



## PRESS RELEASE

### Animal welfare

In the Land of the Alps, special attention is paid to animal welfare. The daily work in the barns and constant animal contact, such as when feeding and hygiene routines play a key role in this. In addition, there are guidelines within voluntary modules that specify exactly which special regulations for animal welfare must be observed. As a result, the animals enjoy living conditions that include for example more space and areas with straw bedding.

The well-being of the animals is defined by the term “animal welfare”. This encompasses the principle of the five freedoms, on which the AMA guidelines for animal welfare are also based:

- Freedom from hunger, thirst and manutrition
- Freedom from discomfort: ranging from the temperature (in the barn), ventilation and lighting to space and facilities for rest
- Freedom from pain, injury and disease
- Freedom from fear and distress: this includes, for example, sufficient space and opportunities for species-appropriate social behaviour
- Freedom to express normal behaviour: cows, for example, like to be massaged with a cow brush

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AMA-Marketing GesmbH is the Austrian platform for quality, sales promotion and communication of agricultural products and food. It awards the AMA Quality Seal and the AMA Organic Seal in recognition of excellence in the food industry. Its duties are regulated by law. Financing is provided through agricultural marketing contributions from farmers, European Union funding and licence holder fees.

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