

ANIMAL PHARM

enter search here

- [+ Home](#)
- [+ News](#)
- [+ Business](#)
- [+ Regulatory](#)
- [+ Products](#)
- [+ R&D](#)
- [+ People](#)
- [+ Regions](#)
- [+ Jobs](#)
- [+ Events](#)
- [+ Pharm Fresh](#)
- [+ Reports](#)

Pharm Fresh⁺
 A FREE weekly research briefing from Animal Pharm
[Sign up here](#)

5 Minute Pharm
 All of this weeks top stories in 5 minutes!

twitter

- Possible cause for bee colony collapse <http://tinyurl.com/dmaet> 3 days ago
- No liability in UK foot-and-mouth court action <http://tinyurl.com/dd4ppi> 5 days ago
- Happy Easter from Animal Pharm! 3 days ago

[follow me on Twitter](#)

My way or the high way



The EU consumers want to know what goes into that milk, where it comes from and how the cow is treated Photo: Greshoj

Such is the power of the EU safety legislations that the US has now been turned into a "dumping ground" for EU rejects. Other trading partners such as China – a serial offender when it comes to exporting dodgy food and non-food items to the EU – have no choice but to adhere to the EU standards.

While it's easy to dismiss the EU as the big bully from Brussels, the animal health and agrochemical companies have little choice but to pay attention to the people they do business with: the EU citizens.

Traditionally, when an EU bill that's not in favour of the industries is passed, the industry people will claim that it's politically motivated, and not based on scientific rationale.

Because it's the EU and not quite the Third World, they can't play the small violin solo of "you need this technology to combat food shortage caused by overpopulation".

Greenwashing must be tempting to some of these people, who'd go to great lengths hiring expensive PR agencies to manage the message, and commissioning top universities to come up with studies to back their products.

But you can't win the public that way. If 'green' is not what your brand is known for, don't greenwash.

Getting Cornell University to say that using a particular genetically modified (GM) cow growth hormone could help a farmer reduce greenhouse gas emissions (*Hormone treatment cuts dairy gas emissions*, 15 July 2008) because it can increase the milk productivity in cows – and therefore reduce the number of animals needed for dairy production – just won't cut it.

It's better to admit that this is not the product the public wants. The public is a bit nervous about it and of what it could possibly do to the human immune system. It's also time openly acknowledge that the animal welfare lobby is gaining strength. While the EU consumers enjoy their dairy products, they're not happy to know that the cows put on the hormone are at risk of getting mastitis.

We live in an age where consumers want to know where their food comes from, and how the food-producing animals are treated.

Now, since when is the welfare of the livestock the companies' responsibility, when their first duty is to make profits? Since it starts hurting the profits, of course. Supermarkets go the extra mile rebranding and relabelling food packages to placate their customers. That must count for something.

Nike **bounced back** from the bad press in the 1990s by improving its business ethics and trying to understand its suppliers' manufacturing constraints. "One of the reasons for the disconnect between a company's code of ethics and what happens among its suppliers is that suppliers and even boards of directors often are seen as external to the company," says Mark Vickers, vice president of research for IACP Photo: Nike

the economic zone. But what the EU can do is ban a T-shirt that is found to contain some hazardous chemicals.

However, we all remember what happened to Nike's sales in the 1990s amid the sweatshop allegations. No nasty chemicals found and no Brussels prodding was needed to get the sales to nosedive.

Of course, that's just clothes. The public is less forgiving when it comes to food. The EU regulators' attitude towards the supplement is indicative of the influence the public perception has over a brand, and how particular the EU citizens are when it comes to food.

Contact:
 Phone:

Monsanto's decision to drop the bovine growth hormone Posilac (*Monsanto to divest BST*, 12th August 2008) from its portfolio of products speaks volumes of the power the European Union (EU) is wielding over its trade partners, in particular the US.

The message from the EU is clear: If you want to do business with us, you have to live up to our safety standards. If not, you can take your business elsewhere. This applies not only to food exports, which affects the farming and crop protection industries, but also to other types of goods as well, such as cosmetics, drugs and electronics.



Animal health has to pay attention to the people it does business with: the EU citizens Photo: Anne Koth

Other News

- [+ Possible cause for bee colony collapse](#)
- [+ No liability in UK FMD court action](#)
- [+ USDA approves new tests for avian influenza](#)
- [+ Scientists play down pig MRSA claims](#)

FREE weekly Animal Health and Nutrition News Service
[click here to sign up to this service](#)



Subscribe to Animal Pharm

- Daily email of hand picked critical news and developments
- 25 news and feature-packed issues a year in print or PDF - both with FREE online access and fully searchable archive of issues
- Free access to our full archive of Animal Health reports - essential reading for your strategic planning.
- Exclusive feature articles and regular interviews with the leading personalities in the industry

SCRIP

[Sign up for FREE today](#)

SCRIP EDITOR'S HIGHLIGHTS

Video +

- [The Regulation of Veterinary Medicines in Europe 2009](#)
- [Pfizer deal completes SPAH's EU product disposals](#)
- [Pfizer boar taint vaccine debuts in Switzerland](#)

Animal Pharm - Latest international news in video

Down on the Pharm +

[Things we don't usually think about](#)
 Published: 13 Mar 2009
 Starving pigs to death in a culling effort is not necessarily humane. But it is cheap. [read more...](#)

Down on the Pharm - A blog on animal health by Animal Pharm