The European project ClearFarm aims to exploit the new technological possibilities to increase animal welfare in the whole production chain. It will contribute to improved sustainable pig and dairy cattle production, the two livestock systems with more production in Europe.

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Innovative approach to involve all the stakeholders

Consumers, producers, regulators and policy makers, among others, are involved from the beginning in the design of ClearFarm platform. Through Design Thinking methodologies, the project wants to gather all the relevant actors together, so that their needs, ideas and sensitivities are full represented, and ensure that the newly developed technological solution fit into their requirements.

ClearFarm will co-design, develop and validate a platform that will collect data from different sensors on animal welfare and it will offer the processed information to farmers and consumers to assist their decision making.

Provide easy to understand data for farmers and consumers