

# SustainIT – Releasing the potential of ICT for sustainable milk and beef cattle value chains



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End-term Project Seminar  
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## Involvement countries and partners



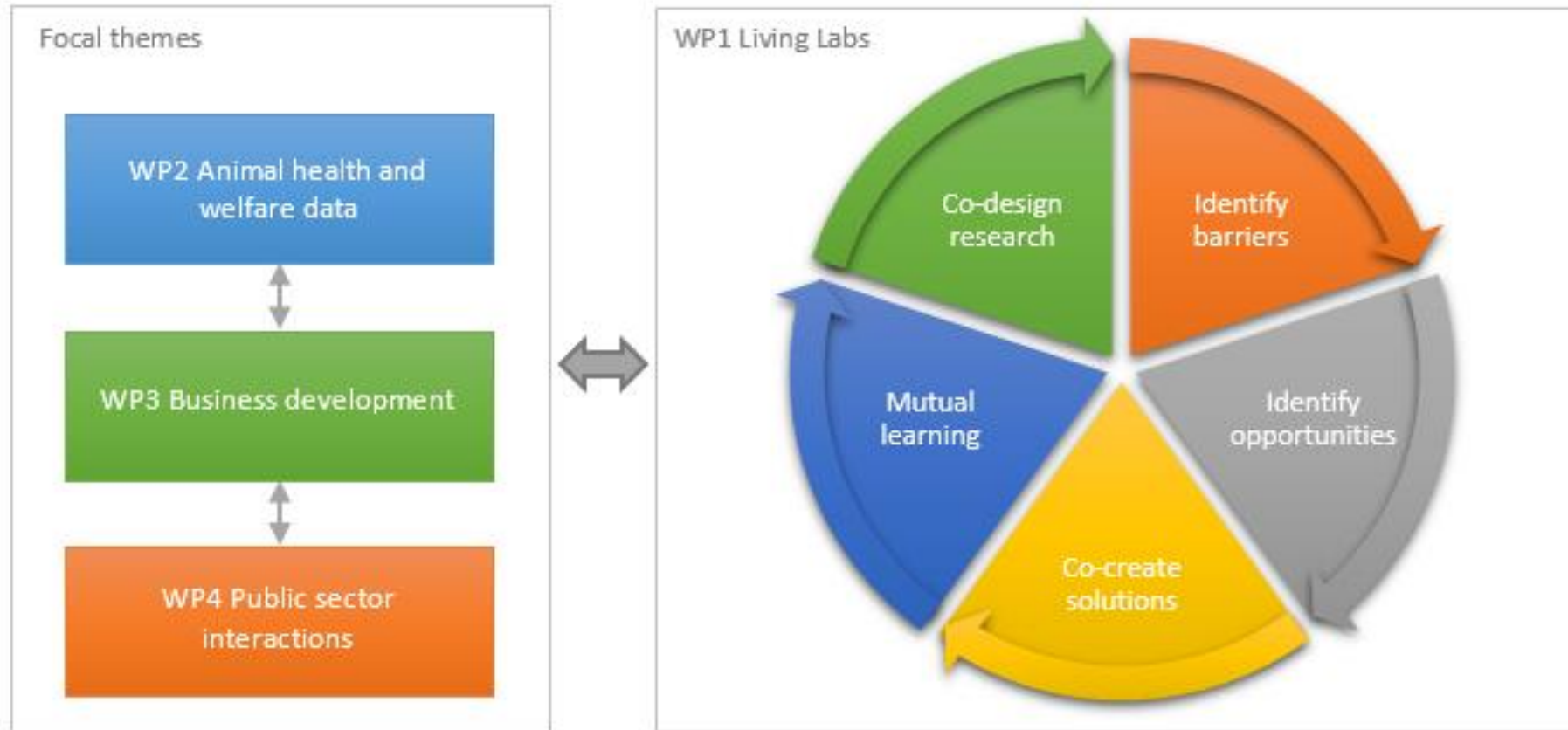
**Duration 01.01.2021-31.03.2024**

**Overall budget 942 800 € / Requested funding 891 200 €**

## Objective

- To identify technological, economic, social and institutional barriers of widespread adoption of animal health and welfare related ICT, develop conceptual solutions and business models that utilise the animal health and welfare data.

# Selected research approach, methodology

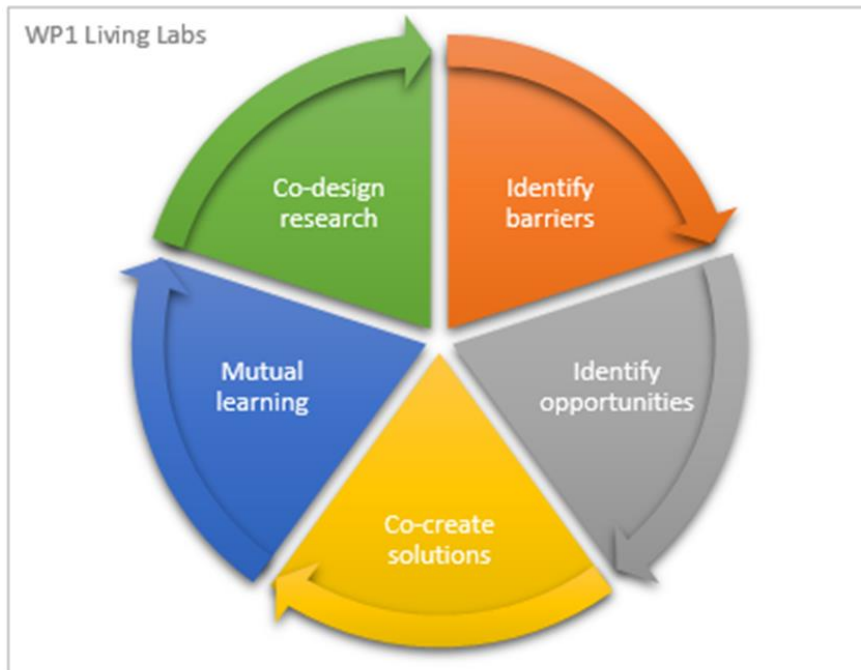


- Literature review
- Desk study
- Interviews
- Questionnaire survey

## Major results: Highlight key accomplishments and challenges faced

- Establishment of and co-creation of living labs in four project countries and project living lab at the partners' level
- Mapping of existing databases and data exchange in relation to animal welfare and health related data and their potential in digital ecosystem of animal welfare and health
- Survey of 4816 consumers in Estonia, Finland, Sweden and Germany on consumer behaviour with regard to animal welfare and health attributes and perceptions of the role of ICT
- Systematic review on the role of public policies in the digitalization of the agri-food sector
- Attempt to collaborate with agricultural digital innovation hubs in all four countries
- Mapping of agricultural data spaces related initiatives and policy perspectives

# Cooperation with stakeholders, industry partners and/or public and private sector (if applicable)



- Database holders (private and public)
- Farmers and their unions
- Milk and meat processing Industry
- Technology suppliers/traders
- Data initiatives
- Veterinarians
- Researchers
- Policy makers

# Opportunities and next steps for innovation

- International harmonization of nomenclature of cattle diseases and health incidence to be used in cattle management softwares.
- Data transfer between farm level (cattle management) softwares and existing public and private databases/registries.
- Use existing animal registries and milk (but also reproduction, treatments) recording databases for animal health status monitoring and certification, and possibly share the relevant data with processing industry.
- Create incentives for processing industry that make animal welfare and health (data) valuable.

# Summary and Conclusion

## takeaways and lessons learned

- The technology, data and databases are already there
- Data exchange within farm softwares and between farms and central databases is patchy – lack of harmonized classification of animal diseases and health incidents, high diversity of software at farms, in some cases small markets, lack of incentives and agency.
- Animal welfare and health not a priority for consumers in all countries. Some of the attributes that consumers value (e.g. low use of veterinary drugs) already exist in central databases.
- Living labs are useful as platforms that bring stakeholder together for problem detection and co-creation of solutions.
- Project based collaborative platforms (living labs, digital innovation hubs) may be short-lived, do not always mature, and may not always reach their potential.
- Diversity of actors and interests, involvement of multiple private and public actors calls for well organized governance of digitalization of agriculture.



# LET'S KEEP IN TOUCH!

Please feel always free to reach out to us.

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# Thank you for your attention!