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COMMUNICATION AND AWARENESS

An Inquiry into Animal Welfare in Denmark

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Abstract

Dyrevelfærd er et omtalt emne, både i nyhederne, medierne og i daglig tale. Der er begyndt at komme fokus på dyrevelfærd i flere forskellige brancher, lige fra underholdningsbranchen til kosmetikbranchen til landbruget.

Flere kilder har undersøgt emnet dyrevelfærd både ved tekstuelle analyser og dataanalyser. Nogle af kilderne viser gennem tekstuelle analyser, hvordan kommunikation får dyr til at fremstå i fødevarerbranchen. Yderligere viser nogle kilder også, at dyrevelfærd er kendt i Danmark, og at dyrevelfærdsmærker er kendt af en del af den danske befolkning.

Denne artikel har undersøgt hvordan tre forskellige dyrevelfærdsmærker er kommunikeret, og kendskabet til dyrevelfærd og dyrevelfærdsmærker i den danske befolkning. Artiklen har taget udgangspunkt i Fødevarestyrelsens, Dyrenes Beskyttelses og Coops dyrevelfærdsmærker.

Artiklen er udarbejdet ud fra en hermeneutisk tilgang og artiklen består af tre forskellige datasæt. Det første datasæt er en analyse af Fødevarerministeriets, Dyrenes Beskyttelses og Coops hjemmeside vedrørende hver deres dyrevelfærdsmærke. Datasæt to er en visuel analyse af de tre dyrevelfærdsmærker, Bedre Dyrevelfærd (Fødevarestyrelsen), ”Anbefalet af Dyrenes Beskyttelse” (Dyrenes Beskyttelse) og Dyrevelfærd (Coop). Det sidste datasæt er en primær dataanalyse udarbejdet på baggrund af et online spørgeskema.

Den tekstuelle analyse viser, at Dyrenes Beskyttelse gør brug af flere forskellige typer af strategisk framing end Fødevarestyrelsen og Coop. Dyrenes Beskyttelse giver på deres hjemmeside mere indtryk af, at det er vigtigt at købe fødevarer med deres mærke. Fødevarestyrelsen og Coop har det til fælles, at de begge lægger mere vægt på deres succes af deres mærke. Yderligere har Fødevarestyrelsen og Coop taget lignende semiotiske valg i forhold til deres dyrevelfærdsmærker. De gør begge brug af hjerter som deres niveausystem i deres dyrevelfærdsmærker til at appellere til forbrugeren og læseren. I forhold til dette, gør Dyrenes Beskyttelse mere brug af deres brand og organisationens ry for at appellere til forbrugeren og læseren. Selvom alle tre benytter sig af en direkte tilgang til at appellere til forbrugeren og læseren, så gemmer Fødevarestyrelsen og Coop sig lidt bag deres dyrevelfærdsmærker, hvor Dyrenes Beskyttelse bruger deres navn til at få bredt deres dyrevelfærdsmærke ud. Dataene fra det online spørgeskema blev benyttet i forhold til at se på, hvordan kendskabet til dyrevelfærd og dyrevelfærdsmærker ligger. Gennem dataanalysen ses det, at størstedelen af respondenterne havde en form for kendskab til dyrevelfærd og dyrevelfærdsmærker. Der blev undersøgt to hypoteser i artiklen. Den ene hypotese kigger på, om der er en association mellem kendskab til dyrevelfærd og kendskab til dyrevelfærdsmærker. Den anden hypotese kigger

på om det, at folk selv må søge viden omkring dyrevelfærdsmærkerne kan associeres til, at der er nogle mærker som folk stoler mere på end andre. Den første hypotese viste, at når respondenterne havde kendskab til dyrevelfærd, havde de også kendskab til dyrevelfærdsmærker. Den anden hypotese, som undersøgte forskellen mellem søgen efter dyrevelfærdsmærker og et dyrevelfærdsmærke man stoler mest på viste, at flere, der havde søgt efter informationer om dyrevelfærdsmærker ikke havde ét mærke, de stolede mere på end andre. Dog havde dem, som ikke havde søgt efter informationer tendens til at stole mere på et dyrevelfærdsmærke end andre.

Introduction

The use of animals is seen in many lines of industries in the world today. Animals are being used for entertainment purposes, to experiment on, they are being abused and their skin is used for clothes (PETA UK, Issues, n.d.). Across Asia wet markets are found (Westcott & Wang, 2020). Some of these markets include trading wild animals (ibid.). In the US, animals are used in different entertainment parks such as Sea World. The farming industry in Denmark consist of two types, conventional and organic farming. The animal welfare at conventional farms is not as high in comparison to the animal welfare at organic farms (Fødevarestyrelsen, Økologi, 2018). Across the world, animals are also used for testing makeup and skincare formulas, medicine and for educational purposes (Forsøgsdyrenes værn, n.d.).

We all know what shopping for groceries are like, an endless pool of possibilities, new products, a list in our hand telling us what we need. In recent years, the focus has been on animal welfare especially in the food we consume. Walking into the supermarket, all sections have more than one possibility. In the meat section, the meats are typically divided between chicken, beef and pork. Dairy products are divided between cheese, milk, yoghurt and eggs. These are typically further divided into brands. However, in regard to animal welfare, that division is not seen. This is where we, as consumers, have to open our eyes and be aware of the products we are buying.

What's for dinner tonight? Walking into the supermarket, thinking about what's for dinner and what I need to buy for my kids' lunchboxes for school tomorrow, I go straight to the meat section. There are many options, some cheaper, some more expensive, some with more or less fat, where to start? I'm thinking to myself; well how much do I actually need? Do I need 500 grams or one kilogram? All these questions and options arise. Well, I do like that these pork chops are on sale and compared to the one next to it, the price is spectacular. I look further and realize that the expensive one has not one, but two labels that none of the rest have. The pork chops have both a label from the Ministry of Food, Agriculture and Fisheries of Denmark and another from "Anbefalet af Dyrenes Beskyttelse". These labels remind me of the animal welfare, the animal's life and well-being before being slaughtered. Do I buy this one or the cheap one? Does it help the cause buying meat from good animal welfare, when I am only one person? Can I trust the labels or are they just a branding tool for the farms? I am left with these questions. What to do, what to choose?

Animal welfare and animal rights are two terms, which have over the years been increasingly debated. In the cosmetic industry, medical industry and food industry, it has been debated what good and bad welfare is and what animals deserve and if they can even feel anything. Through the years, animal welfare has become a higher priority for people, companies, organizations and countries. Based on this, Denmark has had an animal welfare act, which has been regulated over the years, as the opinion and knowledge of the public has changed. In 1916, Denmark introduced the first animal protection law (Miljø og Fødevarerstyrelsen, 2016, p. 2). In 2019, a law proposal was made to regulate the law from an animal protection law to an animal welfare law. The law proposal suggests that animals must be acknowledged as feeling or sensing creatures (Jensen, 2019, p. 22). Furthermore, the law proposes to terminate the old animal protection law (Jensen, 2019, p. 10). In February 2020, the animal welfare law was passed and published (Retsinformation, 2020).

Communication is a big aspect in educating and conveying a social problem such as animal welfare. The communication happens between the state, animal welfare organizations, animal rights activists and individuals in the public. Over the years more animal welfare labels have come on the market. However, the communication is not always clear and transparency between, what is being communicated and how it is communicated, does not always translate to the public as wanted. Furthermore, the communication does not reach everyone and at times forces the individuals to research the problem themselves, instead of being exposed to the problem by the state, animal welfare organizations and/or supermarket chains. The awareness level of animal welfare in Denmark is important in order for a country to change their habits, laws and behaviors. The people's awareness level regarding animal welfare, where and how they get it and the communication surrounding the topic is important for obtaining an understanding of how the communication is and may be perceived.

Limitations

This section will involve different limitations that have limited this article or aspects of problems that have appeared during this article.

A limitation in this article is the limited number of products researched in connection with awareness of animal welfare. There are many types of products that could have been investigated instead of the chosen ones. This could for example have been honey or fish production. For example, tuna products make use of different labels, which indicate different aspects of animal welfare and production.

Another aspect could have been the Danish mink farming in connection to animal welfare and the communication surrounding that. The article has been chosen to center around the ASF products involving beef, chicken, pork, turkey, dairy and duck to limit the broadness of the article.

Another limitation in this article lies within the research of the awareness level of animal welfare in Denmark. This limitation revolves around the dispersion of respondents. In the study, it shows that most respondents reside on Funen. A reason for this could be that I reside on Funen myself, so my network is larger on Funen, which could lead to more respondents from here. It is important to acknowledge that this could have a potential effect on the reality of the awareness level in general in all of Denmark. However, statistics can still be significant, but it is relevant to consider this in connection to the study.

The third limitation is the willingness to participate in a survey (Hair, Celsi, Ortinau, Bush, 2017, p. 121). In the online survey, it is divided between distribution, non-complete and complete. The distribution is the number of people the survey was only distributed to, meaning people who have opened the survey and then immediately closed it. The non-complete are the respondents who only answered the first couple of questions and then left the survey. The survey had all together 893 respondents. However, out of those 893, 671 completed the survey, which equals 75 percent. Whereas 163 respondents answered some questions but never completed the whole survey. This equaled 18 percent. At last, 59 opened the survey and closed it immediately again, which ended up being 7 percent. The reason this happens is that the topic does not interest the person that opened the survey, or the person opened it by accident. Furthermore, what could explain this is the survey size. Some people may have had a perception of the survey being too long and taking too much time to complete. Furthermore, it could also be if some people started the survey and then in the meantime got distracted and therefore never finished it. These reasons are all important to take into account when making a survey.

A limitation in connection to SurveyXact as a platform, is the lack of opportunity to insert pictures next to multiple choice answers. This could for example have been used in the question regarding which animal welfare labels the respondents knew about. If the respondents had the option of seeing a picture of the different labels, more respondents may have answered yes to knowing them.

The fifth limitation has been transferring the survey from SurveyXact to SPSS. The transferring of the data came with a couple of problems. Firstly, the transfer was not smooth. The transfer had to go from SurveyXact to Excel and then to SPSS. This can create problems under the surface, which can be hard to detect. This is seen in the questions in the survey where respondents could choose more

than one answer, for example in the tables 31-39. Here the answers have been divided into a table for each answer. This gives a wrong outcome, since only 508 respondents got these questions, but it is calculated with all 822 respondents. This leads to wrong calculation of mean, median and mode. Measures have of course been taken to avoid this.

Study scope

The study scope of the article is to investigate the external communication about animal welfare that the public is exposed to as consumers. In connection to this, three labels from three different sources, Animal Protection Denmark, Ministry of Food, Agriculture and Fisheries of Denmark and Coop will be looked at in connection to their own communication on their webpages, and a visual analysis of each of their labels will be done. The article focuses on the animal group: farm animals in connection to consumption. Furthermore, during this investigation, the article will investigate the communication how it may be perceived by readers and consumers. Furthermore, the communication investigates what the public is exposed to as consumers compared to what can be read on the different webpages. Furthermore, the animal welfare labels, which are looked at in this article reveal what aspects of the communication about animal welfare is apparent and transparent and what information the public has to find out themselves.

Problem statement

How are animal welfare labels being communicated by The Danish Ministry, Animal Protection Denmark and Coop on each webpage and what is the awareness level of animal welfare in the Danish public?

Research Questions

How are animal welfare labels framed by different sources and what discourse and semiotics lie behind the communication of the labels?

What is the awareness of animal welfare and animal welfare labels in Denmark?

How does the communication of animal welfare compare to the awareness level in Denmark?

Structure of the article

This section will explain the structure through the article. The article includes a literature review, a methodology section, a theoretical framework, a textual analysis, a data analysis, a discussion and a conclusion. Quotes used in the article remain in the original language. This means that all quotes included in this article that are taken from Danish texts remain Danish in the article. This is done in order to preserve the complete meaning of the quotes. Furthermore, the use of pictures, figures and tables are mostly included directly in the text instead of in the appendix section. The reason for this is to make this article as reader friendly as possible. Furthermore, the selected words in the word connotation sections are translated in English, in order to make the reader experience better.

Another structure, which is important to point out, is that the three different sources used in the analysis are translated, if possible, into their English name. Coop stays as Coop through the article. However, Fødevarestyrelsen and Dyrenes Beskyttelse are translated into their English names, the Ministry of Food, Agriculture and Fisheries of Denmark and Animal Protection Denmark. Another choice made in this article in connection to the structure is in regard to the animal welfare labels that are analyzed. Names of the animal welfare labels are through the article used in Danish. The reason for this is to ensure that there are no mistakes made in potentially translating the labels. Furthermore, the translation may lead to readers being unsure of, which labels are talked about throughout this article.

Terms used in this article

The term used in this article for meats is *animal sourced foods* or *ASF*. The term used for dairy, eggs and other food products that have a connection to animals is *other animal sourced foods* or *other ASF*. The word *food product* is also used in some instances through the article. The use of *good animal welfare* and *bad animal welfare* are explained further in the theoretical section. However, *good animal welfare* and *bad animal welfare* are used when talking about providing animals their needs.

Literature Review

This section involves a review of literature, which is at some level connected to this article. The following section will involve nine reports and studies.

Farmers, Citizens and Framing

As mentioned in the introduction, animal welfare as a topic has become more and more debated, which includes animal welfare in farming. Belinda Vigors published the article “Citizens’ and Farmers’ Framing of ‘Positive Animal Welfare’ and the Implications for Framing Positive Welfare in Communication” in 2019 (Vigors, 2019). This study researched human perception and framing of animal welfare. Furthermore, the paper was to uncover the framing differences of how farmers frame positive welfare and how citizens do the same (ibid.). This was to explore the implication when it comes to communicating about animal welfare and the effectiveness of the communication. The study involved qualitative interviews with two stakeholder groups, farmers and citizens in Scotland, UK (ibid.). These interviews were used to get different perspectives on positive animal welfare. The findings from the qualitative interviews showed that the use of positive was associated differently (ibid.). Citizens associated the word with the opposite word to positive, which would be negative (ibid.). Whereas farmers associated positive in connection with animal welfare with doing more. Meaning going the extra mile for the animals (ibid.). Furthermore, the finding showed that citizens framed the positive welfare as either being without any negative experiences or animals having positive experiences (ibid.). Farmers framed positive welfare differently. Throughout the findings, it showed that farmers framed it mostly as good husbandry (ibid.). At last, the study showed the interpretation of the word positive were different, which had a definite say in how positive welfare was framed between the two stakeholder groups (ibid.). When it came to communication, the study

suggested that effective communication on positive animal welfare came down to the visibility of the word positive because of its indirect association with the word negative (ibid.). Furthermore, communication should be directed more towards the beliefs of the audience and include factors such as free of negative experience (ibid.).

The farming industry's perspective

Since the animal welfare topic has become more debated, the farming industry has become involved in their way of handling the animals. The report “MEDARBEJDERNES ERFARINGER MED SAMT SYN PÅ DYREVELFÆRD I DANSK HUSDYRPRODUKTION” was done by Inger Anneberg in co-operation with The Veterinary and Food Administration (Anneberg, 2017, p. 7). The Veterinary and Food Administration wanted increased focus on the farm employees and their opinions on animal welfare and the management, including development in competence (ibid.). The report makes use of qualitative interviews and studies of observations (Anneberg, 2017, p. 13). The qualitative interviews have been done individually with farm employees. The interviewees chosen were from five different farms with different animals, such as dairy cattle, mink and pigs (ibid.). 21 people participated in the individual interviews from the ages of 21-53 (ibid.). The results from the interviews showed that when the participants heard the term animal welfare, they associated it with freedom, well-being et cetera (Anneberg, 2017, p. 17). There were some interviewees who opposed to the term and said it had become a popular term and that animal welfare was a given (ibid.). Furthermore, all interviewees emphasized no abuse when it comes to animal welfare (Anneberg, 2017, p. 18). The results furthermore showed, that when it came to the animals and their possibilities to exercise their natural behaviors, it was up for negotiation (ibid.). The farm employees also said that they acknowledged how challenged the understanding of animal welfare is (ibid.). Through the report the analysis uncovered four themes consisting of: 1) animal welfare as experiences in daily life, 2) Communication and relations that have significance, 3) Animal welfare in connection to the requirements of laws, 4) The need for education (Anneberg, 2017, p. 19-79). The interviews also showed that the employees wanted the possibilities of influence as an employee in the business (Anneberg, 2017, p. 80). Throughout the analysis, it was evident that animal welfare according to the employees was focused on feeding, access to water and no illness (Anneberg, 2017, p. 82). The analysis further showed that employees were relatively positive, when it came to legislation about animal welfare, whereas the farmers were not as thrilled (ibid.). This report concluded different aspects, such as employees believing there is a lack of education regarding animal welfare.

Furthermore, farm animals and their natural behaviors can be negotiated (Anneberg, 2017, p. 89). However, the report also concluded that employees have an interest in animals and their natural behaviors (ibid.).

Opinions and motivation

The fact that animal welfare is becoming a more concerned factor in societies makes opinions about animal welfare in farming a relevant aspect. Inger Anneberg and Jan Tind Sørensen published the report “HOLDNINGER OG MOTIVATION TIL FORANDRING SOM KAN LEDE TIL BEDRE DYREVELFÆRD” in 2020. The purpose of this report was to investigate what motivates farmers and their employees to change regarding animal welfare (Anneberg & Sørensen, 2020, p. 6). The report initially identifies three areas, which were looked at as potential areas that motivate farmers and employees to change in the aspect of animal welfare (Anneberg & Sørensen, 2020, p. 10). These three areas include structural measures, personal qualities and social life (ibid.). The report based its findings on qualitative individual interviews with 15 people who own or work at different farms in Denmark (Anneberg & Sørensen, 2020, p. 22). Furthermore, participant observations were used when visiting the farms (Anneberg & Sørensen, 2020, p. 23). The report’s results were divided into three themes of motivation (Anneberg & Sørensen, p. 26). Theme one is pioneering spirit and social pressure, theme two is the distribution of risk and the third theme is for the animal’s sake (ibid.). Through the interviews, it showed that the motivation stemmed from new trends in animal welfare and aspects that had not been done before (ibid.). The interviews further showed that there are risks involved when selling their products under an animal welfare label, such as having no influence on how it is marketed (Anneberg & Sørensen, 2020, p. 48). The individual interviews gave an insight into some farms changing for the animal’s sake and that was the motivation behind changing for example the farm’s systems (Anneberg & Sørensen, 2020, p. 59). The analysis of the interviews showed that many changed their farm for the sake of animal welfare, even before they knew if it would be profitable (Anneberg & Sørensen, 2020, p. 69).

Improving animal welfare with labels

Market-based promotion has been seen more in Denmark over the years. The article “Labelling as a Tool for Improving Animal Welfare—The Pig Case” was written by Jan Tind Sørensen and Lars Schrader in 2019. This article was based on a case study using labels on pork products and investigating the use of animal welfare labels (Sørensen & Schrader, 2019). The study chose to focus

on six different animal welfare labels, which included one Dutch (Beter Leven), two Danish (Bedre Dyrevelfærd and Dyrevelfærdshjertet) and three German (Für Mehr Tierschutz, Haltungsform and Tierwohlkennzeichen). The case study compared the above-mentioned labels to see how they align and differ from each other. The comparison showed that the labels both differ and align with each other. For example, tail-docking piglets is allowed in some labels, whereas in others it is not (Sørensen & Schrader, 2019). Furthermore, the study suggested reasons for the labels differentiating, such as national legislation being different from country to country (ibid.). Throughout the investigation, it showed that buying products with animal welfare labels definitely ensures some form of better animal welfare. However, the highest levels of the labels ensure greater animal welfare, but the lowest levels do not ensure much difference from products without labels (ibid.). Transparency and reliability are important for consumers. Communication of animal-based indicators can be seen in a positive light. However, communication of the labels would not always come across to the public as positive, which can create distrust in labels (ibid.).

Consumer attitudes (Mexico)

Higher welfare (labeling) in animal-based products have become more seen in supermarkets. The study “Mexican consumers' perceptions and attitudes towards farm animal welfare and willingness to pay for welfare friendly meat products” was done by Miranda-de la Lama, Estévez-Moreno, Villarroel, Rayas-Amor and María, Sepúlveda in 2018. The study involved 843 individual interviews with consumers, who claimed they were the ones in the household buying most of the animal-based products (Miranda-de la lama et al, 2018). The study included a factor analysis, which looked at the consumer attitudes towards animal welfare (ibid.). Here, it was divided into four different groups, sensitivity, regulation, commerce and information (ibid.). The factor involving the highest percentage of the variance was the sensitivity factor at 26.40%, which included animals feeling pain and having emotions (Ibid.). Furthermore, the study did a cluster analysis to investigate consumer profiles with the willingness to pay (ibid.). This cluster analysis involved three consumer profiles, skeptical, concerned and ethical. The cluster analysis showed a correlation between the willingness to pay and the ethical consumer profile (ibid.). One of the important takeaways from the study showed that there is a lack of knowledge and information about animal welfare in Mexican consumers.

Discourses, food, meat and animal welfare

Animal welfare is a term more used in some countries, for example different campaigns have been created in order to try and increase animal welfare and educate the public. Alison Rotha Moore did the study “That could be me: Identity and identification in discourses about food, meat, and animal welfare” in Australia which looked at meat eating, factory farming and language use. This study focuses on discourse and linguistics (Moore, 2014, p. 60). This was put in context of how the language use make the production of meat and factory farming seem natural and conceal the reality of animals suffering (Moore, 2014, p. 60-61). Systemic functional linguistics is the primary framework used for analyzing the data (Moore, 2014, p. 61). The data consists of one main text and three other texts with similar registers (ibid.). The first text involved was the focus text being a mock recipe (ibid.). The three other texts were used as comparison texts to the focus text (ibid.). The second text was a real recipe (ibid.). The third one being an animal welfare text and the last text used for comparison was a children’s story (ibid.). The study showed that the focus texts modality was ability in the sense of what the animals were unable to do (Moore, 2014, p. 71). Whereas the real recipe text was concerned about the quality of the food (ibid.). Furthermore, text two and three also seemed to put the animals as second person whereas text four put the animals as first person (ibid.). This study has chosen to look at the linguistic parts of how animals are portrayed in the world of meat consumption.

Danish public opinion

As mentioned in the introduction, animal welfare is a debated topic in some countries and Denmark has been debating it for years. In 2016, the research report “Forbrugerne vælger dansk når de ønsker god dyrevelfærd” showed that Danish consumers chose Danish meat over foreign when they wanted better animal welfare (Landbrug og Fødevarer, 2016, p. 1). This study involved two sets of data. The first one was a qualitative analysis involving two focus groups in the ages between 20-35 and 36-50 (Landbrug og Fødevarer, 2016, p.7). The second set of data consisted of a quantitative analysis involving 1030 interviews between the ages of 18-70 (ibid.). The research report shows that 70 percent of the people in the interviews thought about animal welfare sometimes or a lot (Landbrug og Fødevarer, 2016, p. 2). The research report looked at, who was mainly most concerned about the welfare of the animals, which turned out to be women in the age group of 60+ (Landbrug og Fødevarer, 2016, p. 3). Finally, the report mentions that Danes are a part of the consumer group that are willing to pay most for products with good animal welfare (Landbrug og Fødevarer, 2016, p. 6).

Danish consumers and animal welfare labels

Denmark has gotten more animal welfare labels and they have become more visible in supermarkets over the years. The Ministry of Food, Agriculture and Fisheries of Denmark released their animal welfare label back in 2017 (Ministeriet for Fødevarer, Landbrug og fiskeri, n.d.). The research report “8 ud af 10 danskere: Positiv overfor et statsligt dyrevelfærdsmærke” sought to explore consumers opinion of a state issued animal welfare label (Landbrug og Fødevarer, 2017, p. 1). This research report was based on two investigations, the first being the above literature review. The second is an investigation revolving around meat consumption (Landbrug og Fødevarer, 2017, p. 6). The research report showed that back in 2017, eight out of ten consumers were positive about the animal welfare label (ibid.). Additionally, the research showed consumers believing that the degree of animal welfare should be stated more visibly on products (Landbrug og Fødevarer, 2017, p. 2). As well as the previous research report above, this research report also showed an interest in animal welfare and improvement of the welfare.

Concept and campaign

After the Ministry of Food, Agriculture and Fisheries of Denmark released their animal welfare label, they have sought to YouGov (An opinions panel organization), to collect information from the public about their animal welfare. In 2018, the concept and campaign measurement was published. This report includes opinions and behavior towards animal welfare and the awareness and assessment of the different animal welfare labels (Jensen, 2018, p. 4). The investigation was based on three target groups, which firstly consisted of 1027 interviews with people above the age of 18 (ibid.). Furthermore, the investigation also consisted of 505 interviews with women above 30 years of age and 508 interviews with families with children (ibid.). The report showed that three out of four Danes were to some degree interested in animal welfare (Jensen, 2018, p. 7). Additionally, half of the Danish society had heard about the Ministry of Food, Agriculture and Fisheries of Denmark’s animal welfare label (ibid.). The report also looked at the awareness level towards animal welfare labels. This showed that the Ministry of Food, Agriculture and Fisheries of Denmark and Coop were almost the same (Jensen, 2018, p. 18). However, the animal welfare label from Animal Protection Denmark and Statskontrolleret Økologi were both more heard of and known (ibid.). The report has shed some light on the awareness level and some of the communication regarding the Ministry of Food, Agriculture and Fisheries of Denmark.

Methodology

This article involves a theoretical framework. The theoretical framework explains the main theories used. Furthermore, this article involves a result and discussion of the textual analyses in connection to the findings in data set three and a discussion of the literature review with the article itself.

Data sets

This article is based on three data sets. The first data set consists of three analyses of three websites pages regarding the three different animal welfare labels. The second data set consists of analyses of three different animal welfare labels. Lastly, the third data set consists of a survey investigating animal welfare awareness in the Danish society.

Data set one

The first data set in this article involves an analysis of the Ministry of Food, Agriculture and Fisheries of Denmark's webpage about their animal welfare label 'Bedre dyrevelfærd'. The second part of the first data set involves an analysis of Animal Protection Denmark's webpage about their animal welfare label "Anbefalet af Dyrenes Beskyttelse". The last part involves an analysis of Coop's webpage about their animal welfare label 'Dyrevelfærd'. These webpages are analyzed with the communicative tools, framing and discourse. The analyses are used for determining how the Ministry of Food, Agriculture and Fisheries of Denmark, Animal Protection Denmark and Coop communicate their labels to the public. Furthermore, the results of the analyses will be used in order to discuss the findings with the hypotheses from the third data set. This will show how the communication is presented to the public and how it correlates to the level of awareness about animal welfare.

Data set two

The second data set consists of semiotic analyses of the three above mentioned animal welfare labels. Each label is separately analyzed by the use of social semiotics. This analysis is done, based on the thought that these are the labels the public is exposed to when buying products. Furthermore, the analysis of the labels will be used to get an understanding of how the labels come across and the message they send to the consumers buying the products in the stores.

Data set three

The third data set involves a survey, which will be explained more in depth further down in the methodology section. The survey is done to research the area of awareness in the public regarding animal welfare. The findings in the survey will be used in order to gain an understanding of how the communication comes across to the public. Additionally, it will be used in order to determine any misunderstandings or correlations between the awareness level of the public and the message that the Ministry of Food, Agriculture and Fisheries of Denmark, Animal Protection Denmark and Coop sends to the public.

Textual analysis

The textual analysis include data set one and two. The data sets include separate analyses that at the end connected to data set three will give the understanding of the state of awareness and how animal welfare is communicated. The textual analysis is included in this article in order to gain insight into how three different sources communicate about their own animal welfare label. When looking at how they communicate, it is possible to compare them with the results from the online survey. This will aim to provide an all-around view of communication problems that can stem from potentially not being totally transparent or explaining animal welfare properly, so it is understandable. As mentioned earlier in methodology, the textual analysis is based on the theories strategic framing, discourse and semiotics. Theory of framing used in this article is based on Kirk Hallahan's strategic framing. Discourse theory is based on Norman Fairclough and David Machin and Andrea Mayr. Lastly, the semiotics theory is based on Charles Sanders Peirce and the semiotic triangle. These three theories and tools will allow for the communication from the Ministry of Food, Agriculture and Fisheries of Denmark, Animal Protection Denmark and Coop to be peeled apart and looked at individually and then as a whole. This will open up for the debate of the transparency and the easiness in how people acquire the knowledge and awareness needed in order to increase animal welfare. The reason for the textual analysis to focus on three different sources, the Ministry of Food, Agriculture and Fisheries of Denmark, Animal Protection Denmark and Coop, is for the analysis to give a broader overview as well as covering different markets and sources, which have different ways of communicating and reasons to be involved in animal welfare.

Research process

When identifying the research problem, the purpose of the study is looked at (Hair et al, 2017, p. 32). The purpose of the article is to gather information about the awareness in order to establish a better understanding for the complexity of the societal problem, in this case animal welfare and the communications behind the animal welfare labels.

The research design of the collection of data involved with the third data set is descriptive (Hair et al, 2017, p. 108). The reason behind the use of descriptive research design is the type of study that this article investigates. This article investigates characteristics such as awareness, which are then described in the results section (ibid.). In the article, the survey is used in order to describe and determine the awareness of animal welfare in Denmark, which is descriptive research. The type of survey method that has been used in the article is self-administered survey in this case being an online survey (Hair et al, 2017, p. 115,116).

The data material consists of primary data and secondary data sources (Hair et al, 2017, p. 37). The primary data involves the third data set being the survey mentioned above. The secondary data includes data set one and two being the textual analysis of the webpages and animal welfare labels.

The online survey has been designed in SurveyXact, which is an online survey site. The online survey consists of 71 questions. However, there are different paths in the survey, which means that the next question depends on how the respondent answered the previous question. This makes the experience for the respondents better because it prevents irrelevant questions to be asked to a respondent, who may already have answered something, which suggests they would not have an answer to the next question. Furthermore, questions involving animal welfare in cosmetics have not been used because of the limitations in this article. The online survey was sent to six people to pretest the questionnaire. This was done in order to prevent any mishaps, mistakes and misunderstandings in the questions in the survey. By doing this, it also helps prevent respondents from not answering the survey because of negative associations with mistakes in the survey.

The data is exported from SurveyXact as a SPSS file, which includes a .csv file with the coding of the questions and answers and a SPSS labels file, which has all the labels for the questions and answers.

Philosophy of Science

This section will be divided into two aspects, the practical level and the theoretical level. The reason is that the article was practically developed in one way, however theoretically other epistemologies are seen.

Practical level

The practical approach in this article is hermeneutical and with a deductive approach, which has four steps. The first step is starting with an assumption. After the assumption a hypothesis is stated, which in the third step is then investigated. Lastly, the hypothesis will either be accepted or rejected. This article seeks to get an understanding of what the awareness level of animal welfare is in Denmark. The study was based on a preunderstanding/assumption that the societal problem animal welfare is still a complex topic that is not explained to the society as well as it could be. The hermeneutic epistemology has two main focus points, interpretation and meaning (Pahuus, 2014, 301). The term meaning in connection with hermeneutics means personal and human like phenomenon's, which have meaning (Pahuus, 2014, 302). The term interpretation in hermeneutics means empathy of the contents that the texts give (Pahuus, 2014, p. 308).

This article looks at the meaning of the texts on the three different webpages by Animal Protection Denmark, the Ministry of Food, Agriculture and Fisheries of Denmark and Coop. Additionally, this article looks at the meaning of the data from the online survey. Furthermore, the article also interprets the texts chosen in the textual analysis and interprets the results from the online survey.

The hermeneutic circle is based upon the understanding and interpretation of a text (Pahuus, 2014, p. 313). The hermeneutic circle goes in a circle motion shifting between understanding and interpreting smaller sections and understanding and interpreting the whole (ibid.). This article works on the principles of the hermeneutic circle. In the textual analysis, the words and sentences are analyzed in order to obtain an understanding of what the different sources write. Furthermore, it is then interpreted and looked at as a whole in the discussion. The data analysis practically works the same way. The data is understood through smaller tables involving one variable, then the tables are interpreted, and afterward, they are then looked at as a whole in the discussion section.

Theoretical level

Even though the article is based on a hermeneutical approach, it is relevant to mention the epistemologies seen on the theoretical level. As mentioned in the methodology section, the theories

that the textual analysis is based upon involve strategic framing, discourse and semiotics. These theories involve the written word and visual presentations. Here it could be argued that on the theoretical level the epistemological thinking applied are structuralistic and pragmatical.

Structuralism deals with subjects that cannot be looked at standing alone but rather the relation to different elements (Gregersen, 2014, p. 422). For example, with how the words in the animal welfare labels are put together with other elements in the labels such as symbols and signs.

Furthermore, pragmatism on the theoretical level in this article is seen in the section about the semiotic triangle by the pragmatist Charles Sanders Peirce (Wille, 2007). In the textual analysis, this theory is used to look at the elements separately and together in order to analyze the interpretation of the animal welfare labels.

Theoretical framework

The theoretical framework includes the most significant theories used in the article. The framework consists of defining animal welfare and rights, framing, discourse and semiotics.

Defining animal welfare and rights

As mentioned in the introduction, animal welfare has become an increasingly more debated topic and term throughout the years. Definitions of animal welfare vary from country to country, individual to individual. People have different perspectives on what good and bad animal welfare is. This means that animal welfare can be defined differently because of individual feelings and opinions towards the welfare of animals (Hewson, 2003). An example of this could be conventional farmers who may think more about the health of the body of the animal instead of the animal's emotional well-being. However, since animal welfare has become a more mainstream topic, more and more consider the fact that the animal's emotional well-being matters (Hewson, 2003). This is also seen in the new and revised Danish animal welfare law as seen below:

”Kapitel 1

Generelle bestemmelser

§ 1. Loven har til formål at fremme god dyrevelfærd, herunder beskytte dyr, og fremme respekt for dyr som levende og sansende væsener. Loven har endvidere til formål at varetage dyreetiske hensyn.

§ 2. Dyr er levende væsener og skal behandles forsvarligt og beskyttes bedst muligt mod smerte, lidelse, angst, varigt men og væsentlig ulempe.

§ 3. Enhver, der holder dyr, skal sørge for, at de behandles omsorgsfuldt, herunder at de huses, fodres, vandes og passes under hensyntagen til deres fysiologiske, adfærdsmæssige og sundhedsmæssige behov i overensstemmelse med anerkendte praktiske og videnskabelige erfaringer.

§ 4. Det er forbudt at have seksuel omgang med eller foretage seksuelle handlinger med dyr.

Stk. 2. Forbuddet omfatter ikke handlinger, som udføres af veterinærmedicinske eller zootekniske årsager, herunder i forbindelse med avl og reproduktion eller dyreforsøg, eller af andre lignende berettigede grunde.” (Retsinformation, 2020).

The law has been revised in order to consider not only the animals as living creatures, but also as sensing beings (Riis, 2020).

The five freedoms of animal welfare are a model dating back to 1979 and later revised in 1993 with explanations of how to achieve the five freedoms (RSPCA, 2019). The five freedoms started in Britain and has later been incorporated in different parts of the world including Denmark (RCSPA, 2019). The five freedoms are,

“Freedom from hunger and thirst: by ready access to fresh water and a diet to maintain full health and vigour.

Freedom from discomfort: by providing an appropriate environment including shelter and a comfortable resting area.

Freedom from pain, injury or disease: by prevention through rapid diagnosis and treatment.

Freedom to express normal behaviour: by providing sufficient space, proper facilities and company of the animal’s own kind.

Freedom from fear and distress: by ensuring conditions and treatment which avoid mental suffering.” (RSPCA, 2019).

Defining animal welfare is not something that has been done lightly and it is a complicated topic involving science, biology and mental factors. This article focuses on the level of animal welfare ensured in the different types of labels whilst connecting it to the public’s opinion and awareness level in Denmark.

Animal groups

As mentioned in the limitation section, this article has limited the animal groups that are explored. The animal groups that are involved in the exploration of communication regarding animal welfare and the three of the animal welfare labels in Denmark are farm animals or in other words animals raised for consumption.

Farm animals

This group of animals involves pigs, cows, sheep, lamb, duck, bison and chickens in the meat production. Furthermore, laying hens and dairy cows are also involved when it comes to the investigation into other animal sourced foods such as eggs, cheese and milk.

Strategic framing

Framing is a rhetorical tool, which is used in the communication field (Hallahan, 2008, p. 1). Communicators make use of framing in order to construct the social reality and be able to mold others perception of a specific cause, product et cetera (ibid.).

The use of strategic framing is to focus the attention on specific aspects of a product (ibid.). An example of this could be a car dealership that sells expensive cars that chooses the words luxurious instead of expensive. It shifts the focus from the car's expensive price to the positivity of the car being luxurious. According to Kirk Hallahan, 2008, strategic framing consists of seven models of framing (ibid.). These are framing of situations, framing of attributes, framing of risks, framing of actions, framing of issues, framing of responsibility and framing of news (Hallahan, 2008, p. 2-4).

Critical Discourse Analysis

According to Norman Fairclough, critical discourse analysis (CDA) is both a method and a theory (Fairclough, 2001, p. 2). CDA can be explained as the “analysis of the dialectical relationships between semiosis (including language) and other elements of social practices” (Fairclough, 2001, p. 3). Discourses are found within semiosis. An example of two different discourses could be one white person, growing up in a rich family, went to a prestigious college and then became a lawyer. This person would have a different discourse than a black person, growing up in a poor family, went to community college and became a lawyer. The reason their discourses are different, even though they

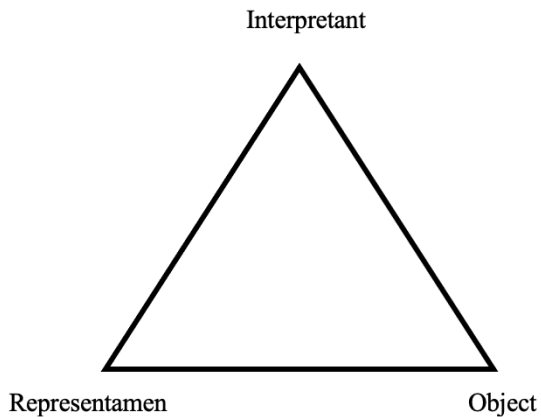
both became lawyers is that their social lives growing up were different. This results in them viewing and representing social life differently.

CDA studies implicit meanings in texts instead of the explicit (Machin & Mayr, 2012, p. 30). Communicators make lexical choices when producing texts in order to get their message across. These lexical choices include word connotations, overlexicalization, suppression and lexical absence and structural oppositions (Machin & Mayr, 2012, pp. 32-42). Word connotations are the choice of words used in a text (Machin & Mayr, 2012, p. 32). Choice of words in texts can be because the sender wants to get a message across and by choosing a particular word, it may invoke specific associations in the audience (ibid.). Overlexicalization is when the sender of a text uses extra words to describe something (Machin & Mayr, 2012, p. 37). According to Machin & Mayr, 2012, overlexicalization is used to persuade. However, it comes across as over-persuasion (ibid.). Suppression and lexical absence is when terms or words are absent from a text, where the audience would expect them to be present (Machin & Mayr, 2012, p. 38). This is seen in texts in order to suppress for example the severity of a situation. Structural oppositions are words opposite of each other (Machin & Mayr, 2012, p. 39). Typically, only one of the oppositions are used in a text (ibid.).

Semiotics

Sign theory, which is also known as semiotics or semiology in general, looks at signs such as pictures, behaviors, furniture et cetera (Wille, 2007, p. 41). Ferdinand de Saussure and Charles Sanders Peirce are considered to be the founders of sign theory (Wille, 2007, p. 42).

Charles Sanders Peirce is the American philosopher and pragmatist behind the semiotic triangle (Wille, Tegnteorien grundlæggere, 2007, p. 55 & 56). The semiotic triangle consists of three elements, which are representamen, interpretant and object (Wille, Tegnteorien grundlæggere, 2007, p. 56).



Representamen means that it stands for something else (ibid.). An example of this could be a picture of a bird. This would be the representamen of a real bird because the picture represents an actual bird. The object is to be understood as the sign's object, which means what the representamen stands for, is the object (ibid.). For example, in connection to the example of the above representamen, the object would be a real bird.

Interpretant is the mental sign or the sign that comes to mind from the object (ibid.). If looking at the bird as an example, the interpretant could be a specific bird or flying. The representamen is therefore what the subject sees, whereas the object and interpretant is the interpretation of the representamen also meaning the sign (ibid.).

Signs can be divided into three categories icon, index and symbol (Wille, Tegnteoriens grundlæggere, 2007, p. 58). An icon is a sign that looks like the object itself or has a resemblance to it (ibid.). An example of an icon could be a picture of a tree. This has the resemblance of an actual tree. An index is a sign that points to something (ibid.). This could for example be smoke, which could indicate that a fire was nearby. The last type of sign is symbol, which is a sign that has no direct connection to the object or expression (Wille, Tegnteoriens grundlæggere, 2007, p. 59). An example of this could be the signs for peace because these signs have no connection to the actual object or expression. Symbols are conventional signs (Wille, Tegnteoriens grundlæggere, 2007, p. 60). This means that it is a societal decision that this is what the sign stands for.

Results and Discussion

The following results and discussion section is divided into four parts in order to discuss findings separately and together. These four sections will include the theoretical analysis, the survey results,

the theoretical analysis in comparison to the survey results and lastly the article in comparison to the literature review.

Results and discussion of the theoretical analysis

An interesting aspect that shows through the textual analysis is both the Ministry of Food, Agriculture and Fisheries of Denmark and Coop have chosen to communicate their labels by the use of hearts. This is done in a way, so it appeals to the audience in ways such as buy with your heart or implying to care for the animals. Whereas the non-profit organization Animal Protection Denmark that specifically works to fight the issue of animal welfare relies solely on their organization and the organization's brand. It could be argued that the Ministry of Food, Agriculture and Fisheries of Denmark and Coop have to be more direct in their form of communicating their love and care for animals, therefore making use of semiotic choices such as the heart. Whereas Animal Protection Denmark has an established organization, which people will either assume or know that the organization already cares and therefore do not need the same type of direct approach of adding anything else other than their organizations name, their recommendation and their logo.

Furthermore, a big difference seen in the three analyses is that Animal Protection Denmark makes more use of an emotional appeal to the audience reading their webpage. Here, the Ministry of Food, Agriculture and Fisheries of Denmark makes use of a more factual based appeal. Coop in this case uses a little of both, however, mostly factual. It could be argued that the reasoning for this is because Animal Protection Denmark was founded because of the passion to increase animal welfare. Whereas the Ministry of Food, Agriculture and Fisheries of Denmark and Coop have been pressured from society and non-profit organizations to increase animal welfare in Denmark. In connection to this, it is also seen on the webpages that Animal Protection Denmark through their emotional appeal makes use of more strategic framing types than Coop and the Ministry of Food, Agriculture and Fisheries of Denmark. It could be argued that Animal Protection Denmark makes use of strategic framing and a more emotional approach because their main goal is to get the audience to buy ASF products that provide a certain level of animal welfare. Furthermore, it could be argued that Coop and the Ministry of Food, Agriculture and Fisheries of Denmark makes use of less strategic framing and more factual based text because they still represent conventional farming and product assortments stemming from conventional farming as well.

There is a significant difference between what people are exposed to in the supermarkets compared to what knowledge can be acquired on each webpage. When looking at each label, none of them

explains on the labels exactly what is ensured under each label or level. This could cause problems in the communication of raising awareness and wanting people to buy ASF products because people may not think about the vast difference between each level or each label. Coop is the only one that has a small description on the four different heart labels. However, to get the complete information, knowledge and awareness consumers are forced to go on each webpage and read about the animal welfare labels. What consumers are exposed to is not equivalent to the information found on each webpage. Furthermore, it could be argued that this lack of communication on the animal welfare labels could cause consumers to believe they are supporting the best animal welfare and not be aware that some levels do not require the best animal welfare in the products. In connection to this, when animal welfare within egg production became a much-debated topic, many supermarkets hung up guidelines to give people the chance to understand what they were actually supporting when buying differently produced eggs. However, with all the new labels revolving around animal welfare in other products than eggs, this has not been done, which could be argued that it makes it harder or more confusing with the different types of labels.

Results and discussion of results from survey

This part of the discussion revolves around the results of the survey. This section is divided between the frequencies analyses and the hypotheses analyses.

Frequencies

The frequency analyses of the data analysis section gave an overview of the sample itself. It is important to state that the frequency tables cannot determine if the results are representative for the population. However, in this discussion, there will be arguments about results, that even though it cannot be said whether they are representative or not, they still show a lack or tendency in at least the sample acquired in this study.

In connection to the awareness level of animal welfare, the frequencies of the key questions on the basic awareness level, the frequency analysis 21 showed that 94,9 valid percent or 745 respondents some form of awareness or knowledge about animal welfare. This is the majority of the sample, which could be argued, that it gives the indication that if the sample had been larger, it would still be the majority that have some form of awareness of animal welfare. Furthermore, even though the topic of animal welfare has become more talked about and debated, it was interesting that 21 respondents had not thought about animal welfare. Even though it is a small part of the sample it is necessary to

discuss, because it could be argued that information and knowledge has not gotten far enough to reach these 21 respondents. Had the sample size been larger the number of respondents who had not thought about animal welfare could have increased. It could be argued that the communication part of informing consumers about animal welfare is not made easy enough and as a result causing some respondents to have no knowledge on the topic at all.

Frequency table 29 from the analysis showed that the majority of the respondents know of one or more animal labels. Awareness wise it could be argued that this indicates that the communication surrounding the different animal welfare labels have, to some degree, worked in connection to creating awareness. However, 32 percent of the sample knew not one animal welfare label. This is a high percentage and it could be argued that the communication about the animal welfare labels is at this time, not sufficient. An interesting frequency was the one about which animal welfare labels are known. This showed that out of the three analyzed animal welfare labels, the state's animal welfare label 'Bedre Dyrevelfærd' was known by most respondents. However, an interesting aspect is that 35,8 percent knew about Animal Protection Denmark's animal welfare label and 32 percent knew about Coop's animal welfare label. What is interesting about this is that Coop's animal welfare label is only 5 years old whereas Animal Protection Denmark's animal welfare label is 29 years old. It could be argued that either the communication from Coop surrounding the labels reach more people in a shorter amount of time or that because it is a supermarket chain the communication surrounding it is more intense when people go shopping in their supermarkets. One respondent asked a question concerning if the Statskontrolleret Økologi could be considered as being an animal welfare label. The label is considered an animal welfare label because there are certain standards that have must be met when selling products that are ecological. However, even though it was only one respondent, others may have thought the same. This is an interesting aspect of how the way the labels are branded or even just called gives the perception of animal welfare or not. Furthermore, in connection to awareness of animal welfare, it is relevant to discuss the fourth limitation from the limitation section. This limitation was regarding not being able to present respondents with pictures of the animal welfare labels. This could have increased the awareness level of animal welfare labels if respondents were able to see them in the online survey.

The sample also showed that most respondents either buy animal or other animal sourced foods with animal welfare labels often or sometimes. This could be argued that the communication about animal welfare may have helped with consumers thinking more about animal welfare when shopping.

In the frequencies about acquiring information about animal welfare, it showed that the respondents in the sample mostly answered average on the scale of easiness to acquire the information. However, looking at frequency table 55 from the analysis, the least answered on the interval scale were 9 and 10. This means that the majority of the sample did not believe it was that easy to acquire the information. When only looking at the sample and not if it is representative for the population, it could still be argued that the access to the information should be easier than what it currently is. Additionally, frequency table 57 from the analysis showed the same of the average being the most answered and 9 and 10 being the least answered. In connection to this, it could be argued that information surrounding what ensures good animal welfare is not being communicated as well as intended and the access to the information is not as easy as may have been intended.

Hypotheses

Both hypotheses have a p-value (which determines the rejection or acceptance of the null hypothesis) that is below 0.05, which make the results significant. This means that both alternative hypotheses have been accepted and the null hypotheses are rejected. The significance is important since the probability of saying the results are representative for the population is then very certain.

Hypothesis one

The null hypothesis is *There is no difference between people's level of awareness and knowing an animal welfare label*

The alternative hypothesis is *There is a difference between people's level of awareness and knowing an animal welfare label*

This hypothesis showed there is a significant difference between whether people know about animal welfare and their awareness of one or more animal welfare labels. The testing of hypothesis one showed how important the awareness level of animal welfare is in relation to the awareness of one or more of the animal welfare labels. Through the cross-tabulation the percentage of respondents who were aware of animal welfare labels decreased when the awareness level of basic animal welfare decreased. It could be argued that resources from the state, animal organizations and supermarkets should still be targeting people who are not aware of animal welfare. Furthermore, it could be argued that the information communicated should be focused on animal welfare in general. This is supported

by hypothesis one since the decreasing of awareness of basic animal welfare is associated with the decreasing of awareness of animal welfare labels.

Hypothesis two

The null hypothesis is *There is no difference between people seeking information about animal welfare labels and them trusting specific labels.*

The alternative hypothesis is *There is a difference between people seeking information about animal welfare labels and them trusting specific labels.*

The testing of hypothesis two showed that there is a significant difference between people who seek out information about animal welfare and people who trust a specific animal welfare label more than another. However, it was not the difference that was expected. The difference expected was that there would be a significant difference between people who had sought information about specific animal welfare labels and which they trusted more than others. However, the testing of the hypothesis showed that the difference seen is that the percentage is higher for people who have searched for information and do not have a label they trust more than another. Furthermore, among the people who said no to seeking information about the labels themselves, there is a huge difference in percentage. This is seen in the 50,3 percent who said no to trusting a label more than others, compared to the 14,4 percent who said they did trust one or more labels more than others. However, it is unknown what information has been requested and from which source. This means that some people may have acquired the information from a source that has not been reviewed critically and the information shared might have given the wrong understanding of the labels.

Discussion between findings in the theoretical analysis and the results

In connection to what is mentioned in the discussion section about the textual analysis about what people are exposed to, compared to the knowledge and awareness that can be acquired on each webpage can pose as a problem. This is seen when looking at the frequency analysis. The animal welfare labels that people are exposed to in supermarkets do not explain anything about what the animal welfare labels ensure. This could be looked at in connection to the 32 percent of the sample that did not know of any animal welfare labels. It could be argued that a reason for this may be that it is not visual or loud enough when shopping for food and therefore not seen by everyone.

Furthermore, in connection to this other frequency tables can be taken into account. Frequency table 55 and 57 showed that the minority of the sample thought the access to the information about animal welfare and the access to information about the possibilities of buying animal or other animal sourced foods with good animal welfare was easy. This can also be looked at in connection to the textual analysis. It could be argued that people do not believe it is easy to acquire information about animal welfare, which is the result of not enough exposure when shopping.

Another aspect is how important the communication of animal welfare by Coop, Animal Protection Denmark and the Ministry of Food, Agriculture and Fisheries of Denmark is. Hypothesis one showed that knowledge of animal welfare is connected to the knowledge of animal welfare labels. Furthermore, through the textual analysis it is seen that Coop and the Ministry of Food, Agriculture and Fisheries of Denmark make more use of a factual standpoint in explaining their labels. Furthermore, they also do not write about animal welfare in general but just that there is a need for labels to ensure better animal welfare. Here it is seen that Animal Protection Denmark makes use of more emotional writing on their webpage. Further, they explain more about animal welfare and how it is today and what their label ensures. In connection to this, frequency table 23 from the analysis shows that most respondents actually got their knowledge from hearing about it on the news. This could be argued that the communication from Animal Protection Denmark, The Ministry of Food, Agriculture and Fisheries of Denmark and Coop does not reach far enough.

Literature review and this article

This article both have similarities and differences to the different studies and research reports in the literature review. Some of the studies are situated in different countries but have still been chosen for the literature review since they look at something similar to this article. Firstly, on a more basic level all the studies and reports are concerned with farm animals and/or animal welfare labels regarding farm animals, which this article does too.

The first study in the literature review that will be looked at in connection to this article revolves around human perception and framing of the word positive in regard to animal welfare. This study has similarities in connection to this article regarding looking at associations with words. This article looks at associations in connection to words and visuals of the animal welfare labels, whereas the first study in the literature review focus on the framing and associations with the word positive. A big difference between this article and the study is that the study looks at the stakeholder group farmers and people from the Danish society. Whereas this article only investigates the public. The stakeholder

group farmers is an important aspect in debating animal welfare, since their behavior also is related to improving animal welfare.

The second literature review, farm employee's perspective, has a similarity in connection with the topic investigated. This study investigates animal welfare; however, the sole focus is on farmers' perspective towards animal welfare. This study as the previous one mentioned has the difference of having the stakeholder group farmers involved. However, they support each other because this article and the study solely focus on each stakeholder group, which then gives a broader perspective when putting them together.

Literature review three was about farmers' motivation. This one was interesting because motivation for farmers to change and choose to improve animal welfare is a huge aspect in actually improving animal welfare all around. This study showed that the motivation lied within doing it for the animals' sake. This study has the same similarities and differences to this article as the two above.

The fourth literature review was about improving animal welfare by the use of animal welfare labels. This study investigated the differences between what the different labels ensure in connection to the different legislations in Germany, Holland and Denmark. The similarities between this study and this article are firstly, that they both revolve around animal welfare labels. Furthermore, they are both investigating the communication surrounding the labels and what they ensure and the potential distrust and confusion of the labels. The difference lies in the labels chosen, which are not all the same. Furthermore, the study focuses mainly on what people visually are exposed to, whereas this article looks at that and the communication on the webpages. A further difference is that this article also investigates the public's awareness of the labels.

Literature review five was different because the study was situated in Mexico. However, it was still chosen because it had similarities to this article. Furthermore, the study also gave a feel for the overall world problem of animal welfare and that it is not just a problem in Denmark. The study looked at factors concerning consumer attitudes. The study further had a similarity to this article in that it looked at consumers and their opinions.

The sixth literature chosen to be in the literature review of this article revolved around discourses of meat and animal welfare. This study focused on linguistic features in a mock recipe and comparing the linguistic features used with other types of texts involving animals and meats. This study has a similarity to this article because of the investigation in the linguistic features regarding communication about animal welfare. The way this article and the study differ from each other is that

the study solely investigates linguistic features whereas this article also focuses on the public's awareness level.

Literature review seven is a research project investigating the Danish opinions towards animal welfare. The study has the same research area as this article being animal welfare and awareness level in the Danish public. However, this study solely focuses on the investigation of the public's knowledge and opinions and not how animal welfare is communicated.

The eighth review was a research into the topic of consumers and animal welfare. This research report however, only investigated the Ministry of Food, Agriculture and Fisheries of Denmark's animal welfare label 'Bedre Dyrevelfærd'. The research report further came with a recommendation to add more visibility when it came to what the consumers were ensured under each label. However, through the textual analysis in this article it is seen that there is still a big difference between what people can read on the different webpages compared to what they are exposed to in stores.

The last research report reviewed in this article is also a YouGov investigation connected to the Ministry of Food, Agriculture and Fisheries of Denmark. As the previous research report, this one also investigates the awareness level. However, this one connects it to the awareness level of all animal welfare labels. The similarities between the research report and this article are the focus on the awareness level. Communication wise this research report solely focuses on the Ministry of Food, Agriculture and Fisheries of Denmark whereas this article analyzes the communication from two other sources as well. Another difference is that the visual of the animal welfare labels are not looked at in the research report.

The literature reviews eight and nine have investigated the awareness level of the Ministry of Food, Agriculture and Fisheries of Denmark, which this article also has. Some of the studies in the literature review, however, investigate employees' opinions towards animal welfare and the added focus on the degree of animal welfare provided to farm animals in Denmark. This is a big difference and an area this article does not cover. A big difference between the entire literature review and this article is that either the studies or reports are focused on the linguistics of campaigns, or they investigate opinions and awareness level either in the public or with a specific group of people. This article has both the linguistic choices and the way in which animal welfare and the labels are communicated by Animal Protection Denmark, The Ministry of Food, Agriculture and Fisheries of Denmark and Coop. This is done in connection to also having conducted an online survey to investigate the overall awareness level of animal welfare and animal welfare labels.

There is an interesting aspect between this article and reports done for the Ministry of Food, Agriculture and Fisheries of Denmark. The Ministry of Food, Agriculture and Fisheries of Denmark have gone to YouGov to get recommendations and results in regard to their label being confusing and the communication not clear. However, from the discoveries in this article this has not changed anyway. When people buy products, they are still not presented or exposed directly to what each heart means, but simply that there are different levels. A concerned question here is if the Ministry of Food, Agriculture and Fisheries of Denmark only is concerned with animal welfare because of pressures from society and therefore does not put in more effort to a help fight the societal problem that they apparently say they are.

The literature review supports the master article in the way that farm employees' opinions are important in order to ensure a better knowledge of animal welfare in public. The studies with the farmers have been chosen to close the gap in this article by not having any farmers or their perspective directly involved in this article. The literature reviews focusing on farmers have been chosen because it is a relevant aspect in changing and improving animal welfare. The opinions of this stakeholder group are also important to have knowledge of when looking at the sole aspect of improvement. It also shows that there is a whole other stakeholder group, which is important to take into account when it comes to animal welfare and pushing to increase it. This might also be why the Ministry of Food, Agriculture and Fisheries of Denmark and Coop are careful in their delivery on their webpages about their animal welfare labels and not pushing consumers too much in the direction of buying only with animal welfare labels. They have farmers in their supply chain that do not qualify for their labels. Whereas Animal Protection Denmark choose which farmers and farms to work with. Therefore, they do not need to implicitly direct consumers to buy with their label. They can be as explicit as they want.

Conclusion

This article aimed to answer the problem statement *How is animal welfare labels being communicated by The Ministry of Food, Agriculture and Fisheries of Denmark, Animal Protection Denmark and Coop on each webpage and what is the awareness level of animal welfare in the Danish public?*

Strategic framing was used in the article in order to see how Animal Protection Denmark, the Ministry of Food, Agriculture and Fisheries of Denmark and Coop framed their own animal welfare labels.

Based on the framing analysis, it can be concluded that Animal Protection Denmark in general makes use of more strategic framing types than the Ministry of Food, Agriculture and Fisheries of Denmark and Coop. Through the analysis, framing of action was mostly used by Animal Protection Denmark, which indicates to the reader that Animal Protection Denmark is mostly concerned with getting the reader to buy food products with their label. However, comparing it to the Ministry of Food, Agriculture and Fisheries of Denmark and Coop it became clearer that they made more use of framing of attributes and framing of responsibility. On the webpages of the two sources, it can be concluded that the perception of their webpages was taking accountability for how successful their labels have been since starting it. Based on the discourse analyses all webpages had discourses of animal welfare. This was seen through the webpages both explicitly and implicitly. Furthermore, it could be concluded just as in the strategic framing analyses that Animal Protection Denmark seemed to be more concerned with the animals, environment and climate whereas the Ministry of Food, Agriculture and Fisheries of Denmark and Coop had discourses involving aspects of economics and success of the animal welfare labels. Through that, it can be concluded that the communication by the Ministry of Food, Agriculture and Fisheries of Denmark and Coop indicates that they are more careful with the way of expressing directly to consumers to buy their animal welfare label because they have stakeholders who do not run organic farms or any form of farming that can be eligible for an animal welfare label. Whereas Animal Protection Denmark has the freedom to support only organic produce or farms that live up to the requirements of their label, because they are independent from any stakeholder. All the animal welfare labels involve different signs. However, the animal welfare label “Anbefalet af Dyrenes Beskyttelse” was perceived as a label, which implies that the proper care for animals is present. Furthermore, the Ministry of Food, Agriculture and Fisheries of Denmark and Coop gave the perception of a general grading scale involving hearts and no animals were presented on the labels, which could be expected since the labels are in regard to animal welfare. The data analyses showed that the awareness of animal welfare is associated with knowledge of animal welfare labels.

The choice of the theories in the theoretical framework are subject-based, meaning that it has to be taken into account that it is my perception and preunderstanding that the analysis is based on. This is important to take into consideration because there might be other people who would perceive the webpages and animal welfare labels differently due to a different preunderstanding. Based on the data analysis in connection with the problem statement it can be concluded that most of the respondents in the survey were aware of animal welfare and knew about animal welfare labels. This could be

connected to the topic being more and more publicly debated. However, a reason for the low number in respondents who were not aware of animal welfare, could be due to people who are not interested in the topic and then choosing not to do the survey. An interesting finding in the frequency analyses of key questions were, that respondents were equally aware of almost all animal welfare labels, even though some labels are a lot older than others. However, this again may be because of the higher focus on animal welfare, so when new animal welfare labels come into the market they are known about quicker. Furthermore, hypothesis 1 showed that general awareness of animal welfare is associated with the awareness of animal welfare labels. After hypothesis 2, it can be concluded that trusting a label more is not specifically connected to respondents searching for information online. Throughout the discussion of the literature reviews compared to this article, it shows that the literature reviews and the article both support and differ from each other. The discussion showed that most studies and research reports had only focused on either the linguistics or investigation in opinions. However, they all support this article by all covering the topic of animal welfare but in different ways. Furthermore, this article supports the literature reviews by looking at opinions and linguistics together. This article supports the literature reviews by looking at the linguistics from a different angle than what has been done in the other studies. In regard to the limitations, the transfer of data from SurveyXact to SPSS caused problems, which affected the final data analysis. Furthermore, limitations such as only involving farm animals have excluded many other animals from the investigation. However, despite the limitations, knowledge has been gained on the topic of animal welfare. This article contributes to both the field of communication and the social problem of animal welfare. It looks at the communication from different sources of the social problem animal welfare and the awareness of the animal welfare in the public. By using communication theories, this article has uncovered how animal welfare labels may be perceived and how important the communication about animal welfare is in connection to the public knowing about animal welfare labels.

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