



WEIHENSTEPHAN • TRIESDORF
University of Applied Sciences

Public perception of livestock production

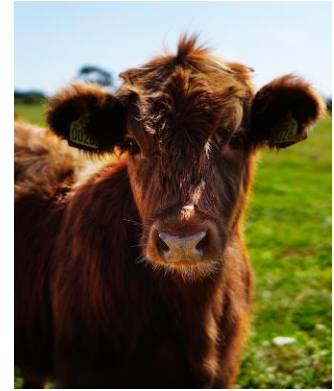
Prof. Dr. Gesa Busch

Food Consumption and Wellbeing

11.04.2025 EAAP Regional Meeting, Krakow

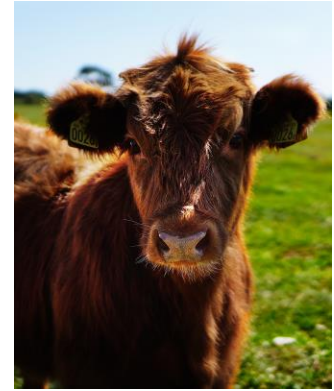
Agenda

- Public perception of livestock production
- Buying behavior for animal products
- Citizen-consumer-gap



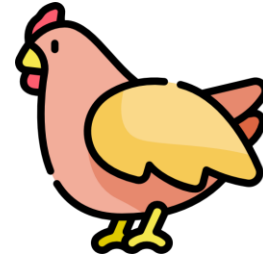
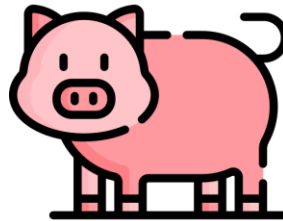
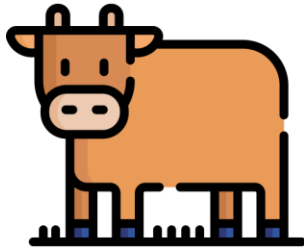
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- **Public perception of livestock production**
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Public perception of livestock farming

Increasing public concern about animal welfare in current livestock farming systems in several countries around the world



Special Eurobarometer 533

Attitudes of Europeans towards animal welfare



Poland

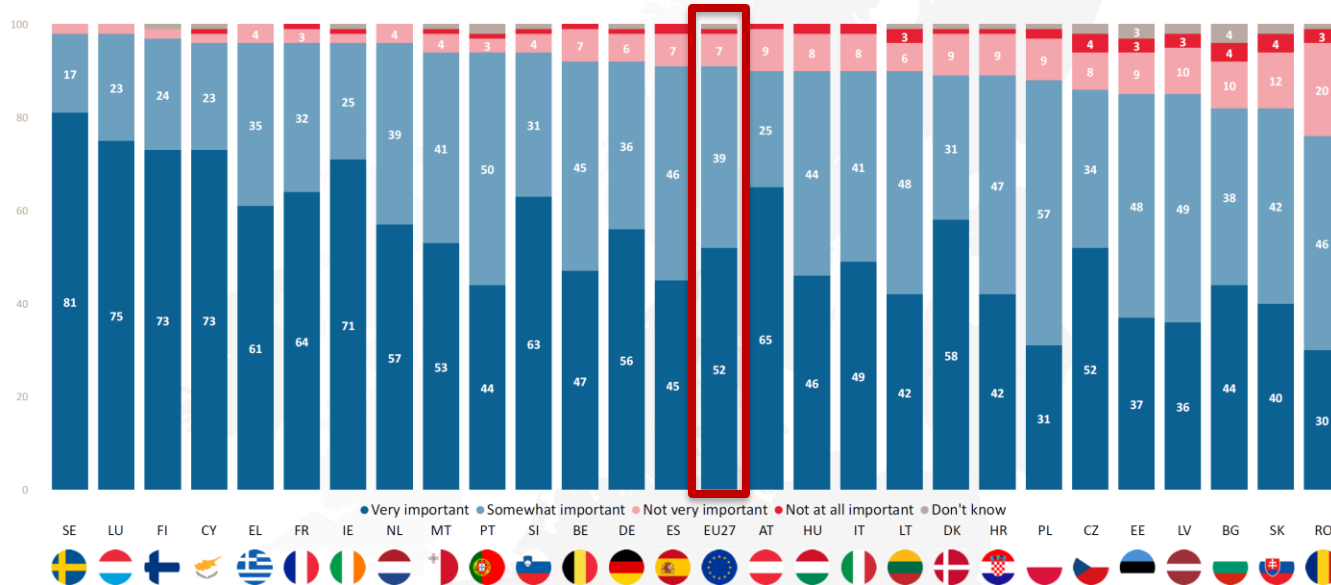
Total EU27 | 26,376 interviews | Fieldwork: 2 March 2023 - 26 March 2023

Poland | 1,004 interviews | Fieldwork: 3 March 2023 - 19 March 2023

Methodology (PL): Face-to-face

1. PROTECTION OF FARMED ANIMALS

QC2. In your opinion, how important is it to protect the welfare of farmed animals (e.g. pigs, cattle, poultry, etc.) to ensure that they have decent living conditions? (%)



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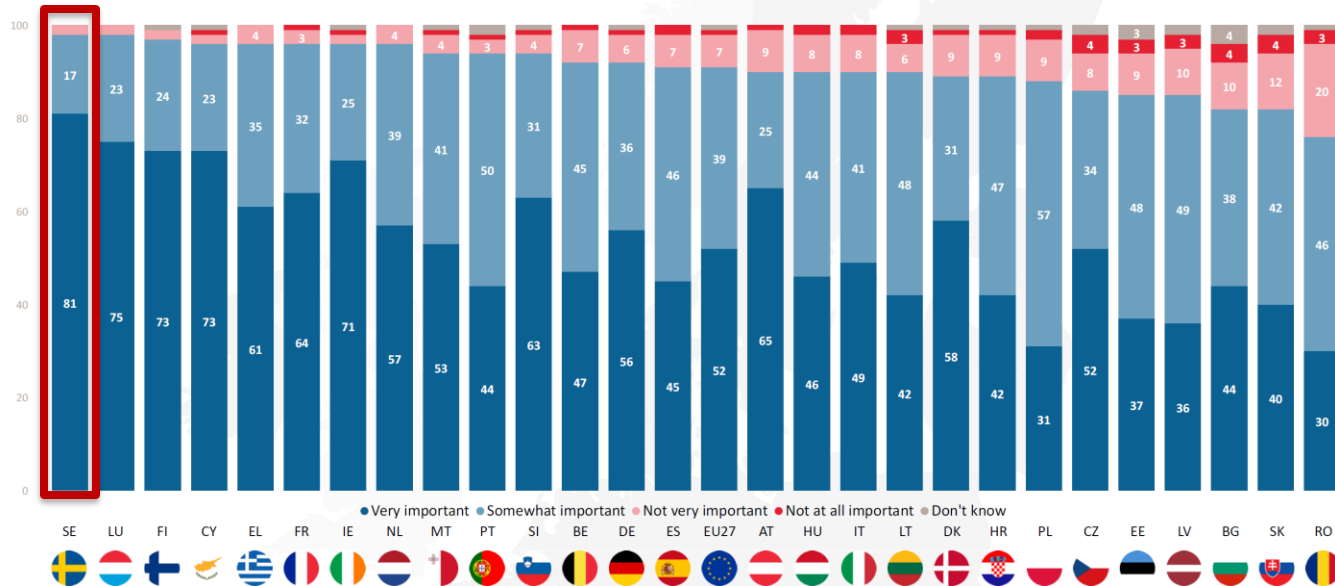
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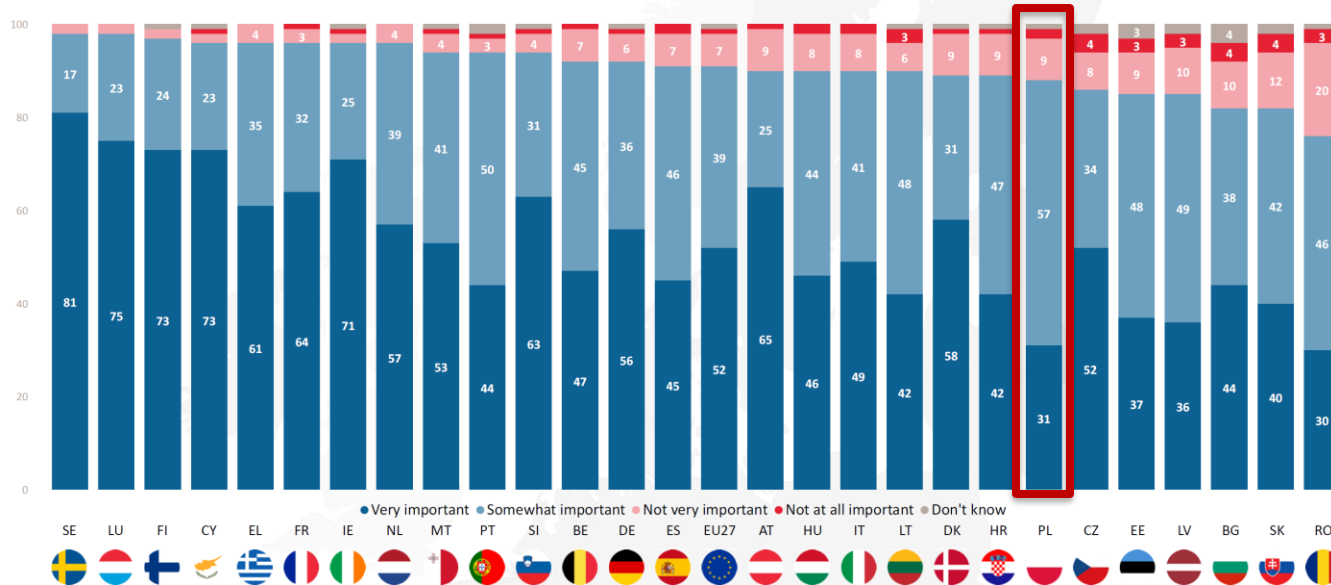
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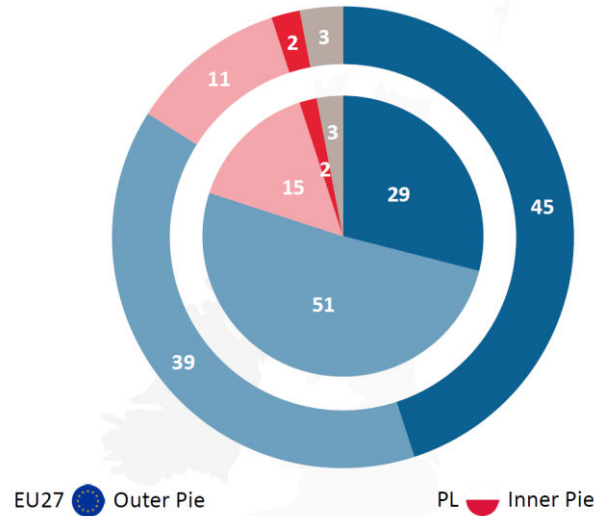
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1. PROTECTION OF FARMED ANIMALS

QC2. In your opinion, how important is it to protect the welfare of farmed animals (e.g. pigs, cattle, poultry, etc.) to ensure that they have decent living conditions? (%)



QC3. Do you believe that in general the welfare of farmed animals in (OUR COUNTRY) should be better protected than it is now? (%)



Yes, certainly	45	▲ 1	29	▲ 7
Yes, probably	39	▲ 1	51	▲ 1
No, probably not	11	▲ 1	15	=
No, certainly not	2	=	2	▲ 1
Don't know	3	▼ 3	3	▼ 9

■ Yes, certainly
■ Yes, probably
■ No, probably not
■ No, certainly not
■ Don't know

▲ ▼ Mar. 2023 / Nov. - Dec. 2015

Criticism of livestock production

- Little naturalness of the animals' environment
- High performances and problems with animal health
- Pain associated procedures (e.g. beak trimming)
- Dealing with male „counterparts“
- Increasing farm sizes
- Lack of emotional attachment between farmers and their animals



Evaluation of a conventional pig barn by the public

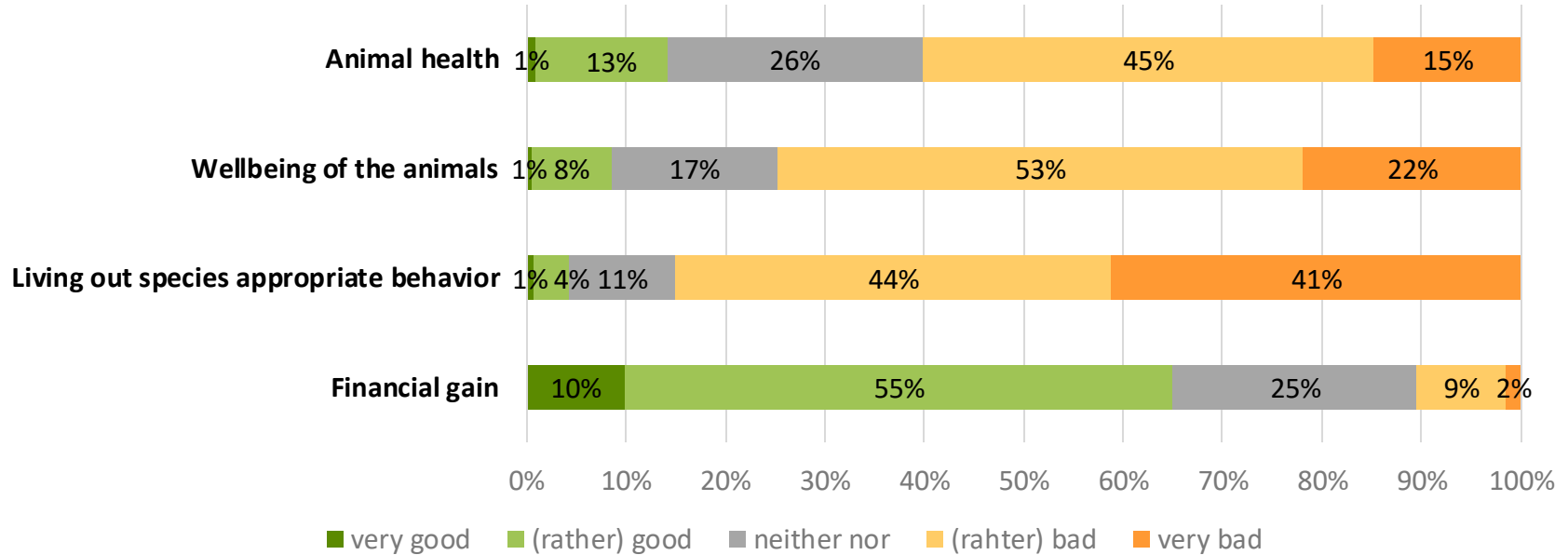
„Here you can see a few sample pictures of classic pigsties that meet the legal requirements. Even if the pictures are slightly different, the barns are very similar in design. The majority of fattening pigs in Germany are kept in stables like this.”



“How would you rate such a barn regarding pigs/farmers/meat?”

Source: Kühl and Busch 2022; survey of 919 people in Germany

Evaluation of a conventional pig barn by the public



Source: Kühl and Busch 2022, survey of 919 people in Germany.

Questions: **How would you rate such a barn with regard to the pigs/the farmers/the meat?**; Scale: 1="Very bad" to 7="Very good".

Public perception of livestock production



Climate change

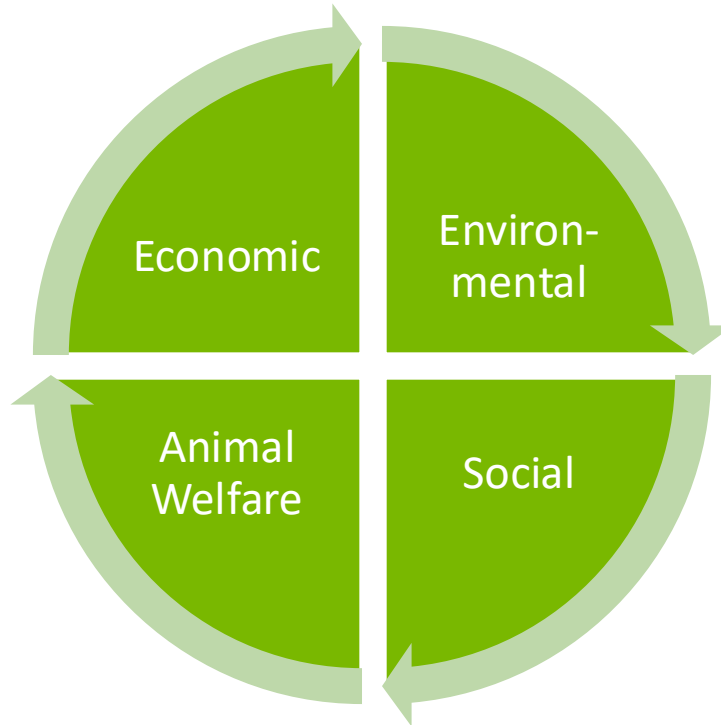


Biodiversity

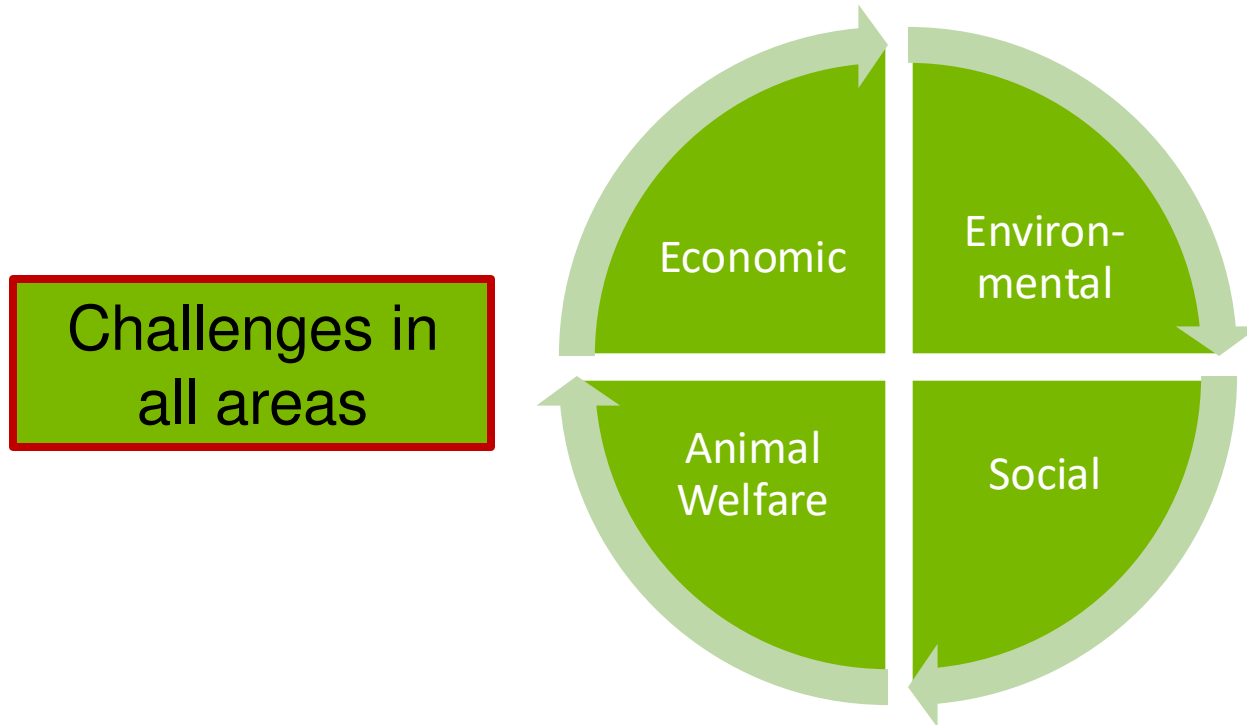


Fairness

Sustainable livestock production

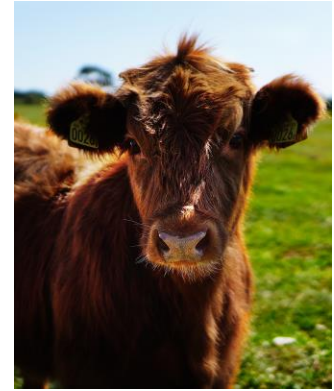


Sustainable livestock production



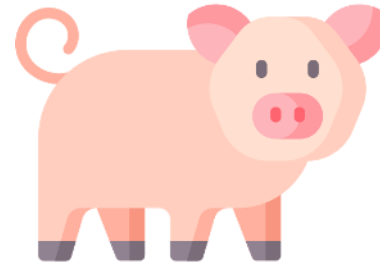
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- **Buying behavior for animal products**
- Citizen-consumer-gap



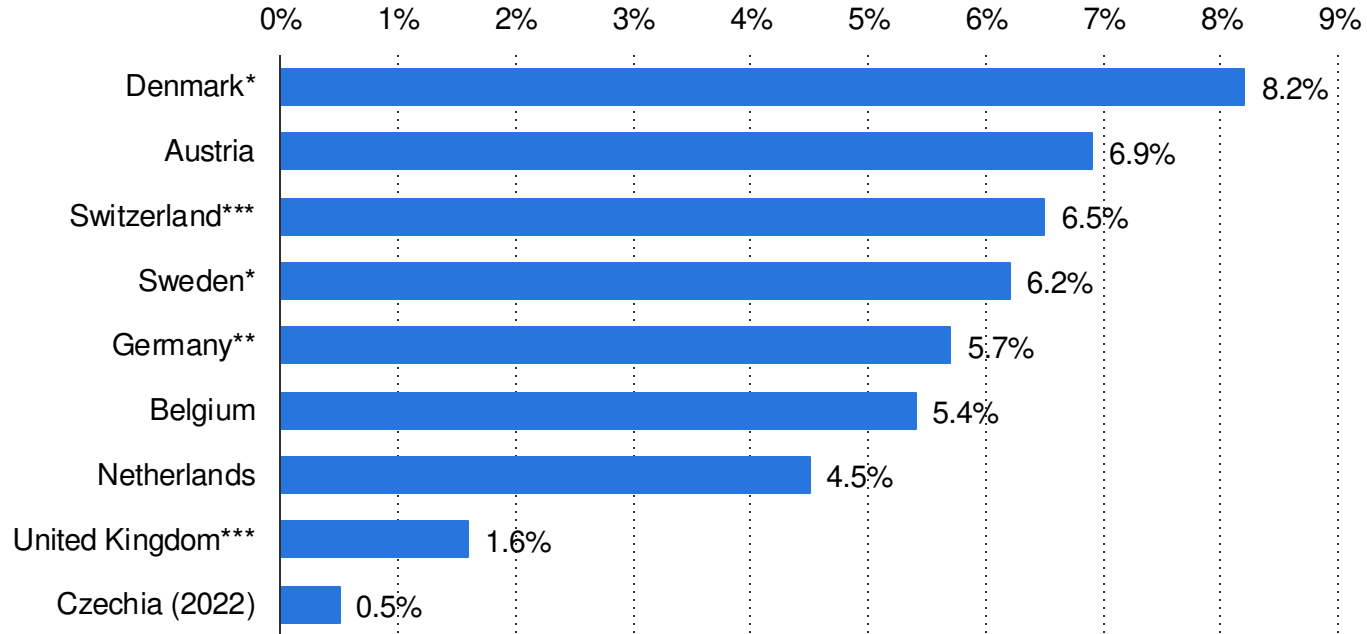
Development of the organic sector

Between 2014 and 2020,
the **production of organic
pigs and poultry** grew
annually by 9% and 11%,
respectively



Source: EU Commission (2023). Agricultural Brief: Organic farming in the EU

Organic market share of meat (retail sales value)



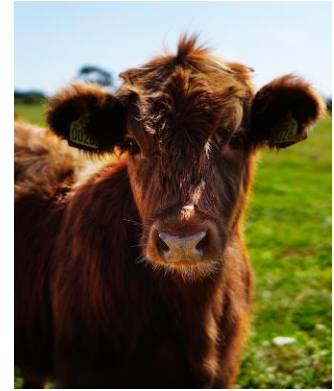
Note(s): Europe; 2023; *Beef only; ** Beef and pork; ***includes fish

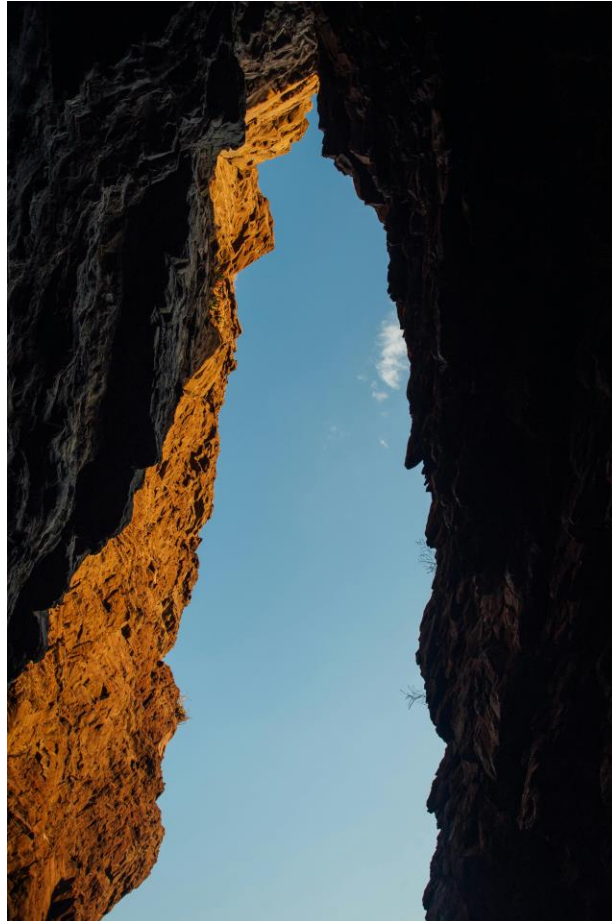
Source(s): Forschungsinstitut für biologischen Landbau; AMI; NürnbergMesse; Staatssekretariat für Wirtschaft; Coop Schweiz; [ID_1043414](#)

Source: Statista

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- **Citizen-consumer-gap**





Ben neale from Pexels

Attitude-Behavior-Gap / Citizen-Consumer-Gap

Gap between attitude and behavior of a person

Exercising



Avoiding plastic packaging



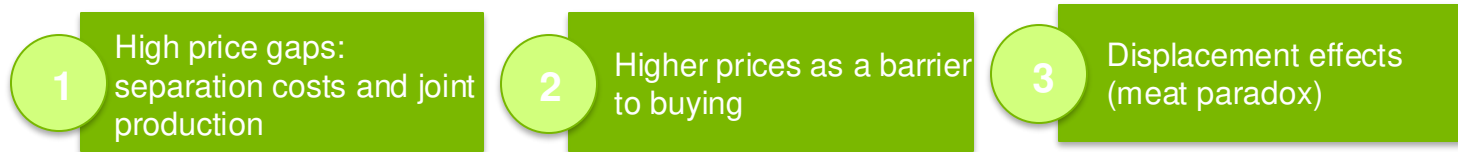
Reducing carbon footprint



Possible reasons in the case of meat

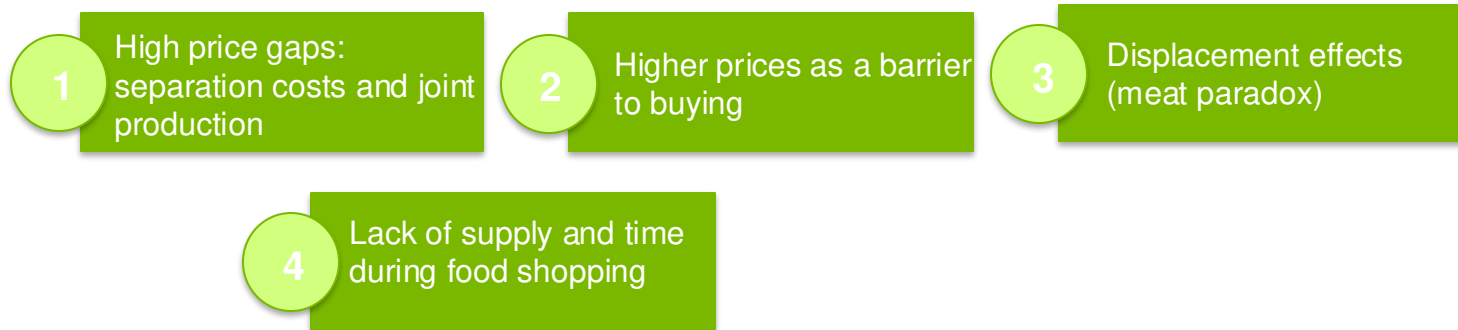
- 1 High price gaps:
separation costs and joint
production
- 2 Higher prices as a
barrier to buying

Possible reasons in the case of meat



Source: Busch und Spiller, 2020

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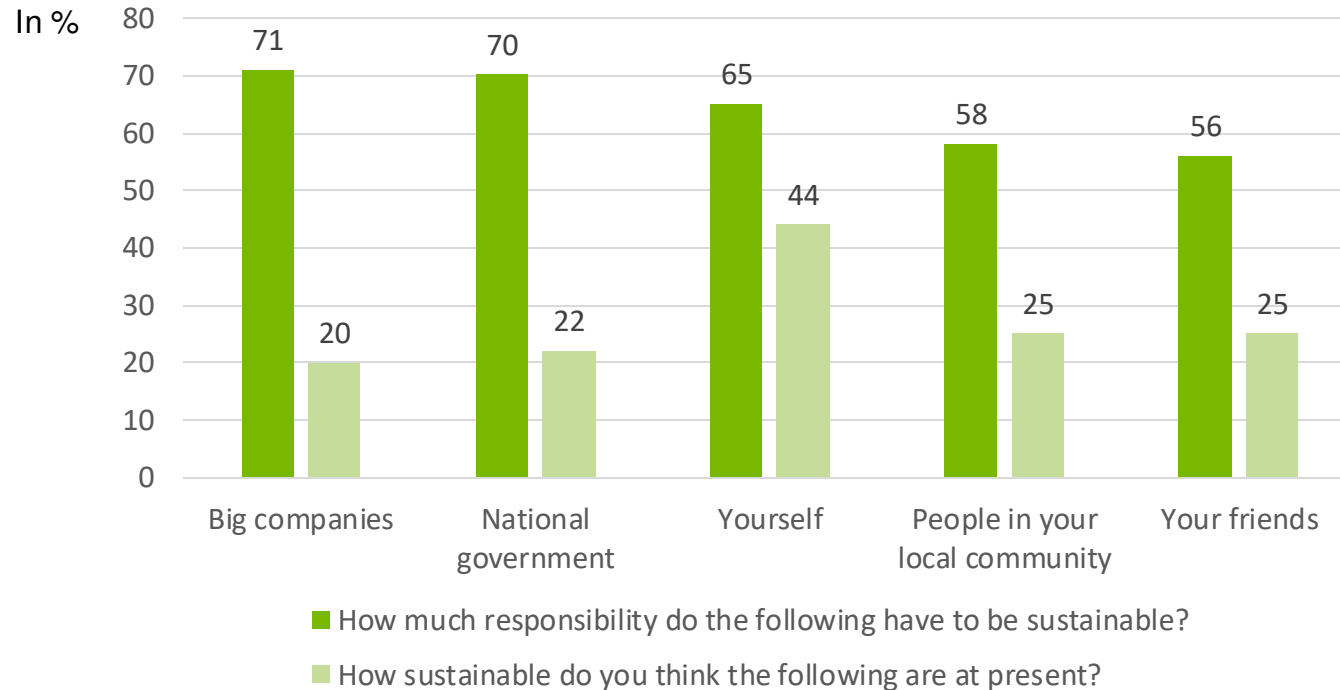
Source: Busch und Spiller, 2020

Possible reasons in the case of meat



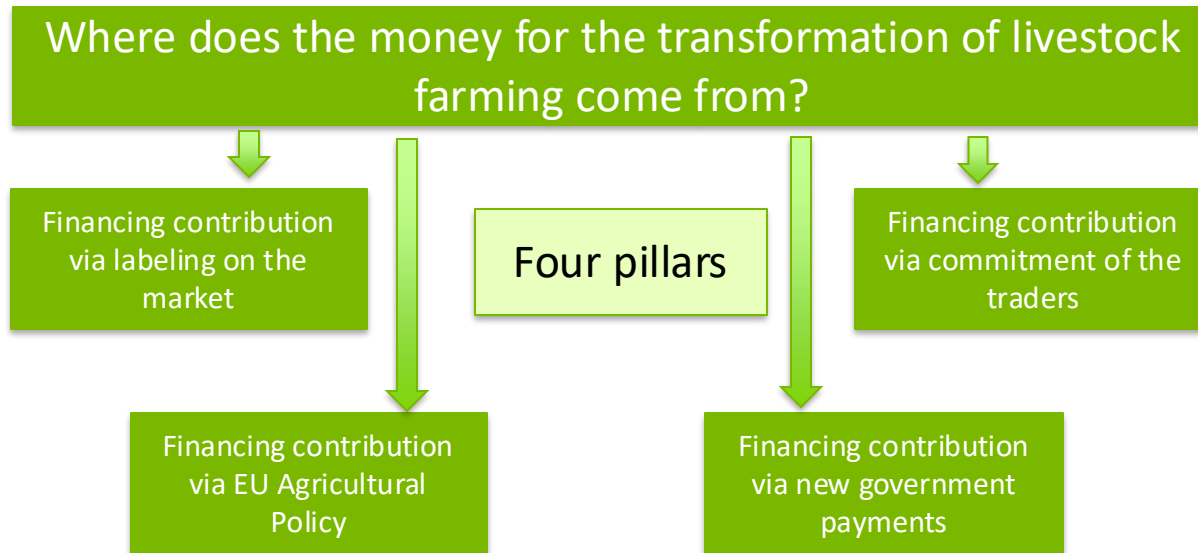
Source: Busch und Spiller, 2020

Responsibilities for sustainability



Displayed are top boxes (7-10) on a scale from 0=zero responsibility/zero sustainable to 10=very much responsibility/completely sustainable

Market and policy options



Source: Spiller/Busch/Kühl 2022

Exit or Voice: Market exit or protests



or



Source: Albert Hirschmann, 1970. Photos: Vegan Liftz, Lara Jameson from Pexels



Thank you very much!

Prof. Dr. Gesa Busch, gesa.busch@hswt.de

11.04.2025

*Applied Sciences
for Life*



WEIHENSTEPHAN • TRIESDORF
University of Applied Sciences

New Master's programme in Digital Farming (M. Sc.)



Focus on **AI**, **robotics** and **digital** technologies in general to help solving global challenges in **agriculture**



Admission requirements:

- Bachelor's ≥ 180 EC/6 sem. in agricultural or technical field
- English language skills ≥ B2



Key facts

- Language of instruction: **English**
- Duration: **4 semesters** | **120 EC**
- Location: Campus **Weihenstephan** (near **Munich**)
- Start: **winter term** (Oct; Application end of Apr to July 15)



Further information

www.hswt.de/mdf | avisory.mdf@hswt.de

