



**Governance models promoting this integration with citizens and local areas as well with the downstream and consumers**



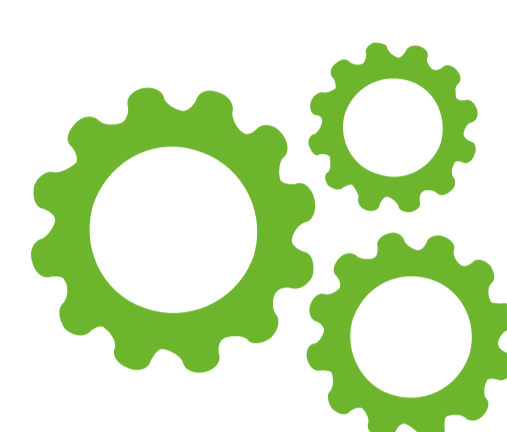
**AGRI Innovation** summit 2019



### Other Multiactor Project

## Territorial Living Lab on livestock farming in western France (LIT OUESTEREL)

Laboratoire d'Innovation Territoriale « Ouest Territoires d'Élevage » (LIT OUESTEREL)



### Practical problem

The ambition is to reconcile the Society and livestock farming by co-constructing innovations. Focus on animal welfare, the use of antibiotics in livestock and living conditions of farmers.



### Partners

Agronomic and veterinary research/education, agricultural development, agri-business, food retail, NGOs, territorial and local communities, etc.



### Calendar

Start: 2019  
End: 2027



### Budget

Total amount:  
€ about 65,000,000

## Objectives of the project

Reducing the gap between the Society and livestock farming by co-constructing innovations in the framework of a living lab involving all stakeholders (direct and indirect users). The practical objectives are to improve animal welfare, reduce the use of antibiotics in livestock production and improve work and living conditions of actors at the three levels of farm holdings, animal transport and slaughtering. Although the project applies at the geographical level of western France, it will be more specifically implemented at the lower level of three pilot areas, one in each administrative region of Bretagne, Normandy and Pays de la Loire.

## Main activities

Definition of an evaluation framework allowing to classify production, transport and slaughter practices on a multi-level scale corresponding to improved animal welfare conditions;  
Co-construction of research, development and innovation projects allowing to improve animal welfare and reduce the use of antibiotics in livestock farming, at the three levels of farm holdings, transport and slaughtering;  
Diffusion of innovations to actors by participative research and innovation methods;  
Development of traceability systems allowing to inform consumers and citizens on good practices, and to secure corresponding information (information system, blockchain);  
Signalisation and valorisation of animal products for the consumer.

## Expected results

To reconcile livestock farming and the Society (citizens, consumers, taxpayers): evaluation by a barometer of confidence.  
Co-design of innovations and adoption by a large number of farmers, as well as animal transport and slaughtering actors.  
Development of a traceability system allowing to trace good practices in terms of animal welfare.  
Development of an animal welfare level and implementation by private partners of the project (agri-business and food retail)

## Results so far/first lessons

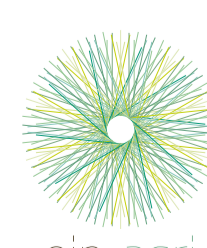
Involving a very large number of stakeholders (more than 40), as well as individual farmers, consumers and citizens, generates huge transaction costs. This involvement is a necessity for increasing the acceptability of innovations by all stakeholders, be they direct or indirect users of the latter (indirect users are positively or negatively impacted by innovations). The approach of living labs and associated methods (co-design, focus groups...) is an opportunity for reducing the gap that has progressively grown between agriculture and the rest of the Society.

The first concrete result is the development on a multi-level evaluation framework of animal welfare for three species: broilers, pigs and dairy cows. The second concrete result corresponds to a survey on consumers' attitudes towards animal welfare and the use of antibiotics in livestock production.

## Who will benefit

All the stakeholders involved in the project: new research and development projects in line with actors and society needs; implementation of innovations by farmers and agri-business; improved animal welfare practices corresponding to consumer and citizen needs...

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