



Department  
for Environment  
Food & Rural Affairs

Seacole Building  
2 Marsham Street  
London  
SW1P 4DF

**13<sup>th</sup> September 2021**

Dear Stakeholder,

## **Call for Evidence on Labelling for Animal Welfare**

During the passage of the Agriculture Bill through Parliament, the government committed to consult on what can be done through labelling to promote high welfare standards across the UK market.

We are inviting evidence on the impact, costs, and deliverability of possible labelling reforms for animal welfare. Better labelling could recognise the high welfare standards of British farmers, enable consumers to select products in line with their values, and improve animal welfare through unlocking demand for high welfare products.

We are keen to hear your views on:

- How to define the welfare standards that underpin a labelling system
- How labelling could be regulated
- What a label might look like, including views on international examples
- What products could fall in scope of any labelling reform, and the differential impacts of this
- How to monitor and enforce labelling for animal welfare

Responses to this call for evidence will be used to inform any future policy proposals on labelling for animal welfare. They will also feed into a wider review of food labelling that will inform the UK Government's Food Strategy White Paper.

The call for evidence is open for 12 weeks, from 13<sup>th</sup> September to 6<sup>th</sup> December.

## **How to respond**

We ask that any responses be sent by **6<sup>th</sup> December 2021** using the online portal at <https://consult.defra.gov.uk/animal-welfare-market-interventions-and-labelling/labelling-for-animal-welfare/>. You can also email [welfare.label@defra.gov.uk](mailto:welfare.label@defra.gov.uk), attaching any supporting documents.

Postal submissions can be made to:



Labelling for Animal Welfare  
Consultation Coordinator, Defra  
2nd Floor, Foss House,  
Kings Pool,  
1-2 Peasholme Green,  
York, YO1 7PX.

These must be received by the Department before the closing date.

Yours sincerely,

Animal Welfare Market Interventions Team  
Department for Environment, Food and Rural Affairs

[welfare.label@defra.gov.uk](mailto:welfare.label@defra.gov.uk)