

WEBVTT

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00:00:00.000 --> 00:00:00.650

Richard Bennett: Yeah.

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00:00:02.400 --> 00:00:03.410

Heather Maggs: thank you.

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00:00:03.550 --> 00:00:24.240

Richard Bennett: Great. Okay, well, look welcome, everyone. And and thank you so much for finding the time to help us out with this with this focus group this evening before we start, let me assure you that we will finish before 7 30 I'm sure that we will be ready for our for our team, or or whatever by that school.

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00:00:24.360 --> 00:00:31.869

Richard Bennett: probably something stronger by then. So I will. I will make sure we finish before 7 30.

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00:00:32.439 --> 00:00:40.660

Richard Bennett: let's let's just do a very quick round of of introductions, if we can please. So I'm Richard Bennett.

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00:00:40.740 --> 00:00:50.069

Richard Bennett: I'm an academic researcher at the University of Reading. And I'll tell you a little bit more about our project after we've done the introductions heather.

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00:00:50.730 --> 00:00:58.730

Heather Maggs: Good evening, everyone. Richard is my boss. I'm a junior. Researcher at the University of Reading, and I'm working on this project with Richard

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00:01:01.000 --> 00:01:01.930

Richard Bennett: Gary.

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00:01:02.630 --> 00:01:11.620

HILARY: Hi, I'm Hilary. I'm married with 2 children and 3 grandchildren, and I'm retired. I was a legal secretary.

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00:01:13.110 --> 00:01:14.819

Richard Bennett: Thank you.

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00:01:15.000 --> 00:01:16.070
Richard Bennett: Now, me.

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00:01:18.410 --> 00:01:28.079
Naomi: yeah. Good evening, guys. I'm a so I leave just outside of Birmingham, with my partner and my 2 girls, who are 6 and 13.

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00:01:28.180 --> 00:01:34.550
Naomi: And I'm a social worker at the moment I work in brain injury, rehabilitation.

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00:01:36.890 --> 00:01:37.840
Richard Bennett: Thank you.

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00:01:38.080 --> 00:01:39.440
Zoe: And Karina.

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00:01:39.650 --> 00:01:48.759
Carinas i pad: Hi, I'm Karina. Live in Glasgow. Age 43. Got 1 one daughter. I work for the Nhs. As an admin assistant.

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00:01:50.420 --> 00:01:51.989
Richard Bennett: Thank you, Robin.

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00:01:52.970 --> 00:01:58.170
Robyn: Hi! I'm Robin. I'm 24. I live in Hertfordshire, and I'm a delivery driver.

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00:01:58.930 --> 00:02:01.280
Richard Bennett: Great! Thank you, Melanie.

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00:02:01.830 --> 00:02:14.280
Melanie XXXX: Hi! I'm Mel live in the West Midlands. Coventry. Specifically. I work 4 days a week for training provider dealing with predominantly accountancy and finance apprenticeships.

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00:02:15.440 --> 00:02:17.009
Richard Bennett: Great. Thank you. Zoe.

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00:02:17.810 --> 00:02:22.040
I'm sorry I live in London. And I'm an intelligence analyst.

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00:02:24.810 --> 00:02:26.370

Richard Bennett: And lastly, Laura.

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00:02:28.150 --> 00:02:34.669

Laura: So Hi! I'm Laura. I live in Leeds and my husband and 2 children. A little boy who's 5 and a little girl is 2

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00:02:34.860 --> 00:02:41.399

Laura: for work. I'm a head of commercial. I work full time. Yeah.

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00:02:42.700 --> 00:02:49.040

Richard Bennett: great, thank you. Thank you all for introducing yourselves. And again, thank you for joining the focus group.

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00:02:49.210 --> 00:02:55.720

Richard Bennett: Let's just spend a little time with me telling you about our project.

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00:02:56.220 --> 00:03:13.229

Richard Bennett: I think you were told it was about animal welfare, and if you've done the questionnaire beforehand, then you'll realize it is about animal welfare. We're currently engaged in a project for the UK Government. Looking at how people

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00:03:13.250 --> 00:03:19.379

Richard Bennett: value animal welfare attributes of associated with the food that we eat.

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00:03:19.470 --> 00:03:29.669

Richard Bennett: so do we value the fact that some food may be may come from animals with higher levels of animal welfare than other foods, for example.

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00:03:30.410 --> 00:03:40.859

Richard Bennett: So that's really the basis of of what we're doing. And so your contribution will really help us to refine our survey

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00:03:40.930 --> 00:03:46.869

Richard Bennett: and the questionnaire that we just started to to really think about

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00:03:47.360 --> 00:04:02.250

Richard Bennett: over the last few months. So yeah, your your input will help enormously with the research project, and the Government's

aim is actually to use to use our methods, to to help support policy.

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00:04:02.860 --> 00:04:27.340

Richard Bennett: because at the moment most policies, most policy decisions are taken on the basis of not knowing the value that people in society place on high levels of animal welfare because there's no way of putting a money value on it. Our method is capable of putting a money value on increases to animal welfare, which means that animal welfare will now have a value

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00:04:27.340 --> 00:04:36.410

Richard Bennett: policy, whereas at the moment it effectively has no explicit value. So so that's where we're coming from. and

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00:04:37.030 --> 00:04:47.109

Richard Bennett: as you, as you know. We particularly want your feedback on the questionnaire that we're intending to

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00:04:47.830 --> 00:04:58.030

Richard Bennett: use as part of a survey much later next year. So we've got a lot of time to work on it, so your comments will be really really helpful to us.

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00:04:58.290 --> 00:05:05.549

Richard Bennett: Perhaps, though, we can start with a bit of a warm up before we get into the into the questionnaire.

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00:05:05.690 --> 00:05:19.399

Richard Bennett: just asking you really about how you feel about farm animal welfare in in in particular, and whether it's something you you think about when you're thinking about what you're gonna

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00:05:19.480 --> 00:05:20.980

Richard Bennett: buy in the shops.

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00:05:21.110 --> 00:05:28.550

Richard Bennett: whether you think about. Well, are you gonna buy free range eggs or or not. Are you gonna buy you know,

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00:05:28.560 --> 00:05:31.190

Richard Bennett: higher, higher welfare products?

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00:05:31.230 --> 00:05:42.460

Richard Bennett: Or maybe you'd like to buy higher welfare products. But it's maybe you can't work out what's what's high welfare and what what isn't. So it'd be great if we could just have a discussion around.

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00:05:42.500 --> 00:05:47.860

Richard Bennett: Do you think about animal welfare when you're doing a shopping and is animal welfare something that matters to you.

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00:05:54.970 --> 00:05:56.649

Laura: Please just pile in.

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00:05:57.350 --> 00:06:08.800

Laura: I'll start, and so on. Animal welfare decisions. Then so and I think the one where kind of actively, I'm aware of it and make some decisions around it is on eggs.

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00:06:09.060 --> 00:06:12.530

Laura: I think, because that probably been the one that's been most

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00:06:12.890 --> 00:06:25.640

Laura: covered in the press most. It's kind of talked about the same, you know. Various coverage in the media over the years of kind of battery hens and the the health implications of the hen

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00:06:25.650 --> 00:06:40.460

Laura: and the conditions. I think when I'm buying eggs, I actually will make a decision to buy free range eggs, because I don't want to be support in the industry that treats the animals in the way that I've seen on, you know, kind of various documentaries and and stuff.

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00:06:40.710 --> 00:06:58.010

Laura: and when I think for me, I'm happy to pay that little bit more for those free range eggs, because I think you know the license to be more healthy, to have you know and better output. If the if the kind of input to the animal is is better in the welfare is better. And I think

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00:06:58.430 --> 00:07:21.779

Laura: I hadn't really, necessarily before the questionnaire, as the pre-task for this research necessarily thought about that for meat products, and we a lot of meat products in our house kind of all varieties of meat, and I don't think a a. And I do all the shopping, and I don't think I've ever necessarily been struck by when I'm buying the other. You ever been struck by a packaging that says it's a higher welfare stick or a higher welfare

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00:07:21.920 --> 00:07:22.960

Laura: sausage.

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00:07:23.060 --> 00:07:38.510

Laura: II may. Maybe it's because I'm not looking for it, or I've missed it, but I don't think it's something that I've necessarily been aware is available before. So I think that that for me is part of the problem. I think it's not. That's not been part of my decision making, because it didn't realize it was an option more than

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00:07:38.690 --> 00:07:59.529

Naomi: I've actually chosen not to buy it. So I think that'd be my initial view, Richard, if that's helpful. Thanks. From what Laura said a little bit, it's essentially maybe, about education. I mean, I'm the same as documentaries.

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00:07:59.720 --> 00:08:04.899

Naomi: Things like grass fed cows and things like that.

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00:08:05.020 --> 00:08:14.019

Naomi: I mean, I like to send grass kept fed cows and free grazing cows, and you know, kind of, I suppose I automatically assume that that is better.

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00:08:14.710 --> 00:08:16.579

Naomi: But I don't really know why it's better.

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00:08:17.070 --> 00:08:22.159

Naomi: So I'm I'll quite, and I suppose, listening to what Laura was saying, I was thinking, Oh, yeah.

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00:08:22.780 --> 00:08:30.430

Naomi: actually, yeah, I do. I do. I do buy things of that. But why do I? Why, why do I think it's better? I'm I'm not sure I know

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00:08:30.950 --> 00:08:39.679

Naomi: why. Why, the answer is, you know, I mean we buy dolphin, friendly tuna, and things like that, because we know about it, it's, you know.

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00:08:40.650 --> 00:08:47.820

Naomi: But apart saying in with the meat, the apart from the the

grass fed free, grazing bit that I'm

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00:08:47.930 --> 00:08:49.680

Naomi: necessarily sure I know

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00:08:50.540 --> 00:08:59.660

Naomi: much more than that. I buy it, cause I think it's good. Actually, now you put me on the spot, and you're asking me why it's good. I don't actually think I really know

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00:09:00.880 --> 00:09:02.020

Richard Bennett: I kind of.

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00:09:02.390 --> 00:09:20.589

HILARY: I don't personally think about when I'm buying me. What what range is the what it's about. I do buy free range eggs, and I probably would think I probably now think more about it. But I never, ever before.

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00:09:23.230 --> 00:09:25.099

Melanie [REDACTED]: Yeah, no, that's well

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00:09:25.190 --> 00:09:47.570

Melanie [REDACTED]: to on similar as well to the other ladies, I think, like free range always buy. And I'm conscious of buying it and in terms of meet, I'm conscious of looking for the red tractor. Right? You know I and I don't know whether that's any better. So a program before that you can't actually believe

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00:09:47.680 --> 00:09:57.749

Melanie [REDACTED]: that the animals have a better well fed, just like buying the red tractor. So I don't actually think sometimes you know what you're buying, whether it's the right or wrong thing to do.

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00:09:58.030 --> 00:10:01.909

Carinas i pad: Never heard of the red tractor that's really keep an eye on that one.

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00:10:02.500 --> 00:10:03.530

Carinas i pad: Yeah.

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00:10:05.090 --> 00:10:11.889

Carinas i pad: But I use free range eggs as well, and I use grass fed collagen powder as well.

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00:10:12.140 --> 00:10:12.810

Richard Bennett: Hmm.

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00:10:13.310 --> 00:10:18.229

Carinas i pad: so I think that's friendly for some reason, because it says grass fed on it.

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00:10:24.320 --> 00:10:25.560

Richard Bennett: Anyone else?

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00:10:26.810 --> 00:10:46.670

Robyn: I would say, yeah, I buy free range X as well. Necessary. Don't know like the meaning of like the welfare, but I buy more mainly from like farm shops. Cause they're near me so like in my head I feel like it's best quality from there, then it would be in a supermarket, although I don't really know, like the full

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00:10:46.840 --> 00:10:56.299

Robyn: like welfare meaning, I just feel like they're better cared for. And the environments that I've seen at the farm shop is like, at least you know where you're buying from. In that case

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00:10:58.330 --> 00:11:04.569

Naomi: been a bit recent. I don't know whether Marks and Spencer's. I think he's one of them where they've started sort of talking about

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00:11:04.730 --> 00:11:15.059

Naomi: working more with local farmers, but it's about being able to trace where you meet, come from.

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00:11:15.620 --> 00:11:19.199

Naomi: prepared to sit here and tell you exactly what it is, because I'm I'm

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00:11:19.670 --> 00:11:22.809

Naomi: not sure I know, but I have heard that

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00:11:22.890 --> 00:11:26.429

Naomi: it is supposed to be a bit healthier and a bit more sort of

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00:11:26.620 --> 00:11:32.419

Naomi: any more welfare. Considerate boy, being able to determine

where your meat's come from, and

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00:11:33.090 --> 00:11:35.570

Naomi: being able to trace it back a little bit, I think

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00:11:36.650 --> 00:11:45.000

Naomi: supermarkets being a little bit more responsible in terms of where they purchase. They make their eggs the fish from.

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00:11:45.660 --> 00:11:49.369

HILARY: I always think Emnes have got the best grade meat

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00:11:49.440 --> 00:11:59.800

HILARY: in, even against all the supermarkets they seem to have the best. They seem to go further out to get all them meats and everything.

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00:12:00.080 --> 00:12:12.489

HILARY: And you see on television, they show you the adverts where they go to get everything. So it's more reassuring that the animal welfare is full of when they're doing it.

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00:12:14.170 --> 00:12:16.190

Heather Maggs: Zoe, what do? What do you think?

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00:12:22.380 --> 00:12:23.370

Heather Maggs: Zoe?

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00:12:25.110 --> 00:12:26.060

Carinas i pad: Hmm!

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00:12:26.750 --> 00:12:37.249

Richard Bennett: Maybe from 2 different machines. I don't know.

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00:12:37.530 --> 00:12:39.050

Heather Maggs: I don't.

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00:12:39.260 --> 00:12:41.360

Heather Maggs: Aye. so we

94

00:12:43.390 --> 00:12:44.290

Heather Maggs: okay.

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00:12:45.280 --> 00:12:52.529

Naomi: She she did say she change laptops, didn't she? So she not quite ended the call on the one

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00:12:52.700 --> 00:12:55.360

Naomi: which might be why, she's freezing.

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00:12:58.380 --> 00:13:02.179

Richard Bennett: I think we'll have to come back to. So if she joins.

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00:13:02.240 --> 00:13:13.159

Richard Bennett: Yeah, if you can just just see if you can get in contact with a heather while we, while we continue. thank you very much for your for your comments. III mean, you know, as a as a shopper.

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00:13:13.330 --> 00:13:24.970

Richard Bennett: II find it a guessing game frankly in the supermarkets is to, you know, even with free range. You just hope. Don't you buy them and hope that that's

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00:13:25.220 --> 00:13:29.890

Richard Bennett: better. You know better hens better, better welfare. Sorry for the hens.

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00:13:29.940 --> 00:13:34.720

Richard Bennett: but it's it's a bit of a guessing game and other products are even worse. I think that.

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00:13:34.940 --> 00:13:49.179

Naomi: So you've got things like the Happy Egg Company, haven't you? That? Okay, that's better. But is, it

103

00:13:49.270 --> 00:14:02.510

Richard Bennett: doesn't mean anything you can. Yeah, you can call. I think that's that really annoys me often. Because, you know you, you you feel that you're trying to buy things by guesswork sometimes, don't you?

104

00:14:02.700 --> 00:14:10.739

Richard Bennett: Okay, that was really helpful, anyway. Thank you.

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00:14:10.900 --> 00:14:13.000

Zoe: So, Zoe, do you? Do you?

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00:14:13.060 --> 00:14:18.669

Richard Bennett: Do you take account of animal welfare at all in the shopping, you do or think about it at all.

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00:14:19.280 --> 00:14:27.529

Zoe: Yeah, I mean, I always. I buy free Range X, although I think I tend to shop living in Central London. I tend to only have the small

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00:14:27.620 --> 00:14:36.280

Zoe: stores around, and and they only stock free range. So a lot of the time, it's not really a decision. It's just what's available.

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00:14:39.510 --> 00:14:46.129

Zoe: I think I would take welfare into account with me if I knew how to.

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00:14:47.110 --> 00:14:49.300

Zoe: Sorry, I said I would take. Well.

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00:14:54.150 --> 00:14:58.769

Richard Bennett: yeah, just breaking up, Zoe. We can't. We can't hear you

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00:14:58.880 --> 00:15:10.080

Richard Bennett: it, she had said in the chat that she's having Wi-fi issues. So okay, okay, well, you join us as you can. So yeah, I think we've got the gist of of what you were saying there.

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00:15:10.200 --> 00:15:14.549

Richard Bennett: and I think it seems to be a common thing. Across the group.

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00:15:14.960 --> 00:15:21.979

Richard Bennett: Okay, thank you. That sort of got us thinking about animal welfare, anyway, can we possibly.

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00:15:22.920 --> 00:15:50.289

Richard Bennett: if you can, think back to when you filled out the questionnaire, what I'd like to do is go through the questionnaire and get your feedback on the questions in there. And

and hopefully, we can have some interesting discussion around some of those questions. Some of them, I think, are probably relatively straightforward, and we won't spend too long, and then others may be less straightforward, and it's worth spending a bit of time. Discussing, discussing them, whether they made sense.

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00:15:50.300 --> 00:15:58.050

Richard Bennett: whether they were difficult to answer for one reason or another. And so on. So heather. Can you?

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00:15:58.130 --> 00:16:02.129

Richard Bennett: share your screen? And we'll we'll just

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00:16:02.410 --> 00:16:06.399

Richard Bennett: go through question by question

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00:16:09.050 --> 00:16:11.210

Heather Maggs: hopefully. That's

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00:16:11.300 --> 00:16:13.390

Heather Maggs: right. Yup.

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00:16:17.700 --> 00:16:20.260

Richard Bennett: so can we move on to the first question.

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00:16:20.470 --> 00:16:21.379

Heather Maggs: there we go.

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00:16:22.210 --> 00:16:32.320

Heather Maggs: there we go. Great. Okay? So I think these are the screening questions, aren't they, that that come up first?

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00:16:32.630 --> 00:16:39.010

Richard Bennett: I hope you've all had a had a go at doing these. If you've not

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00:16:39.300 --> 00:16:52.239

Richard Bennett: you know we you can have a think about them now, but I particularly want you to give you the opportunity to answer the question beforehand rather than you know. Have to read it. In the session.

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00:16:52.300 --> 00:16:59.349

Richard Bennett: so thank you for for having a go. I know most of you, if not all of you have done have done that.

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00:16:59.690 --> 00:17:07.650

Richard Bennett: So this first question. Any comments about this straightforward, not straightforward, easy to answer.

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00:17:16.680 --> 00:17:18.819

Richard Bennett: Yeah.

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00:17:22.420 --> 00:17:30.160

Melanie XXXXXXXX: okay, can we improve that question the tool? Or is it? It's just fine.

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00:17:31.150 --> 00:17:35.350

Richard Bennett: Okay. If anyone thinks otherwise, do shout out, please.

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00:17:36.570 --> 00:17:40.249

Laura: The only thing I noticed is, it should be like

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00:17:40.290 --> 00:17:50.310

Laura: 51 to 100 1, 249, cause you'll always get someone will go. Well. Which one do I press? Is it 150 or 150 to 200?

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00:17:50.410 --> 00:18:03.340

Richard Bennett: You're absolutely right, Nora. I thought I was being too pedantic if I put that in. But you're probably right that it ought to be that. Thank you.

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00:18:03.540 --> 00:18:08.550

Richard Bennett: I think we will change that back. Actually, yeah, good point.

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00:18:10.260 --> 00:18:18.279

Richard Bennett: Okay, shall we move on to the next question? Then I think we've got few hopefully, a few easy ones to start with. This is a little bit more complicated, this one.

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00:18:18.300 --> 00:18:27.500

Richard Bennett: So it's not just how much do you spend on on food each week. But how much do you spend specifically on meat products? And of course.

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00:18:28.090 --> 00:18:40.300

Richard Bennett: I hope you've realized this is all about how much you spend for the whole of your household for some people that's that's just them one person for others that will be, you know, multiple people.

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00:18:40.600 --> 00:18:42.379

Richard Bennett: It is about the household

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00:18:42.470 --> 00:18:52.019

Richard Bennett: and we've tried just to give a reasonably straightforward description in terms of what we mean by meet.

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00:18:52.470 --> 00:18:54.600

Richard Bennett: So how did you find this one

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00:18:54.790 --> 00:19:02.819

HILARY: perfect again? Follow? And easy to read.

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00:19:05.530 --> 00:19:06.550

Richard Bennett: Okay.

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00:19:07.640 --> 00:19:08.520

Carinas i pad: do this.

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00:19:09.550 --> 00:19:28.459

Laura: I had a question on this. II filled it out. It was relatively simplistic, I think, but I think when I've looked it second time. Now it's come up on screen when I've when I actually did the survey, I thought it was straightforward. But now I've actually read it again on the screen where it says Meet refers to products where the full or main ingredient is meet.

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00:19:28.750 --> 00:19:34.410

Laura: and then I think the confusion comes where it says fresh, frozen, frozen portions.

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00:19:34.610 --> 00:19:44.220

Laura: Does that mean meal portion? So say, for example, if it was a beef Wellington or a I don't know a beef. Lasagna.

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00:19:44.720 --> 00:19:52.669

Laura: Wh, what is that? Is that included here? Because I didn't

think it it was II answered this as if it was like

148

00:19:52.710 --> 00:20:01.160

Laura: like raw meat, like buying a cheap set of chicken breasts, or some sausages, or some like mince uncooked.

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00:20:01.560 --> 00:20:10.379

Laura: and so II answered it in that way. But now I'll read it again, I think. Hmm! Actually have I answered that wrong? And do you mean it? Meet this

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00:20:10.690 --> 00:20:15.080

Laura: portion to be included in your number here. I think that needs clarifying.

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00:20:15.500 --> 00:20:23.019

Richard Bennett: Yeah, thank you, Laura. That's another another good question, I think. because it's so difficult to work out

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00:20:23.250 --> 00:20:33.519

Richard Bennett: how much meat there is actually in a lot of ready meals and things that we probably ought to stick just to to meat, so that ought to be fresh

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00:20:33.740 --> 00:20:36.739

Richard Bennett: frozen meat portions, for example.

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00:20:36.870 --> 00:20:49.389

Richard Bennett: So we'll we'll go away and and make sure that we that we make that clear cause. Well, I don't know what you think it. It's a bit too much, isn't it, to ask people to try and estimate

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00:20:49.820 --> 00:20:51.980

Richard Bennett: how much they spend on

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00:20:52.570 --> 00:20:56.289

Richard Bennett: meet on products that have got?

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00:20:56.370 --> 00:20:59.439

Richard Bennett: Yeah, I don't. It's difficult to estimate, isn't that

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00:20:59.530 --> 00:21:10.509

Laura: it is? And also that's not. That's not what you're looking for, either, is it? You want me to talk about like meet products, like like raw meat products that it was opposed to like ready meals or whatever. So I think

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00:21:10.930 --> 00:21:18.450

Laura: I mean, it depends on. I'm not exactly clear on, you know, 100% of your score, but it feels like it's a bit of a distraction in my mind.

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00:21:18.780 --> 00:21:29.900

Heather Maggs: Yeah, I think it. It might be it might be, yeah. Okay. No, that's really helpful. Thank you. So would it work if we took the word portions out? If we just said, fresh frozen. Would that?

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00:21:30.940 --> 00:21:37.619

Heather Maggs: Would that? Could you take that to mean of solo meet, or would that still cause confusion?

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00:21:37.980 --> 00:21:39.980

Laura: Better?

163

00:21:40.210 --> 00:21:41.900

Laura: Yeah. Fresh frozen meat.

164

00:21:43.980 --> 00:21:55.089

Richard Bennett: Maybe it's the word portions that's causing the issue. Yeah, I think it is so we could just say fresh frozen, and then beef, chicken, lamb, you know, then all the meats different types of meat?

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00:21:55.630 --> 00:21:59.859

Melanie  would that work

166

00:22:00.610 --> 00:22:12.769

Laura: yeah, I think so and also the only other thing that was in my head here by me. I didn't, by the way, but did. Do you mean for people to include fish?

167

00:22:13.230 --> 00:22:14.070

Richard Bennett: No.

168

00:22:14.560 --> 00:22:18.419

Laura: that's fine, cause I didn't include fish? Do you need to say that?

169

00:22:20.150 --> 00:22:29.309

Robyn: Another good point? I'll see. I did include fish. And I didn't think of that. So maybe my answer that was wrong. So yeah.

170

00:22:30.080 --> 00:22:36.390

Richard Bennett: just to say no answers, no answers to this questionnaire wrong? However, you answer them.

171

00:22:36.650 --> 00:22:44.459

Richard Bennett: any any problems is due to the way we ask the question, not to the way you answer them.

172

00:22:44.650 --> 00:22:55.049

Richard Bennett: okay, that's really helpful. Thank you very much. Okay. Let's move on to question 3. Maybe unless there's anyone else wants to. Yeah, keep it going.

173

00:22:56.740 --> 00:23:00.359

Richard Bennett: Okay, any comments about this one

174

00:23:04.770 --> 00:23:07.350

HILARY: that sounds quite straightforward. Actually.

175

00:23:08.150 --> 00:23:11.090

HILARY: it is right forward.

176

00:23:12.640 --> 00:23:21.009

Richard Bennett: It's potentially a long list, isn't it? Of dairy product? You know, anything that's that's made from from dairy is a lot lot of products.

177

00:23:22.080 --> 00:23:24.720

HILARY: The main products are down there.

178

00:23:24.730 --> 00:23:25.839

Carinas i pad: Yeah.

179

00:23:29.660 --> 00:23:33.550

Zoe: I suppose this may be desserts or something. But other than that.

180

00:23:35.160 --> 00:23:35.980

Richard Bennett: yeah.

181

00:23:36.870 --> 00:23:43.480

Naomi: because I read, yoga, yeah.

182

00:23:45.790 --> 00:23:54.809

Richard Bennett: And how easy did you find it to actually work broadly, you know, obviously, roughly, actually work out how much you do spend on these things.

183

00:23:55.570 --> 00:23:59.139

Carinas i pad: So guessing it, isn't it?

184

00:23:59.210 --> 00:24:06.929

HILARY: For me it was just an estimate of approximately, you can't because each week, it could be different

185

00:24:07.250 --> 00:24:17.480

Carinas i pad: yeah, I think I took it like a mental average. But I think it is easier for me, cause it's just me that I'm buying, for I don't have a family or anything that I have to.

186

00:24:17.970 --> 00:24:24.099

Naomi: Yeah, II kind of started off with a pretty much buy milk every other day. That's 2 quid a pop

187

00:24:25.150 --> 00:24:30.589

Naomi: kind of moved on from there a little bit, maybe 2 parts of which is for

188

00:24:31.110 --> 00:24:34.949

Naomi: enjoyed. So a guy that lie.

189

00:24:35.170 --> 00:24:42.000

HILARY: We don't have milk here at all, because we both are. Have black coffee, some black cheese.

190

00:24:58.580 --> 00:24:59.819

Naomi: I might try that

191

00:25:02.480 --> 00:25:06.989

Naomi: she wants 9 cups of coffee every time she comes around. Bring your own milk

192

00:25:10.750 --> 00:25:14.779

Richard Bennett: any any other, any other points to make that.

193

00:25:15.100 --> 00:25:21.690

Richard Bennett: Otherwise we'll we'll move on. II think we're saying it's pretty much okay as it is.

194

00:25:22.270 --> 00:25:23.230

Richard Bennett: Thank you.

195

00:25:23.850 --> 00:25:29.000

Richard Bennett: Okay, let's next one question forward. How much do you spend on eggs. Now.

196

00:25:31.330 --> 00:25:32.520

Richard Bennett: what about this one?

197

00:25:32.710 --> 00:25:41.009

Naomi: That that was a little bit easier cause, I think 6 12

198

00:25:43.420 --> 00:25:48.570

Laura: can only tend to buy extra, as if.

199

00:25:48.680 --> 00:25:52.700

Naomi: for example, I don't know, we're making a cake or something, can we need extra? But

200

00:25:54.390 --> 00:25:58.639

Laura: I think for me I was a little bit surprised by the price categories, because.

201

00:25:58.910 --> 00:26:25.499

Laura: you know, a box of 15 eggs is like what 4 quid off, or whatever it is, and that's 15 quite a lot, for like well, I don't know how many eggs or the household, but certainly in my house that lost is more than a week, and depending on what the kids are up in. But I mean, if a house is spending more than 30 pound a week on eggs, how many eggs are they having like anybody that's in that category, and they're far wondering.

202

00:26:25.550 --> 00:26:50.550

Laura: I mean, it depends what you service, as you'll know far better than I am than I do. But I wonder whether those categories need like splitting up a bit because it feels like probably most people, and I might be totally wrong. You tell me, Richard, but most people will fall within the what one to 5, because based on how much training

203

00:26:51.210 --> 00:27:02.319

Naomi: a standard, sometimes more, it was part of his training regime. So yeah, I probably did spend about 30 quid a week on eggs. But there's a standard sort of average household. Yeah, I get what you're saying. It wouldn't.

204

00:27:05.470 --> 00:27:17.769

Richard Bennett: Yeah, it's it's always difficult setting these because you do. Wanna you want, you do want to catch the, you know, the 10% or the 5% of people that spend more on particular things. For example.

205

00:27:17.870 --> 00:27:21.189

Richard Bennett: but yeah, okay, thank you. We'll we'll

206

00:27:21.650 --> 00:27:34.149

Richard Bennett: we'll think about whether about about that. I think I just let it go up to that amount because we had the same sort of number of price points then, as in the other questions.

207

00:27:34.180 --> 00:27:38.129

Richard Bennett: but thank you. We'll we'll have another. Think about that.

208

00:27:41.120 --> 00:27:52.200

Richard Bennett: Okay, let's move on to the next question. Do you avoid purchasing any particular products because of concerns about the welfare of the animals involved.

209

00:27:56.130 --> 00:28:09.390

Laura: So I'll go so for this one in. When I did my survey whenever that was earlier in the week. I said, no, but actually, one just popped into my head. Since that I didn't write down and that's for foie gras.

210

00:28:09.560 --> 00:28:16.179

Laura: II would never buy that because of the process that's

involved and in getting the product.

211

00:28:19.740 --> 00:28:23.229

Richard Bennett: Thank you. Anyone else. Anything that you avoid

212

00:28:23.390 --> 00:28:24.900

Richard Bennett: fine cause. She soon

213

00:28:25.280 --> 00:28:29.039

Zoe: I tend to buy dairy alternatives so like I won't buy

214

00:28:29.100 --> 00:28:34.950

Zoe: like for coffees and cereals and stuff I'll buy like almond or oat milk. I won't buy milk milk

215

00:28:35.660 --> 00:28:41.880

Zoe: just cause. I've seen too many things, and mostly as well. I think

216

00:28:42.210 --> 00:28:51.220

Zoe: it's it's hard, because there's some stuff I avoid buying, not necessarily for the welfare of animals, but just for general environmental reasons, which I think

217

00:28:51.420 --> 00:28:53.580

animal welfare probably comes under.

218

00:28:53.930 --> 00:28:55.040

Zoe: But

219

00:28:55.110 --> 00:28:59.220

Richard Bennett: I wouldn't say it was like the specific reason.

220

00:29:00.620 --> 00:29:16.499

Richard Bennett: So the dairy alternatives cause a a a number of you were saying, you also buy dairy alternatives. Is is that largely for the taste, though rather than than ever any or or something else, rather than concerns about animal welfare or

221

00:29:16.580 --> 00:29:25.779

Carinas i pad: about the welfare. And now I've developed a taste for it. Coffee definitely does.

222

00:29:26.160 --> 00:29:27.140

Zoe: Yeah.

223

00:29:28.510 --> 00:29:30.400

Richard Bennett: Now, interesting. Thank you.

224

00:29:31.550 --> 00:29:40.010

Richard Bennett: Okay, so, was this question straightforward or or can we do something better in the way that we explain it?

225

00:29:41.100 --> 00:29:52.330

Naomi: Because off the top of my head. Now I can't tell you there's anything going by.

226

00:29:52.610 --> 00:29:55.270

Naomi: However, if you know

227

00:29:55.660 --> 00:30:06.130

Naomi: really I just thought so. Think about it, you know, if I knew that animal welfare practices weren't good, I wouldn't. You know. It's more of a making using question as opposed to

228

00:30:06.420 --> 00:30:17.970

Naomi: anything. I think you need to change in relation to how the questions written. It's anybody else. I had a bit of an argument with myself in the bit of back of my head do? I don't know, you know. So

229

00:30:19.170 --> 00:30:30.990

Richard Bennett: okay, thank you. Now, that's really really useful to get that that insight into the way that that you'll thinking. Let's move on to the next question cool. This is a bit more complicated, this one.

230

00:30:31.100 --> 00:30:37.249

Richard Bennett: So this is a load of sort of attitudinal statements to which you can agree or

231

00:30:37.540 --> 00:30:41.099

Richard Bennett: disagree to varying degrees.

232

00:30:41.120 --> 00:30:43.130

Richard Bennett: How about this one?

233

00:30:46.190 --> 00:30:53.659

I think in the past I have felt well informed. And then I found out that actually, I wasn't as well informed as I thought it was

234

00:30:54.100 --> 00:30:55.360

Zoe: like

235

00:30:55.530 --> 00:31:08.649

Zoe: ex, you know. Sometimes they say maybe it's not the right. you know. You think when you're buying free range, it's like actually free range. And sometimes it's like they're all cooped up still, just in a big barn instead of an individual cages

236

00:31:09.220 --> 00:31:10.259

Richard Bennett: in the past.

237

00:31:10.850 --> 00:31:20.240

Zoe: So I think that's it's a hard one to you. I have felt well informed, and then I've been told that maybe I'm not so sometimes I feel well informed. But maybe I've just been lied to

238

00:31:20.700 --> 00:31:22.820

HILARY: depends on

239

00:31:26.320 --> 00:31:38.549

Carinas i pad: sorry, Karina. Do you wanna go first and then? Sorry, I said. Sometimes it depends on the supermarket as well where you buy them from, and some share information about welfare than others.

240

00:31:41.420 --> 00:31:50.759

HILARY: Somebody else was trying to say something, and I couldn't see who it was. It was me. I don't think you we are informed enough about the animal welfare

241

00:31:50.780 --> 00:32:01.180

HILARY: it years ago. I remember them talking about it, but lately I've not heard anything about it. Used to get it on the news, but lately nothing.

242

00:32:01.460 --> 00:32:02.350

Richard Bennett: Hmm.

243

00:32:02.780 --> 00:32:10.320

Carinas i pad: yeah. They used to be a big thing about vegans and stuff on TV. There was a big phase of that, wasn't there, and it seems to phase out a bit

244

00:32:11.660 --> 00:32:13.419

HILARY: definitely phase out.

245

00:32:13.560 --> 00:32:28.620

Zoe: I feel like when you see things about animal welfare this day. It's not. It's not safe for markets. It's more like Mcdonald's trying to convince you that their meat is good quality, which is more of a mark thing than like actually telling you about the welfare

246

00:32:29.210 --> 00:32:37.870

Richard Bennett: how did did did people generally.

247

00:32:38.310 --> 00:33:05.740

Richard Bennett: presume you know these. Some of these things are quite thought provoking. But did you? Broadly UN. I understand the statements. and be find it reasonably easy to decide the extent to which you agreed with those or or not. I know you're saying not so easy with the feeling. Well informed. But yeah, yeah, the question food products from animals were high levels of welfare have better nutritional value. I wouldn't know that

248

00:33:06.190 --> 00:33:07.509

HILARY: that's play.

249

00:33:07.670 --> 00:33:30.129

Richard Bennett: Well, what? No, we're not saying. It does. This statement is not saying that they that they do have high nutritional value. The question really is, whether you think, when you buy these products, do you agree with the statement? We're not claiming that they do have high nutritional value, or that they taste better, or any of the other things?

250

00:33:31.050 --> 00:33:32.770

Carinas i pad: Right? So that makes sense.

251

00:33:32.880 --> 00:33:42.870

Naomi: Yeah, another one of those that made me think about it. Because also I've got into a bit of a discussion in my own head of what if they fed better quality food, then

252

00:33:43.360 --> 00:33:46.259

Naomi: obviously they grow better

253

00:33:46.430 --> 00:33:57.049

Naomi: organs a better, you know. So does that, therefore have an impact on the quality of them. You know why I say it would. If you look at a human, you know, if we

254

00:33:57.190 --> 00:34:02.879

Naomi: properly, we eat fresh fruit and vegetables. Our health generally benefits if we live on

255

00:34:02.900 --> 00:34:05.520

Naomi: Chinese and Macdonalds generally.

256

00:34:05.530 --> 00:34:13.959

Naomi: health isn't so good, easy. So I kind of ended up with again with a mini argument in my head so. But I'd like to think that that was the case.

257

00:34:14.170 --> 00:34:21.759

Naomi: and in a bit of a way make sense that that would follow through. And as to whether I know I have a good clip.

258

00:34:22.440 --> 00:34:31.930

HILARY: yeah, it's it's hard to agree or disagree with something you don't know the answer. It's like, I agree, cause I assume so. But I could be wrong, you know.

259

00:34:36.010 --> 00:34:44.690

Richard Bennett: Okay, thank you. Any way, that we could improve this. This this particular question was quite complex. Question.

260

00:34:44.699 --> 00:34:54.170

HILARY: when you put neither agree nor disagree, that is, if people are not sure that's the only answer they can give.

261

00:34:54.280 --> 00:34:56.600

HILARY: Yeah, fair enough.

262

00:34:56.760 --> 00:34:58.939

Richard Bennett: Yeah, no, that's that's fair enough.

263

00:35:00.190 --> 00:35:08.250

Melanie [REDACTED]: The third one, where it says, food products from animals with high levels of welfare are healthier.

264

00:35:08.400 --> 00:35:14.830

Melanie [REDACTED]: You could perhaps consider sort of wording it slightly different to say, I perceive

265

00:35:15.060 --> 00:35:16.440

Melanie [REDACTED]: food products.

266

00:35:16.600 --> 00:35:18.920

Melanie [REDACTED]: or, I believe, see what I mean.

267

00:35:19.220 --> 00:35:32.209

Richard Bennett: Yeah, that's a good point. Actually, statement, not an opinion statement. Yeah, yeah, no. Very good point there, because the first one is I is what you feel

268

00:35:32.370 --> 00:35:38.189

HILARY: and even the second one is whether you're concerned. But then the others are just statements aren't

269

00:35:38.260 --> 00:35:39.350

Melanie [REDACTED]: okay.

270

00:35:39.440 --> 00:35:42.010

Richard Bennett: Yeah, very, very good point. Thank you.

271

00:35:46.070 --> 00:35:47.440

Richard Bennett: Anything else.

272

00:35:47.960 --> 00:35:48.650

Zoe: Sure.

273

00:35:52.960 --> 00:35:56.359

Richard Bennett: Okay, let's move on to question 4. Then, please.

274

00:35:59.490 --> 00:36:16.870

Richard Bennett: Right. Quite a lot. Here I I'm I'll I'll just read out the first bit. Let let's do this in chunks, shall we? Let's do the the first bit of it. Well, welfare measurement and welfare

score. Let's discuss that first, and then we'll we'll go on to the next bit.

275

00:36:16.870 --> 00:36:37.659

Richard Bennett: So this is giving you some information. Animal welfare. Scientists and veterinarians have developed a method for measuring the welfare of farm animals that takes account of the extent to which the needs and wants of the animal are met, and results in an overall welfare score from 0 to 100.

276

00:36:38.090 --> 00:36:49.429

Richard Bennett: The score accurately represents the welfare of the animal in terms of its freedom from hunger, thirst, discomfort, pain, injury, disease, fear, and distress.

277

00:36:49.520 --> 00:36:55.930

Richard Bennett: and the extent to which the animal can express normal behaviors, and has a happy and contented life.

278

00:36:56.460 --> 00:37:06.269

Richard Bennett: Score of 0 denotes extreme suffering, whereas a score of a hundred denotes the highest level of welfare that could possibly be achieved.

279

00:37:06.820 --> 00:37:16.620

Richard Bennett: The method covers the entire life of the animal from birth to slaughter, and involves regular independent monitoring of farms by the Rspca.

280

00:37:17.720 --> 00:37:23.960

Richard Bennett: What do you think about that bit of the of the information that's presented to you?

281

00:37:24.700 --> 00:37:39.690

HILARY: I think that is perfect.

282

00:37:42.140 --> 00:37:45.190

Richard Bennett: Thank you, Hillary. What do others feel about this.

283

00:37:46.230 --> 00:37:52.429

Richard Bennett: It's a lot of information.

284

00:37:54.040 --> 00:37:57.080

Carinas i pad: a wee bit too complex. And

285

00:38:01.340 --> 00:38:15.839

Melanie [REDACTED] in the longer term, where are we looking at this sort of this information being available to the consumer. Because is it going to be on on the label, for example, how is it going to be represented going forward?

286

00:38:16.040 --> 00:38:27.179

Richard Bennett: Yeah, that's a very good question, and one that I haven't got an answer. I mean, I've got an answer in terms of how I'd like to see it. II think the information. So so this is.

287

00:38:27.560 --> 00:38:45.620

Richard Bennett: this is an actual scoring method that we are using at the moment with with animal welfare scientists, and the things that we've mentioned are essentially the things that they are scoring against when they when they consider the welfare of animals. So we thought we'd tell you all about these different things that they take into account.

288

00:38:46.100 --> 00:38:47.329

Naomi: Oh, I love this.

289

00:38:47.690 --> 00:38:51.070

Naomi: Wondered whether maybe if you put sort of a diagram

290

00:38:51.110 --> 00:38:59.289

Naomi: underneath that working. So there's there's 0. There's your 100, and you got your line across there with your little fifth day

291

00:38:59.620 --> 00:39:05.350

Naomi: in the middle so, or your 1020, 30, what have you. And then, if he went along and stuck a little cow

292

00:39:05.980 --> 00:39:07.160

Naomi: from the lion

293

00:39:07.340 --> 00:39:10.240

Naomi: to represent the figures, I just think it might help

294

00:39:10.420 --> 00:39:18.529

Naomi: illustrate. But just not just that. You. You read that, and it's a bit like you get to the end. And you'll be like.

295

00:39:18.560 --> 00:39:21.520

Naomi: okay. And

296

00:39:21.790 --> 00:39:31.390

Naomi: I just wonder if maybe that little visual diagram would help me sort of visualize and take in what I'm reading at the same, so I could look at the diagram while I'm reading. I can

297

00:39:31.500 --> 00:39:35.319

Naomi: sort of price what you're talking about as I'm as I'm grabbing.


298

00:39:35.480 --> 00:39:39.989

Richard Bennett: Yeah, what? What do other people think about that having something a bit more visual.

299

00:39:41.180 --> 00:39:55.160

Melanie : Yeah. So when I asked about, how is it going to be represented in the long term, like on say, products that you buy in my head. I was thinking of something similar to like the traffic light system that they keep keep saying like the red on the green.

300

00:39:55.380 --> 00:39:56.240

Carinas i pad: Hmm.

301

00:39:57.050 --> 00:39:57.850

Richard Bennett: yeah.

302

00:39:58.800 --> 00:40:06.420

Naomi: packaging, because you want to be able to see a glance, you you're not going to be outstanding in the middle of Tesco, or whatever, and read.

303

00:40:06.640 --> 00:40:09.270

Naomi: follow that off a pack. And

304

00:40:09.810 --> 00:40:15.869

Naomi: so, yeah, a little traffic light like. Mel said

305

00:40:16.260 --> 00:40:21.430

Naomi: something to just help you easily visualize sort of quite quickly. Really? What?

306

00:40:25.590 --> 00:40:28.990

Richard Bennett: Okay? And anyone else. With views about this

307

00:40:30.690 --> 00:40:38.630

Zoe: I found it fairly easy to understand. To be honest with you. I am a visual learner, but I think it. It's quite well explained as it is

308

00:40:38.960 --> 00:40:40.330

HILARY: is.

309

00:40:40.380 --> 00:40:48.489

HILARY: the only thing is, if you have the visual thing, and it's 50 in the middle. You don't know what is relating to it's only half.

310

00:40:48.650 --> 00:40:51.589

HILARY: And you want. And you really want a hundred percent.

311

00:40:53.250 --> 00:40:56.960

Melanie XXXX: Yeah, true, what what about? Let's let's just move on

312

00:40:57.020 --> 00:41:01.640

Richard Bennett: at the same time think about that final sentence in that section

313

00:41:01.730 --> 00:41:13.369

Richard Bennett: telling you about the the levels of welfare within the UK animal population, farm animal population. And these obviously are averages, and they're enormous.

314

00:41:13.500 --> 00:41:17.849

HILARY: Well, there might be considerable variation around those averages.

315

00:41:18.010 --> 00:41:40.440

Richard Bennett: The the at the moment. These aren't actually real averages, because we haven't finished doing the work to work these numbers out. But they're likely to look something like this. But we haven't done the final, the final work on this. But there's a lot of numbers there on there, but these are, do these make sense to you? And is it useful information?

316

00:41:40.490 --> 00:41:42.850
Robyn: I think it's useful information

317
00:41:43.510 --> 00:41:46.840
HILARY: they still not sending you. Why, it's not 100%.

318
00:41:48.690 --> 00:41:55.919
HILARY: And you don't. You don't know what is 55%, is it?

319
00:41:57.050 --> 00:42:03.700
HILARY: they? They're not looked after properly. This pain, injury?
Hunger first. We don't know any of that

320
00:42:07.560 --> 00:42:10.710
HILARY: difference when you're buying something.

321
00:42:11.010 --> 00:42:14.320
HILARY: We hate to think that they're thirsty. They're angry.

322
00:42:18.860 --> 00:42:20.310
Laura: Yeah.

323
00:42:20.340 --> 00:42:29.559
Laura: I think I think these scores are sort of indicatively useful,
because when I first read the the paragraph above.

324
00:42:29.810 --> 00:42:46.639
Laura: I my immediate question was, Okay, so where are we at the
minute? And I think it's helpful to have that kind of average view.
However. II agree with what lady was just saying there, and I think,
given some sort of indices as to what that actually means.

325
00:42:46.650 --> 00:42:52.650
Laura: because we know that we understand what 0 means we understand
what 100 means, but what other kind of increments

326
00:42:52.900 --> 00:43:15.050
Laura: on the scale, so that cause I 45, might be acceptable in my
mind as an independent judgment. But, you know, when I understand
the descriptor of 20, I might go well, actually, that's not
acceptable to me, I think understanding like the descriptors of the
different increments on the scale would be helpful. And the other
thing that has been helpful was

327

00:43:15.320 --> 00:43:36.399

Laura: And again, it's probably it might be wrong, but my perception would be that the welfare scores would be different, and I think we touched on it earlier in the call, and whether it's like commercial, driven supermarket feeding capital farms, or whether it's like your local farm shop, I'd expect the welfare scores to be different across those

328

00:43:36.540 --> 00:43:46.879

Laura: and different types of meat providers. And and so it'd be really helpful to understand what those differences look like. So I think those 2 points for me

329

00:43:48.050 --> 00:44:09.220

Melanie [REDACTED]: as well. You've you've got the different left tiers of of like me, like you've got organic you've got like the red tractor that I look for. You've got the essential which I perceive, is to be the lower end of the meat. So which category, or what score, for example, with what the organic meat have?

330

00:44:09.410 --> 00:44:14.270

Melanie [REDACTED]: What would the red red track to have. and which would the essential meat have?

331

00:44:14.510 --> 00:44:18.519

Richard Bennett: Hmm! These are great questions, Mel, and and

332

00:44:18.550 --> 00:44:34.910

Richard Bennett: we haven't yet got all the answers to those. What what we, what we do know is that we are putting together literally hundreds of scores. And because there are so many different systems, and some are well practiced, and some are less well practiced.

333

00:44:34.930 --> 00:44:48.300

Richard Bennett: so we will have massive tables of scores that we will give the government that they will do something with and I hope eventually they will share those those scores with the general public.

334

00:44:49.030 --> 00:44:50.970

Richard Bennett: But

335

00:44:51.410 --> 00:44:59.510

Richard Bennett: even if we did have them, it would be very difficult to share them with you on this questionnaire, because it

would take someone

336

00:44:59.950 --> 00:45:04.849

Richard Bennett: long time to look at that big big table.

337

00:45:04.880 --> 00:45:10.360

Heather Maggs: so I'm thinking out loud. Now it's it's if you've set quite a challenge there, Mel.

338

00:45:10.500 --> 00:45:19.180

Heather Maggs: And and the other thing was, we're aware that, have we provided too much information? Have we not private provided enough information? And

339

00:45:19.190 --> 00:45:39.550

Heather Maggs: we could provide average scores for the difference between a colony caged bird, for example, with eggs or a free range system. But there's an so much going on here, and there's so much information to take in. We thought it would be too much if you think that we could put that information in, and it wouldn't be too much?

340

00:45:39.800 --> 00:45:45.749

Heather Maggs: Let us know if you could, now, or whether you think no, this is enough information at the moment at this level.

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00:45:50.770 --> 00:45:58.720

Melanie [REDACTED]: Melan. Laura, thank you.

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00:45:58.920 --> 00:46:06.480

Melanie [REDACTED]: I'd probably say based on you know your initial discussions. It's probably fine for now.

343

00:46:06.700 --> 00:46:07.360

Hmm.

344

00:46:07.730 --> 00:46:13.959

Melanie [REDACTED]: okay. Probably think you know longer term. It's something that probably needs to be considered. But way down the line.

345

00:46:15.120 --> 00:46:17.620

Heather Maggs: Laura. Thank you, Mel Laura.

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00:46:17.990 --> 00:46:36.080

Laura: I think principally. I agree with what what Mel's just said. However, I think I think as part of the study, though you've got to be really cognizant of that. People are a little bit uninformed, so like, for example, that people on this call is, say, well, they buy red tractor, they buy organic, they buy whatever

347

00:46:36.130 --> 00:46:58.030

Laura: you know their perceptions of what the scores are. We're going to be different to somebody who kind of doesn't do that just 5, mate 5, regardless of why, you know that kind of consideration. So I think that that will impact on like how people will answer the questions. So I guess it depends on how well informed you want your respondents to be.

348

00:46:58.190 --> 00:47:03.520

Laura: and I would take value in that information. But I accept that. You know people who are

349

00:47:03.740 --> 00:47:07.359

Laura: kind of maybe, you know, kind of

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00:47:08.040 --> 00:47:27.699

Laura: like, you know, people are dyslexic or find it difficult to absorb big amounts of data and information at the same time it might switch them off all, and you know they might not necessarily be able to process it all at the same time. So I guess you know you've got a balance it on on your respondents, but also what you're trying to get out of it, I think.

351

00:47:28.950 --> 00:47:34.060

Richard Bennett: Yeah, thanks, thanks, Laura any other views?

352

00:47:35.330 --> 00:47:36.320

Richard Bennett: Robin?

353

00:47:37.930 --> 00:47:51.989

Robyn: Everything. But I've read so far in that first paragraph. I think it's like easy to read. It's quite informative. Maybe like a diagram like others said would be good but for the stage it is at now like I feel like

354

00:47:52.430 --> 00:48:06.150

Robyn: it's enough like it's not too much for me. And I made sense of it, and it actually gave me a better understanding of some like some of the scoring like. I know it's only an average, but it made

me a bit more aware, so I was fine with it.

355

00:48:06.810 --> 00:48:07.770

Richard Bennett: Thank you.

356

00:48:09.060 --> 00:48:12.010

Richard Bennett: Anyone else. Any other comments before we move on.

357

00:48:12.130 --> 00:48:14.119

Naomi: Just think, we've we've sort of

358

00:48:14.190 --> 00:48:20.470

Naomi: not mentioned as well the fact that the Rspca are involved with that I find that quite reassuring.

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00:48:20.720 --> 00:48:30.329

Naomi: because let's be honest. They are probably the most well known surveys that we're aware of that do put animal welfare as they're paramount.

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00:48:30.470 --> 00:48:46.940

Naomi: because it's it's their job, isn't it? It's their their role. It's that's what they do. So I think that the fact that the Rspca. Are sort of involved and back in this gives me more confidence. He isn't just a bunch of figures. He is actually an organization that

361

00:48:47.860 --> 00:48:55.720

Naomi: that's what they do. That's what they care about. If they're involved in it as well. It's sort of making me trust that this is a worthwhile genuine piece of

362

00:48:57.720 --> 00:49:03.120

Naomi: research now and we are, gonna get some decent outcomes out of it. Right? I think.

363

00:49:03.270 --> 00:49:05.310

Richard Bennett: do other people feel that way?

364

00:49:05.770 --> 00:49:08.850

Carinas i pad: Yeah, definitely.

365

00:49:09.640 --> 00:49:13.750

Richard Bennett: Okay, that's interesting. What it? What about if

it's if it led

366

00:49:14.100 --> 00:49:17.309

Richard Bennett: independent monitoring of farms by the Government.

367

00:49:20.550 --> 00:49:23.320

HILARY: Think, yeah, our Spca is a much better.

368

00:49:23.440 --> 00:49:25.180

HILARY: You'd

369

00:49:25.240 --> 00:49:29.080

HILARY: you believe it more than by the government.

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00:49:29.310 --> 00:49:32.509

Carinas i pad: Yeah, more trustworthy. If

371

00:49:32.720 --> 00:49:38.729

Melanie [REDACTED]: I think, think with the Rspca. As I said, you know that they're 9, I am his animal welfare.

372

00:49:39.020 --> 00:49:51.129

Naomi: What the Government's mind I am is, you know, an amazing, I'm like, yeah, okay, this place we monitor in the do you know what I mean? So

373

00:50:04.170 --> 00:50:09.090

Richard Bennett: hmm, thanks, Zoe. I think you were trying to come in.

374

00:50:09.540 --> 00:50:24.680

zoe: Yeah, just my concern would be that the Rspca is a charity and I imagine that independently monitoring the welfare of all of the animals in the UK on the farms across the UK would take quite a significant amount of

375

00:50:24.770 --> 00:50:28.529

zoe: resource. So the question is, then.

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00:50:28.820 --> 00:50:38.580

zoe: if the Rspca is doing it? Do they have the right resources? Because if they don't, then obviously, that monitoring is not going to be as effective as it might. If you have the government resources

behind it.

377

00:50:38.780 --> 00:50:47.819

Richard Bennett: Yeah. Good good point. I think in practice they would be. They would be resourced to do it. They would have to be paid to do it. Yeah, yeah. Good point.

378

00:50:49.160 --> 00:51:05.399

Richard Bennett: Okay. Shall we move on to the next bit which is trying to set you up for the questions that are coming. So you've had the information statement. It's a bit more information that's getting closer and closer to actually asking a question. So it it says.

379

00:51:05.470 --> 00:51:25.519

Richard Bennett: assume that in your usual food store there's a section that sells meat, milk, and dairy products and eggs with high welfare scores. These have higher prices than similar products with lower welfare scores, so that if you buy any of them, your monthly food expenditure will increase accordingly.

380

00:51:26.730 --> 00:51:40.149

Richard Bennett: Please now answer the following choice questions regarding your preferred monthly shop of meat. Dairy products should have an S on the end there, and eggs from 3 options presented to you.

381

00:51:40.270 --> 00:51:47.280

Richard Bennett: you might find that you don't particularly like any of the given baskets. Nevertheless, the task is to indicate.

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00:51:47.440 --> 00:51:51.980

Richard Bennett: indicate your preferred basket out of the given 3 baskets.

383

00:51:52.380 --> 00:51:57.469

Richard Bennett: If you find basket. It will be too expensive. Then please choose

384

00:51:57.930 --> 00:52:06.599

Richard Bennett: basket C, which is the current situation of welfare levels for you know, for for for meet in the Uk.

385

00:52:08.220 --> 00:52:16.769

Richard Bennett: I'm gonna stop there for now, and I'll I'll read

the rest of it in a minute. What do people think about that as a lot there, I know. What do you think?

386

00:52:18.860 --> 00:52:27.290

Robyn: Yeah, fairly straightforward. And it's one of those things that you read it. And then you actually see the questions. And it all makes sense even more.

387

00:52:27.730 --> 00:52:28.580

Melanie : Yeah.

388

00:52:30.290 --> 00:52:37.549

Laura: One thing I noticed, and that was that the previous questions were about weekly spend. And this is monthly spend.

389

00:52:37.690 --> 00:52:40.979

Richard Bennett: It is, yeah, yeah,

390

00:52:42.270 --> 00:52:51.820

Richard Bennett: we thought about that. And that's something we can go away and think about. We just thought working out the amount you spend is easier on a weekly basis.

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00:52:52.010 --> 00:52:59.729

Richard Bennett: Where I was trying to add up how much that would, how much buying these products would add to your.

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00:53:00.180 --> 00:53:01.670

Richard Bennett: you know.

393

00:53:01.940 --> 00:53:10.770

Richard Bennett: for example, your annual food bill would be very, you know, much more difficult from a weekly amount than from a monthly

394

00:53:10.980 --> 00:53:17.589

Richard Bennett: that that that reasoning may not make may not make sense, but that was my source of reasoning behind it.

395

00:53:18.190 --> 00:53:35.660

zoe: I think the only thing with that is you go from answering questions, while your your answers are like one to 5 pounds to suddenly being presented with adding an extra 33 pounds. And I think mentally, if I'd been it. I wasn't doing the maths, you know. I was

just doing it by the week. I didn't add up the full month, so I think

396

00:53:35.760 --> 00:53:44.399

zoe: that it felt the jarring. It felt more expensive than it probably was. If we'd broken it down by weekly in the second set of questions.

397

00:53:46.520 --> 00:53:52.450

Laura: I think that I think it causes. I think it it.

398

00:53:52.490 --> 00:54:00.839

Laura: It feels like you're comparing apples and pears, which means that your judgment is impaired by the fact that you just been talking about, you know, up to 30 pounds.

399

00:54:01.460 --> 00:54:12.809

Laura: you know, on the other questions. And then, all of a sudden, it's like, Are you? Bill's going to be going up there. Quit! It's like, Well, I'm on a minute. Why does that come from? I think one or the other would be better than mixing.

400

00:54:12.970 --> 00:54:16.499

Richard Bennett: Hmm, thank you. What do other people feel that as well?

401

00:54:20.580 --> 00:54:23.530

Melanie XXXX: I think so actually, on reflection.

402

00:54:26.180 --> 00:54:29.940

Heather Maggs: thank you. And somebody else wanted to say something, but I can't see who it was.

403

00:54:30.900 --> 00:54:31.640

So

404

00:54:34.620 --> 00:54:38.430

Heather Maggs: Hillary, was it you or Naomi?

405

00:54:38.550 --> 00:54:44.069

Robyn: No, I didn't. I think it was me. I think I said I don't. I don't find it confusing.

406

00:54:44.200 --> 00:54:55.280

Robyn: I know it's like 2 different points, weekly and monthly, but I kind of like read this bit beforehand, and then, when you know the next bit comes with the diagrams and you chose I kind of just

407

00:54:55.750 --> 00:55:04.659

Robyn: I don't know. It wasn't hard for me to figure out like I just assumed I'd be paying a bit more for the level of scores and for the scores to go up at the welfare.

408

00:55:05.010 --> 00:55:07.129

Robyn: so yeah, I didn't have a problem with it.

409

00:55:07.980 --> 00:55:12.080

Richard Bennett: Okay, thanks. If we were to go to one or the other.

410

00:55:12.240 --> 00:55:37.740

HILARY: which is the best to go to do we do? We ask you about your monthly expenditure? Or do we stick to to weekly and maybe change this to weekly as well? I think weekly? I think most people go shopping every week, anyway. Lots of cabin space and bridge a few fridges. It's that's what you need to do once a week

411

00:55:38.050 --> 00:55:39.179

HILARY: at least.

412

00:55:40.790 --> 00:55:45.139

Carinas i pad: and for freshness as well. And yeah.

413

00:55:45.470 --> 00:55:47.820

HILARY: you can't buy me a month.

414

00:55:48.190 --> 00:56:00.980

zoe: No, and I think freezer is a month. I think, as well. If you've run through the previous like, say, when you're answering the questions about weekly previous, you'll have done a mental tally of like how much

415

00:56:01.060 --> 00:56:13.390

zoe: milk you normally buy. And then so then, if you go okay, well, it's going up by 6 pound instead of by 30. And you know that's only like a one extra product. It's kind of easier to visualize how much extra you'd be paying for like one or 2.

416

00:56:13.460 --> 00:56:17.130

zoe: That's a welfare products than than trying to do the mental maths.

417

00:56:18.510 --> 00:56:21.719

Heather Maggs: Thank you. Karina, had you finished your point?

418

00:56:23.370 --> 00:56:35.769

Carinas i pad: What's that you said about freshness? That was, yeah. If if you buy a weekly, it means it means this stuff's more fresh. But you can freeze stuff as well. I know you can zap free products

419

00:56:37.300 --> 00:56:40.310

Carinas i pad: so that they last. So use. Take them out when you need them.

420

00:56:40.970 --> 00:56:41.900

Thank you.

421

00:56:42.760 --> 00:56:44.580

HILARY: Okay, great. Thank you.

422

00:56:45.030 --> 00:56:45.960

Sorry.

423

00:56:46.140 --> 00:56:52.189

HILARY: I just think. Majority. You will find the majority of people buy weekly as opposed to monthly.

424

00:56:54.570 --> 00:56:59.719

Richard Bennett: Okay, I think we've more or less got consensus on that. If if not, do shout out.

425

00:57:04.860 --> 00:57:20.750

Richard Bennett: Okay, thank you. And then there's a final sentence here before we get to the bold bit. only the welfare levels of the animals shown below will be affected by your choices. The welfare levels of other animals will remain unaffected.

426

00:57:21.540 --> 00:57:25.149

zoe: What do you think of that statement? Did it make sense to you?

427

00:57:30.710 --> 00:57:33.460

Naomi: Yeah, I didn't have any problems with that. I might

428

00:57:36.900 --> 00:57:38.199

Naomi: made sense to me.

429

00:57:38.540 --> 00:57:41.169

Carinas i pad: Yep, it made sense yet

430

00:57:42.240 --> 00:57:44.190

Richard Bennett: any anyone else.

431

00:57:48.130 --> 00:57:52.200

Heather Maggs: And were you able to keep that in your head when moving forward that

432

00:57:52.390 --> 00:57:58.690

Heather Maggs: did that, or did you? Once you'd moved off this screen and into the actual pictures of the baskets.

433

00:57:58.900 --> 00:58:05.129

Heather Maggs: Did it stay with you, or did you forget that when you were actually looking at the baskets, can you remember?

434

00:58:07.110 --> 00:58:19.610

zoe: I'm not sure it was like the most important statement in terms of like, if my basket only has eggs and and cows and pigs in it, and then I don't really need to know about, you know the other animal like sheep.

435

00:58:19.740 --> 00:58:20.620

zoe: So it's

436

00:58:21.660 --> 00:58:23.240

I'm just not sure that that

437

00:58:23.590 --> 00:58:28.439

zoe: statement about other animals is directly relevant. If the question is just about what's in your basket.

438

00:58:30.370 --> 00:58:33.040

zoe: how it's relevant.

439

00:58:33.160 --> 00:58:37.309

Richard Bennett: Yeah. So it just seemed to self evident statement to you. That was

440

00:58:37.440 --> 00:58:41.929

zoe: this didn't affect my answer, I suppose.

441

00:58:44.750 --> 00:58:46.149

Richard Bennett: Okay, thanks.

442

00:58:47.980 --> 00:59:03.330

Richard Bennett: And then the final bit is, is just a reminder that you have a limited budget. Please remember that you have a limited budget and that more money spent on higher welfare. Food products means less money for you to spend on other things

443

00:59:04.770 --> 00:59:07.230

Richard Bennett: about that statement

444

00:59:07.730 --> 00:59:11.599

Carinas i pad: that makes sense.

445

00:59:13.130 --> 00:59:18.250

Richard Bennett: Okay, everyone happy with that. Okay, that's the sort of standard.

446

00:59:18.750 --> 00:59:21.860

Richard Bennett: a standard reminder to people in in, in

447

00:59:22.130 --> 00:59:25.330

Richard Bennett: questions like, you know, surveys like this.

448

00:59:25.580 --> 00:59:34.909

Richard Bennett: I think we've done really well getting through through that chunk? Actually, Kemp Heather, can you move on to the next bit which is going to the the questions themselves?

449

00:59:35.500 --> 00:59:38.679

Richard Bennett: So here you go.

450

00:59:39.040 --> 00:59:41.359

Richard Bennett: Suppose you could only choose

451

00:59:41.640 --> 00:59:56.430

Richard Bennett: one from the 3 baskets shown below. Please tick the basket. You would choose. Numbers, represent welfare, scores of the animals and products shown, and the impact on your monthly may in the future be weekly

452

00:59:56.480 --> 01:00:00.910

Richard Bennett: from our discussion. But on your monthly food Bill.

453

01:00:01.590 --> 01:00:12.929

Richard Bennett: so can we have a just to to your your views about how you went about answering this question. And was it immediately obvious the task in front of you?

454

01:00:13.320 --> 01:00:14.689

HILARY: Not for me.

455

01:00:14.800 --> 01:00:20.029

HILARY: I just noticed increases. I didn't even look at the numbers.

456

01:00:20.120 --> 01:00:24.059

HILARY: I've just noticed it. Now I've I'm being honest.

457

01:00:24.130 --> 01:00:29.140

HILARY: I had no, and II should have bounced it completely different.

458

01:00:32.050 --> 01:00:53.689

Robyn: I didn't have a problem. With it. I kind of remember the scoring of like what the animals was from beforehand, roughly. And then, when I saw the increase, I was like I would be happy to spend an increase in my food bill if it meant the scores of all of this stuff goes up. So I links it and I was fine with it.

459

01:00:54.580 --> 01:01:00.110

Naomi: Yeah, I think I got a set sort of figure in my head of what potentially I could afford

460

01:01:00.250 --> 01:01:07.299

Naomi: to go up by in my budget and then choose the best that I could for the budget that I

461

01:01:07.390 --> 01:01:08.680

Naomi: potentially gap.

462

01:01:10.440 --> 01:01:12.709

Richard Bennett: Okay, what about others? Thank you.

463

01:01:13.370 --> 01:01:19.759

zoe: I did find the prices, the increased prices were very similar. So sort of difficult to

464

01:01:20.070 --> 01:01:42.260

zoe: sometime like, I mean, I like. I live alone, so I don't have a family or anything to take care of. So 33 pounds, or 30 pound. That's not much of a difference to me. So it's kind of hard that was going based on like, I don't buy much dairy, so I suppose I'll go for the one that has like better for the other animals. You know. I was basing it on arbitrary things because the price differences were so small.

465

01:01:43.280 --> 01:01:51.469

Richard Bennett: Thank you. It certainly doesn't sound arbitrary, though, so it sounds as though you thought very carefully. You know. And you had a rationale behind

466

01:01:51.480 --> 01:01:53.750

Richard Bennett: your your choice. Yeah.

467

01:01:53.880 --> 01:01:56.809

Richard Bennett: others, please other comments.

468

01:01:57.790 --> 01:02:01.389

Melanie [REDACTED]: I struggled with this. I'll be honest. So

469

01:02:01.670 --> 01:02:13.660

Melanie [REDACTED]: I'm gonna be entirely open. I'm very price conscious. So I literally buy a list every. It's just the way that I have. I've always been. I'll literally do a list of exactly what I need.

470

01:02:13.790 --> 01:02:24.290

Melanie [REDACTED]: I mean. I can pretty much memorize the prices from one shop to the next, although obviously inflation prices are subject to change. And

471

01:02:24.370 --> 01:02:34.740

Melanie [REDACTED]: you know I've got a long term plan in terms of where I'd like to retire one early retirement. So for me, if every penny is budgeted for

472

01:02:34.840 --> 01:02:38.910

Melanie [REDACTED]: so all I all I literally saw was.

473

01:02:39.270 --> 01:02:47.949

Melanie [REDACTED]: I've got a 30 pound increase a month in my food bill. It doesn't sound too much, but when you times that by 12 that adds up

474

01:02:47.970 --> 01:03:12.199

Melanie [REDACTED]: I mean the current climate. You know you've you watch Martin Lewis and I read lots of things in the press with with the war in Gaza. They're now saying, you know things are gonna going up in price, even more particularly the cost of gas, electric, probably petrol as well. And I'm there's me thinking. Well, I don't know how much I'm going to be spending more of in the future on that, let let alone

475

01:03:12.430 --> 01:03:16.409

Melanie [REDACTED]: having to then think. Well, actually, I've got to pay another 30 pound a month

476

01:03:16.690 --> 01:03:20.350

Melanie [REDACTED]: times that by 12, and it all adds up

477

01:03:20.650 --> 01:03:24.289

Melanie [REDACTED]: price conscious.

478

01:03:25.920 --> 01:03:36.760

Melanie [REDACTED]: because in this day and age, and I said on the call before I was told a bit more about today, I would assume that actually, you know.

479

01:03:37.250 --> 01:03:46.980

Melanie [REDACTED]: wherever the food is produced. it should be in good condition, so my argument would be, why, if I now got to spend another 30 pound a month

480

01:03:47.990 --> 01:03:58.150

Melanie [REDACTED]: when this should be accepted anyway, if you're buying food, that it should be safe, and they they should be in good conditions. That's just my extreme views. That's just what I believe

in.

481

01:03:58.330 --> 01:04:00.030

Richard Bennett: No, that's that's that's

482

01:04:00.230 --> 01:04:12.370

Richard Bennett: absolutely valid. Melanie absolutely valid, I do think, just to add onto that as well. You know you asking us how we felt about you giving us the averages for animals in the UK at the moment, on previous

483

01:04:12.430 --> 01:04:16.999

zoe: kind of explanation that sets in your mind that like, okay, well, if the food is

484

01:04:17.090 --> 01:04:30.109

zoe: okay to be sold but 45 out of a hundred in the shops, as it is, then that must be like a a healthy, acceptable level as as the government or whatever food standards agency decided. So then, when you come onto these questions.

485

01:04:30.980 --> 01:04:37.829

zoe: it's hard to beat like that, you'll you're already shaming that 445 is okay. So it's kind of like, well.

486

01:04:38.400 --> 01:04:50.390

zoe: if I am price conscious, I that's it's not going to affect it as much. I think if you didn't know that the rest of the UK was already at 45, you think? Wow! That was really low. I'm going to go for like the 60 70 area

487

01:04:50.500 --> 01:04:51.529

zoe: that makes sense.

488

01:04:51.560 --> 01:04:54.389

Richard Bennett: Yeah, does make sense. Thank you.

489

01:04:54.470 --> 01:05:06.030

Laura: I think that comes back to my point that I read daily, though, like, how like, just because we've been told the UK average is 45. How do we know that we would accept that? And how do we know that that doesn't mean that the

490

01:05:06.060 --> 01:05:12.960

Laura: pigs, or whatever are in pain and distress. Dah, dah, dah, dah, dah, dah like? Wh what does 45 actually mean

491

01:05:13.020 --> 01:05:29.559

Laura: like on this on the scale. I recognize it's just below half, you know. We can all work that out mathematically, but in terms of what that actually means for the welfare of the animals. What, what conditions should we expect at 45? Because I don't know if I'm okay with the 45 or not, because I don't know what it means.

492

01:05:29.590 --> 01:05:31.470

Laura: So I think the scoring is

493

01:05:31.800 --> 01:05:47.020

Laura: notionally helpful. But just by saying the Uk average is 45. Well, not. That's fine. That's like saying we buy a card. It breaks down all the time. You don't know what it means. It it it just the number for me.

494

01:05:47.200 --> 01:05:50.590

Laura: And that's why I found that this was a bit like well.

495

01:05:50.680 --> 01:06:14.189

Laura: if if it said, you know, II thought of understand. What is a 90 here, you know the pig living in, you know Utopia, almost it can do what the one when the one got everything to need great minus a little bit, cause it's 90 and not 100. So I thought of understand that conceptually, because it's so close to the top, but the ones that are in the middle. II don't know whether I'm alright with it or not, so I don't know what it means.

496

01:06:14.260 --> 01:06:17.720

Carinas i pad: I'm the same. I don't know what it means, either.

497

01:06:20.090 --> 01:06:21.950

Carinas i pad: Yeah.


498

01:06:22.220 --> 01:06:29.090

HILARY: 45 is very worrying. How do we know how they're treated?

499

01:06:29.210 --> 01:06:32.249

Melanie : It's under average, isn't it? So?

500

01:06:32.700 --> 01:06:44.340

HILARY: You see, if you saw it on a piece, me in the supermarket you saw we, as we know the scores, we wouldn't touch a 45, would we?

501

01:06:44.530 --> 01:07:11.159

Laura: Well, there has to be some sort of definition for the people who are going out and scoring these conditions. That has to be a definition of what qualifies, into what score? Because otherwise the evidence is just like somebody putting the finger in the air, saying, Well, that looks like a 20 to me. Well, the the data now they use the ornament, if it's not qualified by some descriptor, so there has to be. This scoring system has to have some sort of descriptor for it to be a valid dataset.

502

01:07:11.260 --> 01:07:13.410

Laura: So it's just that that we're looking for, isn't it?

503

01:07:14.460 --> 01:07:18.689

Richard Bennett: Yeah, that's that's that's a good point. I mean, I guess that you know.

504

01:07:18.770 --> 01:07:23.739

Richard Bennett: the point of reference is that the current. the current welfare levels are

505

01:07:23.830 --> 01:07:30.630

Richard Bennett: as shown in basket C, they're 40, 45, 45 in this. In this instance.

506

01:07:30.820 --> 01:07:48.990

Richard Bennett: I suppose you define them as nearly half as good as they possibly could be, which, because the the 100 is the, this is as good as it possibly can be, and the 0 is pretty much as bad as it as it possibly could be.

507

01:07:49.070 --> 01:07:57.899

Richard Bennett: And the problem is, of course, is that what's acceptable to one person in terms of welfare is not acceptable to other people.

508

01:07:57.970 --> 01:08:08.840

Richard Bennett: so some people would find a 45 for pigs to be acceptable to them, and others find that it's that it's not acceptable to them those those welfare levels

509

01:08:08.940 --> 01:08:33.120

Laura: you. You can't possibly make that judgment unless you understand what 4 to 5 is. So if I know 45 is a pig that squealing all night because it's it's one great 30. It's got nowhere to sleep. It's got dah dah, dah, dah, dah, dah, dah dah dah then I might go. Well, I'm comfortable with that, because I don't eat pigs fine. I don't really care about what you're doing with them. But actually I might go. Well, I really care about that, and and therefore 5 not acceptable to me.

510

01:08:33.120 --> 01:08:45.019

Laura: And I'm looking for a minimum of a 60. But unless you understand. It's just a number that you're arguing over, which is absolutely meaningless because you don't know what what I actually mean. So you can decide whether it's suitable for you or not.

511

01:08:45.109 --> 01:08:52.889

Naomi: ladies? Or is that making sense?

512

01:08:53.149 --> 01:08:54.419

Carinas i pad: Yeah, it does.

513

01:08:55.580 --> 01:08:59.739

Naomi: II think, yeah, you're right in the sense of how do you make a a decision.

514

01:09:01.560 --> 01:09:03.299

Naomi: And what you're going to buy? And

515

01:09:03.710 --> 01:09:32.069

Laura: yeah, exactly. Yeah. Alright.

516

01:09:32.340 --> 01:09:33.050

Richard Bennett: hmm.

517

01:09:33.420 --> 01:09:35.219

Heather Maggs: Robin, what do you feel?

518

01:09:36.630 --> 01:09:43.630

Robyn: With it? Oh, I don't know. II like, I said before, I didn't have a problem. I understood it, but

519

01:09:43.649 --> 01:10:03.739

Robyn: from maybe my understanding I don't know is the same as everyone else's understanding. And I'm also happy to pay the

increase of what it says. 30 pounds extra a month, cause I live alone, so I can also like afford to do that, and if I choose to, if it's gonna give the better like welfare and stuff.

520

01:10:03.740 --> 01:10:24.990

Robyn: But yeah, I was the only thing I was a bit confused on. Is that like, I think, for this particular one, I think I chose basket a but I saw that the pygmy and the dairy had increased by a bit, but the eggs like wasn't. So that was like I was a bit unsure. So I think it's like others, unless there's like a proper

521

01:10:25.000 --> 01:10:36.949

Robyn: like explanation, or like a reason behind it. You may be picking up a bit aimlessly, like you don't really know the full full meaning, if that makes sense.

522

01:10:37.110 --> 01:10:40.780

Robyn: but apart from ever any any of that it was fine.

523

01:10:43.220 --> 01:10:44.220

Richard Bennett: Thank you.

524

01:10:45.140 --> 01:10:49.650

Melanie [REDACTED]: Who set the prices. So the difference.

525

01:10:50.410 --> 01:11:00.750

Melanie [REDACTED]: the different conditions. So you've got like, no change, 33 pound a month. Difference, 30 pound a month difference. Who set those price points because

526

01:11:01.130 --> 01:11:06.270

Melanie [REDACTED]: you could almost split this question into 2, because you you could have

527

01:11:06.550 --> 01:11:12.110

Melanie [REDACTED]: in an ideal world, which one would you buy a B or C. Now.

528

01:11:12.250 --> 01:11:14.919

Melanie [REDACTED] I'm very price conscious, as I said earlier.

529

01:11:16.060 --> 01:11:26.729

Melanie [REDACTED] but is, see my preference realistically. Probably not. Would I prefer A or B. Possibly. But you could say well

530

01:11:26.940 --> 01:11:44.259

Melanie [REDACTED] what you preference, and equally, how much more are you willing to pay for each of those categories like, for example, if if I had just a visual without the price, I might think actually, I I'd prefer B. But then, on the next page you could say.

531

01:11:45.210 --> 01:11:54.669

Melanie [REDACTED]: would you be willing to pay an extra 30 33, or or have no change, so you could almost split it into 2 to find out

532

01:11:54.710 --> 01:12:00.439

Melanie [REDACTED]: if the consumer prefers be. But would they be willing to have that price point increase.

533

01:12:02.910 --> 01:12:04.390

Richard Bennett: Yeah, thank you.

534

01:12:07.180 --> 01:12:11.400

Richard Bennett: Any any other comments about about this question?

535

01:12:13.390 --> 01:12:22.500

Laura: I think there's also some sensitivity in the increase. So I think, really, they were saying before, there's not much difference between 30 quid and 32 quid a month.

536

01:12:22.600 --> 01:12:23.730

Laura: really.

537

01:12:23.880 --> 01:12:39.679

Laura: And I wonder whether we could. You could like dig into how much people are actually willing to pay without being led into 30 quid. So like have that, you know, like the options which say 5 to 1015, 20, and that'll give you like a sense of

538

01:12:39.820 --> 01:12:55.619

Laura: How much more people are willing to pay rather than just saying, are you prepared to pay 30 30 quid a month. No, but actually might pay 15 quid a month. Alright. Okay, cause it's not. It's not as binary as 30 quid on mail cause 30 quid quite a lot

539

01:12:55.840 --> 01:12:57.200

Laura: in La.

540

01:12:57.340 --> 01:13:04.680

Laura: So you know you might be you might be getting a readout which says people are prepared to pay them all, but they are, but just not 30 quid.

541

01:13:05.050 --> 01:13:09.489

Naomi: It also sort of brings to mind the whole part, person

542

01:13:09.710 --> 01:13:13.220

Naomi: or not. Very well. Be very willing to pay

543

01:13:13.650 --> 01:13:16.740

Naomi: 30 quid a month more. But you know what? I just physically haven't got it.

544

01:13:17.330 --> 01:13:18.100

Richard Bennett: Hmm.

545

01:13:19.630 --> 01:13:47.789

Richard Bennett: yeah. Well, that's the important thing of having a you know, Bill. A month would be the difference between whether they've got absolutely

546

01:13:48.840 --> 01:13:54.090

Richard Bennett: okay. That's been really helpful. I'm aware that time is time is ticking

547

01:13:54.870 --> 01:13:56.310

Richard Bennett: heather. Can you just

548

01:13:56.530 --> 01:14:03.219

Richard Bennett: drop down to the next to the next one. I'm not sure there's any. Okay, we just got similar questions.

549

01:14:03.530 --> 01:14:13.590

Richard Bennett: I'm I'm assuming that these these are just really raising the same issues that you've already. We've already spoken about but if there is anything new

550

01:14:14.560 --> 01:14:21.159

zoe: I will just say your dairy always seems to go up. It doesn't seem to have an option where Dairy didn't go up.

551

01:14:21.460 --> 01:14:40.829

Richard Bennett: cause that would be. My preference is the X. I'll I'll buy the eggs up and the peak the pick one up, and where the dairy stayed the same. But that just never was just never an option. Yeah, no, that's that's a good point.

552

01:14:41.810 --> 01:15:03.569

Richard Bennett: Different. Different sets of these things with different amounts are gonna be sent to different people. And we're gonna do thousands of people so that that we will cover all the different variations. But but obviously not not for one, you know, not for each person. They. They can only be very limited for each person. But I take your point.

553

01:15:03.790 --> 01:15:08.180

Richard Bennett: That you want a bit more variation, probably. And the ones you get

554

01:15:08.400 --> 01:15:12.490

Melanie XXXX: is that what you're saying.

555

01:15:12.760 --> 01:15:19.020

zoe: Yeah, just like like, I mean, I'm willing to pay. So I do cover animal welfare. But it's also

556

01:15:19.310 --> 01:15:25.859

zoe: like. And and I did. I know it says in the instructions that we might not like any of the baskets. I just can't say I ever saw my ideal basket.

557

01:15:26.320 --> 01:15:31.709

Richard Bennett: Yeah. that's what I think I've not seen an ideal basket driver

558

01:15:34.550 --> 01:15:56.639

Heather Maggs: that's giving me ideas to ask you to draw your own ideal baskets. Nothing that will make. Say, get off this project immediately. I think we've got some really good good ideas here, and we need to follow up. Follow them off. That's the last one, and then I'll

559

01:15:59.390 --> 01:16:08.309

Richard Bennett: and I think this discussion has been brilliant and really helpful. I think it's been really good, and for a future group I think we can. We can ask

560

01:16:09.000 --> 01:16:15.490

Richard Bennett: their willingness to pay what they you know, the sorts of money they might be willing to pay. I don't think we've got time to do that here.

561

01:16:15.500 --> 01:16:19.059

Richard Bennett: because we've literally got 5 5 min or so left.

562

01:16:19.160 --> 01:16:33.760

Richard Bennett: any final before we move away from the the baskets. And you've you've given some fantastic thinking and some fantastic feedback on these. Anything, anything else you want to add before we move away from the baskets.

563

01:16:34.350 --> 01:16:38.719

Richard Bennett: Sounds like a warning. Doesn't it move away from the baskets. Yeah.

564

01:16:42.130 --> 01:16:45.130

Richard Bennett: okay, thanks. Let's let's move on.

565

01:16:45.320 --> 01:16:57.540

Richard Bennett: You've already explained your reasoning, I think, behind that. And I'm assuming that you probably would be able to jot down a few, a few words to explain your reasoning.

566

01:16:57.620 --> 01:17:02.690

Richard Bennett: or you know whether it's you haven't got enough in in your budget in your food budget, or

567

01:17:03.480 --> 01:17:09.250

Richard Bennett: whatever all the questions weren't clear or whatever. But any comments about this

568

01:17:09.310 --> 01:17:10.530

Richard Bennett: this question.

569

01:17:13.000 --> 01:17:13.770

Richard Bennett: Now.

570

01:17:14.210 --> 01:17:14.890

zoe: hmm.

571

01:17:16.220 --> 01:17:16.930

Heather Maggs: okay.

572

01:17:17.680 --> 01:17:19.360

Richard Bennett: okay, let's move on.

573

01:17:19.960 --> 01:17:28.500

Richard Bennett: So when you were making your choice choices, I think we've had some already, some, some answers to these questions.

574

01:17:28.560 --> 01:17:39.660

Richard Bennett: Some people were looking mostly at what it did to the Monthly Food Bill and others were looking at the Monthly Food Bill and some of the some of the numbers that were presented to you?

575

01:17:39.870 --> 01:17:46.670

Richard Bennett: But as a question with this was this something that you found straightforward to to answer or not?

576

01:17:46.960 --> 01:17:47.960

Carinas i pad: Yes.

577

01:17:48.400 --> 01:17:50.800

HILARY: yeah.

578

01:17:51.070 --> 01:17:52.200

Robyn: Swann Smith.

579

01:17:53.410 --> 01:17:55.269

Laura: I don't know if this is related

580

01:17:56.030 --> 01:17:58.140

Heather Maggs: very first, and then so

581

01:18:01.120 --> 01:18:02.330

Heather Maggs: sorry, Zoe.

582

01:18:08.750 --> 01:18:09.540

Heather Maggs: Yeah.

583

01:18:10.040 --> 01:18:11.540
Richard Bennett: Can't hear you, Zoe.

584
01:18:13.510 --> 01:18:25.510
Heather Maggs: Perhaps she's so. Who is the lady who was also tried to make a point.

585
01:18:25.810 --> 01:18:30.400
Laura: and I don't know if I've missed the point, but I didn't see any questions throughout about one.

586
01:18:31.750 --> 01:18:34.889
Laura: and so I think I didn't quite understand why that was there.

587
01:18:36.180 --> 01:18:44.649
Richard Bennett: Yeah, that's good question. That's a that's a that's our fault in in. Because we've obviously some of the choice sets do have

588
01:18:44.720 --> 01:18:50.159
Richard Bennett: do have land on them, and and so on. So yeah.

589
01:18:50.680 --> 01:18:52.739
Richard Bennett: well spotted again, Laura.

590
01:18:52.750 --> 01:19:01.650
Richard Bennett: We will make sure that some of those some of those aren't aren't relevant. We'll make sure they come out.

591
01:19:02.850 --> 01:19:05.169
Heather Maggs: Thank you, Zoe. Are you back?

592
01:19:09.410 --> 01:19:12.489
Heather Maggs: No, it doesn't seem as if she is. She's fallen off

593
01:19:12.570 --> 01:19:14.940
Richard Bennett: any other comments on this question.

594
01:19:17.620 --> 01:19:21.070
Richard Bennett: Okay, let's move on to question 7.

595
01:19:21.700 --> 01:19:32.810

Richard Bennett: This is just trying to find out whether these questions were working. That the choice questions that we gave you were working. And and yeah.

596

01:19:33.250 --> 01:19:36.169

Richard Bennett: help help us to understand your thinking.

597

01:19:36.660 --> 01:19:40.870

Richard Bennett: That sounds that easy. Yeah. Was it difficult to make choices.

598

01:19:42.220 --> 01:19:44.620

Robyn: Yeah, I understood them.

599

01:19:45.610 --> 01:19:48.110

Richard Bennett: Heather moved on. Oh, sorry.

600

01:19:48.380 --> 01:19:49.900

Heather Maggs: Oh, sorry.

601

01:19:50.650 --> 01:19:54.000

Carinas i pad: Come.

602

01:19:55.090 --> 01:20:03.880

Laura: Oh, moving on is easy moving back. Not quite so easy.

603

01:20:03.980 --> 01:20:12.680

Richard Bennett: Okay, alright, thank you. I was trying to get to the chat. Sorry cause somebody's put a comment in it. So I do apologize for disturbing everybody.

604

01:20:16.590 --> 01:20:23.010

Richard Bennett: Any comments on these questions. Cause I've I'm literally gonna wind up in a couple of minutes now. But if there any questions

605

01:20:23.110 --> 01:20:35.129

HILARY: on these any comments, all the questions are very relevant, and it helps you. If you agree or disagree, you can say what you want us, what you how you feel.

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01:20:35.180 --> 01:20:37.660

HILARY: So I think they're all very relevant

607

01:20:37.670 --> 01:20:39.849

HILARY: to the questionnaire.

608

01:20:41.280 --> 01:20:42.140

Melanie [REDACTED]: Umhm.

609

01:20:42.320 --> 01:20:44.240

Robyn: yeah, I agree.

610

01:20:45.270 --> 01:20:47.719

Carinas i pad: Yeah, they're very relevant. Yes.

611

01:20:51.280 --> 01:20:56.370

okay, thank you. And just the next one. And we'll call this this one the last one, I think.

612

01:20:57.900 --> 01:21:00.810

Richard Bennett: No, it doesn't want to go forward either

613

01:21:01.860 --> 01:21:15.609

Richard Bennett: sort of mind of his own. This thing. There we go! There we go! Oh, these are just the household questions. So I'm I'm gonna leave it there. I'm not gonna ask you about this. You have worked incredibly hard, and you've given us some fantastic feedback.

614

01:21:15.760 --> 01:21:44.240

Richard Bennett: And I'm gonna do what I promised and finish before 7, 30 will be only by 5 min. But, any final comments you'd you'd like to make. But before you do, I just like to say Thank you so much to all of you for joining us this evening. It's been really really insightful for us, and it'll help us improve this questionnaire. You know a lot. So thank you very much. But any final comments from anyone.

615

01:22:01.350 --> 01:22:02.570

Heather Maggs: Proceed.

616

01:22:02.910 --> 01:22:16.120

Richard Bennett: Sorry, great! Well, one of one of these days you might see a well festival on your, on, your, on your meet or your daily products.

617

01:22:16.670 --> 01:22:29.980

Carinas i pad: I hope so. Thank you all very much again, and and enjoy the rest of your week.

618

01:22:32.180 --> 01:22:34.100

Heather Maggs: Thank you. Yeah.

619

01:22:35.600 --> 01:22:36.670

Richard Bennett: Hi, heather.

620

01:22:37.760 --> 01:22:38.760

Heather Maggs: Hi.

621

01:22:39.890 --> 01:22:43.729

Heather Maggs: I just wondering if I could stop recording.

622

01:22:44.190 --> 01:22:50.439

Richard Bennett: Yeah, that would be fine and looks so we've still got Mel on the line.

623

01:22:51.750 --> 01:22:59.120

Heather Maggs: She wasn't one of the ladies having issues getting in initially. No, don't think so, sir. Are you all right, Mel?

624

01:23:00.240 --> 01:23:02.640

Heather Maggs: Did you want to add something privately?

625

01:23:04.280 --> 01:23:12.469

Richard Bennett: I think maybe she's not managed to sign off. She thinks she's signed off, maybe, and and and not I'm gonna leave you to

626

01:23:12.650 --> 01:23:13.539

Richard Bennett: to go and get some.