

# Transcript

18 July 2024, 07:09pm

● **Heather Maggs** started transcription

**HM** **Heather Maggs** 0:13

Because.

The idea is that you've never seen it before, so you literally open it and then you just say whatever comes into your mind. You know that little voice in your head, you just you just speak out out loud. What is what you're thinking. It might be goodness. Oh my gosh. There's loads of.

**T** **Tom** 0:20

OK. Yep.

**HM** **Heather Maggs** 0:30

Or this is a daft question or I don't understand this question or so it's so it's literally for us to improve.

What you what the questionnaire is at the minute to so. So we see how we could improve. It is really what it is so.

**T** **Tom** 0:40

Yeah.

**HM** **Heather Maggs** 0:46

There are no right or wrong answers. It might help if you just mentioned which question you're on.

**T** **Tom** 0:51

Yeah.

**HM** **Heather Maggs** 0:53

I'm going to stay silent and look over there and possibly do something else because

unless I think, oh, he's gone a bit quiet and just because you might suddenly have forgotten and you're you're internalising it, I might say, oh, if that's OK.

**T** **Tom** 1:07

Yeah, cool. Yeah.

**HM** **Heather Maggs** 1:07

So it's as it as the brief says, by sharing your thoughts and what comes into your mind, we gain a better understanding of people thought people thought processes. So you just need to I did this with somebody else the other day and she said, you mean you want me to Witter? And I said not quite with that understanding of Wittering, but you don't. So not everyone can do it. I suspect you can just say what is exactly what comes into your mind.

**T** **Tom** 1:29

He.

**HM** **Heather Maggs** 1:37

We didn't do this questionnaire. Stop mine. You won't offend me in any way, shape or form.

**T** **Tom** 1:44

Sure, sure. No, that sounds great.

**HM** **Heather Maggs** 1:46

So, OK, lovely. Well, let me get into the chat.

**T** **Tom** 1:48

Yeah.

**HM** **Heather Maggs** 1:53

And I'm just going to press paste.

There you go. So there's the link to the questionnaire. It opens on the first question, so it's open it and go straight into it. OK? And as I said, I'll, I'll, I'll just.

**T** **Tom** 2:04  
Yep.

**HM** **Heather Maggs** 2:07  
Do something else and I can't thank you enough, Tom.

**T** **Tom** 2:09  
Yeah, still.  
That's all. My pleasure. My pleasure. OK, so I'll just read. And. Yeah, and then go through this. Your responses to the questions in the survey will be used by policymakers to help improve the welfare of farm animals in the UK. Please answer the questions carefully. Thank you. Please write your first name below so that we know you've completed the questionnaire. OK.

**HM** **Heather Maggs** 2:17  
Yeah.

**T** **Tom** 2:35  
How much food shopping do you do for your household, including yourself? So all of the households, food shopping, most of the food shopping, quite a lot of food shopping. I do all of it because it's myself.  
What is your age, please in certain number of years in the box below I just sent to see you with a what animal products does your house dog eat? Please take all that apply. So yes, be lamb. I don't eat pig. Yes. Chicken. Yes. Dairy products. Yes. ACS. Other animal products.  
Dairy products. Eggs, chicken be.  
Yes, I would include fish in that.  
But how does your household spend? Sorry, how much does your household spend on food each week? Not including food eaten outside the home and restaurants.  
OK. I would probably say my average shop, which is, yeah, not including restaurants. Is probably around 50 to 99.  
I would say yeah, we just gave, we're just getting in there. I think we're creeping in there. Just maybe like 5055 pounds, how much does your household spend on chicken meat during a normal week?

OK, I probably only buy.

On average, how much you. Yeah. OK. So I'm guessing that means on average 'cause like it changes each week.

So I will possibly buy chicken once every fortnight, so I would say 0.01 to £5 for 99. I think that's probably right.

Never heard it called or seen chicken meat rearing all that before.

How much does your household spend on bee during a normal week? That's definitely more regular for myself.

It also says here products were the products were the stole or main ingredient is B e.g. Fresh or frozen all or part in space? OK, that's fair enough.

More regular I I do usually do like a bulk meal and then have it during the week so I won't do lots of individual things. I'll do like one big like mince packed and and cook that on the weekend so it would be about £5 to 999. It's definitely more common chicken for me. How much does your household spend on land during a week? I do not eat lamb. Sarah, how much does your household spend on pygmy during a normal week?

I will have.

Generally, bacon always in the fridge so.

That's, but it's not as expensive as the others, so I will go on a lower scale as well.

How much does your household spend on dairy products during a normal week?

I'm very I'm a very frugal shopper really, I don't really.

Spend crazy amounts and and generally I hate waste, so I will.

I will. I will run out more than I will.

I'll run out more than I will throw away if that makes sense, so I'm I'd probably spend about £5 to 999. How much does your household spend on eggs during a normal week? Again, eggs are quite cheap and I don't need that many, so don't need that.

Do concerns about the wealth of animals influence your buying decisions? Please take those that apply. Yes, I purchased some products for animal welfare reasons.

Yes, I do give examples in the box below.

So.

I have.

Greater trust.

In the Red Tractor logo and will always look.

To purchase products.

Under.

This formulation.

I will make an effort.

UH-2 Boys 3.

Eggs.

At all times.

Do the concerns about the work of animals in future by institutions?

I'm. I'm not. I'm not. I'm not very political when it comes to I'm not. I personally am very, very open to all sorts of things.

So.

I I I can't. I don't think I can say much more than that. Really. I don't restrict myself too much, so maybe I'm not the person for this kind of survey, but I want.

Yes, I will purchase this on produce for animal welfare reasons.

All I'll have to be honest here.

I suppose because I've answered yes to the 1st, I have to answer yes to the second because I avoid questioning some products. For yes, I mean because I'm looking for free range and looking for to trust the rich actor symbol. So yes, as previously stated.

I will act.

Act on.

My.

I will add to my.

Preference.

Oh.

88 associated.

Associated with.

Certain organisations.

Patients and.

Choose choose free range.

Options. Does that make sense? Yes, absolutely. That's on my preference for researchers, you would certain?

Cool. Please indicate below to what extent you agree or disagree with the following statements. I feel well informed about how farm animals are treated in the process of producing our food and other products. I feel well informed about how animal treated in the process of producing up food and other products. I would disagree.

I'm concerns I'm concerned about the waveform animals in the UK are treated.

I would like I would like to know a hell of a lot more.

And I would like to be. I'd like to be educated from from a source that I know for absolutely sure has no political leaning and is purely based on facts. And I don't think I've ever felt like I've experienced that when it comes to information regarding the welfare of animals. So.

I am concerned about the way farm animals in the UK are treated, but that might be through my own ignorance rather than.

From from things that I've heard, if that makes sense, it's my own ignorance. Not from, not from facts about mistreatment. So I would say I somewhat agree.

I think that food products from animals with high levels of sorry, I think the food products from animals with high levels of welfare taste better.

I would agree.

I think the three products from animals with high levels of work are healthier.

I think that food products from animals with high levels of welfare are better for the environment.

I think that's good products from animals with high levels of welfare, best for the environment. I mean, I would personally.

They are. They are the environment in the sense I don't really separate them from.

From the land I see them as as much a part of the environment as anything else, so I would completely agree with that.

It is much as then they are the ones that experience the environment.

More than anyone else, I don't see a separation between them, so I would strongly agree. I strongly agree with that.

I feel like if if that is if that if that is it I feel like.

I'm I I feel like I'm quite an ignorant person for a questionnaire like this.

And.

I feel like I could know a huge amount more to be of more use.

I see just the passing thought I see a huge value in the culture around farming and and as a as a a very visual person I this may be completely irrelevant but I I have a great. I have a great kind of aesthetic appreciation for farming in the sense of I love to see animals.

And I really do hope that their welfare is is seriously thought about and acted upon, acted upon.

Throughout. So yeah.

I don't know what the measure, measurement and welfare score, 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 need and wants of the animals are met and results in an overall welfare score from zero to 100. The score accurately represents the welfare of the animal in terms of its freedom from hunger, first 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.

I would personally have no idea what a.

Normal behaviour of a lot of farm animals would be because I've never seen them in the wild. So for me that's I I can't. I struggle to see.

And know what they'll be like.

Because I've I've, yeah. I've never really been in that scenario or, yeah, a score of 0 to that's extreme suffering. Whereas a score of 100 and that's the highest level welfare that could possibly be achieved.

The method covers the entire life of the animals from birth to slaughter, and involves regular independent monitoring of farms currently in the UK. Laying hens have an average welfare score of 40 / 100 meat chickens, 40 out of 100 indoor pigs, 40 out of 100 beef cattle, 50 out of 100 dairy cattle, 50 out of 100.

OK, sheep allows 55 out of 100.

Assume that the government and industry agree to farm regulation to improve the welfare of farmers.

In the UK, to a certain welfare school, all animals in the UK would have to be kept at this welfare score or higher. This higher welfare would incur additional production costs because animals would, for example, be better fed, have better housing and more space, better health and care, and more opportunities for normal social and other behaviours. These higher costs would result in more expensive meat, dairy and eggs and food with these ingredients.

So that everyone will have to pay more for these food products, including you. Your payment will be contributing to the higher welfare farm animals throughout the UK. Fair enough. If you do not purchase or consume animal products, you may still be willing to pay something as an increase to your weekly household food bill to improve the welfare of farm animals.

K.

But please consider this when you answer the following choice questions. Fair enough. Please choose out of the three options below, you're single most preferred option. Please choose out of the three options below. Your single most preferred

option, welfare schools 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. Nevertheless, the task is to indicate your preferred option out of the three provided if you if you if you find choice two or three too expensive.

Please choose choice one which which there's no change to current animal welfare levels or to your food expenditure. Remember that you have a limited budget and that more money spent on the heart, on higher welfare food products mean less money for you to spend on other things. In the last year the UK 2.8 million cattle on calves, 11.5 million pigs 14.5 million sheep and lambs and 1.1 billion chickens were used for meat production, whilst 1.8 million dairy cattle were used were used to produce milk.

And 39 million 10s used to produce eggs.

OK.

It's a lot of hands.

Please use one of the three choices shown below. Numbers represent welfare scores with the animals and products shown, and the impact on the weekly food bill.

Welfare scores shown in red are the only ones that change in relation to current welfare scores in each in each choice.

OK, so I want to zoom in system so it's 1231. No change in weekly food bill welfare scores.

Alright, so just stay the same. What? There's two, one pound increase in weekly food bill.

£52 per year for 52 weeks in a year and you see a 101010 point warfare support increase in dairy and a five point score increase in lamb and a 60 point increase in beef. Alright, that seems pretty darn good and two pound increase in weekly food but would see a 1010 hens Tenon pigs.

And seven base.

OK.

Umm.

So let me just do 10510 ten by 10:25 and then 10101030.

So you get 2425 points for one pounds and 30 points for two pounds.

I like. I like the pizza. Really. Getting up there. I like. I like that. I'm going from 40 to 50 'cause. I just feel like.

You.

Maybe. Maybe I'm just.



Kind of obsessed with the quality or something, you know? But I don't know, but.  
I mean 100 a £104.00 a year.

But the one pound is giving a hell of a lot more value for points wise but.

But I like the idea of the pigs and my I I could spend more money. It's only the only year that it's only on annual 104 pounds is not allowed a lot annually.

I'd go for the two pound option. I really like the fact that the pigs have increased in 10.

I don't need lamb anywhere. Maybe I don't think that re has a bacteria on me, but just 'cause. I'm thinking of my previous answers of not having them.

Right. I should probably go a bit quicker, 'cause, it's quite few. Please choose one from the three choices shown below. OK, so very similar.

OK, that's the same £2.00 increase will be at 10s of cows, 10s of pigs, 10s of chickens.

That's that's that. See, it's £10 increase in wiki food bill.

That's getting quite a lot of money now.

And.

15.

£10 a week.

10 times a week.

£2.00 a week.

Alright, £10 a week, so if I'm buying so they'd be double in the price of me though I have a week essentially.

That's a hell of an increase in points, which is very good.

OK. On I I would I think I'm reaching my limit here. 10 pounds. Yeah. Choice three, please. Choose one from here. Choose two. OK, got 10 point increase in chickens.

Egg. Sorry. 10 and chicken make 20 MBS. And that's £3.00. OK, one pound.

Well, that's a major.

That's a no brainer. Let's do it. Please choose one of those for me.

OK4 pounds and six pounds.

You got 2020 point increase 20 point increase there 20 point increase in beef.

That's really good.

101510 I mean that's just, that's.

I don't know if I don't know if I'm just looking at the points a bit too much here and not thinking about the animals enough and not considering which ones. Maybe I care more about, I don't know, but I feel like I'm. I'm Dee Dee Dee. I was going to say dehuman humanising these creatures. Or or do I? Feels like I'm kind of degrading the

creatures because I'm just focusing on the numbers at the moment, which seems a bit feels a bit weird.

Do you see impound increase now we're getting big here.

50 point increase in eggs.

50 point increase it take me.

50 point increase in chicken me. That's really good. Wow, that's that's really good high.

606060.

It's going through and it's £4.

£16.00 per week increase in bills.

I feel like I'm.

I feel like with this question I'm really just considering myself and I'm not thinking about other people and other people's weekly wages and everything like that. So I'm just focusing on me and what I think.

What I would do?

£16.00 more.

Yeah, I could. I could definitely cut back. I could definitely cut back on like loads of different things.

And.

And feel better with knowing that I mean hens egg story. It's gonna be 90 pigs, 90 chicken meat 90. That's actually huge seeing as there's so many chickens in this country as well. That's that's really big.

OK. Well, that's amazing £2.00. And we're getting those numbers. That's amazing. 4 pounds.

That's exactly the same.

OK, why would I pay more if there's the same welfare number? Does it make any sense?

So it's 22 pounds.

OK.

It'll be good. So it's three one pound increase 201010.

Uh, how's it really going up there? That's good to see you.

OK, so this is the towns with the hand of the eggs.

I think because I see cows more, I I would choose the cows, maybe sort of dairy.

Maybe that's awful to say.

Maybe I'm just just worried about what I see, which isn't great.

She she's finally increasing like you, 220301020301060.

23201015 no 201020.

Open what's gonna be amazing.

I've kind of thought I don't want to be. I know I'm not sending Heather when I say this. There's some of these. There's some of these that I think I kind of just feel like I'd try and trick me out a little bit because you're getting less value for.

For less money, sorry, more value for less money again.

I personally maybe I'm a twisted individual. I kind of just look at the numbers, the welfare numbers and the money.

And I I don't necessarily see.

I don't put a huge emphasis on seeing more value in one animal than another. I I kind of feel like they were very I know I just said previously I see cows more. So I I would. I went for the previous option but.

I kind of see welfare of creatures in the same way as one another really.

So 1010 pounds increase.

Ten 10510 says 25 six pound increase is 2020202020. OK, cool.

OK3 pounds.

510105.

6 pound increase 20.

2520.

3520 that's 45.

Again, I've accepted I've gone up to £16.00 a week, so then £6.00 with that much welfare is absolutely no issues.

Umm telephone decrease?

10701010201041 pound increase 10.

1010.

I'll. I'll be honest. I've got to a point where if I've agreed to the £16.00 a week increase.

And I was happy with the welfare numbers. I kind of feel like.

It's offering me £12 increase here and there's more welfare for the animals than the 1 pound option and I can I kind of feel like now because I went up to 16, why wouldn't I go up to 12 to get more welfare for these animals? I mean, it kind of so.

But just because the way I've I've been brought up the one pound increase, there is a lot of welfare welfare that's being brought to these animals.

It's it's a 12th of the price, so I kind of go that just because it seems like it's more

efficient.

1025101024104545.

£3.00 increase your weekly food bill.

202020.

I mean, that's an adrenal.

It's not very.

OK, please briefly explain the reason behind your choices, the willingness to pay choice to pay choice questions above OK, which was willing to pay choice question.

Umm.

I personally.

Could pay more.

And.

Would would like would like to know would.

Would like to know.

That's the welfare of animals by benefit.

Uh benefit from?

Is as high as possible as as high as possible.

I personally could pay more and would like to know that the workload of animals are benefited from is as far as possible.

I I could certainly.

Sacrifice.

Non urgent, non urgent.

I can certainly check across non urgent costs.

And would be willing to do so.

With the with the with the knowledge.

That this money directly.

Contributes.

To the welfare of animals.

I could certainly sacrifice non urgent costs and would be willing to do so with the knowledge that this money directly contributes to the welfare of animals.

Yeah.

The reason behind this was willingness to pay. I think I'm so willing. I'm I'm so I'm so willing.

To I'm so willing to pay more.

All these choices.

As I it's almost a hindsight, I can see I can already see the welfare welfare points. I'm so willing to pay more for these choices as.

I can see.

The results?

Which?

Is of course unrealistic.

Umm.

However.

When making your choices, which features from the list below did you consider?

Please do the full to all the features you consider the increase in my weekly household food bill absolutely me chicken welfare levels, yes.

Very cool.

Levels sheeple. Now again, I feel very ignorant to.

The I'm I'm probably quite a good person to the questionnaire 'cause. I'm quite ignorant, which maybe quite a few people are. I'm not sure.

I'm probably one of the more ignorant people of the sort. Please indicate to what extent you agree or disagree with the following statements. I have confidence in the responses I gave to the willingness to pay.

I have confidence in the response that I gave to the women's to pay. That doesn't make sense to me 'cause.

I.

I can only I'm as confident as I am.

I confident in the responses I gave, I'm happy with the with the responses I gave.

Am I confident? I mean, I wouldn't.

I'm I'm deciding that on my own opinion. I I feel that confidence is the confidence is something that you.

It's almost like something you display. Yeah, it's not something.

I I'm figuring this out as I go along, so I wouldn't. I have confidence in this one's not here.

Needs to disagree or agree. I can't understand that I understand the information presented to me absolutely.

Yep, Yep, Yep.

I said the animal welfare scoring method described, I trust the animal welfare scoring method described.

Yeah, Yep, sounds good. There was many factors.

To this.

To quantify the number.

It seemed comprehensive.

Yeah.

I gotta agree there because.

At the end of the day, they're not wild. Whether that means they'll have a better life or not, I don't know, but.

I trust that farms will be properly monitored. I trust that farms will be properly monitored.

That's a massive undertaking and I would say probably somewhat agreed because.

I feel like what happens, I try. Generally speaking, I trust farmers.

Daily and I've had friends that are farmers and and they seem very good people and but.

Things that go things go wrong and they can't be monitored all the time, so I would somehow agree to that. We have a moral obligation to say God the world of animals. I strongly agree.

I would like to see this welfare scoring system on labels and food stores. That's a great idea. I think that's I think that's incredible. I think that's a great idea. I think they would work on me for sure, because not only that it would be something that I would.

Made me look to.

And it doesn't. It it feels like it hits all the bases. It feels like it really. It gives a clear depiction of a quality of life.

That you'd you'd hope?

Is there, but to have that confirmation would be.

And it shows you holistic confirmation would be brilliant. So that's wrong. You. I like the idea of regulation to improve the welfare levels all. And I like the idea of regulation to improve the welfare levels of all farm animals.

Yeah.

Yeah.

You've got a regulation, I mean regulations just need rules in it, really and.

Yeah, I I yeah, I I agree and strongly agree. Then I've not paid attention to the questions in the survey.

That'll get you on. That'll get you up.

I'm not paying attention to the questions in this survey.

So I strongly disagree.

Question is hilarious.

That's funny. OK, for me, please answer some questions about yourself and your household. How many people over the age of 16 live in your household, including yourself?

One solo B. How many people aged under 16 live in your household 0?

What's the nature of your household? One person household.

What is your sex?

Which is the highest level of formal education you have received?

Bachelors degree.

What is your ethnic background?

This is.

I don't, but why? This is a very this is maybe too big and too big a thing for this. This recording to help. I've always found it very weird that.

Race White is a race, whereas it is an ethnic background. I don't understand that. I don't understand that. So I mean.

To be Asian is bound within geography to be white. In what way is that bound within it? I don't know. I don't know if he bleached your skin. Does that mean you're a different ethnic 1 ethnic backgrounds? No, I don't think so. So why is it skin colour?

In what part of the UK do you live? You say that.

Where is it?

Is it good? Oh.

It's probably East England, isn't.

In this one.

Was your total household income before taxes and including income from investments, pensions and benefits? I am within this one.

What is your employment status?

Employee.

Thank you for your time spent taking the survey. Your response has been recorded.

Probably, I think we'll come.

I think I think that's it.



**T** **Tom** 37:22  
Love.

**HM** **Heather Maggs** 37:23  
I am in awe. That was brilliant.

**T** **Tom** 37:28  
Sorry. Yeah, my my my mind usually goes to humour with in a lot of situations so.

**HM** **Heather Maggs** 37:34  
I'm just Tom. That was fabulous. Thank you ever so much. I'm not going to ask you very much because or keep you any longer much longer. But what was your overall impression? Now you've been through it and stopped looking at it as an individual question by question any any overarching comments?

**T** **Tom** 37:48  
Yeah.  
Umm.  
I I would I find I found it a little bit strange a couple of questions when it comes to like regulation and.  
Yeah. So the question about regulation, because it feels like it doesn't. It doesn't talk about what it's trying to enact in the sense of how to make the welfare of animals better. So I felt like that was a bit disjointed. It was very professional survey and I thought it was written very well, made perfect sense to me. So the intro was very written in a way that was really easy and user friendly to understand.  
And that's the welfare point system was well explained.  
Just from a general.  
Kind of wanting to know more I know. Maybe that's not the purpose of this questionnaire. To educate me, maybe it's I should have more education already, but it feels like I'd I'd I'd want to know more and in more depth about how those individual elements of welfare are established in the sense of how do they look at the animals to decide the health throughout the throughout the lifespan. Just maybe that's just because I'm interested and but yeah. So I'd like to do that.



**HM Heather Maggs** 38:53

Hmm.

**T Tom** 39:17

I was.

Little surprised by.

The the question about my income, I didn't see that coming. I thought that was a bit out of the blue.

I thought the graphics and stuff were were fine were great.

It ran very well.

I thought the question about and the and the notion of having the points on the packaging was inspired. I think that's a really nice idea.

Yeah, it was good length. Good length, yeah.

**HM Heather Maggs** 39:48

Hmm.

If you remember the huge amount of text that finished with the number of animals that are killed every year and was taking you through the fact that veterinary veterinarians etcetera have come up with this scoring survey.

Do you think that? Did that intimidate you when you saw all that text?

Right.

**T Tom** 40:12

No, no, I'd I'd no because it was written well and it it, I I I appreciate writing when it's kept simple, it shows that people really understand their subjects and yeah.

**HM Heather Maggs** 40:16

Hmm.

We've we've tried to craft that we've put, we've we've kept it as short as we could.

We added stuff in when it didn't seem to work originally, then we took stuff out, then we had to put other stuff back in and.

I think it has been crafted well, but I got a shock when I did this first verbal protocol because in all the situations I've seen that information that big block of text was divided in two. I think it went to the scoring system to the end of the scoring system.

Chickens for tea, you know, beef, kettle 45. And then there was a press next and then you went to the next bit, which finished with the this number of animals, this type of dairy cattle are used for milk every year. This. So there were definitely 2 chunks and it was only when we did this verbal protocol analysis that I saw it in one go. And I went, whoa. So I just just wondered whether that had had in whether that thought had crossed your mind.

**T Tom** 41:31

No, not for me. But I yeah, I I I use. I read quite a bit. So it's it's not really. Yeah, I I I I because I maybe because I'm just interested in I I find it interesting so.

**HM Heather Maggs** 41:32

Right. OK.

But and then just a comment really.

This survey is going to go out to to the whole to try and get 3000 to 4000, representative answers from the general public.

And I mean the one thing I learned from my doctorate, the key thing I learned from my doctor is how little I know. And you were just so honest and saying that. And I maybe I shouldn't be answering this question. But this questionnaire, I think you are a member of the general public, you know, we are all on a continuum.

And I think you're a perfect, you know, none of this nonsense about you not being a perfect person to answer the question, I think you've done a fabulous job that was awesome and brilliant. And thank you.

**T Tom** 42:38

No worries. My my pleasure. And yeah, let me know if I can help again with more women.

**HM Heather Maggs** 42:42

OK, lovely. Get out of here and let's get on with your evening and thank you. Really, really appreciate it. Yeah. Take care. See you soon. Yeah. Cheers, Tom. Bye.

**T Tom** 42:48

Cheers, Emma. Alright bye.

● **Heather Maggs** stopped transcription