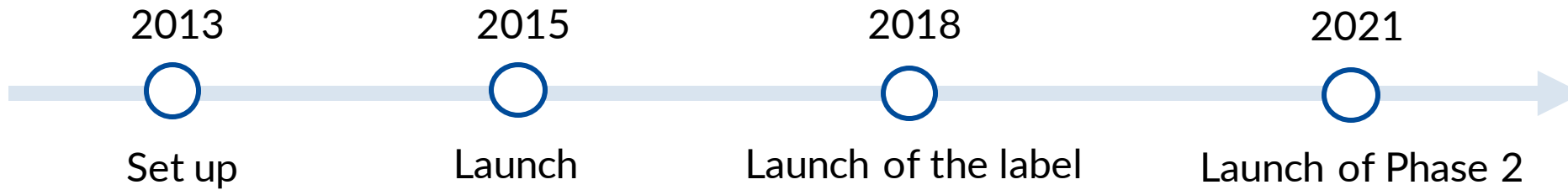


2<sup>nd</sup> meeting of the Forum on Best Practices in the  
Agri-food supply chain

# Sustainability agreements: the Initiative Tierwohl

10 November 2022

# What is the Initiative Tierwohl?



## A supply chain approach to animal welfare:

- More than 10,000 farmers across Germany
- More than 60 abattoirs
- 10 leading retailers and catering companies

# What are the animal welfare requirements?

Higher animal welfare standards on what already required by law for:

Use of  
antibiotics

Shed  
climate

Space for  
animals

Exposure  
to daylight

Drinking  
water

And others – you can find out more here:

<https://initiative-tierwohl.de/en/for-livestock-farmers/criteria/>

# What are the animal welfare requirements?

Compliance with the standards are ensured by regular inspections

## Complying product get the Initiative Tierwohl label

- now in more than 20,000 German retailers



A price premium ("Tierwohl bonus") is passed up the chain from retailers

# What about competition rules?

The Bundeskartellamt regularly reviews the Initiative Tierwohl :

*‘Observing animal welfare criteria is a factor that consumers increasingly take into account when making their buying decision’*

*‘Competition law does not stand in the way of cooperations for achieving sustainability objectives [...] competition law is flexible enough to support sustainability initiatives especially in setting common standards while making sure that the conditions are fair and transparent’*

Andreas Mundt, President of the Bundeskartellamt

# Want to know more?

- For more information on the Initiative Tierwohl: <https://initiative-tierwohl.de/>
- For more information on other initiatives on collaboration between involving European retailers and wholesalers and their supply chain partners: <https://www.eurocommerce.eu/sustainable-commerce/>



**Thank You**

