

1. Record Nr.	UNINA9910367568603321
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Titolo	Human and Animal Sensitivity : : How Stock-People and Consumer Perception Can Affect Animal Welfare / / Fabio Napolitano
Pubbl/distr/stampa	MDPI - Multidisciplinary Digital Publishing Institute, 2019 Basel, Switzerland : , : MDPI, , 2019
ISBN	9783039212620 3039212621
Descrizione fisica	1 electronic resource (234 p.)
Soggetti	Biology, life sciences
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This book presents cross-discipline studies covering aspects ranging from animal science to social/consumer sciences and psychology, with the aim to collect and disseminate information promoting the continuous enhancement of animal welfare by improving stakeholders' perception of animal welfare. Although animal welfare is about how the animals perceive the surrounding environment, the actual welfare of the animals is dependent on how the stakeholders perceive and weigh animal welfare. The stakeholders can, either directly (i.e., through stock-people interaction with the animals) or indirectly (e.g., when retailers and consumers are willing to pay more for high welfare animal-based products), affect the way animals are kept and handled.