

RDS International Working Group Call

Mar 1, 2018

Agenda

1. Introductions, Announcements, and Housekeeping
2. Updates
3. What are the goals of training and education?
4. Setting priorities for training and education
5. Strategies for training and education
6. Reminders
 - a. Charter
7. Feedback collection

Announcements

Theory of Change:

What we are trying to do with the standard is to shift forward and shift toward best practices. One of the ways in which we can achieve this goal is through training and education.

Goals of Training and Education:

Education/Raising Awareness

- Increase the awareness of the importance of animal welfare.
- Give the users of the standards “buy-in” into the goals of the standard.

Training

- Build understanding of how to comply with the standard and criteria.
- Improve efficiency of audits, reduce instances of non-compliance.
- Empower the users of the standard to know how to comply with the standard.

What do we mean by training and education? What is the difference between education and raising awareness and actual training?

Awareness and Training:

Awareness Examples:

- What is animal welfare?
- What is the Responsible Down Standard?
- Why should I care?
- What does “Responsible” mean?

Training Examples:

- What are good handling techniques?
- How should I care for sick or injured birds?
- What are recommended slaughter/stunning methods?
- How do I keep certified material separate?

RDS Stakeholders:

In order for products to be labeled as RWS, the supply chain must be certified at every stage before the final retailer. Certification requirements are different at the farm level and the processing level.

The way we raise awareness or build training tools will look different on the farm or slaughter house as it will for consumers.

What should our priorities be on each stage of the supply chain?

Assigning Priority:

Categorize the priority level of awareness or training, at each stage of the supply chain.

High Priority

- Crucial to meeting the goals of the standard.
- Crucial to the success of the standard.
- Very poor level of current awareness or knowledge.

Medium Priority

- Helpful to meeting the goals of the standard.
- Helpful to the success of the standard.
- Average awareness or knowledge.

Low Priority

- Not crucial to meeting the goals of the standard.
- Not crucial to the success of the standard.
- Average awareness or knowledge.

Training and Education Strategy

| | Awareness | Training |
|-----------------------|-----------|----------|
| Auditor | | |
| Consumers | | |
| Retailers | | |
| Brands | | |
| Manufacturers | | |
| Suppliers | | |
| Slaughterhouses | | |
| Farms | | |
| • Farm Groups | | |
| • Small Farmer Groups | | |
| • Industrial Farms | | |
| • Parent Farms | | |

Highest Priorities:

Farms, slaughterhouses, and auditors receive the most training and awareness, but also brands.

Training is key for those working directly with animals, farms, slaughterhouses, etc., but awareness is crucial amongst consumers. If consumers demand higher welfare products, then retailers will have to provide them, which in turn will require farms, slaughterhouses, etc. to work to higher welfare standards.

Strategies for Awareness Raising:

Consumers

- Social Media
- Brand/Retailer Marketing

Supply Chain

- Industry events
- Webinars
- Brand Invitations

Brands and Retailers

- Industry events
- Webinars
- New Markets

Farms and Slaughterhouses

- Partner with on the ground organizations
- Radio

Suggestions and Considerations:

Whose responsibility is it to raise awareness and at what level?

The European Outdoor Group has organized a communications taskforce to begin articulating what the actual impacts are on the farm and how we can provide another voice to consumers that is not just coming from welfare activists.

It is important to consider human behavior change. Just because we raise awareness, does not necessarily mean that people will change their behavior.

When we provide farmers and processors the ability to understand the requirements and how their business will be effected in the future in following these standards reflects through the brands at the retail level.

If you look at the IWG for the RDS and the roundtable to use that broader voice and tie in RDS with training. Awareness raising issues could fall under down stakeholder roundtable and then through the standard we could work on strategies for training through the supply chain.

Another group to look at is investors.

Key Takeaways:

Awareness is important at each stage of the supply chain, especially at the consumer, retailer, and brand level. Training is more important than awareness at the farm, slaughterhouse, and supplier level.

Other groups, like the down stakeholder group, may lead on awareness-raising, and we should lead on training related to compliance with the RDS.

Current Training Criteria:

Farm F9.1 (page 20)

- Responsible personnel shall be trained on good practices for handling of waterfowl. Training records shall be kept for at least five years or for the length of their validity, whichever is longer.

Slaughter S2 (page 23)

- Personnel responsible for unloading, stunning and killing shall receive basic animal welfare training.

Contract Farm Group (page 34)

- Contract Farm Group members shall be provided with training regarding the RDS.

We have the opportunity to expand these areas into a more robust training system. We could build out what that training looks like and have a more robust set of guidelines or criteria as it relates to that training. Who conducts that training and how a company keeps up with personal that should actually be exposed to that training. There is turnover on farms like anywhere else and having a consistent process in place will help create a stronger foundation.

- Handling is an area where training must be required. We are vulnerable to campaigns. Videos and pictures where workers aren't handling waterfowl in ways that are appropriate. There is not anything specific about how they should be handled, we could use training as a way to build that into the standard. Use criteria there but increase consistency.

Who will be the trainers? One of the areas that we saw as we were visiting the supply chain and stories we have been told is that a lot of times this training of the RDS gets kind of passed on through different parts of the supply chain. This information is being passed down several times by people that are not necessarily experts.

We could use a risk based approach not only in auditing but also in training.

We should also keep in mind the audience we are trying to train and most farmers tend to listen better to other farmers.

Strategies for Training:

Consumers

- Social Media
- Marketing
- RDS.org

Supply Chain

- Webinars
- Toolkits
- Brand Invitations
- Online tools, modules

Brands and Retailers

- Webinars
- Toolkits
- Online tools, modules

Farms and Slaughterhouses

- Partner with on the ground organizations
- SOPs – translated or illustrated
- Build **required** training modules

We need to identify specific people from each level of the supply chain that are required to take part in the training is key in having the training get to the right people.

Should we make training mandatory? Some training should be mandatory, especially handling and animal care for workers.

Certification Bodies think moving this criteria from minor to major would have an impact on the number of supply chain companies able to comply. For high performers it could just add a level of bureaucracy but not value since they already have their systems in place. If animal welfare is not at

standard, then the farm will not pass the audit. Training shouldn't be a requirement in certification when everything else is up to standard.

Response: Trained workers are crucial to ensuring the welfare of the birds.

First step might be to get feedback from auditors on what areas the farmers need more training, in addition to handling.

It would be useful to have visuals, such as posters, required in work areas with a common language. (Illustrated SOPs)

Reminders

- Watch for RDS IWG Charter to be signed.
- Submit feedback via the Feedback Form.
- Review Work Plan, sign up for task groups.

Please contact us if you have any questions.