

Table 1 Overview of internal review studies conducted.

#	Data source	Species	Time period	Total scheme members at time of study
1	Red Tractor Consultation (RTC)	Dairy	December 2012 to February 2013	11,448 dairy farmers
		<p><b>Objective:</b> to get the opinion of farmers on the proposal to include welfare outcome assessment on selected measures (mobility, body condition, and lesions) as part of the farm assurance audit process on a sample of 20 cows (sample size determined by assurance scheme to provide statistically significant data set). This proposal also included reference to the inclusion of self-assessment by farmers every six months on a representative sample.</p> <p><b>Method:</b> Online questionnaire with 10 questions; apart from question 1 and question 10 all questions were closed questions either dichotomous (yes/no), multiple response or using an interval scale (1 to 5 point Likert scale). No opportunity to provide any comments per question is provided and comments could only be provided in question 10.</p> <p><b>Response:</b> 673 farmers, not all respondents answered all questions in the survey and response rate varies per question.</p>		
2	Joint Scoring farmers Survey (JSS)	Dairy	June to October 2014	200 SA and 31 FF dairy farmers
		<p><b>Objective:</b> to assess the current state of, and explore the benefits of and challenges around joint scoring from the perspective of farmers. Inspectors assess jointly with the farmer three or more cows out of a sample of 20 for individual measures (Mobility, Body condition, Cleanliness, Hair loss, Lesions, Swellings).</p> <p><b>Method:</b> Online and postal questionnaire and phone interviews with 17 questions: apart from question 6, 11 and 17 all questions were closed questions either dichotomous (yes/no), multiple response or using an interval/rating scale (1 to 10 point scale). In question 7 to 10 and 12 to 16 respondents were asked to provide further explanation and/or comments related to the specific question. In question 6, 11 and 17 respondents are requested to provide general comments.</p> <p><b>Response:</b> 37 farmers completed the survey, eight respondents only partially completed the survey. Four individuals completed the survey over the phone; 29 completed the survey online through Survey Monkey; and, four individuals returned completed surveys through the post.</p>		
3	Self-Assessment farmers Survey (SAS)	Hen	June to October 2014	88 SA and 953 FF hen farmers
		<p><b>Objective:</b> to explore the benefits of, and challenges experienced by farmers conducting self-assessment. As part of the FF laying hen standards (September 2013) a farmer is required to conduct feather scoring (self-assessment) of birds on a scale of at least three levels of feather loss on a proportional sample of birds at least every month and record this using a method. During farm audit the assessors check that a monthly feather scoring has been carried out and documented in their records.</p> <p><b>Method:</b> Online questionnaire and phone interviews with 11 questions; majority closed questions apart from question 1, 4, 10 and 11; closed questions either dichotomous (yes/no), multiple response or using an interval scale (1 to 5 point Likert scale). In most questions respondents could provide further explanation if required. General comments could be provided in question 11.</p> <p><b>Response:</b> 35 farmers completed the survey online or by phone. Four respondents only partially completed the survey</p>		
4	Focus Group Discussion (FGD)	Dairy & Hen	June to October 2014	Total SA and FF: 1041 hen farmers, 231 dairy farmers
		<p><b>Objective:</b> to explore farmer opinions on current performance in welfare outcome assessments, their views on the value of the inclusion of formal welfare outcome assessment within their routine certification visits, and the value of a form of self-assessment in between audits.</p> <p><b>Method:</b> Focus Group Discussion (2 ½ hrs) Four main discussion topics: 1) opinion of farmers on current welfare outcome performance, 2) who is responsible for driving improvement in performance, 3) how to motivate farmers to make welfare improvement on farm, and 4) how to reward and recognize good performance beyond what is minimum required.</p> <p><b>Response:</b> In total 30 farmers participated in four FGDs; 17 hen farmers in two groups (n=11 and n=6) and 13 dairy farmers in two groups (n= 6 and n=7).</p>		