

Nutrition: Supermarkets and Farms

**Making QA work: for us, the farmers
and their animals**

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The Pros and Cons of QA

	Pros	Cons
Consumer	Awareness, Trust? Food safety, Provenance, welfare	Unawareness Don't trust Don't care
Farmer	Better husbandry Market advantage Pride	Bureaucracy No improvement No reward
Animals	Better health & welfare	Audit not action

QA in "Action"

∞ Little Red Tractor

- Consumer: no awareness (wrong image!)
- Producer: no market advantage

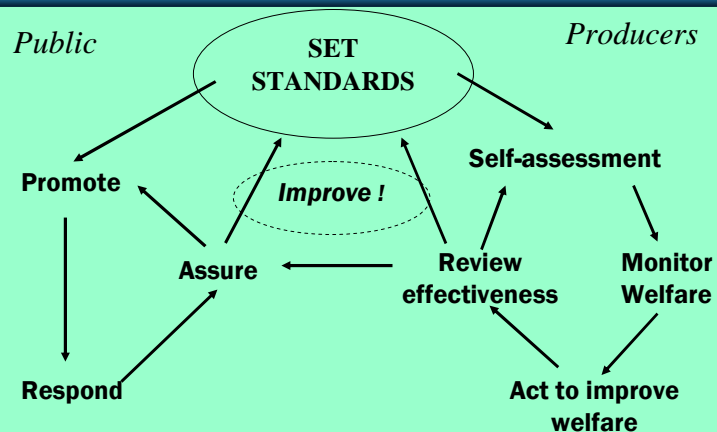
∞ Organic standards

- Consumer: high awareness (but limited understanding)
- Producer: market advantage, commitment to 'fundamentalism'
- Animals: higher welfare aspirations

∞ RSPCA Freedom Foods

- Animals: higher welfare aspirations
- Impact free range hens ☺, dairy ☹

Action for Quality Control: *The Virtuous Bicycle*





Action for Change

∞ Free Range Eggs

- Public demand for 'Quality' has outstripped government action
- Consumption >50% overall
- 100% @ (e.g.) Waitrose, Coop
- Independent audit shows real improvement in hen welfare

∞ Dairy Production

- Most of public (and farmers) still see liquid milk as a commodity
- 'Value': Milk 46p/litre, fizzy water 92p/litre
- Independent audit has identified problems in 'high welfare' schemes
- BUT: Greatest need and scope for action to add value