



# What Do Chinese Consumers Think About Animal Welfare, Meat, & Personal Responsibility?

*Over 10 billion land animals were slaughtered in China in 2020. New research uncovers public opinion about the treatment of animals used for food.*

Olympia, Wash. (October 26, 2022) — As the home to almost one fifth of the human population and a major exporter of animal products, China has a major influence on the global animal agriculture industry and is well-positioned to improve the lives of billions of animals. Nonprofit research organization [Faunalytics](#) has released a pivotal [new study](#) about animal welfare from the perspective of Chinese consumers, which includes results and recommendations for animal advocates, alternative protein companies, and researchers.

## Some Key Findings:

- **While Chinese consumers are interested in food products with higher animal welfare standards, their primary motivations are food quality and safety.** Higher welfare products were considered tastier, more fragrant, and more trustworthy. Considerations for animal welfare are not necessarily ignored, but are likely to be secondary.
- **Although Chinese consumers did not know much about farm animal welfare, most were receptive to the idea after learning more about the concept.** Many participants believed that animals have a morally valuable existence and that people have a duty to treat farm animals more humanely.
- **Chinese consumers have complex reasons for preferring meat.** Rather than just taste or general health, participants gave many specific nutritional explanations for why they felt it was necessary to consume meat and other animal products. They also have strong opinions about the positive sensations associated with eating high-quality meat products, such as mouthfeel, fragrance, and satiation. These tended to be more nuanced and important to consumers than related English concepts.

Looking at what recommendations one can take away from the study results, **Research Director Dr. Jo Anderson** said, “Conversations with Chinese consumers should start with a focus on the health, food quality, and food safety benefits of plant-based or higher-welfare food options, as those are the justifications that are going to resonate the most with them. If you do choose to talk about animal welfare, be careful with your terminology because we found that the most common translation of the English ‘animal welfare’ gave most consumers the wrong

impression of what it means to ensure an animal's welfare is looked after. Talking about why animals deserve the "Five Freedoms" (from hunger, discomfort, and so on) is a clearer and safer option."

As for alternative protein companies selling or hoping to sell in China, the authors recommend paying attention to features of taste and sensation that are central to Chinese consumers' eating experience. Dr. Anderson continued, "Highlighting these key features along with your product's health and food safety benefits is crucial in the Chinese market."

This [report](#) is the latest addition to Faunalytics' original research collection, which prioritizes high-impact studies that help build capacity for members of the animal protection community. A list of upcoming and previous original studies can be found [here](#).

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### **About Faunalytics**

Faunalytics is a 501(c)(3) nonprofit organization that empowers animal advocates with access to research, analysis, strategies, and messages that improve their effectiveness to reduce animal suffering. For more than 20 years, Faunalytics has conducted and disseminated original research that delves into essential animal advocacy issues. Faunalytics also houses the world's largest collection of opinion and behavior research on animals and offers pro-bono support to other animal advocacy organizations looking to increase their impact. Faunalytics has been named a Top Charity by Animal Charity Evaluators. For more information, visit [www.faunalytics.org](http://www.faunalytics.org).