Societal conformity of European pork production systems

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Things change in the way pigs / pork is produced in Europe

- Societal forces, Market changes, Technology development, (structures and habits)

? To what degree do current systems fit in society?
? Which sustainability components matter?

Assessed at stakeholder level

Result: worrisome and reassuring....
Byproduct: ?what about Integrality?
Research question

? To what degree do current pork production systems fit in society?

? Which sustainability components matter?

Assessed at stakeholder level
Origin of the data: the QPC project

- Quality Pork Chains project
  - EU FP6**
  - 2007-2011
  - Innovation in the pork chains
  - Edwards, Bonneau et al.: 9 sustainability indicators
    #Animal welfare, #Environmental impact, #Meat quality etc. incl. #Public image / Societal conformity

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Pigs/pork – sustainability’s main components

- People
- Planet
- Profit
- Pigs
Pigs/pork – sustainability’s main components

- **Pigs**
  - Animal Health
  - Animal Welfare

- **Planet**
  - Environmental impact
  - Genetic diversity

- **Profit**
  - Economic sustainability

- **People**
  - Meat quality
  - Meat safety
  - Human working conditions
  - Public image
Assessing Societal conformity

**Definition:** societal conformity is the degree to which the production system meets expectations and demands of society

**Contrast:** Insiders versus Outsiders
- INSIDERS run the system
- OUTSIDERS judge & legitimate the system

**Question:** which components matter to stakeholder groups?

**Discovery:** different way of judging / looking

**Relevance:** how to deal with ‘Integrality’
1. Judgement of the conventional system(s) per country

'overall judgement'
average of the 9 scored components
Own judgement (SELF) and expected public judgement (SOC)
2. Judgement of the conventional system(s) *per theme*

‘Insiders’ and ‘Outsiders’

Respondents own view
3) ‘Improved’ systems
degree of improvement
*per country*

‘Insiders’ and ‘Outsiders’
Own view and expected public view
4) correlations between scores

‘Insiders’ and ‘Outsiders’

Table 3. Regression of the average sustainability score on the scores for Public image, based on the individual data

<table>
<thead>
<tr>
<th></th>
<th>Self</th>
<th>Adj. R²</th>
<th>p-value</th>
<th>Soc</th>
<th>Adj. R²</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regression</td>
<td></td>
<td></td>
<td>regression</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insiders</td>
<td>0.12</td>
<td>0.03</td>
<td>n.s.</td>
<td>0.02</td>
<td>n.s.</td>
<td></td>
</tr>
<tr>
<td>Outsiders</td>
<td>0.70</td>
<td>&lt;0.001</td>
<td>n.s.</td>
<td>0.00</td>
<td>n.s.</td>
<td></td>
</tr>
</tbody>
</table>

PI: score for the sustainability theme Public Image, av9: average score of all nine sustainability themes.
n.s.: not significant

Correlations among scores:
Insiders: 0.14 on average; all < 0.5
Outsiders: 0.61 on average; most > 0.50
Headline of the results

1. Overall Judgement: worrisome across countries

2. Judgement per theme: Meat safety is OK.....

3. Conventional versus ‘Improved’: Improved is ~always better no drawbacks

Relevant: groups think differently

Simply stated:

Outsiders have an overall view,

whereas

Insiders judge the underlying components more separately
“Data suggest that underlying views of the two stakeholder groups (Insiders versus Outsiders) differ”

So what?

Don’t bother the world with details and components: develop a balanced system with a good reputation

Striving for ‘integrality’ is an insiders task
Societal conformity: “The devil is not in the details”

The overall reputation is more important than good details

Thank you!
Thank you!
Overall conclusions societal conformity study

- Insiders and Outsiders: the sustainability of the conventional pork production system is worrisome.

- Diversified systems score better; no expected drawbacks

- The Societal conformity seems consistent. Data suggest that underlying views of the two stakeholder groups (Insiders versus Outsiders) differ.
issues

- Castration; epidemic diseases; antibiotics use; megamorphosis; animal welfare; ......
Consequences

- for improvement of sustainability
- For adaptation of the regular chain
- For meeting the societal need
  
  The overall picture should be OK

- Society: determines the ‘be or not to be’