

GREEN MARKETING IN A UNIFIED EUROPE

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Ingenbleek P. The low level of trust and collaboration is also shared by the government and animal interest groups. For the former regional organisation, see European Economic Community. TwoCheersasUnifiedEuropeanPatentregimeentersthe lastlap. At a macro level this is expressed through acceptance of higher AWleg standards as well as through sales of differentiated animal-friendly products. Organic farming and production has been regulated at EU level since Almost all initiatives had a national focus, of which some even focused on specific regions within a country.

Such efforts will ultimately help to release the potential for animal welfare, not only would consumer subsidies encourage the development of improved animal welfare supply chains, but they would also be more consistent with international trading obligations.