



The Humane Slaughter Programme: Helping companies benefit from better animal welfare

World Animal Protection is working with industry, governments and scientists to encourage humane and sustainable practices throughout livestock production. Since its launch in 2007, World Animal Protection's Humane Slaughter Programme in Brazil and China has worked with major food companies to enable the humane management of animals at their time of slaughter - already, we have improved the welfare of over eight billion animals.

The programme has introduced many economically advantageous changes to slaughter practices within meat production industries, demonstrating that with the right expertise, skills and appropriate technology, animal suffering and distress can be minimised, and at the same time businesses can benefit.

World Animal Protection's programme provides expertise on humane slaughter, including:

- Practical implementation tailored to companies' needs
- Good practice guidelines for policy and management
- Priorities for national and industry codes of practice and development of legislation

Since 2012, World Animal Protection has also worked in partnership with the World Organisation for Animal Health (OIE) to deliver humane slaughter training in Asia. This has involved the development of OIE training and learning tools for veterinary professionals in Indonesia, Cambodia, Philippines and other countries, based on the proven World Animal Protection training package.

Economic Benefits to Business

Feedback from the 1,450 companies which have already benefitted from the training demonstrates the wide range of economic advantages from humane slaughter, including:

- Increased productivity and meat quality, and a reduction in wastage
- Modernisation and standardisation of best practice, supporting company reputations and global business
- Ability to meet European animal welfare trade requirements
- Reinforcement of effective health and safety procedures for abattoir staff

The direct economic benefits accompanying improvements in the welfare of animals at the time of slaughter are demonstrated by the experience of the JBS slaughter plant in Brazil which processes 2,000 cattle a day. Following World Animal Protection Humane Slaughter

training, JBS achieved a 63% reduction in the proportion of bruised carcasses, significantly reducing losses from poor meat quality.

Humane Slaughter in Brazil and China

World Animal Protection has worked extensively with the Brazilian meat industry, to train more than 5,800 professionals in humane slaughter across Brazil. The programme has led to changes in pig slaughterhouses that allow the group handling of pigs to reduce stress and the excessive use of electric prods. Poultry slaughterhouses have installed blue lamps (replacing natural light) in the slaughter line to calm the birds and reduce wing flapping, as well as introducing more humane handling equipment.

Industry partners in Brazil include slaughterhouses working with Marfrig, JBS, Brazil Foods and many other major international companies. Through a partnership with the Brazilian Ministry of Agriculture, World Animal Protection has also influenced changes in legislation, strengthening animal welfare standards.

In China, World Animal Protection is collaborating with the Chinese Veterinary Medical Association (CVMA) to implement a humane slaughter programme which meets the needs of Chinese companies. The programme has led to pig slaughterhouses incorporating new low-angle unloading ramps with non-slippery flooring, and the introduction of more humane handling tools and automatic stunning equipment.

More than 6,000 people from 1,200 companies and 15 universities have been trained in provinces and cities across China. These include major food companies such as Yurun Group, Shineway Group, Zhongpin, New Hope Group, Liuhe Group, Qianxihe Food, Fucheng Group, and McDonald's suppliers OSI (China) and Keystone group.