

Focus groups to shed light on adaptation of digital technologies in livestock production

LivestockSense

Enhancing environmental sustainability of livestock farms
by removing barriers for adopting ICT technologies

In the coming weeks, the ICT-AGRI-FOOD-funded project LivestockSense is to host focus group discussions in Hungary, Estonia, Poland, Sweden, Israel, and Denmark.

The aim of the focus group discussion is to identify key characteristics of farmers' attitudes toward digital technologies. All participants are carefully selected for their specific expertise and cover the entire value chain from primary production to market. In each country the representatives will be poultry- and pig farmers, technology providers, researchers, NGO's and decision-makers. The outcome of the expert meetings will subsequently be analyzed and presented in a European context.

For the participants, we aim to provide useful perspectives on the prospects of future digitization in the pig and poultry sector with an increased focus on animal welfare, energy consumption, and the environmental footprint.

LivestockSense recently concluded the segmentation of results from quantitative questionnaires conducted across six countries, including, Hungary, Sweden, Estonia, Poland, Israel and Denmark, aiming to identify the limitation of digital technology such as PLF use in the pig and poultry sector.

In all, LivestockSense received responses from 121 piggeries and 145 poultry farms, resulting in insightful data to be published on the LivestockSense website: www.livestocksense.eu.

Relevant link(s)

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