



## 'On Farm' Implementation Studies - A call for proposals to fulfil work-package 4.6.1 of project area SP4 (Implementation) of the Welfare Quality<sup>®</sup> project

### Background: The Welfare Quality<sup>®</sup> project

Welfare Quality<sup>®</sup> (WQ) is an EU funded project focusing on the integration of animal welfare in the food quality chain: from public concern to improved welfare and transparent quality.

Animal welfare is of considerable importance to European consumers. Nowadays food quality is not only determined by the overall nature and safety of the end product but also by the perceived welfare status of the animals from which the food is produced. This project aims to accommodate societal concerns and market demands, to develop reliable on-farm monitoring systems, product information systems, and practical species-specific strategies to improve animal welfare. Thirty-nine institutes and universities (representing thirteen European countries) with specialist expertise participate in this integrated research project. The project started in May 2004 and will be completed by May 2009. More information on the project is available on our website [www.welfarequality.net](http://www.welfarequality.net).

### The call

Sub Project 4 (SP4) is tasked with drawing together some of the work already carried out in the first 3 years of the WQ project to create information resources, to assess ways of maximising the benefit of the findings of the WQ project, and to train those who may use it in the future. We invite written proposals to carry out the specific work package described below. Proposals are welcomed from existing and new partners. (*The latter are advised to contact and/or liaise with research groups already within the WQ consortium to ensure integration of their proposed activity with the ongoing WQ effort*). All proposals received by the deadline will be scrutinised by a panel appointed by the steering committee (SC), and evaluated for timeliness, relevance, quality and added value.

All persons who have submitted a proposal will be notified of the panel decision immediately after the evaluation process has been completed. Enquiries regarding the process can be directed to the SP4 co-ordinator Dr Andy Butterworth +441179289652 [andy.butterworth@bris.ac.uk](mailto:andy.butterworth@bris.ac.uk).

## Description of task 4.6.1 - 'On Farm' Implementation Studies

### Task 4.6.1 Evaluation of potential implementation strategies (Months 36-60)(May 2007 – May 2009)

**Objective of task 4.6.1:** To determine the optimum mechanism for implementing the welfare assessment system on farms and to carry out 'close to market' assessment

#### Description of the work

The mechanisms for implementation of the welfare assessment and product information systems will be identified and their potential ability to improve welfare assessed. This will be achieved by considering the perception and attitudes of stockpersons (in a number of participating countries) towards various implementation strategies, including the use of the on farm assessment, the link to information deriving from the on farm assessment (benchmarking, aggregated score) and the potential for raising awareness of individual farm performance & provision of advice or training or rewarding good performance.

A pilot study on a subset of countries will evaluate the animal welfare impact of these implementation strategies. It is envisaged that, to enable a focussed study to be carried out – one species group will be chosen, and a pilot study carried out in a limited number of countries. This study will include a pre, interim and post assessment of a limited number of farms using the WQ assessment tools. Using this information, and linking this to the aggregation and assessment analysis tools created in WP2.3, WP2.4, WP4.2.1 & WP4.2.2 - a determination of whether – within the timeframe available – the provision of information based on these assessments can make measurable and statistically significant differences in the welfare assessment measures derived in SP2 and WP2.4.

Additionally, it is envisaged that the successful applicant will make use of the assessment system created in WP's 2.2 and 2.4 to produce a limited quantity of product (either meat, milk or eggs) produced on farms assessed using the WQ assessment system. This 'assessed product' will be used in linked Work Packages within the WQ project (WP4.4.2) and close and effective links with the partners in this Work Package will need to be demonstrated by the successful applicant. (WP 4.4.2 is also awarded by tender in month 36 (May 07), so the applicant need only describe how the links will be established during the development of WP 4.6.1).

#### The need to link to existing work partners.

Because the welfare assessment system which will be the basis of this work package will have been compiled in existing areas of the WQ project, the successful proposal will demonstrate a clear plan for communication links with the existing teams in WQ operating in these areas, and demonstration of previous knowledge or experience in this area will be considered advantageous. Because of the interlinking of work packages in this work package, it is strongly recommended that the applicant make contact specifically with the WP leaders in work packages WP2.2, WP2.3 and WP2.4.

#### Milestones and expected results

Month 45 Start of farm visits and interviews to assess awareness and attitudes of stockpersons to the implementation strategies proposed - on farm assessment (benchmarking, aggregated score) and the potential for raising awareness of individual farm performance, providing advice or training or rewarding good performance. Creation of links to enable assessment of animals to result in 'assessed product'

Month 48 Start of assessment of farms to produce 'assessed product' to link to WP 4.4.2

Month 54 Collation of the findings of the farmers interviews & of the findings of the pilot study.

#### Deliverables

Month 42 Interim report detailing activity and planned actions to assess optimum mechanisms for on-farm use of the welfare assessment system for evaluating welfare improvement strategies.

Month 45 Assessment reports from real farms, and establishment of assessed animal groups to enable 'assessed product' to be produced

Month 48 Assessment reports for 'assessed product' groups – so that links to the marketing study for welfare assessed product can be established.

Month 54 – Report on the findings of the farmers interviews & report of the findings of the pilot study.

#### Expected results

Use of the assessment system on a limited number of farms to examine the perception and attitudes of stockpersons (in all participating countries) towards various implementation strategies, report of these findings, and production of a limited quantity of 'assessed product' to link to WP 4.4.2

## Foreseen budget

This overall budget for tasks within this work area has been fixed, and so a guide amount that can be made available to perform task 4.6.1 is **349,000 EUR**.

It is recommended that proposals are structured to fit within this amount.

The overall value of the proposed work will be a key component of the decision on the suitability of the proposal – the reviewers will be looking for proposals which offer maximum value in terms of coverage (in both depth and extent) of the area to be covered along with evidence of planning to ensure delivery of the requested outcomes within the timescale.

## Guide to writing the proposal

The proposal should, as a minimum, state why the applicants expertise, resources, facilities and background make them the most fitting applicant, and should cover the following areas;

- Description of the approach to carrying out the work task.
- Timetable and milestones for activities which will be carried out.
- Proposal for establishing and maintaining links between this work package and others specified in the description of the work task. This should include a timetable for planned meetings with these linked groups.
- Management structure for the team carrying out the work.
- Financial outline for allocation of the funds to areas of the work package.
- Qualifications of the personnel who will carry out the work.
- Description of expected deliverables and their dates of delivery.

## Procedure and timetable

	Date
Descriptions of work packages and tender process released	Friday February 16 <sup>th</sup> '07
Closing date for receipt of proposals	Friday March 30 <sup>th</sup> '07
Participants to be informed of decision of panel	Friday April 20 <sup>th</sup> '07
Start of research activity	May '07

Submission of proposal should be by post and by email by the closing date;

a) **By post** – to the SP4 co-ordinator Dr Andrew Butterworth, University of Bristol, Clinical Veterinary Science, Langford, N Somerset, SB49 5DL, UK

b) **By email** to [andy.butterworth@bris.ac.uk](mailto:andy.butterworth@bris.ac.uk)

Call for proposals for activities in SP4  
of Welfare Quality<sup>®</sup>

WELFARE QUALITY<sup>®</sup> Subproject 4  
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