

# Audio file

[Verbal Protocol 1.m4a](#)

## Transcript

Speaker 1

Are you the main food shopper in your household? Yes. What is your age? 25 to 40.

Speaker

4.

Speaker 1

What animal products does your household eat? Please tick all that apply. Dairy eggs. How much does your household spend? On food each week. Probably on average 50 to 99, but some weeks it might go a bit over that. How much do you spend on chicken meat during the normal week? Not at all. How much does your household spend on beef during a normal week? None at all. How much does your household spend on lamb during a normal week? None at all. How much does your household spend on pigmeat? None at all. Dairy products.

Hmm.

Probably. Cheese is quite expensive, isn't it so? Probably 10 to 15 pounds. Because we have a lot of milk as well. Umm. Oh, no. Remember how much eggs are? We get 12 eggs, so that's really that one. Do we purchase or avoid purchasing any particular products because of concerns about the welfare of animals. Yes. Free range organic eggs. Only organic dairy where possible, especially milk. And cheddar cheese. Do you purchase or avoid purchasing any particular products because of concerns about the welfare of animals involved? Well. I don't purchase or eat meat because of ethical reasons. Please indicate below to what extent you agree or disagree with the following statement. I feel well informed about how farm animals are treated in the process of producing our food and other products. I feel like I'm probably more informed than some people, but No, I think I probably would agree. I'm concerned about the way farm animals in the UK are treated. I think I would agree with that. Actually hear horror stories on social media about cows and their calves. I think that food products from animals with high levels of welfare taste better. Well, that's not applicable for me. There's not a not applicable. I mean, I wouldn't know. So I'm going to say neither agree nor disagree. I'd like to say I agree, but I don't think I can. I think that food products from animals with high levels of welfare are healthier. That I do agree with actually, because I'm sure that organic milk is better for you than non-organic milk. I think that food products from animals with high levels of welfare are better for the environment. Well, organic must be better for the environment, so I'm going to strongly agree with that as well. OK, next. Oh, there's a lot of writing. Do them. 1 billion chickens we use in meat production, 1.8 million dairy cattle we used to produce milk, 39 million produced eggs. This measures the welfare of the farm animals that takes into account their needs. That resulted in an overall welfare score from zero to 100, which the needs and wants of the animal are that the score accurately represents the welfare of the animal in terms of its freedom from hunger, thirst, discomfort, pain, injury, disease, fear and distress, and the extent

to which the animal can express normal behaviours and has a happy and contented life. That's amazing. If it can do that. A score of 0 denotes extreme suffering, whereas a score of 100 denotes the highest level of welfare that could possibly be achieved. The method covers the entire life of the animal from birth to slaughter. Currently in the UK, laying hens have an average wealth of score of 40 out of 100. That's not good. Meat chickens, 40 out of 100, pigs 40 out of 100. Oh, no. Beef cattle 50, dairy cattle 50. That's not good. It seems that the government and industry agreed to farm regulation to improve the welfare of farm animals in the UK to a certain welfare score. All animals would have to be kept at this welfare score. Or higher. This higher welfare would incur additional production costs. Yes, these higher costs would result in more expensive meat, dairy and eggs and food with these ingredients so that everyone would have to pay more for these food products, including you. Please choose out of the given three options below, your single most preferred option, welfare scores in Red show which scores have changed in relation to the current situation. You may find that you do not particularly like any of the given options. Wait. Let me reread that. Please choose out of the given three options below. Your single most preferred. Option welfare scores and red show which scores have changed in relation to the current situation, which scores have changed in relation to the current situation. You may find that you don't like any of the given options. Nevertheless, the task is to indicate your preferred option out of the three provided. If you find choice two or three too expensive, please choose choice one which represents no change to current animal welfare. Remember that you have a limited budget and that the more money spend on higher welfare food means less money for you to spend on other things, yes. Suppose you could only pick from one of these three options. Please tick the option. You would choose numbers, options andm Welfare scores of the animals and products shown and the impact on your Weekly food bill. Welfare scores are shown in red. OK, well, I definitely don't want to go for Choice one because I think that's awful, that eggs and dairy are so low. Choice two, A £1 increase in my weekly food bill that doesn't include eggs very much. Oh, no. Between choice two and three, I think I've got to decide between Chickens and cows. Because it improves it for cows and choice two. But only by 10% whereas it improves by 30% for chickens. Oh no. I like cows more than chickens, but it did say that there were more chickens. So for the greater good. Do we save more chickens? Because £2 isn't a lot, I think I'm saving more chickens. Sorry, cows. Ohh no. Suppose you could only choose from OK. OK. Well, I would go for option two there, which would be £2 increase in my food bill. Because the meat doesn't apply to me, so I don't need to care about the milk. So I'm not paying actually £10 to improve anything there. Well, so even if you were a meat eater, it doesn't actually. Improve things that much. It gets worse for chicken if you pay £10, so that doesn't seem. No. Why would anyone choose that option? Because that's a lot £10 a week is a lot across a year actually. OK. And then the next one. So a £3 increase. Doesn't really do very much, does it for the poor Cows. There's only chickens. I need to think of this one. So I would just do the £1 increase for me. Now I'm thinking, am I being selfish and \*\*\*\*? I've been looking at the meat this whole time when I don't eat the meat. No, because that doesn't apply to me. Suppose you could only choose. Ohh OK. I'm gonna go. What do I want? Yeah, £4 increase because that's quite a big increase in the cows there. But £6 increase for only a 10% on the chickens. And it doesn't do anything for the cows. So. I'm going to do that one. Next. Oh.

£10 increase to really improve those. I think I'd just stop eating eggs. For the sake of £520 a year, I think I'd just give up eggs instead of spending £10 extra. So let's go £4 extra to improve them by 10% but then 60% still not very good for the poor chickens. Hmm. Next 40%. 80. 80, OK. And that one then £2 increase. That'd be very good. Match one. Going to save the cows that time. Next one. Say chickens that time. And that one?

Oh.

Would I pay an extra £6 a week for my chicken? Again? I think I'd just stop eating meat, stop eating eggs. Oh, I thought like a bad person going to £3 for the sake of the chickens. But you're talking about literally, I like my eggs, the price of my eggs would double. Here I'm going to go for that. Next Ten. Oh OK, £10 increase. I suppose I would. Because I really don't like the fact that the poor cows are 50%. But I think it would. It would mean that I just cut down on the amount of animal produce I was eating. If it went up that much. We would just be much more selective on what we were buying. Next one. Yeah, that one. OK next. Please briefly explain the reasoning behind your choices to the willingness to pay choices above. As vegetarian, I based decisions on eggs and very. Produce only the reason for my choice is for some price increases. When looking at eggs, if the weekly price was going up by more than £4. Really.

Hmm.

Meant that I would be doubling what I already spend on eggs. I think I would probably reduce my animal product intake if this was the case. When making your choices, which features from the below list did you consider? Please check all of the boxes. The increase in my weekly household food bill, yeah. By how much the welfare scores? Yeah, definitely. By how much increase? Cause if it was only a small margin for £10 extra, thinking well it's not really going to do. Regulation affecting all animals? No. I was. I really was only looking at the ones that affect me, which is probably bad. Probably should have thought about the other ones, wasn't looking at meat chickens. Dairy cows, yes, hens yes. Sheep and lamb? No. Not other. Because yeah, by how much that was already in there. Please indicate to what extent you agree or disagree with the following statements. I have confidence in the response that I gave to the willingness to pay choice questions. No, I don't think I do because I'm worried that I've been bad and I should have focused on the meat ones. So I'm going to somewhat disagree. I understood the information presented to me. Yes, I did. I trust the animal welfare scoring method described. I mean, I have no reason to trust it. I don't know if it actually exists. So somewhat agree. I don't know. It wasn't really explained how it is. I mean, it explained what factors are taken into account, but like I don't know how it works and I have no evidence that it does work. So I'm not going to strongly agree with that. I trust that farms will be properly monitored. No, because I think people are sneaky and don't do things right. We have a moral obligation to safeguard the welfare of animals. I completely agree with that. I would like to see this welfare scoring system on labels in food stores. Yes, I would, because then people would have to use it. If, because some people would stop buying things if they knew it was bad, maybe they should do like what they do in cigarettes and put a picture of how the animals have been kept. And I like the idea of regulation to improve the welfare levels of all farm animals. Yes, I like that. I thought paying attention to the questions and myself strongly disagree. I've paid a lot of attention next. Finally, please answer some questions about yourself and your household. How many people over the age of 16 live in your household, including yourself, 2. How many people aged under 16? None. Female. Which is the highest level of formal education you have achieved? Bachelor's degree. What is your ethnic background? White? Which part of the UK do you live in? London. What is your household income before taxes? 75 to 99. What was your employment status? Employee. Next.