Economic Advantages of Good Animal Welfare

Careful, quiet handling of livestock by trained people in good facilities will reduce bruising and help maintain meat quality.

- Bruises cost the U.S. beef industry $1.00 per animal on feedlot beef and $3.91 per animal on cows and bulls (Colorado State University, 1992; 1995).

  Example of a bad fence corner. Notice the protruding sharp edges that could cut an animal as well as cause serious bruising.

- In Australia, bruises cost the beef industry $36 million annually (Blackshaw et al., 1987).

- The U.S. pork industry loses $0.34 per pig due to PSE and $0.08 per pig due to bruises (National Pork Producers' Association, 1994).

- Improvements in pig handling and reductions or elimination of electric prods will reduce petechial haemorrhages (Calkins et al., 1980).

  Instead of prods, the handler is using a plastic paddle.
Cattle being moved effectively with plastic ribbons tied to the end of a stick instead of an electric prod.

- Improving animal welfare can also improve employee safety because calm cattle are less likely to run over employees or rear up.