

Model Farm Project



A Partnership Between



World Society for the Protection of Animals



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A partnership between WSPA and FAI

The World Society for the Protection of Animals (WSPA) is an international animal welfare organisation with its headquarters in London, UK and 13 other offices worldwide. Holding consultative status with the United Nations and observer status with the Council of Europe, WSPA forms the largest federation of animal welfare organisations in the world with over 850 member societies in more than 150 different countries.

WSPA works to alleviate animal suffering using a combined and collaborative approach encompassing hands-on work, educational initiatives, lobbying and awareness campaigns. Areas of work include stray animal control, humane education, disaster relief, farm animals and commercial exploitation of wildlife.

Based at Oxford University in the UK, the Food Animal Initiative (FAI) was founded in 1998 by farmers, veterinarians and agriculturalists in recognition of the fact that there is an urgent need to develop robust systems that significantly raise animal welfare standards, tackle environmental concerns and address issues of human health.

The objectives of FAI are:

- To develop sustainable farm systems that provide discernable benefits to animal welfare, the environment and human health
- To demonstrate the success of these systems through practical and commercial application
- To breed animals that are fit for their environment
- To supply knowledge to commercial farmers and other interested parties

For further information please visit www.wspa-international.org and www.fairfarms.co.uk



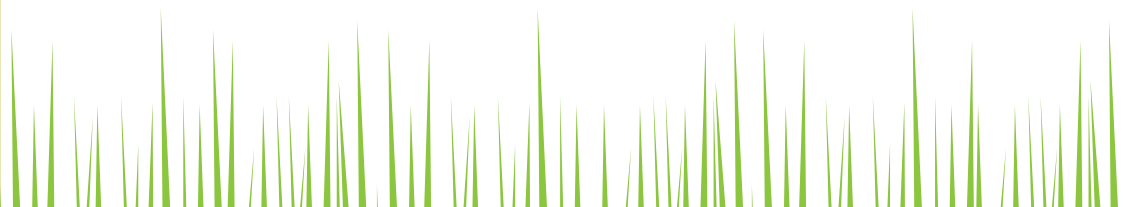
What is the Model Farm Project?

The Model Farm Project is a partnership between the World Society for the Protection of Animals (WSPA) and the Food Animal Initiative (FAI). The aim is to establish an international network of viable, humane and sustainable model farms.

- Governments, the public and the farming community must feel confident that humane and sustainable farming is not just a 'philosophy' but rather a practical reality that is already working on the ground
- Establishing model farms is necessary to demonstrate real humane alternatives to poor welfare farming practices and to develop practical solutions that are relevant in terms of culture, science, climate, species and topography

Model Farm Project activities

- Establish a training and demonstration centre to:
 - (1) provide courses and training on animal welfare and humane farm animal management
 - (2) demonstrate humane farm animal management techniques and procedures to interested parties
- Conduct research on fields of animal welfare and humane farm animal management, including environmental, veterinary and food research
- Carry out high welfare animal management and farm activities in a commercially viable way in order to demonstrate the practical reality of humane and sustainable farming



Model Farm Project - The FAI approach

Having considered the implications of increasing intensification in livestock farming, FAI has introduced a fresh approach to redeveloping humane agricultural systems.

1 Understand the animals' origins

The needs of our domesticated livestock are essentially the same as those of their wild counterparts. It is important to understand the interactions between the animals' needs and their social and physical environments.

2 Use animal welfare & behavioural science

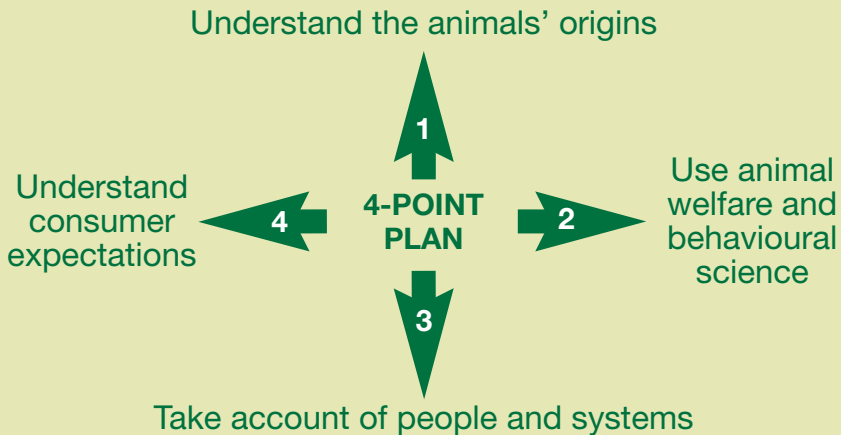
Many of our existing farming systems were designed in the post-war period with an insufficient knowledge of animal welfare and behaviour. Today, 40 years of animal welfare and behaviour research have given us a much better understanding of how to keep animals healthy and provide them with what they need and want from their social and physical environments. We must understand the environments in which the animals evolved and take account of animal welfare and behaviour research to design humane and sustainable farming systems for the future.

3 Take account of people and systems

Systems have to be practical, commercially viable and environmentally sustainable, and take account of local skills. All animal production systems are ultimately managed by people - when people struggle, animal welfare is neglected.

4 Understand consumer expectations

Develop a market where demand for welfare-friendly products already exists. Promote animal welfare as a core component of a quality food supply chain.

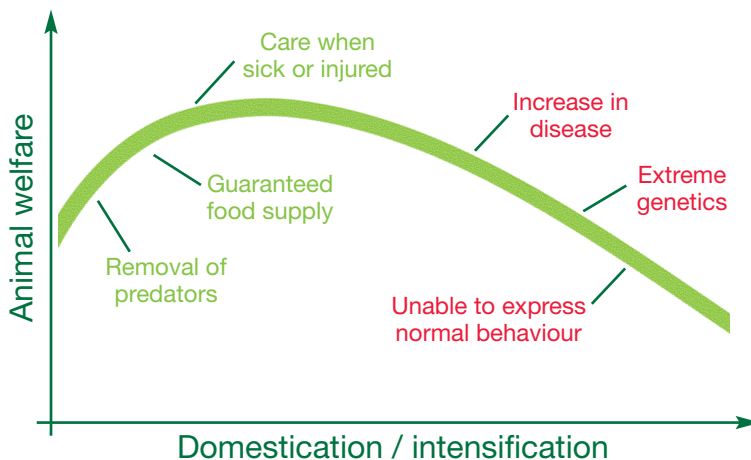


The Model Farm Project in China and Brazil is being developed in accordance with FAI's '4-point' plan, which places the animal firmly at the centre of the farming system. Through this process we seek to provide systems which are ideal for the animals, the farmer and the environment - a truly sustainable and humane system.

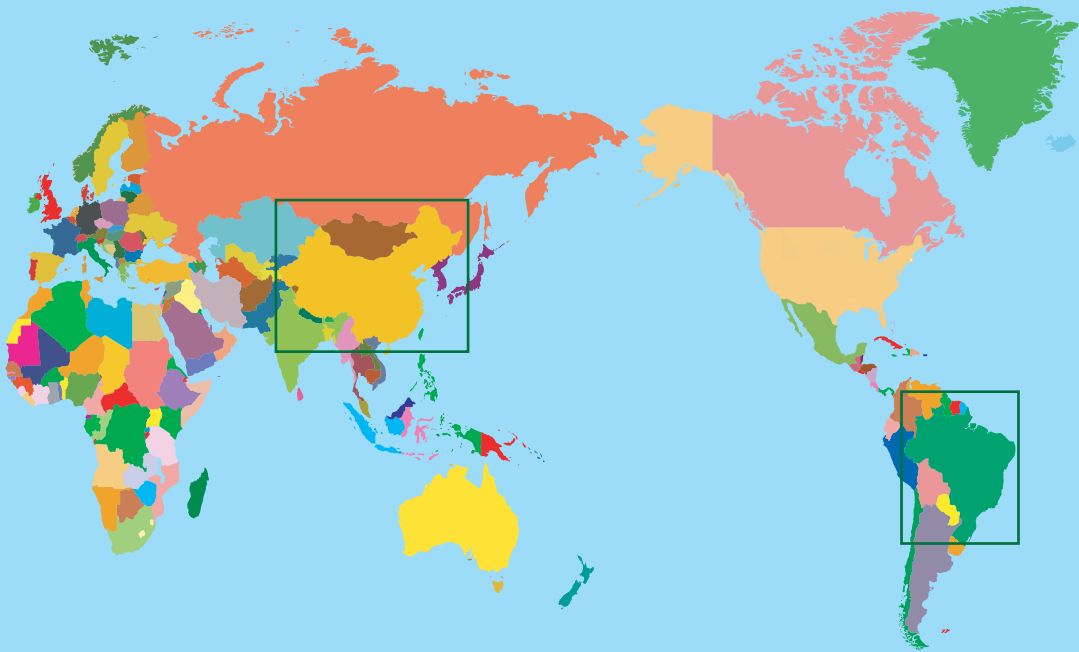


Aiming for best welfare at the 'top of the curve'

Agricultural systems have undergone a continuous process of development since the time animals were first domesticated. Initially, domestication resulted in a mutual benefit to both the animal and the farmer. The farmer was able to establish a more secure and nutritious food supply, whilst the animal was provided with protection from predators, a guaranteed food supply and care in times of sickness or injury.



However, today's farming systems have been intensified to 'factory' systems, resulting in situations where animals are no longer able to express normal behaviour, their welfare is compromised by extreme genetic selection, and there is an increase in disease. Through the Model Farm Project, WSPA and FAI want to put livestock farming systems back at the 'top of the curve', achieving the best farm animal welfare.



Model Farm Project target regions

The Model Farm Project is concentrating on two target regions: Asia and Latin America focused on China and Brazil.

The International Food Policy Research Institute (IFPRI) has predicted that by 2020 Asia and Latin America will be the main producers of meat and animal products for the rest of the world. China, for example, is responsible for nearly 50% of the increase in global meat production over the last two decades and now produces ~40% of the world's meat. Brazil is responsible for approximately 10% of the increase in global meat production over the last two decades and now produces ~12% of the world's meat. The majority of this increase in meat production has been due to a growth in industrial farming systems (UN Food and Agriculture Organisation FAOSTAT2007).

While North America and Europe are large livestock producers, they have well-formed networks of non-governmental organisations (NGOs) dedicated to improving public awareness of animal welfare issues and animal welfare legislation. In contrast, the network of NGOs is weak in Latin America and Asia, with little legislation or public awareness of animal welfare issues.

For more information on the Model Farm Project in China and Brazil, please visit www.modelfarmproject.org



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Model Farm Project objectives

- To provide an alternative to the industrial 'factory farming' of animals - the cruel management, long-distance transportation and inhumane slaughter of animals for food or products
- To develop humane, sustainable farm systems which provide discernable benefits to animal welfare, the environment and human health
- To act as a centre of excellence for good farm animal welfare practice, and share this knowledge with commercial farmers and other interested parties as widely as possible
- To demonstrate to governments and the public that humane and sustainable farming is a practical reality
- To demonstrate to the global farming community that humane and sustainable farming is possible, and obtain their support for this higher welfare method of farming

www.modelfarmproject.org

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