



DVA – Charlie Arnot to present at AWSC Seminar

Final Report APL Project 2011/2203

November 2011

Animal Welfare Science Centre

Jeremy Skuse
Animal Welfare Science Centre
The University of Melbourne
Parkville
VIC 3010
jskuse@unimelb.edu.au
0402 091 685

2011/2203 DVA – Charlie Arnot to present at AWSC Seminar

Charlie Arnot presented at the AWSC Seminar which dealt with the subject of “Public Trust” in animal agriculture on Tuesday 22nd November 2011 at the DPIV facilities at Attwood.

Charlie’s presentation “Learning to speak ‘consumer’ in a way that builds trust in agriculture” looked at research which identified those groups in the community which should be targeted in any education activities. (Attachment 1)

His presentation nicely complemented a presentation by Siobhan O’Sullivan, Research Fellow in the School of Social and Political Sciences at the University of Melbourne whose presentation, “Economically Productive Animals and the Community’s right to Know” suggested that it was in industry’s best interests to look at practices which are, or may become contentious and act early to modify or eliminate these practices. (Attachment 2)

The seminar was well attended by over 60 people from a wide range of sectors including research, industry, retail, manufacturing, Government and animal welfare groups. (see attachment 3).

The project objectives were:

1. Increase awareness of issues faced by pork producers

It was disappointing that only 5 pork producers attended the seminar but the seminar was recorded and can be accessed on the Animal Welfare Science Centre’s “Vimeo” site <http://vimeo.com/awsc> .

Details of the seminar have been circulated to all on the AWSC email list and it is *recommended* that APL email members to notify them of the seminar and in particular, that Charlie’s presentation can be viewed and downloaded at <http://vimeo.com/32552398> .

2. Strengthen communication by industry stakeholders

As previously mentioned, there was a very wide cross-section of industry stakeholders present at the seminar. An intense Q&A session took place following each presentation and attendees took part in informal discussions during breaks in the program.

Jeremy Skuse
Animal Welfare Science Centre
The University of Melbourne
Parkville
VIC 3010
jskuse@unimelb.edu.au
0402 091 685