



Human and Animal Sensitivity: How Stock-People and Consumer Perception Can Affect Animal Welfare

Guest Editor:

Prof. Dr. Fabio Napolitano

Scuola di Scienze Agrarie,
Forestali, Alimentari ed
Ambientali, Università degli Studi
della Basilicata, 85100 Potenza,
Italy

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Message from the Guest Editor

Dear Colleagues,

We are proposing a Special Issue based on an oxymoron: although animal welfare is all 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, as they can either directly (i.e., through stock-people interacting with the animals), or indirectly (e.g., because retailers and consumers are willing to pay more for high welfare animal-based products) affect the way animals are kept and handled in the farm, while they are being transported and are at slaughter.

“How to improve stock-people attitude and behaviour towards the animals? How to increase consumer sensitivity to animal welfare issues?” These are only some of the questions that will be addressed in this Special Issue.

The entire food chain is at stake. We are, therefore, looking for cross-discipline studies that cover aspects ranging from animal science to social/consumer sciences and psychology with a unified goal: collecting and disseminating information suitable to promote the continuous enhancement of animal welfare by improving stakeholders' perception of animal welfare.





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Editor-in-Chief

Prof. Dr. Clive J. C. Phillips

1. Institute of Veterinary Medicine
and Animal Sciences, Estonian
University of Life Sciences,
Kreutzwaldi 1, 51014 Tartu,
Estonia

2. Curtin University Sustainability
Policy (CUSP) Institute, Kent St.,
Bentley 6102, Australia

Message from the Editor-in-Chief

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Contact Us

Animals Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
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