



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

Guest Editor:

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Deadline for manuscript  
submissions:

**closed (31 March 2019)**

### 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.





## Editor-in-Chief

### Prof. Clive J. C. Phillips

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## Message from the Editor-in-Chief

*Animals* is an on-line open access journal that was first published in 2011. *Animals* adheres to rigorous peerreview and editorial processes and publishes only high quality manuscripts that address important issues in the many varied disciplines that involve animals, with a focus on animal welfare, animal ethics and animal science. *Animals* is covered in the Science Citation Index Expanded (SCIE) in Web of Science and received a first Impact Factor of 1.654. The journal ranks 13/60 (Q1) in the category 'Agriculture, Dairy & Animal Science' and 29/140 (Q1) in 'Veterinary Sciences.'

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