

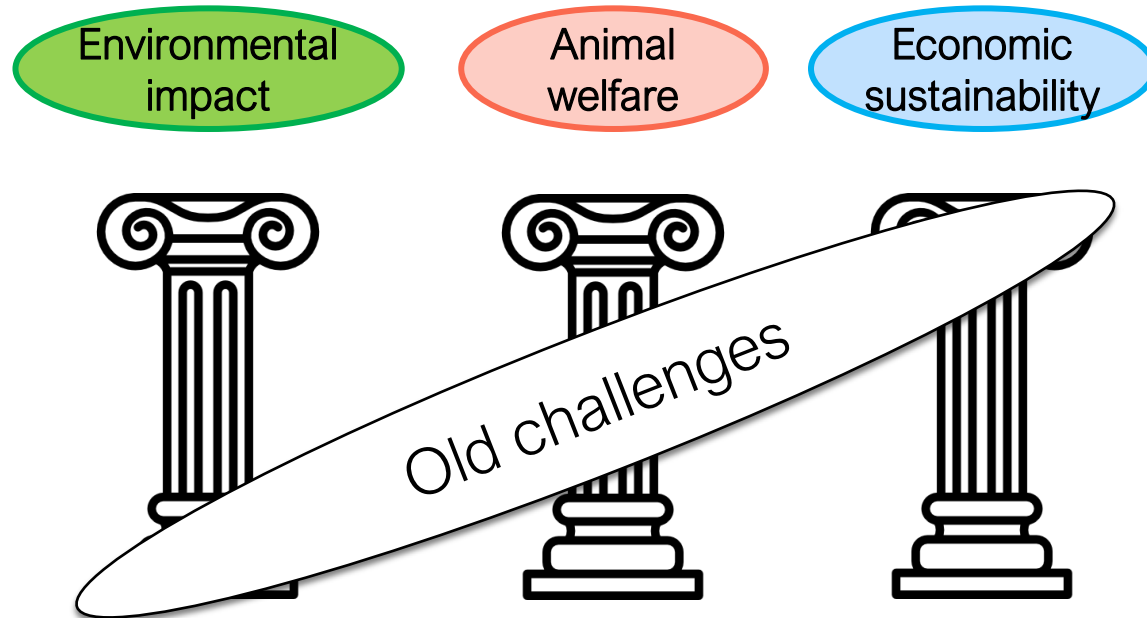
Benefits (and challenges) of **digital transformation** of livestock agriculture for **animal welfare** and **environmental sustainability**

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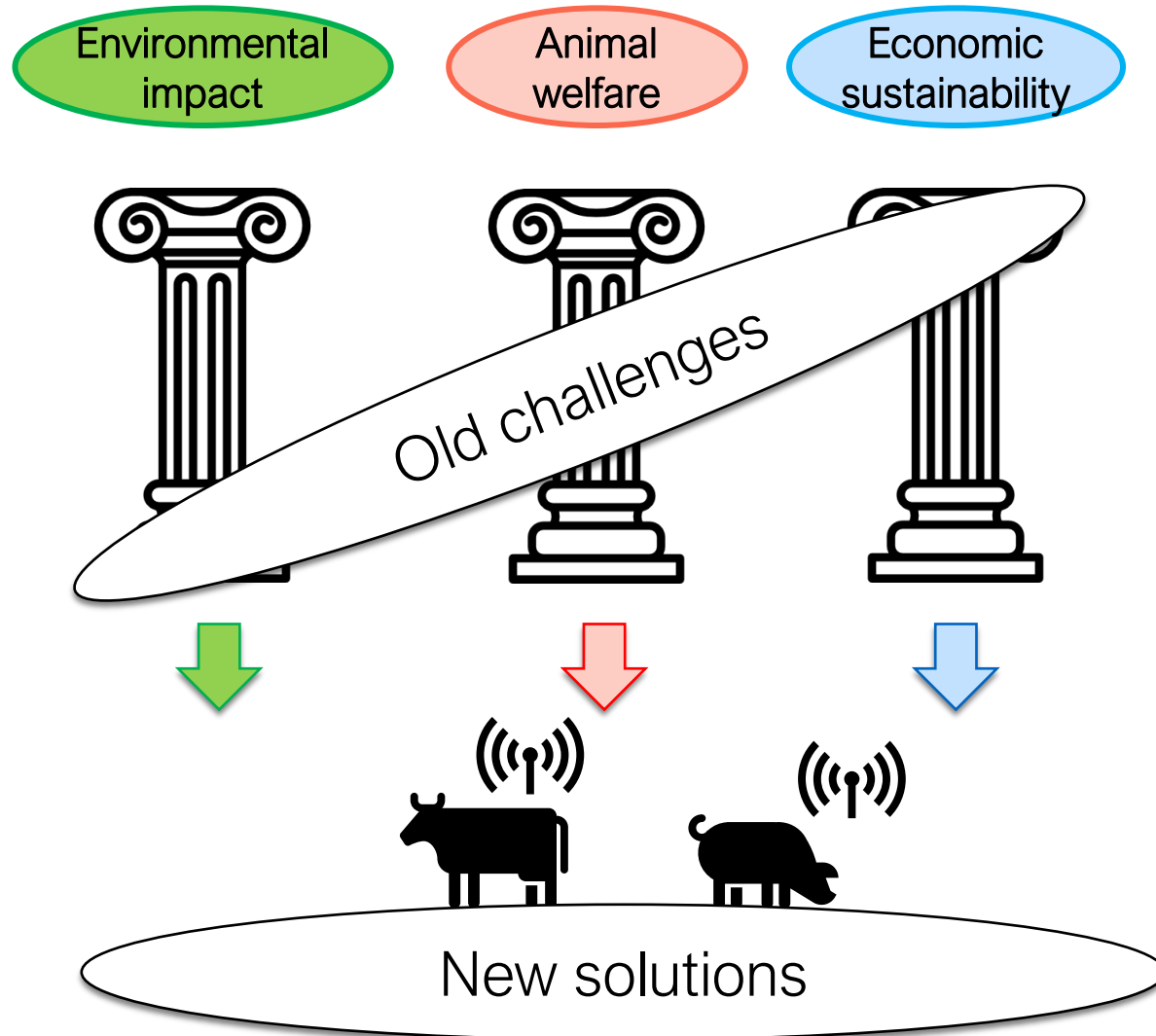
Challenges in livestock production



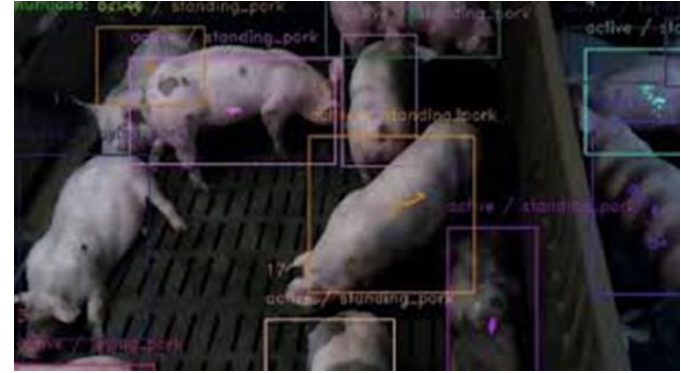
Sustainable development

International Union for Conservation of Nature (1969)

Opportunities in livestock production

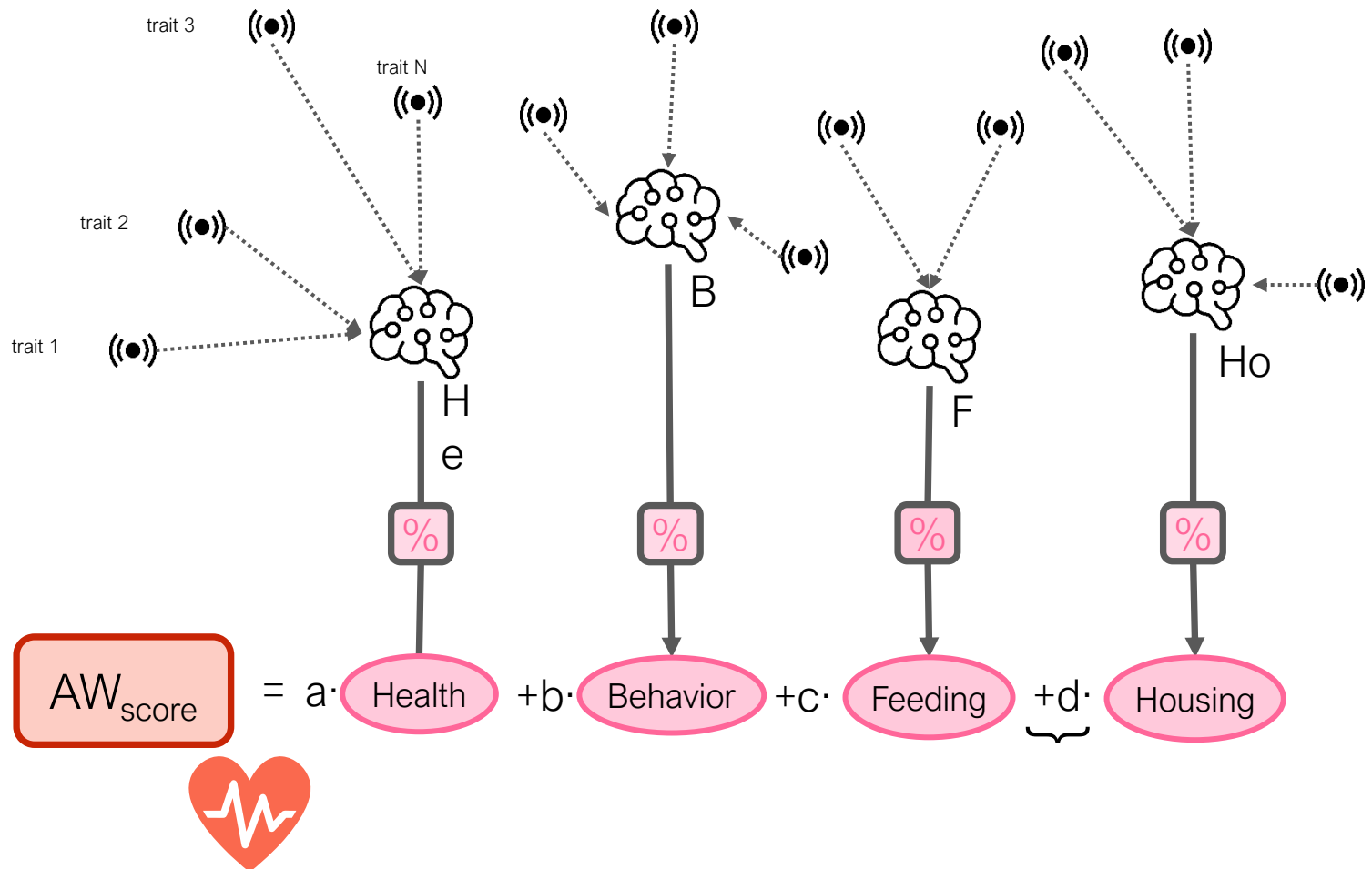


Opportunities from digitalisation

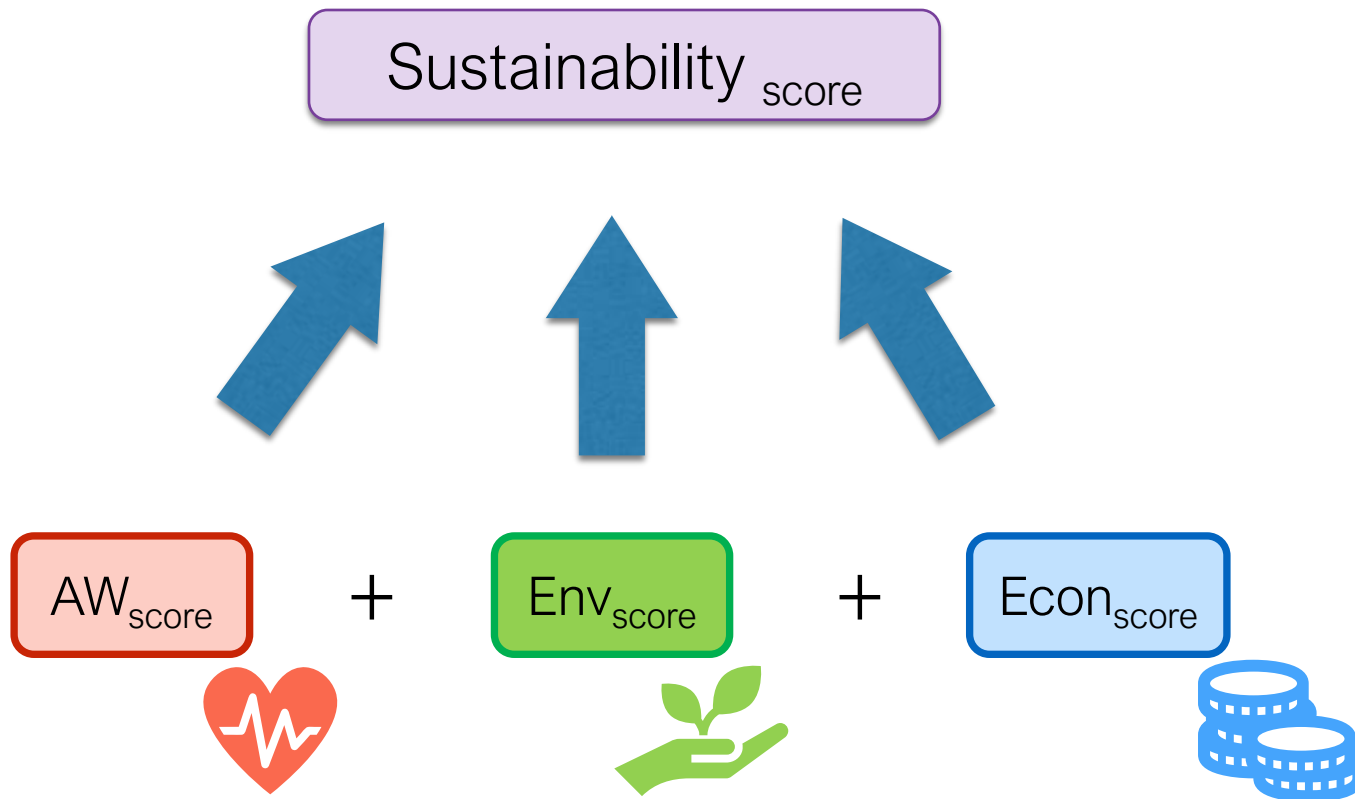


- **Individual** monitorization
- **Continuous** assessment
- **Anticipating** animal health & welfare problems
- **Certification** and **transparency**

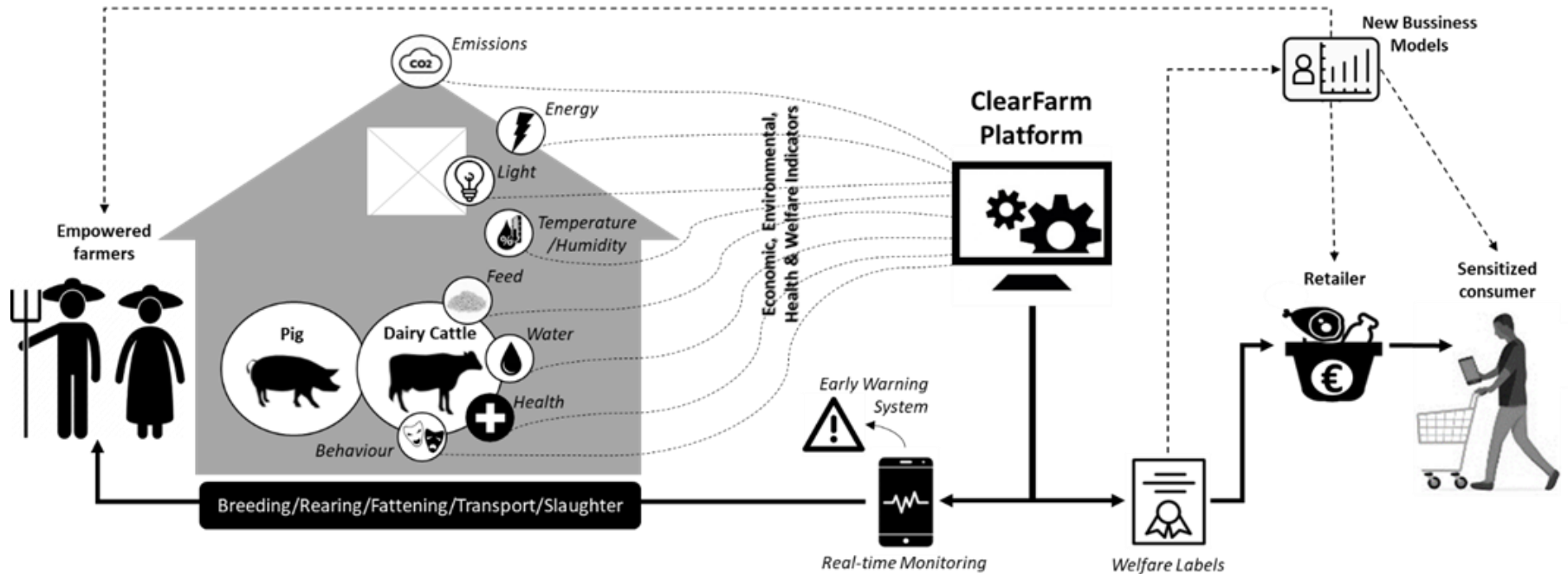
Data integration on animal welfare



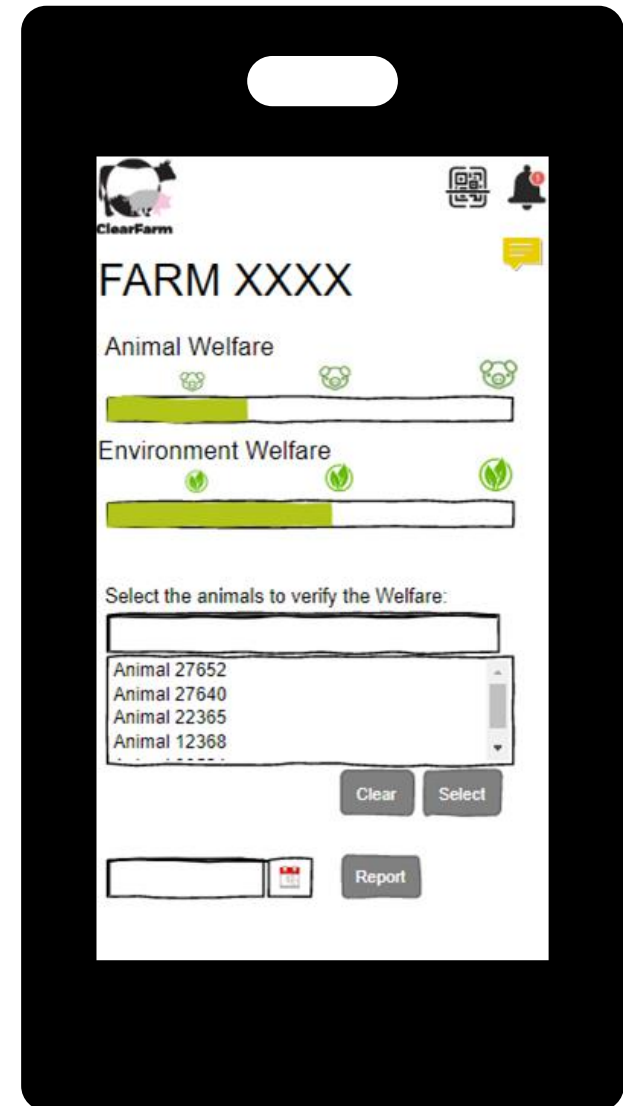
Data integration on sustainability



The ClearFarm project



The ClearFarm project



Challenges...

- There is still a long way to reach the sustainability goals and new solutions should be implemented
- The management of large digital datasets from PLF and data integration for meaningful outcomes

...and opportunities

- PLF is a new paradigm on the assessment of animal welfare and productivity, based on objective, systematic and continuous monitorisation.
- Digital information may be used by several stakeholders (producers, certification bodies, regulators, etc.)

Call for **action**



- Put technology in the service of sustainable development
- Looking for win - win solutions
- ... and implement them: Science should be communicated looking for change.
- Identify the stakeholders that will bring the change. Consumers' choice is one of the most powerful tools for change

LET'S DO THIS!

