

ClearFarm

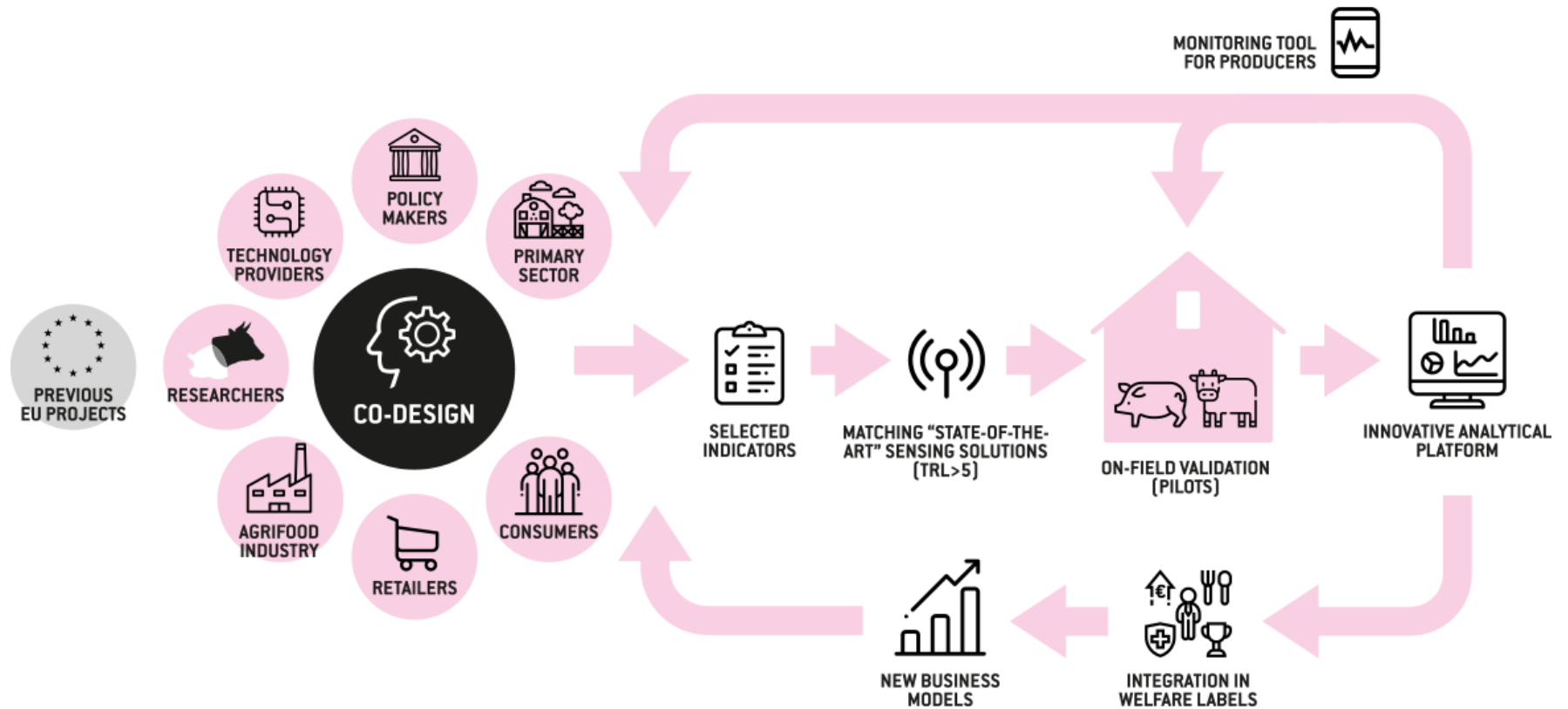
Co-designed welfare
monitoring platform
for pig and dairy cattle



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862919



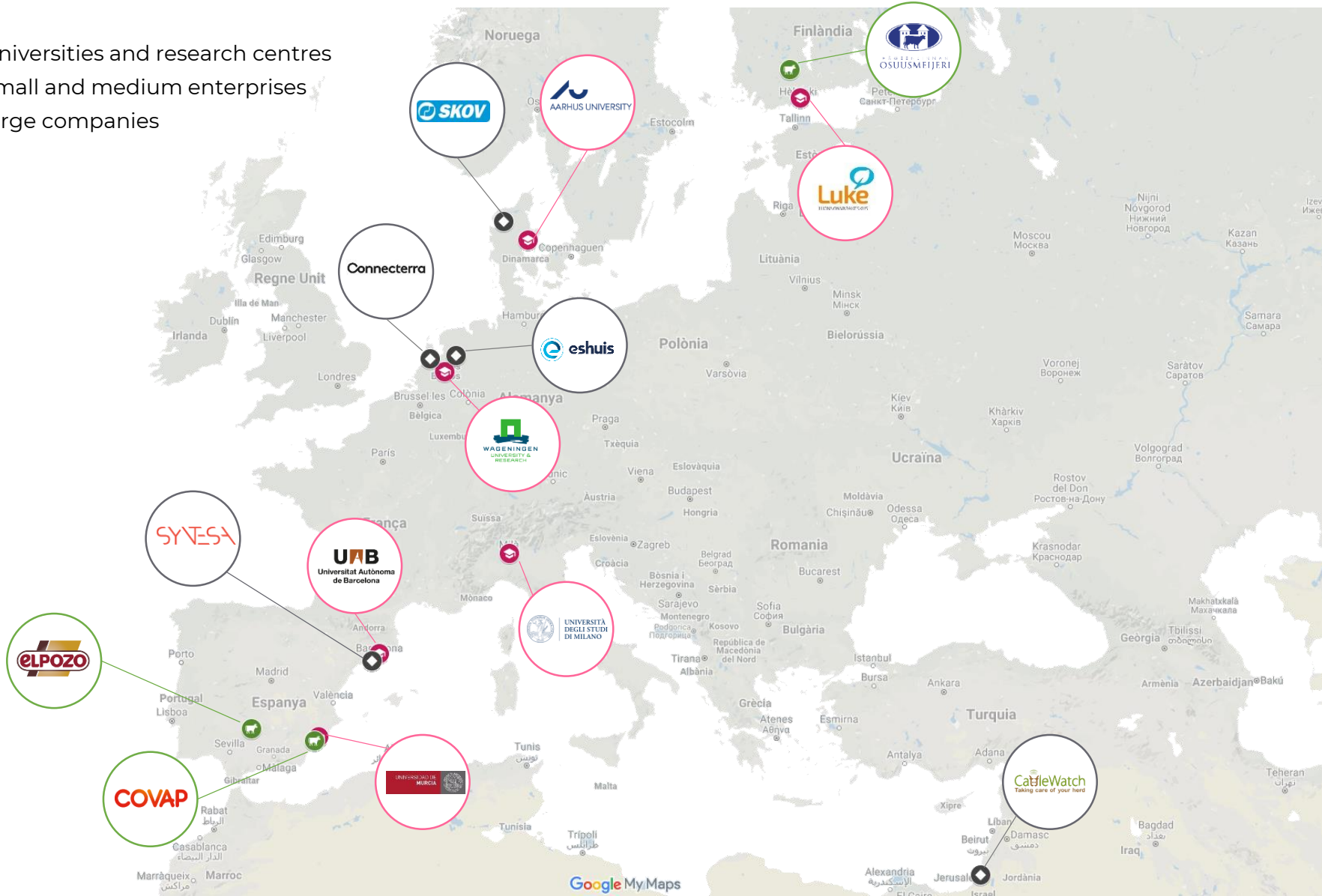
THE PROJECT



PARTNERS



- 6 universities and research centres
- 5 small and medium enterprises
- 3 large companies



CONTEXT



Dairy cows and pigs represent **the two livestock production systems** with the **highest share** in Europe.



EU citizens are **increasingly concerned** about farming's effects on animal welfare.



Producers need to monitor the welfare status of animals with reliable and up-to-date information as early-warning systems, before implementing corrective and timely measures.



Consumers are demanding clear information about farm animal welfare to assist them in identifying and choosing enhanced welfare-friendly products.



Precision livestock farming (PLF) technology offers better control and ameliorates farming processes.



There is still the **need for an integration** of the different aspects of animal welfare into edible information that could assist stakeholders to make decisions.

OBJECTIVES







The main objective of ClearFarm is to **co-design**, develop and validate a **software platform** powered by **precision livestock farming (PLF) technologies** to provide **animal welfare information**, as well as other environmental and economic sustainability information that will assist **producers** and **consumers** on decision making within the **pig and dairy cattle** value chains.

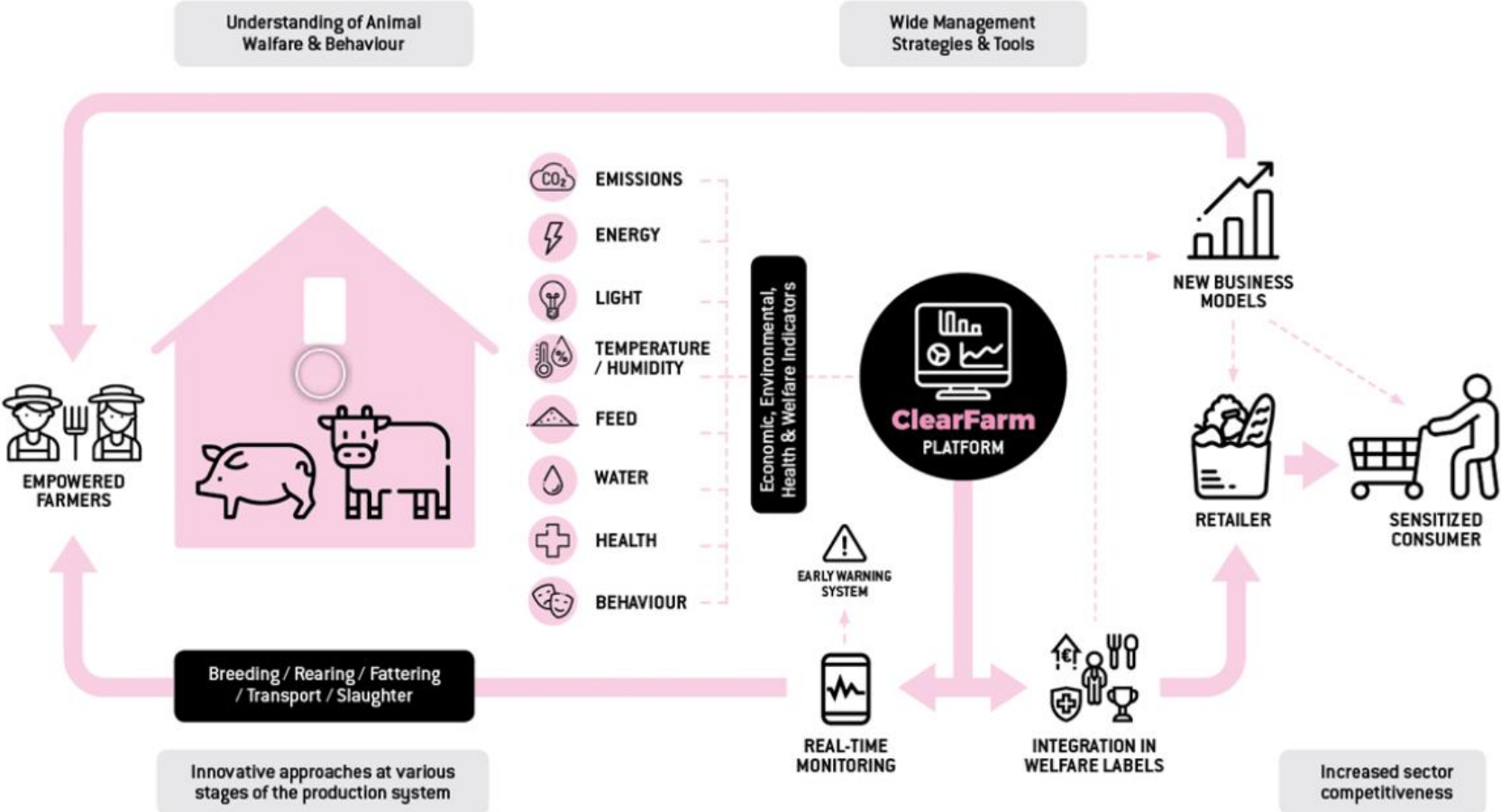
- 1** Identifying the needs and requirements of consumers and producers about welfare awareness and future management approaches.
- 2** The development of new approaches based on innovative technologies that increase monitoring of behavior, stress and other welfare indicators.
- 3** The adaptation of current existing technologies to a new approach that can assess those indicators, while ensuring the reduction of pollutants by economically feasible processes.
- 4** Designing new business models for consumers to identify and choose welfare-friendly products.
- 5** Contribution of all stakeholders to the building of a new animal welfare approach.

ACTIVITIES



-  **Co-design** of PLF solutions: Participative process with consumers, producers and other actors of the value chain of pig and dairy cattle products.
-  **Validation** of welfare indicators in the pig and cattle chain.
-  **Development of a platform** to provide pig and dairy cattle welfare information.
-  **Exploitation:** Innovation management, regulatory aspects, design of new business models design.

CLEARFARM PLATFORM



IMPACT



A **better understanding of animal welfare** and associated animal behavior.



A broader range of **animal welfare management strategies** and **tools**.



Developing **innovative approaches to measuring** animal welfare at various stages of the production system.



Increase the **sustainability of the livestock sector** by better responding to consumer demands and/or increasing **competitiveness** of the sector.

Thank you for your attention!

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