

**WODAH:**

*Whole-Journey Rules:*

A ship manager's reality

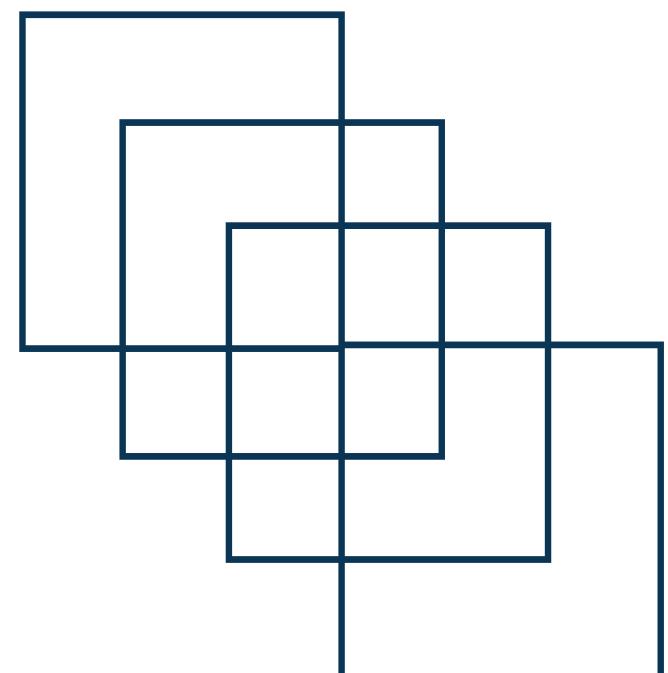


# WOAH Whole-Journey Rules: A ship manager's reality

- We fully support **WOAH** welfare objectives — **no one benefits from incidents**
- But rules must be **workable across the whole chain** (farm → port → sea → discharge)
- If upstream planning fails, the ship becomes the “last checkpoint” and the risk concentrates onboard

**1 sentence to say:**

**“WOAH is right to focus on the full journey — because welfare failures usually start *before* the gangway.”**



## What changes for trade when WOAH compliance tightens

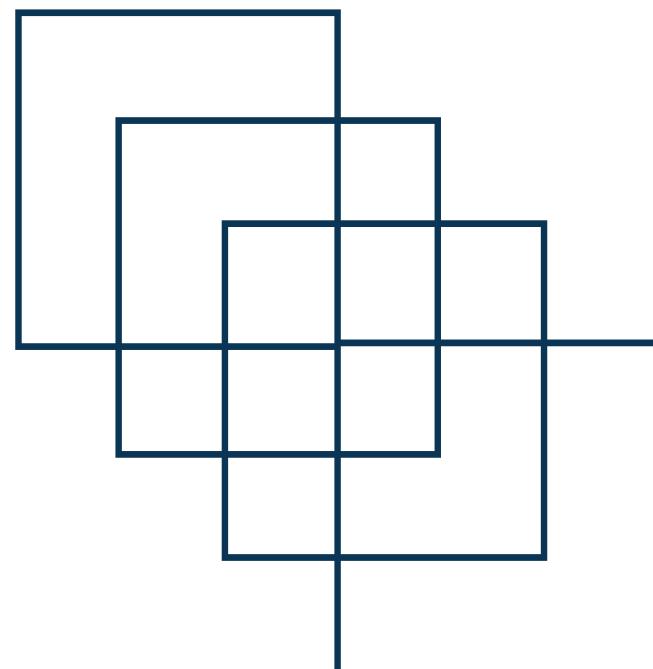
### Immediate trade impacts we see in operations

**More rejections / stricter fitness** → fewer animals eligible at shipping time

- Lower stocking density + higher safety margins** → fewer head per voyage
- More controls & contingencies** (ventilation/water/power/monitoring) → higher voyage cost
- Season/route risk constraints (HSRA)** → fewer sailing windows + more delays

**1 sentence to say:**

“Compliance shifts from paperwork to operational limits — headcount, seasons, and equipment margins.”

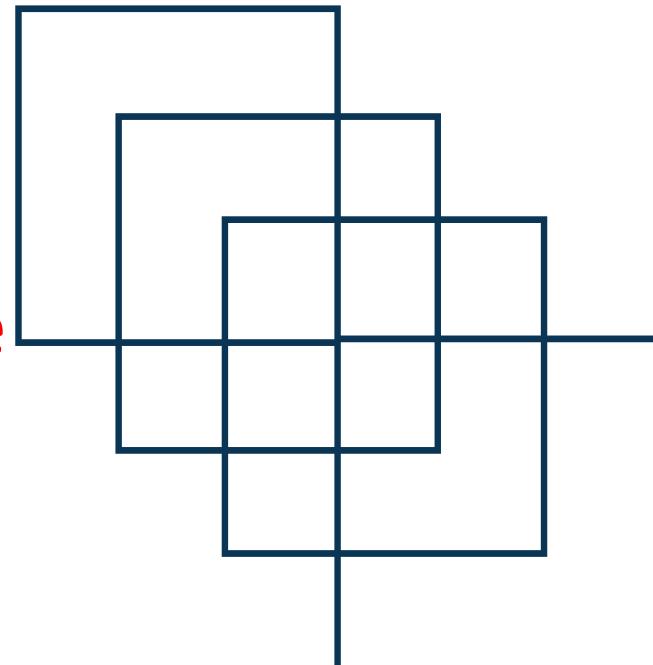


## Why prices rise for the final customer + how to keep rules fair

**Welfare must improve — without breaking affordability**

### Price pass-through

- Higher cost per head (space, feed/water margin, upgrades, delays)
- Higher landed cost → higher wholesale → **higher final consumer price**
- Biggest impact in **import-dependent markets** where meat prices are sensitive



## Fairness principles

- **Risk-based by route/season** (not one-size-fits-all)
- **Outcome-focused KPIs** (welfare outcomes + evidence) not only inputs
- **Shared responsibility across the chain**  
(exporter/assembly/port/ship/importer)
- **Phased compliance + incentives** (fast-track, port rebates, capacity-building)

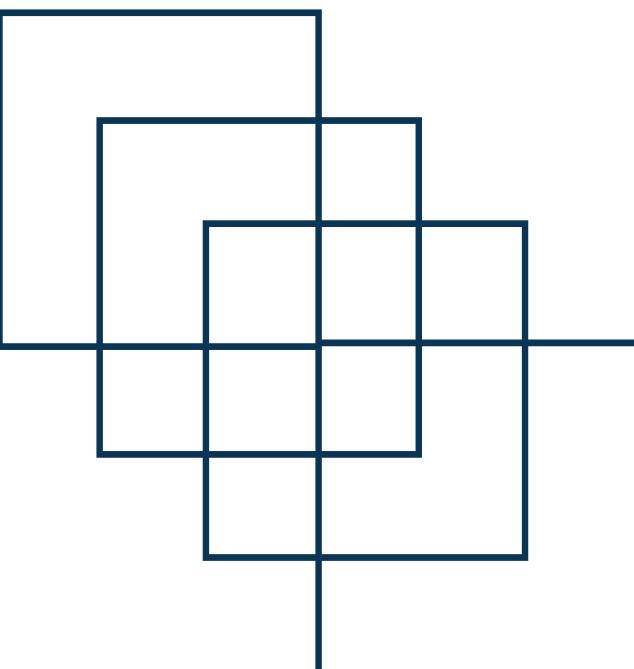
**1 sentence to say:**

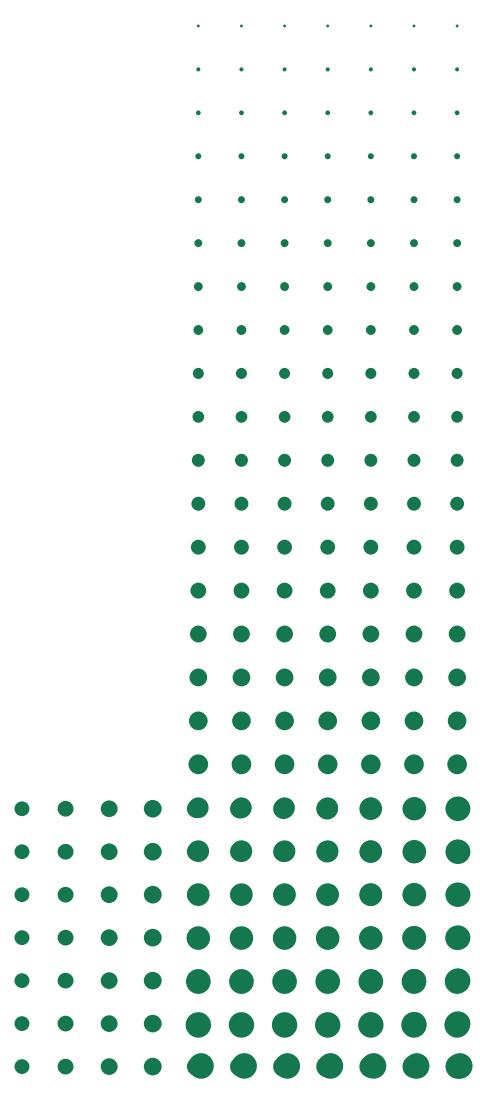
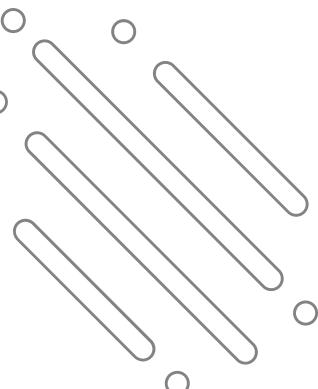
“Make the rules **strict** where **risk** is high — **but fair and evidence-based so trade stays possible and food stays affordable.**”



“Now that we’ve set the business and trade context

— I’ll hand over to **Capt. Amin**, our technical lead, to walk you through the practical shipboard controls and the full **WOAH**-aligned journey measures in the main presentation.”







---

**THANK YOU**

