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- Press release -

The Étiquette Bien-Être Animal labelling system: just what the EU ordered

The European Union intends to make progress on animal welfare and a dedicated labelling system

When it comes to animal welfare, the European Commission judged in April that *“there is a clear demand from consumers that is not met and a clear need for raising awareness and simplifying the existing state of play of labelling schemes with animal welfare claims in the EU”*. This concern is included in the Farm to Fork Strategy adopted by the European executive in November 2021.

The European Commission strives to create an EU-wide animal welfare labelling system to increase transparency on animal rearing, transport, and slaughter methods. The Commission recommends that existing rules be clarified and that their harmonization at the European level continue, likely through legislation.

The Étiquette Bien-Être Animal shares the European Union’s vision

What the European Union aims to do with its labelling system overlaps precisely with the very principles of the Étiquette Bien-Être Animal. This unique French initiative endeavours to provide consumers with information on how the animals involved in the making of a food product were farmed, empowering them to make informed—and sometimes different—choices.

This approach seeks to improve transparency by covering all items on a supermarket shelf, regardless of how they were produced, and to raise awareness about animal welfare issues. The Étiquette Bien-Être Animal labelling system’s visibility and specific requirements work to support the animal sector in the adoption of better practices, hopefully leading to improvements in the conditions under which farm animals are kept.

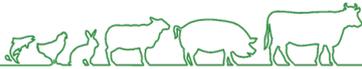
This labelling system, created in 2017, also aligns with the European Union’s expectations in terms of scope and implementation, as it includes:

- **A multi-level scoring scale** ranging from minimal requirements (level E) to superior welfare standards (level A).



This configuration gives more choice to a diverse consumer base. The label also summarizes the relevant farming method.





This level-by-level approach ensures progress throughout the food production chain. The Étiquette Bien-Être Animal standards combine obligations of means and results, partially based on direct observation of the animals. Moreover, its methodology makes it easier to accommodate existing schemes and norms in Member States.

- A **scalable system**, based on species-specific technical standards, **that covers as many animals and sectors as possible**.
- Broad coverage of the animal's life span. **All phases of production**, including birth, rearing, harvest, transport and slaughter **are monitored**. One of the Étiquette Bien-Être Animal labelling system's strengths is that it **assesses the welfare of breeder animals**, as the European Union prefers.

Qualified third parties audit every operator according to the initiative's standards at least once a year.

- **Coverage of all products, including processed products** with the goal to expand its use by food suppliers.
- A design ensured by a **collaborative working group** composed of representatives from the agrifood sector, including producers and retailers as well as animal welfare NGOs.

The European Union attaches great importance to this point for the development of a regulatory framework that fairly balances various goals.

A "made in France" initiative ready for an EU-wide roll-out

The Étiquette Bien-Être Animal fulfils all European Commission recommendations. In June 2021, 29% of French citizens said they considered the Étiquette Bien-Être Animal's specifications when grocery shopping (source: YouGov). The label can thus legitimately position itself as **a successful solution for common EU-wide technical standards**.

The Association Étiquette Bien-Être Animal calls for the opportunity of the French Presidency of the EU to be seized to advocate for animal welfare and prove that **the French labelling system is fully compatible with the EU's vision**.

About the Étiquette Bien-Être Animal labelling system

In 2021, 90 million broilers came under this labelling system, including 60 million free range (Label Rouge or organic). Almost 3,000 poultry farmers were involved in the initiative. The scheme should soon be rolled out to cover the pig sector. The Association convenes: CIWF France, LFDA, OABA, WELFARM, Casino (which includes Franprix and

Monoprix), Agromousquetaires, Carrefour, Lidl and Système U, Fermiers de Loué, Fermiers du Sud-Ouest (which includes Fermiers Landais, Fermiers du Gers and Fermiers du Périgord), Arrivé, Groupe Michel, Galliance, Fleury-Michon, Herta, Cooperl and two recent members, volailles de Janzé and volailles de l'Orléanais.

Learn more at www.etiquettebienetreanimal.fr

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