



**ClearFarm**

**PRACTICE ABSTRACT**

## **Consumer and stakeholder preferences on animal welfare and Precision Livestock Farming**

ClearFarm interviewed all the relevant stakeholders of the pig and dairy value chains about their needs and preferences about Precision Livestock Farming.

**Consumers** agreed that Precision Livestock Farming could lead to many advantages for farm animals, farmers, producers and consumers. For them, technology can help to satisfy short-term needs pertaining to consumption, like taste and food safety. It also can help to satisfy their needs pertaining to animal-welfare and the environmental impact and importantly it may respond to an unfulfilled need for greater transparency and trustworthiness of the animal production chains. Their main concern was that PLF would become a form of robotization of livestock farming at the expense of animals and farmers with even more intensified production systems. Consumers were also worried about how the technology would increase prices and they highlighted the importance of transparency, reliability and trustworthiness.

**Farmers** associated PLF with the opportunities to take care of every individual animal, to stay competitive on the market and to offer new sales opportunities because of an improved product segmentation. At the same time, it was indicated that integrating PLF technologies requires an increased acceptance of innovation and that the perceived benefits need to outweigh the risks.

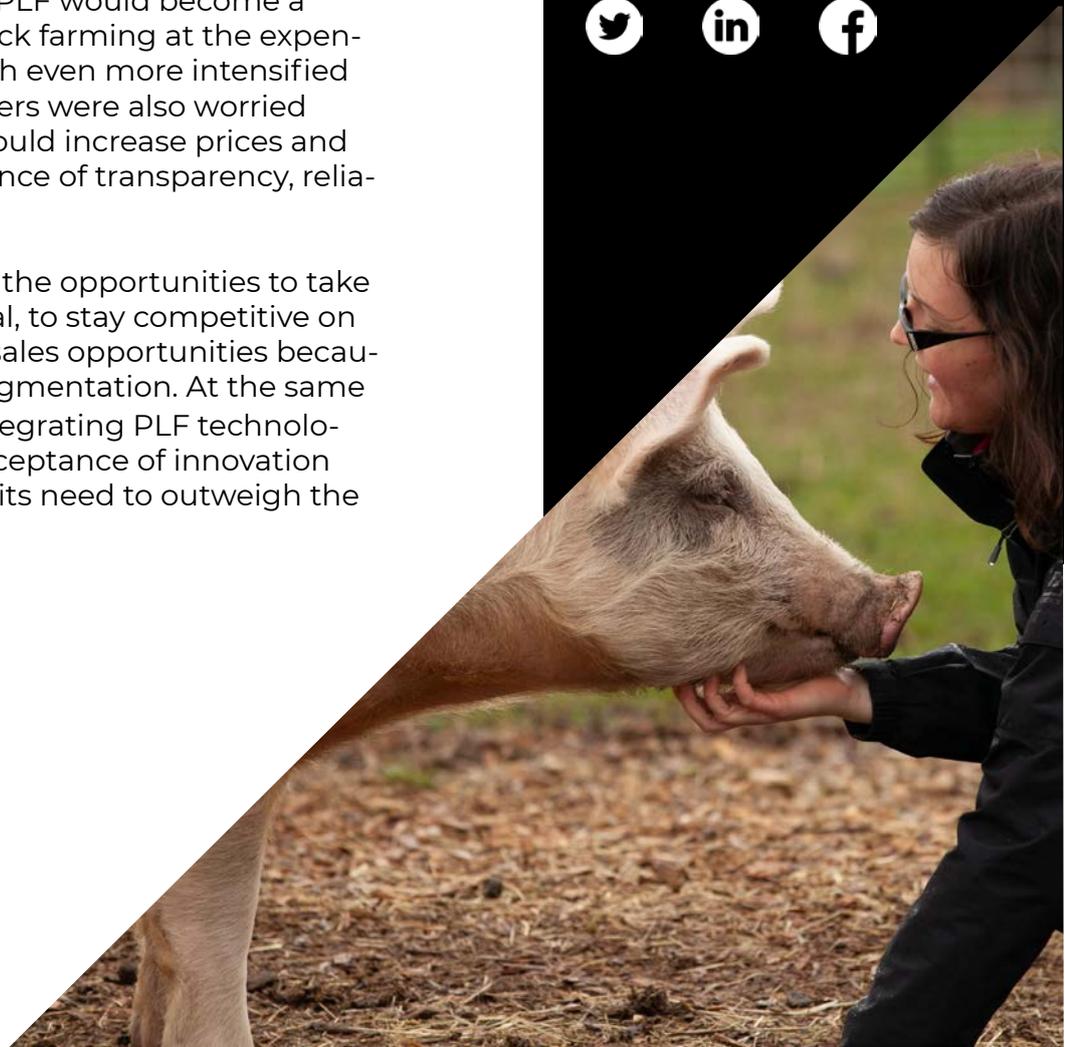
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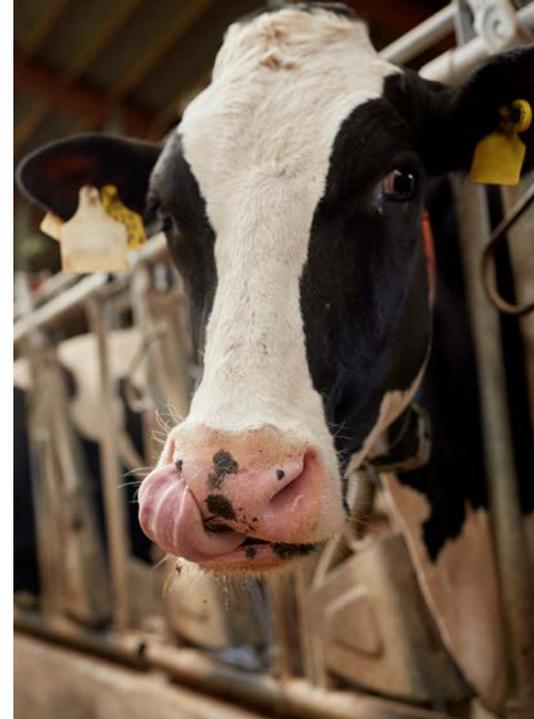
For **farmer cooperatives**, PLF was expected to allow to produce sufficient quantity of meat and dairy products to satisfy the global market and that it allows to directly respond to individual animals' needs. They also considered privacy as a key point that needs to be taken into account.

**Processors & slaughterhouses** indicated the opportunity that PLF has the possibility to evaluate the entire lifetime cycle of animals. In addition, PLF can provide an approach to harmonise welfare standards and labelling across Europe. Their requirement was that PLF technologies should be non-invasive for the animals.

**Retailers** mentioned that PLF is an opportunity to access new market segments and to trade more transparent products. They also suggested that PLF can increase the transparency of the value chain and help to harmonise labelling approaches across the EU. For technology providers, PLF has the capability of optimising routine processes whilst reducing the farmers' workload. However, they warned of the requirement to have a robust and secure data (storage) system.

**Consultants and researchers** indicated that PLF can optimise the whole value chain, integrating innovative technology, algorithms and data management tools. The requirement that PLF has to cope with the claims of modern livestock farming was mentioned.

Finally, **animal interest groups** pointed that PLF has the opportunities to assure animal-friendly treatment of animals, that it facilitates the process of setting standards for animal welfare and that PLF might fosters public discussions, which may contribute to a critical evaluation of the own consumption behaviour.



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