

Meeting community and consumer expectations for environment and animal welfare

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(ALMG)**

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There are general expectations

Mobium Group data:

- ☞ Over 90% of Australians believe that businesses have a responsibility to consider the impacts of their operations on the environment and the community.
- ☞ Over 70% generally are concerned about the treatment of animals.

And Australians are concerned about the future of our landscapes



**But too often our agricultural
gatekeepers
are constrained by myths and
fanciful pasts**



Witt et al AJEM 2009

Urban people are concerned about rural environment and agricultural practices BUT

- ❑ The city-bush conflict of attitudes is largely a myth in rural minds and the press.
- ❑ Generally good urban perceptions of land managers
- ❑ Urban supportive and prepared to share costs
- ❑ Concerned about effectiveness of current policies and programs
- ❑ Inability to exercise purchase power

As land managers we are responsible

But there are sound reasons for land managers to be effectively and efficiently supported by the public sector and industry organisations

- urban people are prepared to do so

- we need to find much better ways to enable that to happen including through but not restricted to the market place

Four point strategy

- Cast off the beaten Kelpie syndrome, stop attacking the messengers and listen
- Accept we need improvement and recognise the benefits that flow-financial and other
- Avoid imposition of poor responses-poor regulation and poorly designed market responses
- Stop wasting money and implement effective and credible ways to improve and demonstrate improvement

Improve and demonstrate improvement

Food and fibre markets are one way for communities to express concern and support

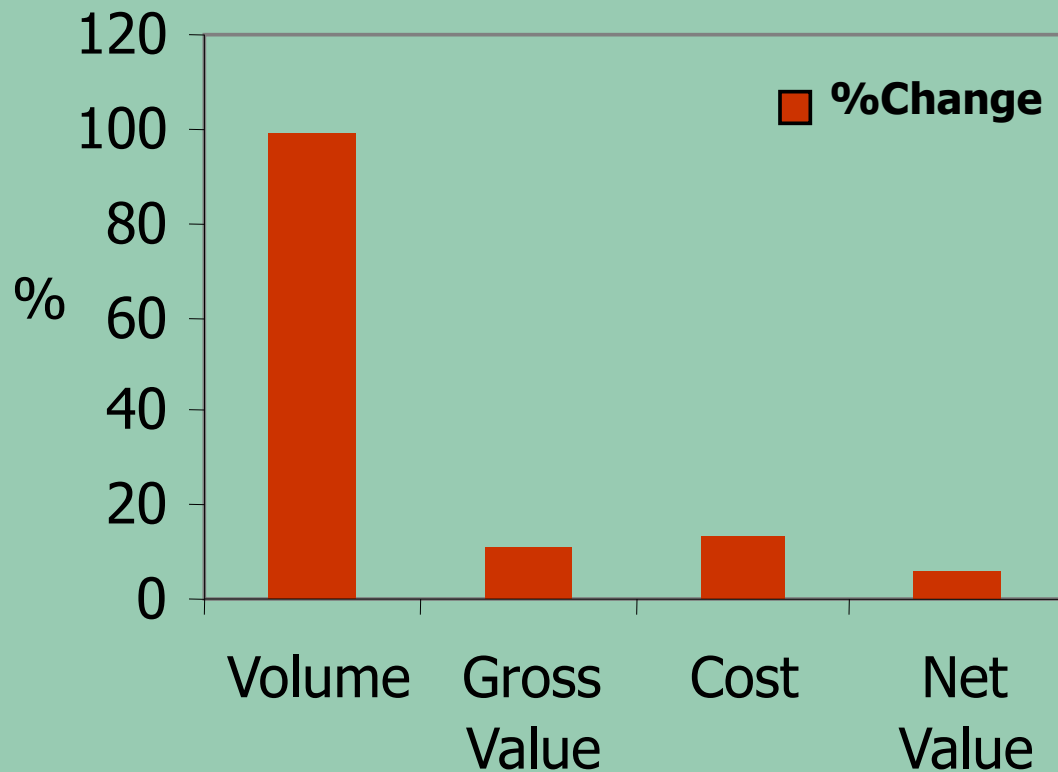
Consumers are aware of complex, global supply chains and are interested in traceability and country of origin (US-based product safety company Underwriters Laboratories February 2012)

Environmental considerations are a differentiating factor after performance, availability and price (Mobium and others)

This is a potential and much needed avenue for differentiation---through corporate positioning and/or product labelling

Many changing products and markets –need robust flexible widely –applicable verifications systems

Agricultural performance 1980/81-2000\01¹



1. 2000/1 Dollars

Source: ABARE

ALM Group Certification

The ALM Group certificate verifies that the land manager is continuously improving environmental and animal welfare outcomes on farm and landscape wide and that the management system:

- complies with the internationally accepted ISO14001 management standard;
- operates across all activities operating on the land for which the certificate applies;
- provides support for biodiversity conservation.

Response-sensible-whole-of-farm
BY VALUE ONLY 11% OF BEEF IS
PRODUCED ON BEEF ONLY FARMS

Industry	Percent of farms with two or more industries	Percent of value from farms with two or more industries
All farms	61	71
Farms with beef	74	89
Farms with sheep (meat & wool)	89	97
Farms with cotton	90	90

Standards

A critical component-must

- Deliver improvement and be
- Widely applicable
- Landholder friendly
- Internationally recognised

Factors affecting credibility are widely recognised yet rarely taken into account

□ Factors Affecting Credibility

- ❖ *Whole-of-Government Sustainability Plan Discussion Paper Department of the Environment, Water, Heritage and the Arts 2009*
- ❖ *CHOICE March 2010*
- ❖ *Australian Competition and Consumer Commission Guidelines for developing effective voluntary industry codes of conduct*
- ❖ *Reda, Italian wool processor, p22 Australian Farm Journal December 2010*
- ❖ *Setting Social and Environmental Standards v5.0 ISEAL Code of Good Practice 2010*
- ❖ *Regulation (EC) No 66/2010 of the European Parliament and the Council of 25 November 2009 on the EU Ecolabel*
- ❖ *UK Department for Environment, Food and Rural Affairs
www.defra.gov.uk*
- ❖ *UNEP The Trade and Environmental Effects of Ecolabels: Assessment and Response 2005*
- ❖ *Big Room Inc and World Resources Institute 2010 Global Ecolabel*

MLA-since about 2000

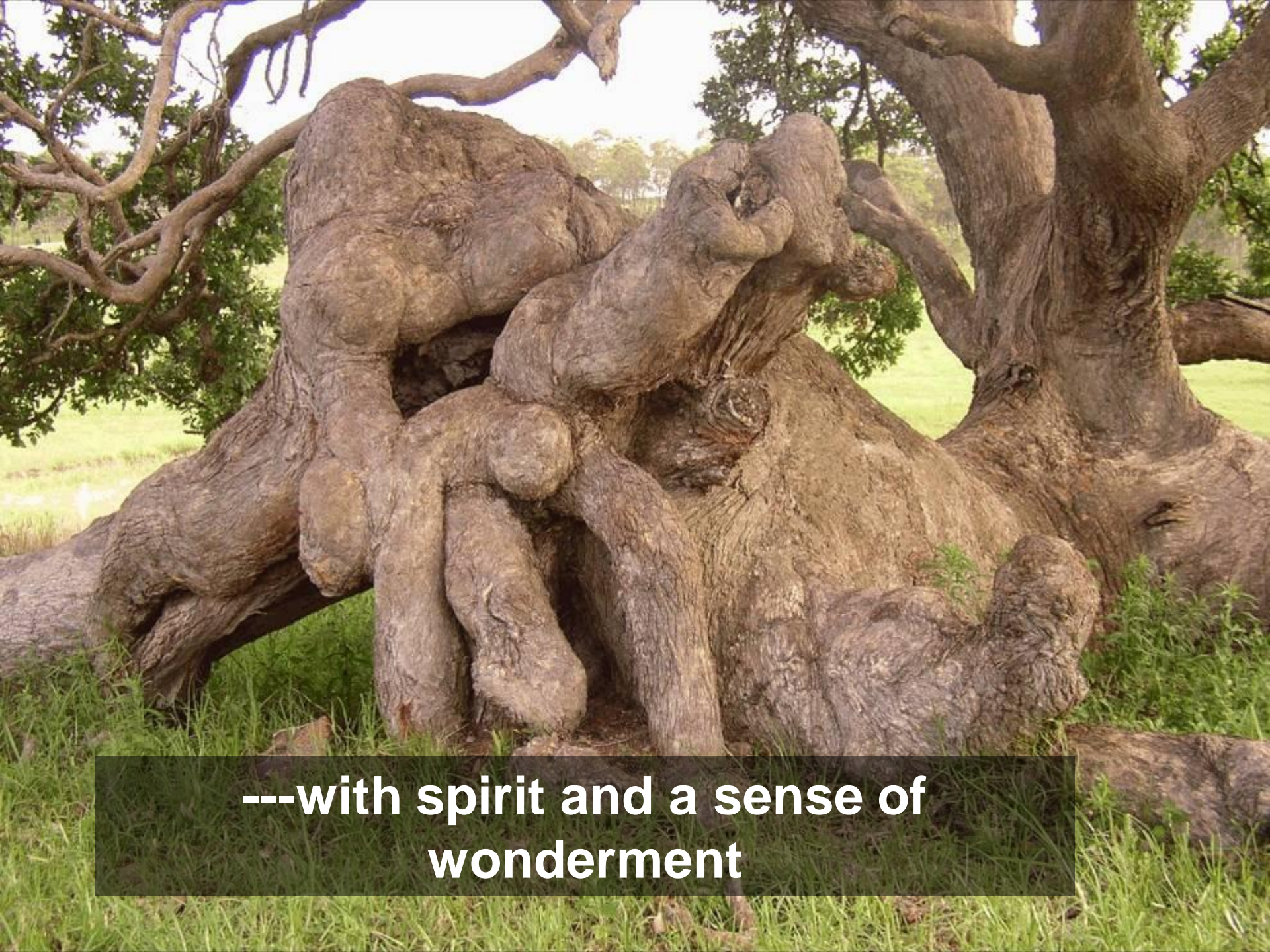
- Environmental Management System project—poorly designed-abandoned
- Land Leader-abandoned
- Environmental Module-abandoned
- Environmental Advocates-suspended?
- Red Meat Green Facts-current
- Virtual Farm Visit-current
- The Real Conversation-current
- Ausgraze –BMP- Self Assessment-‘Free’ delivery
- Target 100-about to be launched

Communicating environment and animal welfare

This is not some impossible dream

And it will get easier with technological developments

Just need the mindset of wanting to do it



**---with spirit and a sense of
wonderment**

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ALM Group foundation partners



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