

## **Perception of animal welfare and its certification system by Brazilian consumers and dairy farmers**

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### **Supplementary File Questionnaire focused on consumers (translated)**

1) Do you consume milk or dairy products?

Yes

No

2) If you answered “no” in the previous question, please, state the reason for the no consumption: \_\_\_\_\_

3) Do you consume which dairy products? Only answer if you are a consumer.

Pasteurize or UHT milk

Powdered milk

Milk caramel

Condensed milk

Cream

Dairy beverage

Cheeses

Yoghurts

Butter

Fermented milk

Kefir

4) How often do you consume dairy products?

Once in a day

Twice in a day

Three meals in a day

More than three meals in a day

Once in a week

Twice in a week

Three meals in a week

More than three meals in a week

I don't consume dairy products

Others: \_\_\_\_\_

5) Have you ever heard the expression “animal welfare”?

Yes

No

6) Do you know how dairy cows are raised on dairy farms?

Yes

No

7) Have you ever visited a dairy farm<sup>1</sup>

Yes

No

8) Are you concerned about how dairy cows are raised?

Yes

No

9) Do you think that cows suffer in dairy farms?

Yes

No

10) If you answered "yes" in the previous question, please state the reason:

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11) Have you ever heard of certifications systems related to animal welfare on dairy farms?

Yes

No

12) In which media have you heard about animal welfare certification systems?

Internet

Magazines and journals

Television

Family or friends

I don't know what a welfare certification system means

13) Would you start buying milk and/or dairy products from brands that are certified for animals' welfare?

Yes

No

14) Are you willing to pay more for milk or dairy products that guarantee by a certification that animals are raised on adequate welfare and that this is ensured using a seal on packaging?

Yes

No

15) How Much more would you be willing to pay for a welfare certified dairy product?

I'm not willing to pay more

Additionally, 3%

Additionally, 5%

Additionally, 10%

Additionally, more than 10%

16) Do you believe that there is a lack of welfare certified dairy products in supermarkets?

Yes

No

17)Which practice would be important for a higher payment for a welfare-certified dairy product in your opinion?

Heat stress prevention

Lack of abuse

Good human actions during animal management

Calves' adequate management

Good resting places

Absence of movement restriction

18)Do you allow the data collected in this form to be used in the future for the preparation of a scientific work?

## Questionnaire focusing on dairy farmers (translated)

1) How is milking performed in your dairy farm?

Mechanical milking in absence of calves

Mechanical milking in presence of calves

Manual milking in presence of calves

Manual milking in absence of calves

Robotic milking

Other

2) How many bovines are there in your farm?

Less than 200

200 to 400

400 to 600

600 to 800

800 to 1000

More than 1000

3) How many litters are produced daily in your farm?

\_\_\_\_\_

4) What is the type of production system used in your farm?

Semi-intensive using pasture and supplementation

Rotational grazing

Compost barn

Free stall

Tie stall

Other: \_\_\_\_\_

5) After the birth of a male calf on the dairy farm, how is it managed?

Male calves are raised on around one year and later sell them for other farms

Male calves are sold as soon as born

Male calves are slaughtered as soon as born

I used sexed semen and don't have male calves on farm

Other: \_\_\_\_\_

6) Which of these equipment or facilities exist on your farm?

Sprinkler or artificial ventilation

Electric prode

Cow's brush

Rope or chain

Covered resting area

Covered and paved troughs

Natural shedding

Artificial shedding

Toys (balls, swings)

Electrical or barbed fence

Metallic stink for handling

Whip

Wood stick for handling

Toys for calves (enrichment)

7) Do animals have access to good quality water and feeding in adequate quantity?

Yes

No

8) Mastitis, reproductive and foot disorders are frequently observed in your animals?

Yes

No

9) Vaccination and parasites control are frequently done in your farm?

Yes

No

10) How often is the environment cleaned to remove stool, urine and organic matter?

Once daily

Twice daily

Three times daily

Once in a week

Once in two weeks

Once in a month

11) Is necessary to clean animals' thorax, abdomen and udder before milking due the high amount of mud and stool?

Yes

No

12) Is the udder cleanness score in milking room used?

Yes

No

I don't know what it is

13) Is there a routine control of the animal's body temperature (thermometers, breathing movements count) or of the facilities where they are housed?

Yes

No

14) Is oxytocin used before milking to stimulate milk ejection?

Yes

No

15) Is vocalization, pongs or blows used to conduce cows to milking room?

Yes

No

16) Is frequent the occurrence of noises (except from milking machine)?

Yes

No

20) Are milking equipment regularly calibrated?

Yes

No

21) Have you ever heard of animal welfare? Through whom?

I never heard this expression.

Yes, journals and magazines

Yes, dairy cooperatives

Yes, dairy industries

Yes, veterinarian and animal scientists

Yes, friends and family

Yes, radio and television

Yes, internet

22) How often is animal welfare discussed between the farm and the dairy industry?

Never was discussed

Once in two weeks

Monthly

Once in three months

Once in six months

Once in one year

Other: \_\_\_\_\_

23) Do you think that cows feel pain, fear or discomfort? In which situations?

I don't believe cows feel fear, pain or discomfort

Yes, when sick

Yes, when mistreated

Yes, when heat stressed

Yes, when handled by an unusual person

Yes, when routine is modified

Yes, when occurs excessive noises

Other: \_\_\_\_\_

24) In your opinion, what can the lack of welfare cause on animals?

Reduction on milk productivity

Reduction on milk quality

Increase on diseases occurrence

Abnormal behaviours

Reduction on farms' profit

Animal's death

25) Have you heard about certification/seals related to animal welfare? Where?

I never listened

Yes, internet

Yes, internet

Yes, journals and magazines

Yes, television

Yes, friends and family

26) Would you join a voluntary animal welfare certification system to ensure good practices and to assure dairy industries and consumers of such practices?

Yes, because I recognize that add value for business

Yes, but only if dairy industries pay a higher amount for certified milk

No, it is not necessary

27) What would motivate you to invest in the farm considering animal welfare?

Best animal comfort

Improvement of the farm's internal processes

Adding value to final product

Better visibility by consumers

Better remuneration by dairy industries