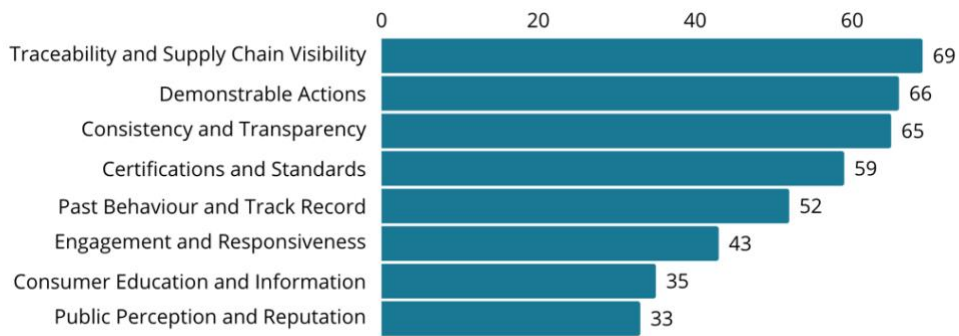


Figure 18 – What can influence why you trust or not a brand communicating on its commitment to animal welfare? (Survey, 2023)

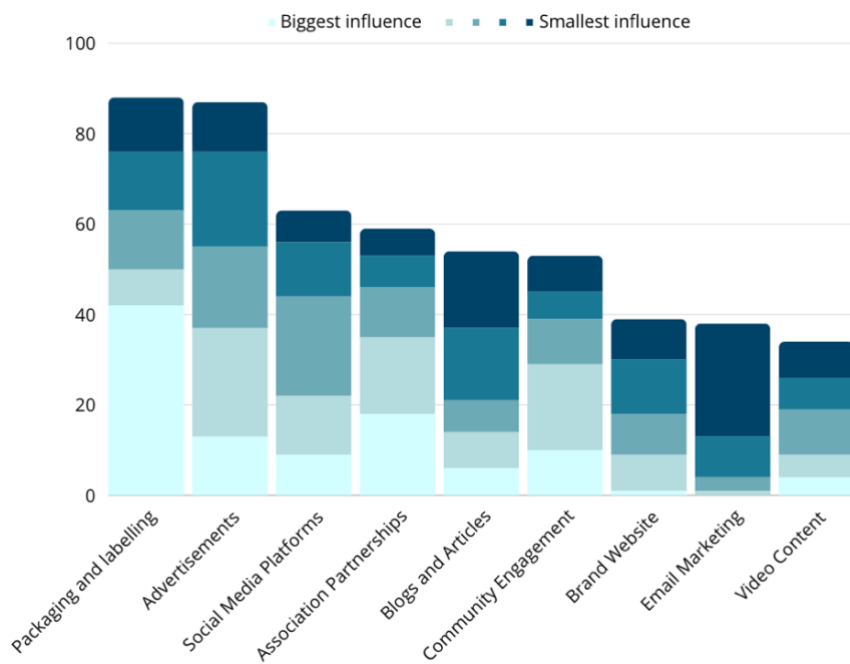


Figure 19 – Which communication channels influence your perception of a brand's animal welfare efforts the most? (Survey, 2023)

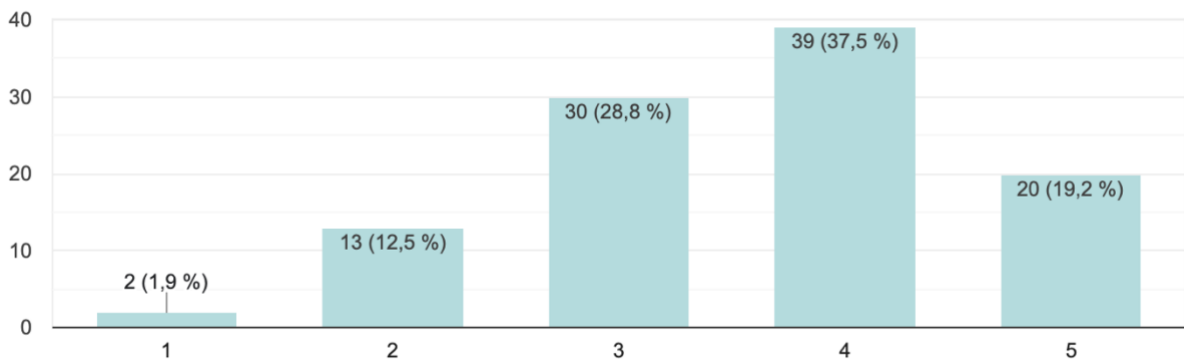


Figure 20 – Do you believe that food brands highlighting animal welfare considerations have a competitive advantage in the market? (Survey, 2023)

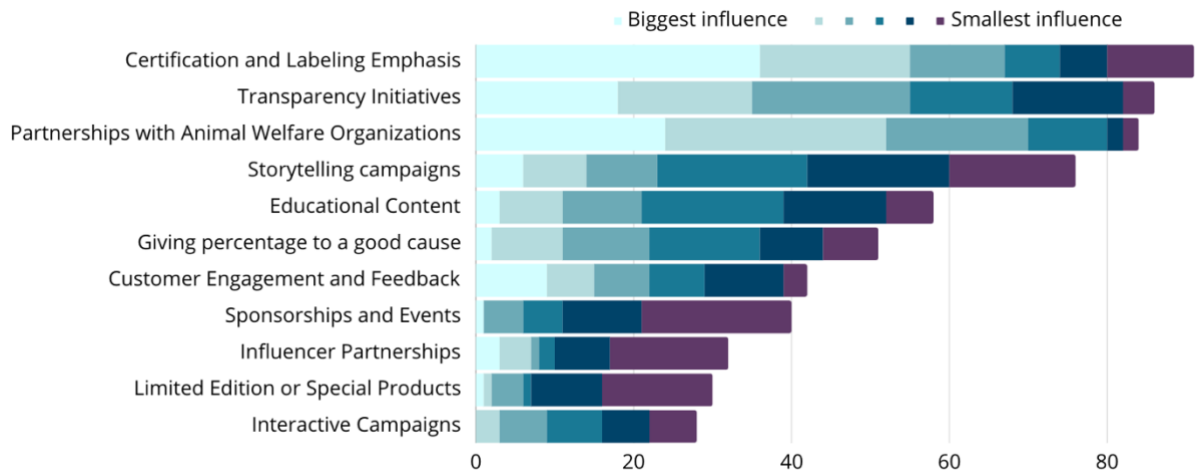


Figure 21 – Which marketing strategies related to animal welfare resonate with you the most? (Survey, 2023)

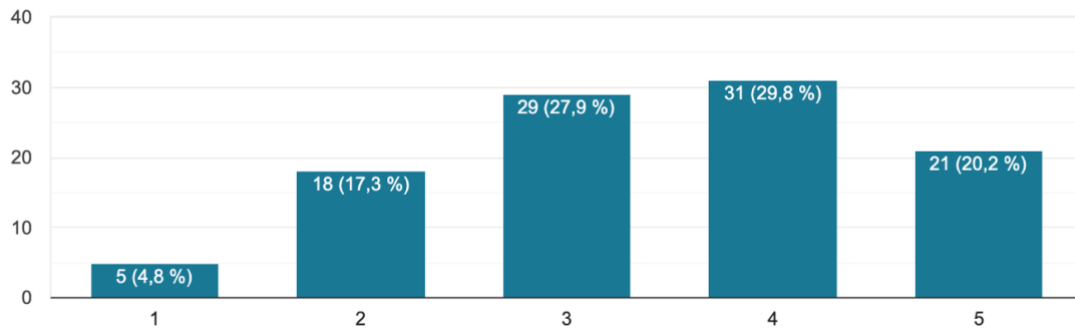


Figure 22 – How influential are ethical labels or certifications related to animal welfare in your purchase decisions? (Survey, 2023)



Figure 23 – Select 5 measures that you think food brands should take to better COMMUNICATE their commitment to animal welfare (Survey, 2023)

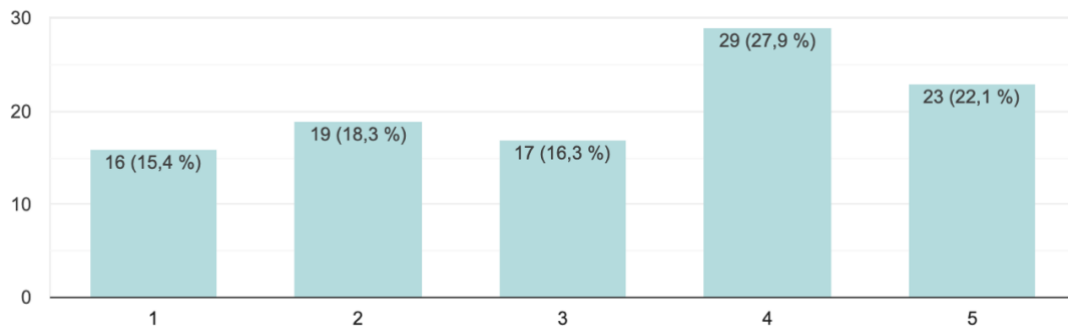


Figure 24 – Would you prefer a clear and simple labelling or with more detailed information about a brand's animal welfare practices? (Survey, 2023)

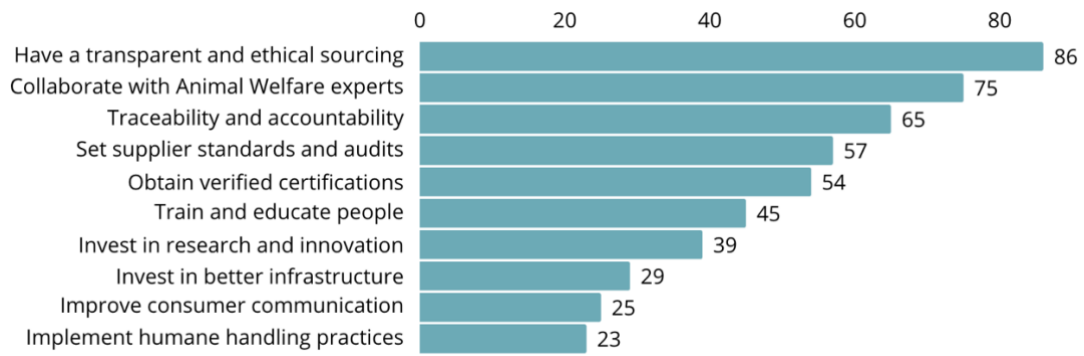


Figure 25 – Select the 5 more important steps food brands should take to ACTUALLY enhance their commitment to animal welfare (Survey, 2023)

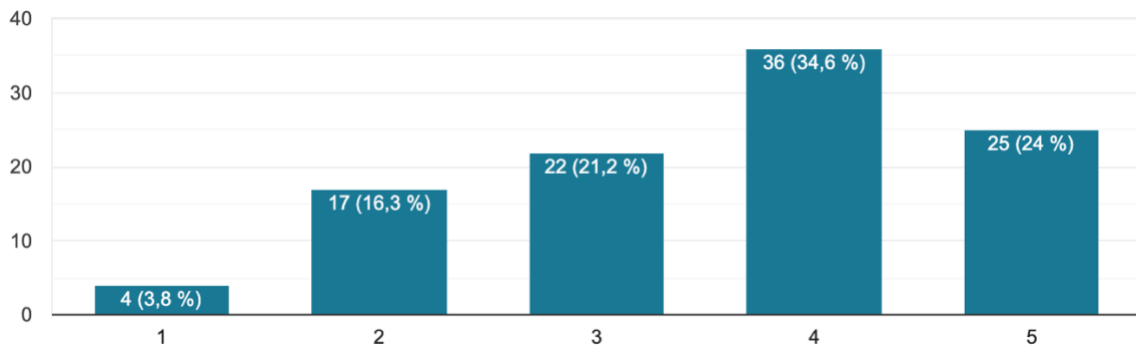


Figure 26 – How familiar are you with the influence of intensive animal agriculture on environment issues and climate change? (Survey, 2023)

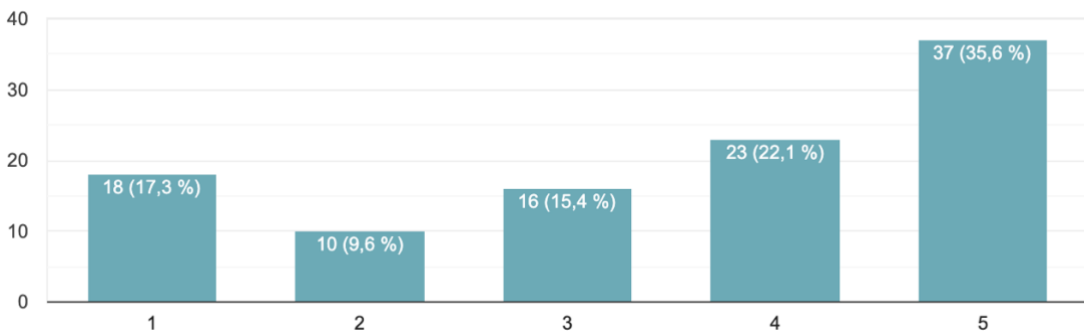


Figure 27 – How willing would you be to switch to meat-free or plant-based products if you couldn't see the difference in the price? (Survey, 2023)

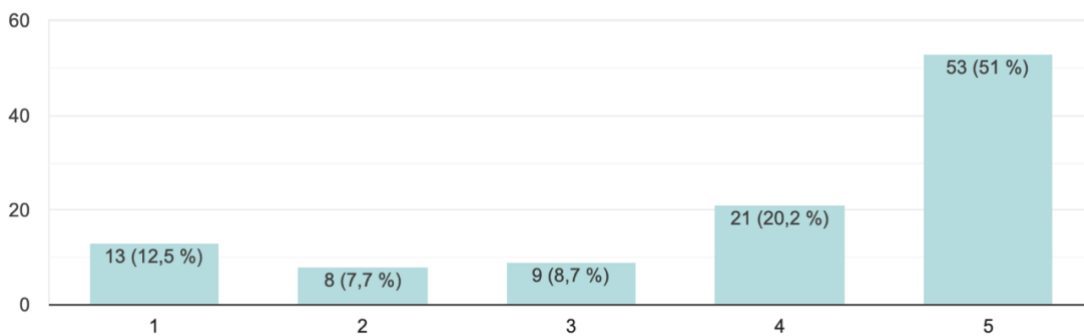


Figure 28 – How willing would you be to switch to meat-free or plant-based products if you couldn't see the difference in taste? (Survey, 2023)

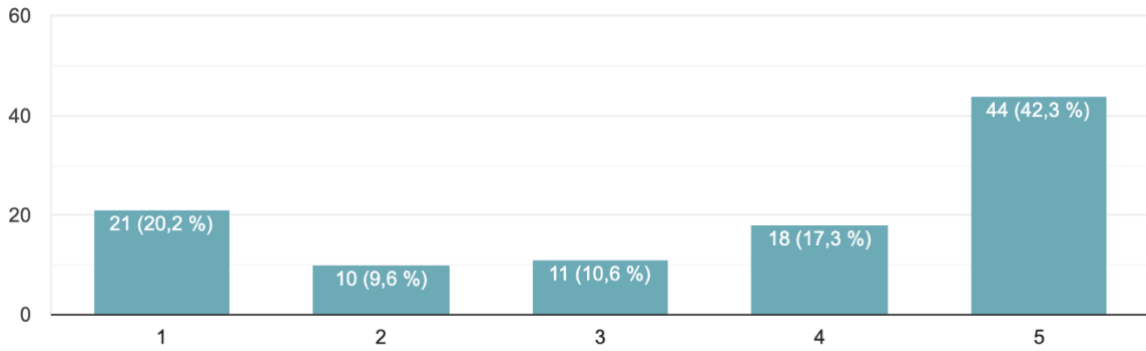


Figure 29 – How willing would you be to switch to meat-free or plant-based products if you couldn't see the difference in how it looks? (Survey, 2023)

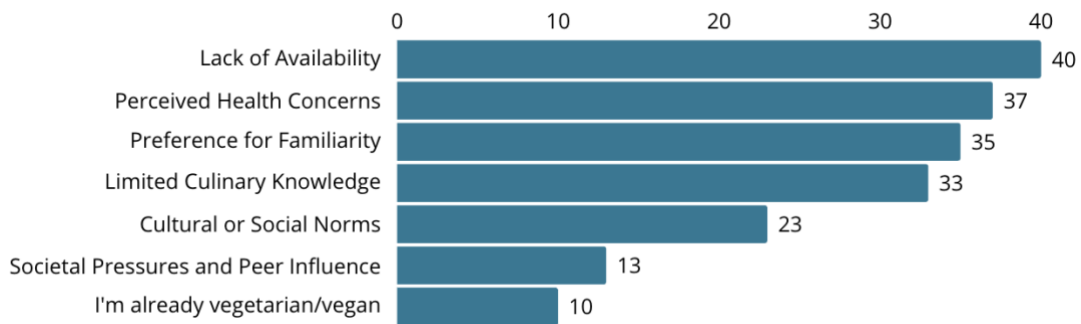


Figure 30 –What could be stopping you from switching to a meat-free alternative (other than price/taste/look)? (Survey, 2023)



Figure 31 – Trustable certified animal welfare certifications (Rajan, 2018)

https://docs.google.com/spreadsheets/d/1WVkyJgAVqARt5d1JqEU_-VJ_E1Ll8lcMnlv4oVCZSBM/edit?usp=sharing

Figure 32 – Link to online Excel with all the Survey's responses data (Survey, 2023)

Template of Interview's questions for Associations protecting Animal Welfare

1. Despite the growing awareness we observe around animal welfare nowadays, why do you think there's been a lack of substantial change in the industry's approach to animal

welfare? Is it only economic or is there something else that could be preventing changes?

2. As we know, fighting against intensive animal agriculture is hard, and especially when some people consider it as the only solution. The best way is still to come up with alternatives and solutions, because completely stopping without alternatives won't work either. What are the top alternative approaches or solutions that Compassion in World Farming is advocating for, which could significantly enhance animal welfare in the food supply chain?
3. Could you share insights into the strategies or campaigns that Compassion in World Farming is employing to push for better animal welfare standards in the industry?
4. How have consumers responded to these advocacy campaigns? Have you observed any notable changes in consumer behaviour or perception towards food brands implementing better animal welfare practices over the last few years?
5. In your opinion, what specific steps should be taken to increase consideration for animal welfare, and by who? I'm talking beyond token gestures or superficial changes? Laws ? Policies ? Else ?
6. Do you believe there's a prevalent issue of "greenwashing" and hidden actions among major food companies regarding claims of improved animal welfare? How can consumers discern genuine efforts from marketing tactics?
7. Do you have examples where food brands have significantly improved their animal welfare standards due to advocacy efforts from Compassion in World Farming, in collaboration with consumer pressure?
8. Lastly, how can ordinary consumers contribute to this cause beyond just choosing products from brands that claim to prioritise animal welfare? What are the actions they can take to improve global situation?

Figure 33 – Interview's question for Associations protecting Animal Welfare

Template of Interview's questions for Marketing Agencies on the Food Industry

1. How does your agency approach integrating animal welfare concerns into the marketing strategies of food brands? Could you provide examples of successful campaigns that emphasise ethical considerations in the supply chain?
2. Do you observe significant differences in the marketing strategies devised for meat-free companies compared to those promoting meat-based products? If so, what are the primary distinctions, and why do these differences exist?

3. Based on your experience, how do consumers typically respond to messaging that emphasises animal welfare in food products? Have you noticed any evolving trends or shifts in consumer behaviour regarding their consideration of animal welfare in recent years? How are food brands reacting to this change in the consumers' behaviour and perception? Have you noticed any changes?
4. In your view, which specific communication strategies or messaging approaches have proven to be more effective in conveying animal welfare concerns to consumers? Are there certain demographics that respond more positively to such messaging? Or some communication channels that are working better?
5. How do you assist food brands in positioning themselves in the market concerning animal welfare concerns? What strategies do you employ to differentiate brands in terms of their ethical practices? Do you believe that food brands that highlight animal welfare considerations have a competitive advantage in the market?
6. What metrics or methods do you use to gauge the impact of marketing campaigns centered around animal welfare? How do you evaluate the success of these campaigns in terms of consumer perception and brand loyalty? And is there a significant difference in results between these and the one not centered around animal welfare or does it depend?
7. What are the primary challenges or obstacles you encounter when developing marketing strategies that highlight animal welfare? How do you overcome these challenges?
8. With the growing demand for ethically sourced and animal-friendly products, how do you anticipate the marketing strategies evolving in the near future? Are there any emerging trends or approaches you foresee gaining traction?
9. Could you share instances where collaboration with food brands on animal welfare concerns significantly impacted consumer perception and behaviour? What role did your agency play in facilitating such changes?
10. How do you incorporate educational aspects into marketing strategies aimed at raising awareness about animal welfare issues within the food supply chain? Have you found certain educational approaches to be particularly effective in influencing consumer behaviour? Does informing consumers about what on-package labels mean for animal welfare influence their purchase intentions?
11. Do you believe there's a prevalent issue of "greenwashing" and hidden actions among major food companies regarding claims of improved animal welfare? How can consumers discern genuine efforts from marketing tactics?

12. Has your company ever had to deal with food brands that wanted a communication and marketing plan that emphasised animal welfare when in fact this was not the case? If yes, how did you react?
13. Do you pay attention to your customers' CSR or do you carry out a form of due diligence to make sure that the marketing you put in place is in line with your customers' actual practices? Is this the case for most marketing agencies at the moment, or are some turning a blind eye?

Figure 34 – Interview's question for Marketing Agencies in the Food Industry