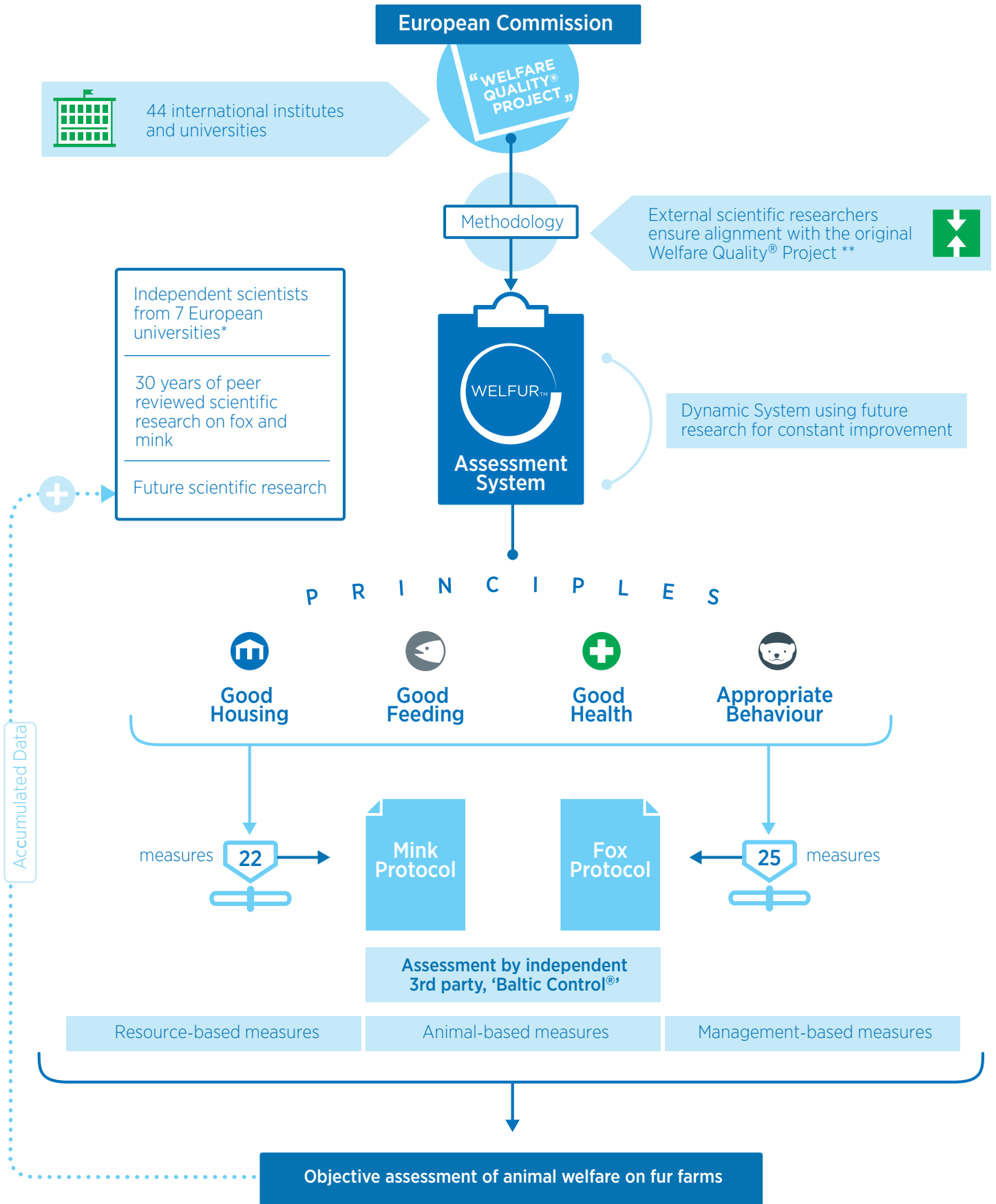


# THE SCIENTIFIC BASIS OF WELFUR



\* University of Eastern Finland , MTT Agrifood Research - Finland, Aarhus University - Denmark, Norwegian University of Life Sciences, Swedish University of Agricultural Sciences, University of Utrecht - The Netherlands, French Institute of Agronomic Research

\*\* External Scientific reviewers : Professor Harry Blokhuis, Swedish University of Agricultural Sciences, Uppsala, Sweden; Professor Georgia Mason, University of Guelph, Canada; and Professor Emeritus David Morton, University of Birmingham, UK

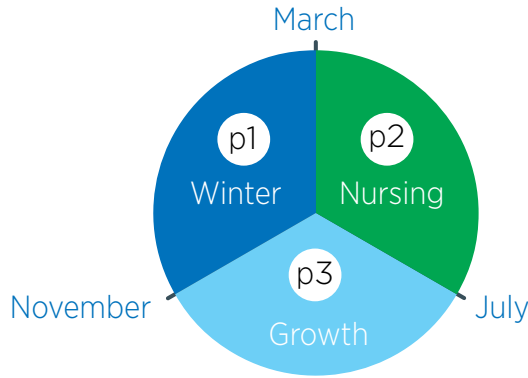
# WELFUR IN PRACTICE



On-farm Welfare Assessment System



Assessment:
22/25 Measures
12 Criteria
4 Principles
1 Score



Assessment:
6-8 Hours
120 Mink Cages
80 Fox Cages
3rd Party Assessor

3 X ASSESSMENTS (1 Per Period)

Methodical computer evaluation of assessment data



FARM SCORE

Certification



NO Certification  
(Not permitted to trade in the international auction houses)



✓ ✓  
National advisories help farms to improve animal welfare based on the assessment data



DATA AGGREGATED AND PUBLISHED



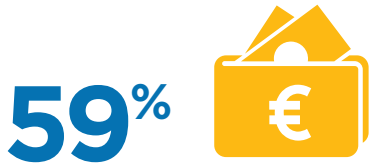
Objective documentation of animal welfare standards

Consumer transparency

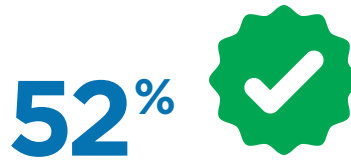
Tool to improve animal welfare

# THE TRANSPARENCY OF WELFUR

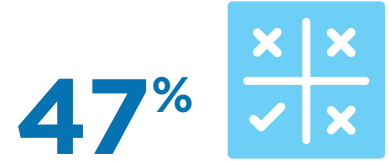
## ATTITUDES OF EUROPEANS TOWARDS ANIMAL WELFARE



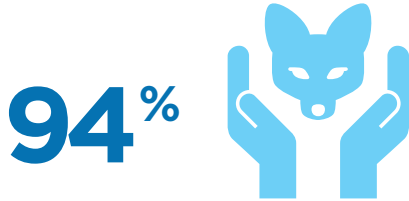
are prepared to pay more for products sourced from animal welfare-friendly production systems\*



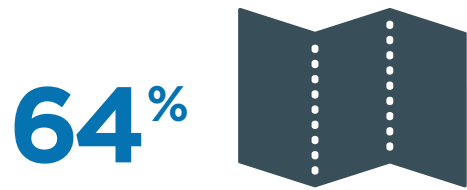
look for the animal welfare-friendly identifying labels when buying products\*



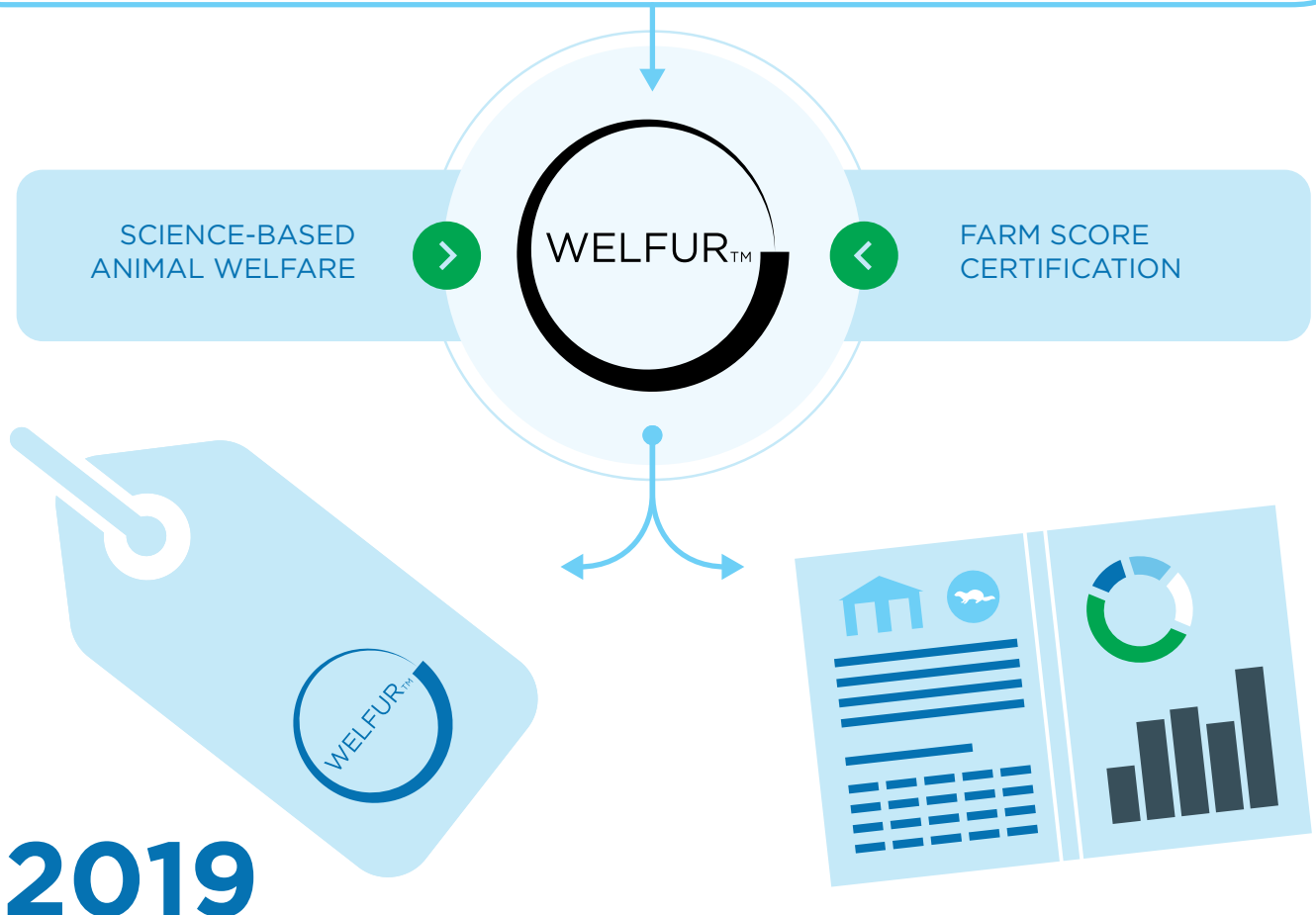
do not think there is sufficient choice of animal welfare-friendly food products\*



believe it is important to protect the welfare of farmed animals\*



would like to have more information about the conditions under which farmed animals are treated in their respective countries\*



Consumers will be able to buy WELFUR certified products.

Fur Europe will publish farm assessment data in an annual report.

\*Special Eurobarometer 442, Attitudes of Europeans towards Animal Welfare, March 2016