

**LIVESTOCK ARE MORE THAN FOOD**



© Animal Task Force / Inge Milou Kriger

**4<sup>th</sup> one-day symposium  
of the Animal Task Force & the EAAP Commission on  
Livestock Farming Systems:  
*Livestock are more than food***

*The representations and  
attractiveness of livestock farming  
professions under the influence of  
societal issues.*


*The French situation in a European perspective*

**Anne-Charlotte Dockès**



# Introduction

## LIVESTOCK FARMING FACES THE CHALLENGE OF WORKFORCE RENEWAL

- Farmers are ageing, many retirements are underway  
     Need of farmers and farm employees
- Enhancing the attractiveness of farming activities:  
a necessity and 3 challenges

### 3 axes of attractiveness



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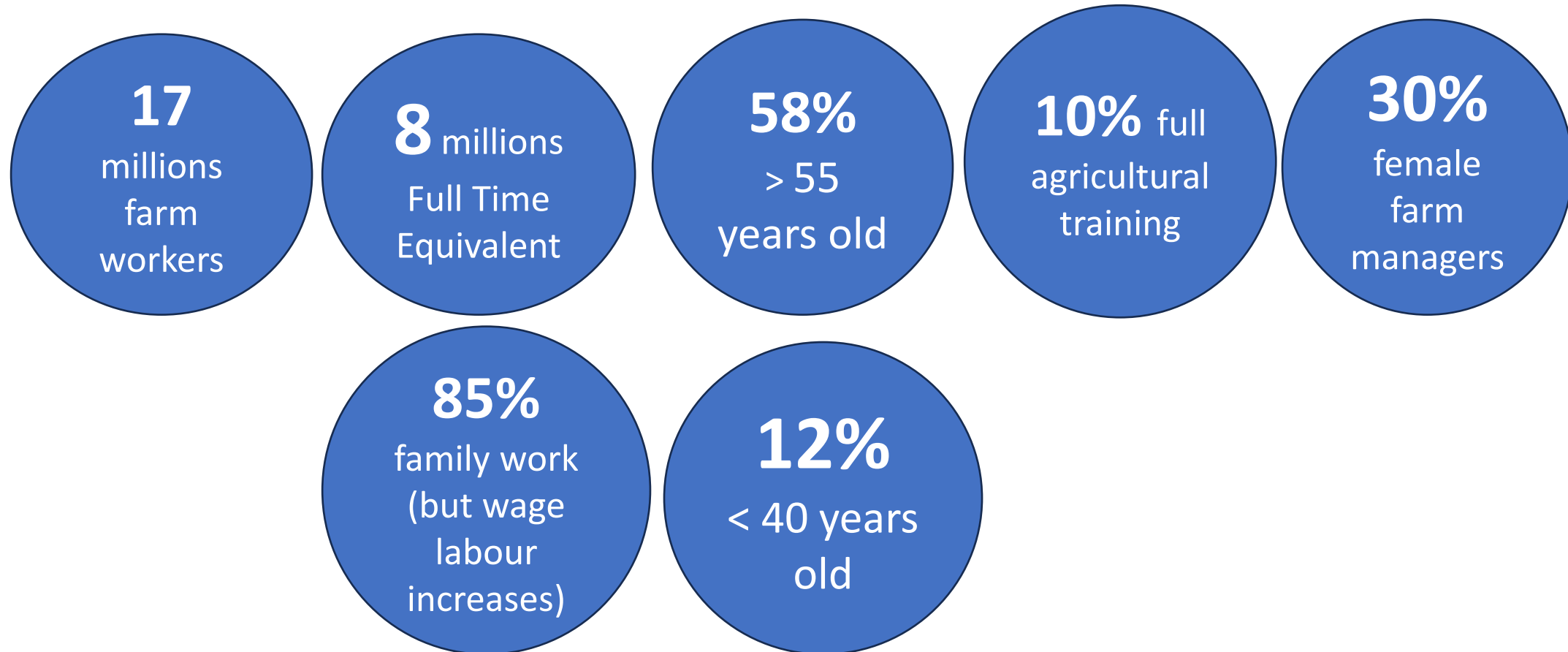
animal  
task  
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A European Public-Private Partnership

# A few facts about agricultural demography



# Key figures about EU farm demography

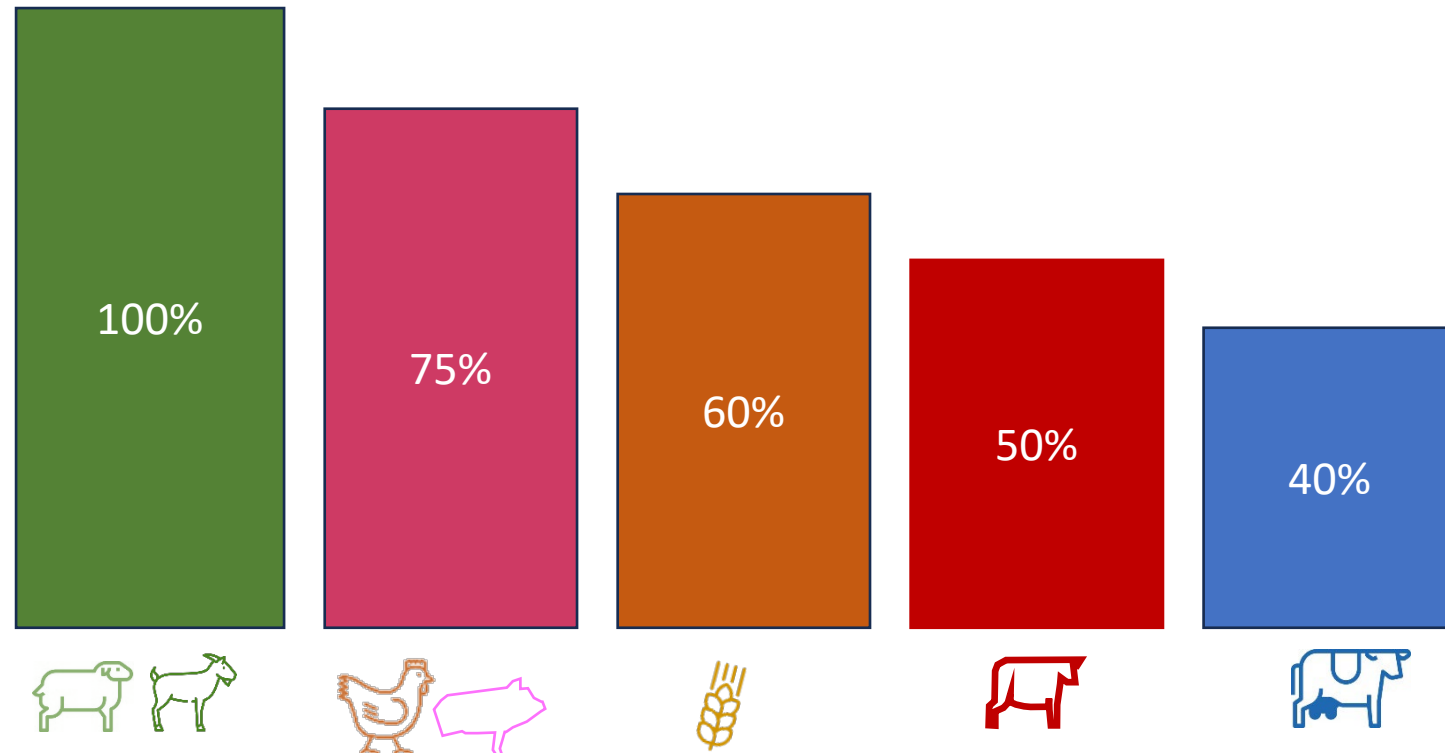


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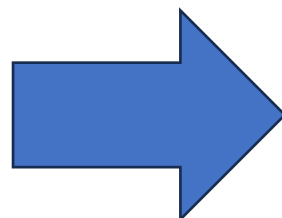
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# In France: very variable replacement rates depending on sectors (2021)



Source : Institut de l'Élevage - MSA



Higher replacement rate in sectors in which there are:

- **More women**
- **More new farmers not from an agricultural background**

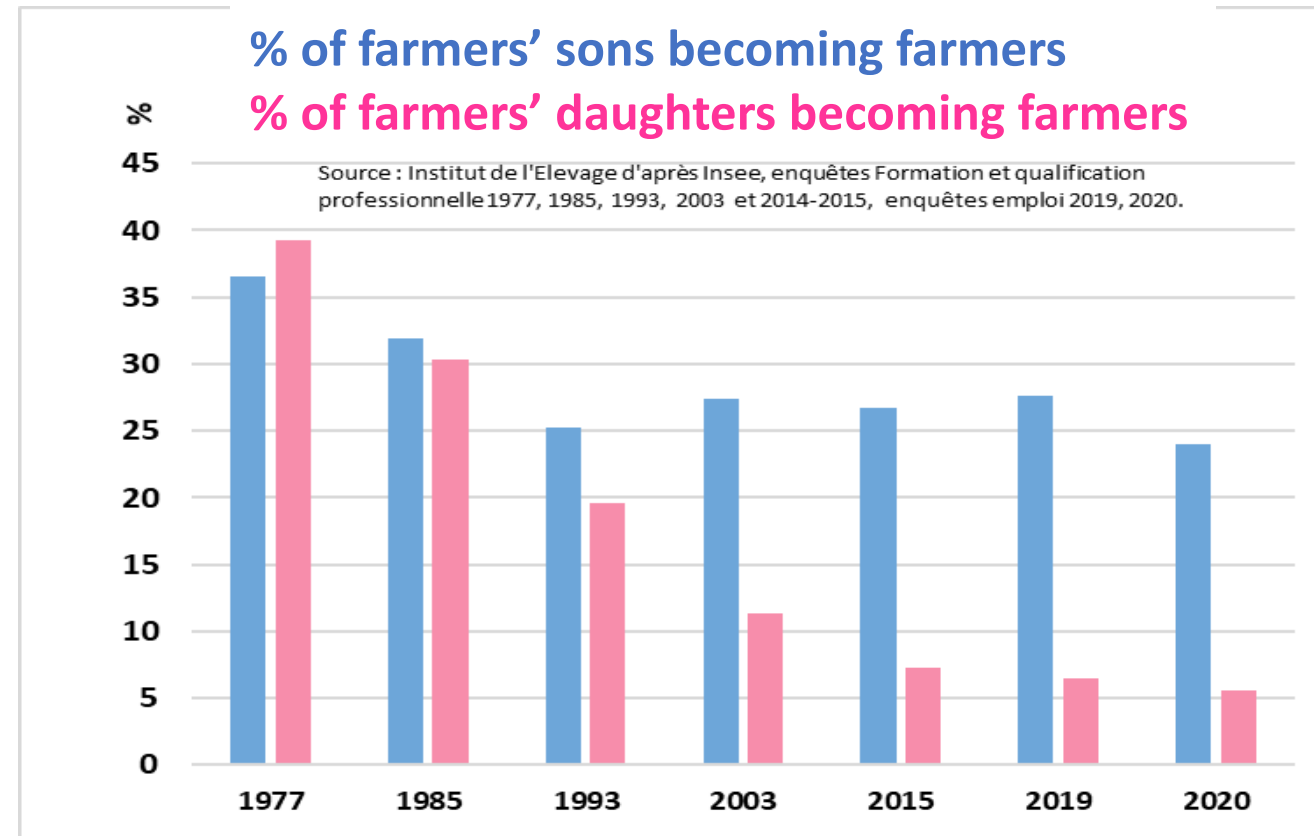
# A “ female exodus ” that explains part of the difficulties



## In France

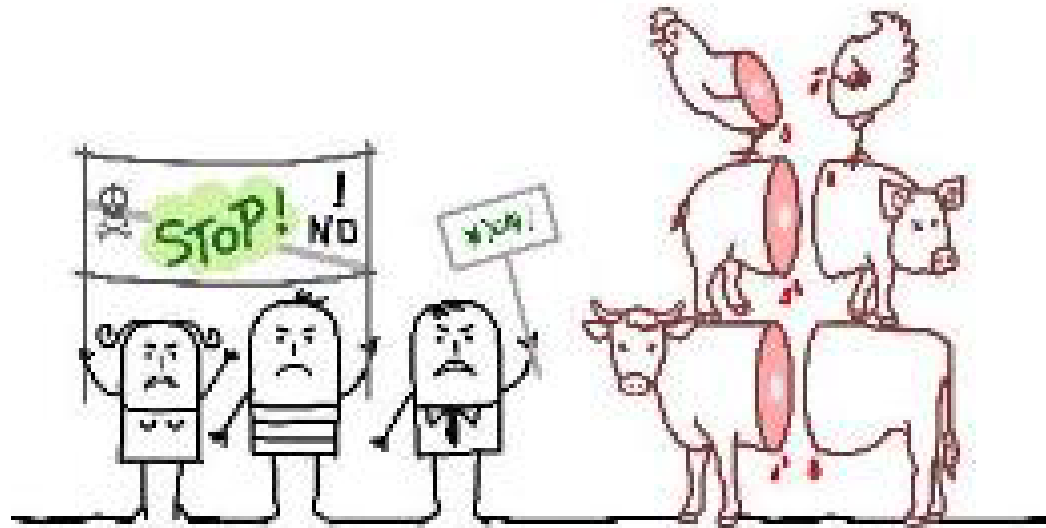
- A stable proportion of farmers' sons have become farmers since 1977 (35 to 25%)
- While the social mobility of girls has increased significantly (from 40% in 1977 to 6% in 2020 become farmers)

## Social mobility of sons and daughters of farmers. Evolution from 1977 to 2020 (France)



To mobilize women, better take into account their specific expectations

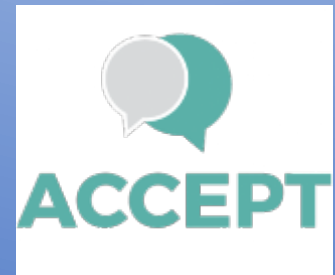
# What perception do citizens have of livestock farming?



# Four domains of controversy about animal farming



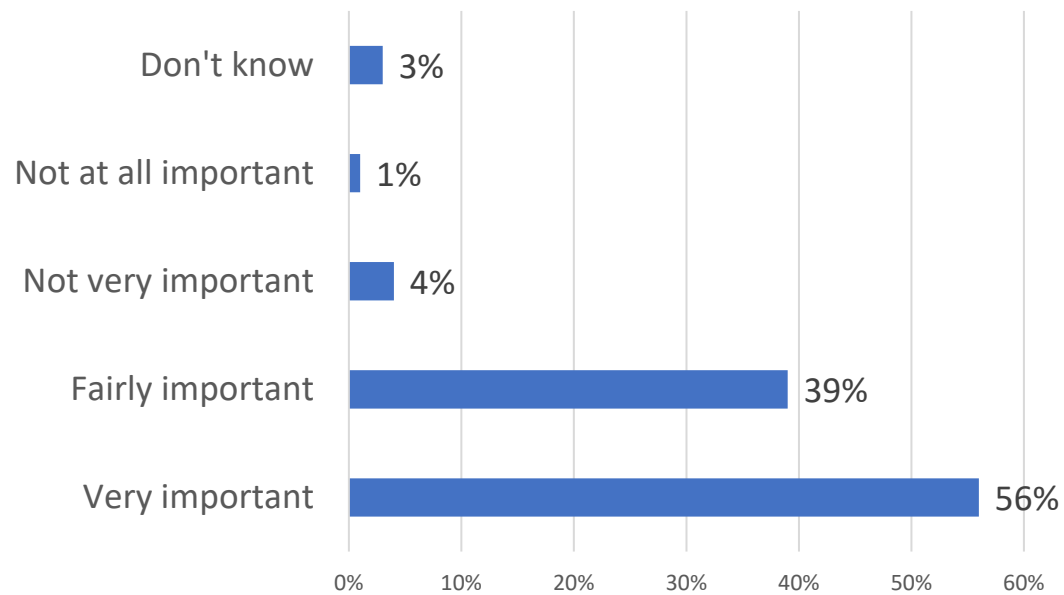
<b>Environment</b> <i>Impact of human activities on natural environments</i>	<b>Animal condition</b> <i>Way of raising animals</i>	<b>Sanitary</b> <i>Impact of production on health</i>	<b>Socioeconomic</b> <i>Development models</i>
GHG	Definition of animal welfare	Phytosanitary	Intensive system
Water pollution	Living conditions	Antibiotics	Geographic concentration
Animal feed (soy, GMO)	Pain management	Risks of epizootics and zoonoses	Ethics
Use of resources (water, land)			
Nuisances (odors, noise)			
<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>



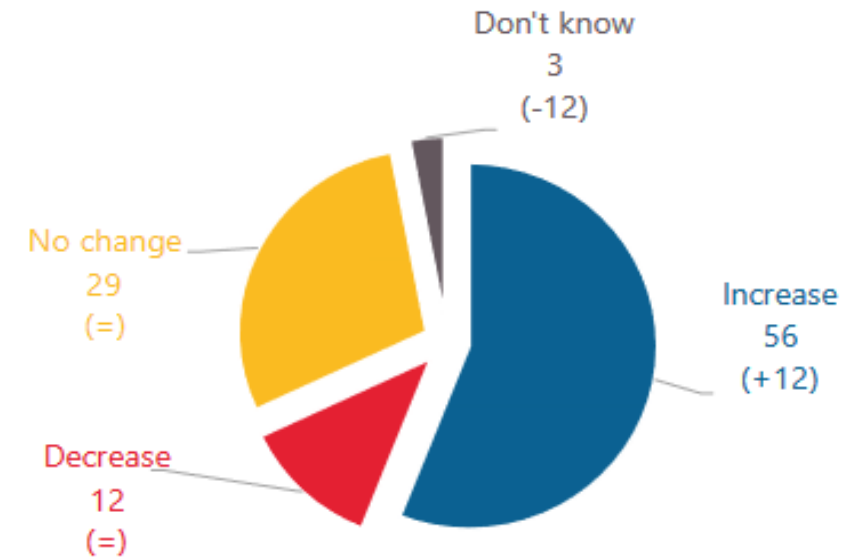


# Agriculture and rural areas are important for EU citizens

- Do you think that, in the EU, agriculture and rural areas are ... for the future ?



- And over the next 10 years, would you like to see an increase, decrease or no change in EU financial support to farmers ?



(Aug.-Sep. 2020 - Dec. 2017)

Special Eurobarometer CAP September 2020 – 27 237 respondents

# Various expectations towards farmers

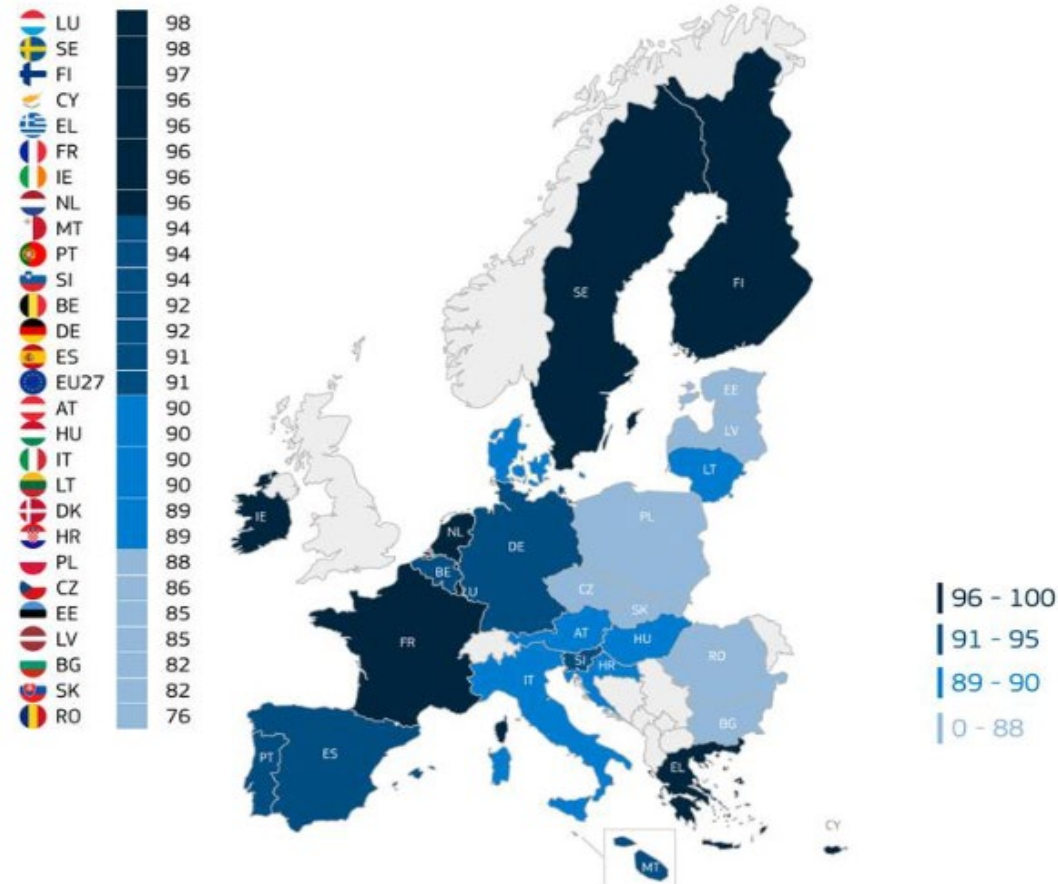
What do you think should be the main responsibilities of farmers in our society ? (2 answers)



Special Eurobarometer CAP September 2020 – 27 237 respondents

# Animal welfare should be protected according to many EU citizens, *with a West-East gradient*

QC2. In your opinion, how important is it to protect the welfare of farmed animals (e.g. pigs, cattle, poultry, etc.) to ensure that they have decent living conditions? - Total 'Important' (%)



- Very important : 52% (-3%/ 2015)
- 67% would like to have more information on how animals are raised

Source Eurobarometer – March 2023

# Environnement is also a topic of concern for a majority of EU citizens

They even say they would pay higher prices for more sustainable products

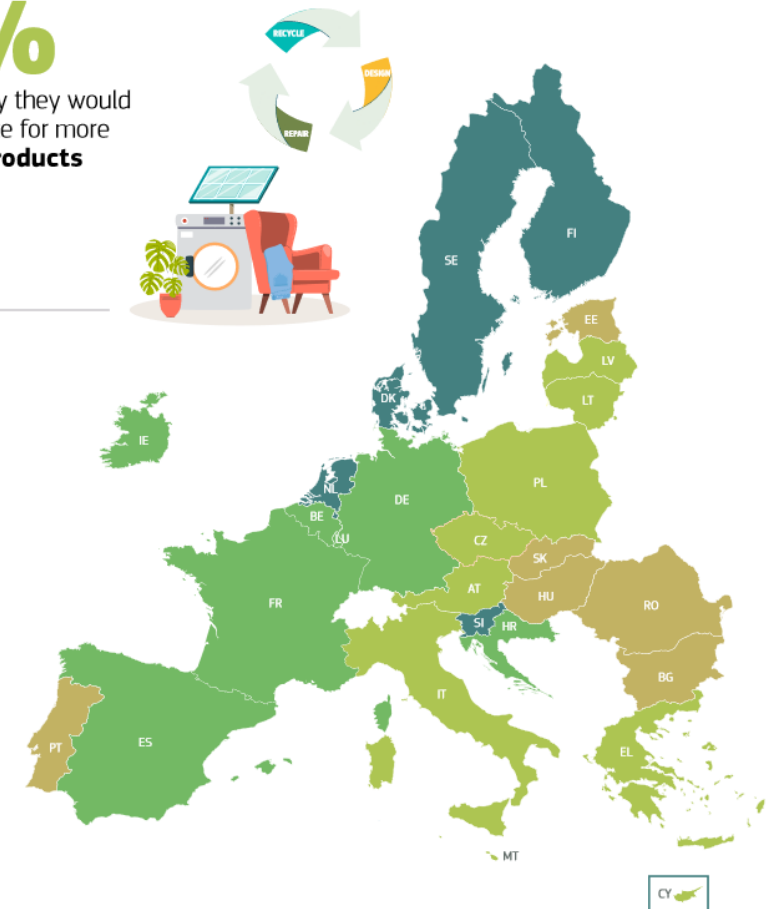
**78%** Europeans agree that environmental issues have a **direct effect on their daily lives and health**



% that would pay a higher price for products that are easier to repair, recyclable and/or produced in an environmentally sustainable way

- 70-100%
- 60-69%
- 50-59%
- 0-49%

SE	<b>86%</b>	EL	<b>54%</b>
FI	<b>84%</b>	MT	<b>54%</b>
DK	<b>77%</b>	LT	<b>52%</b>
NL	<b>76%</b>	AT	<b>52%</b>
SI	<b>70%</b>	CZ	<b>51%</b>
LU	<b>69%</b>	IT	<b>51%</b>
DE	<b>68%</b>	LV	<b>50%</b>
BE	<b>63%</b>	PL	<b>50%</b>
FR	<b>63%</b>	BG	<b>47%</b>
IE	<b>60%</b>	HU	<b>47%</b>
ES	<b>60%</b>	EE	<b>46%</b>
HR	<b>60%</b>	RO	<b>46%</b>
EU	<b>59%</b>	SK	<b>46%</b>
CY	<b>57%</b>	PT	<b>41%</b>

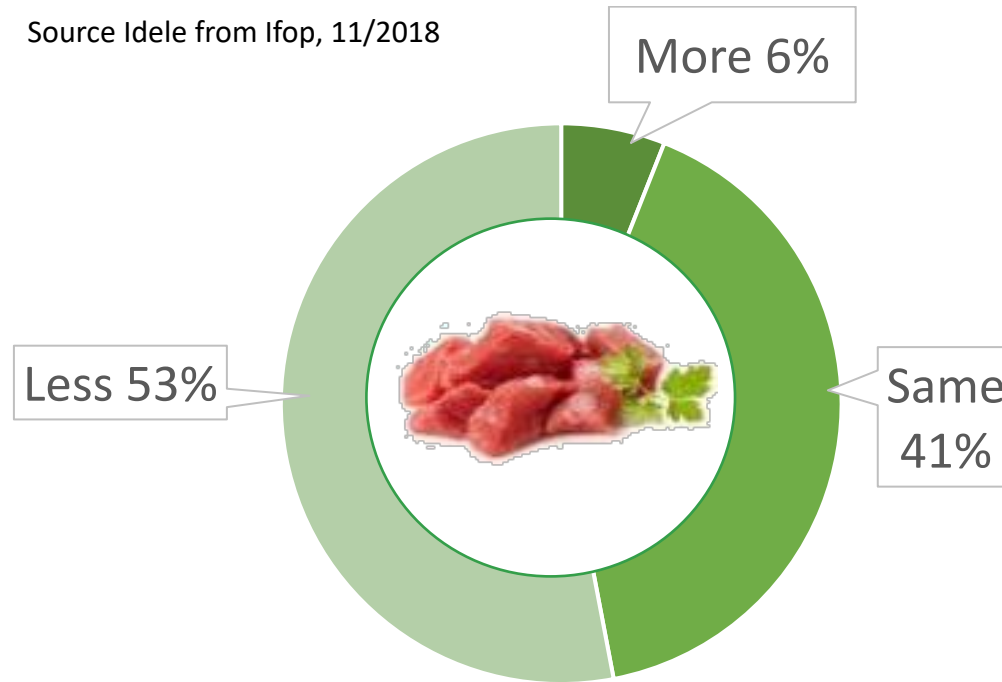


# The apparent paradox of meat consumption

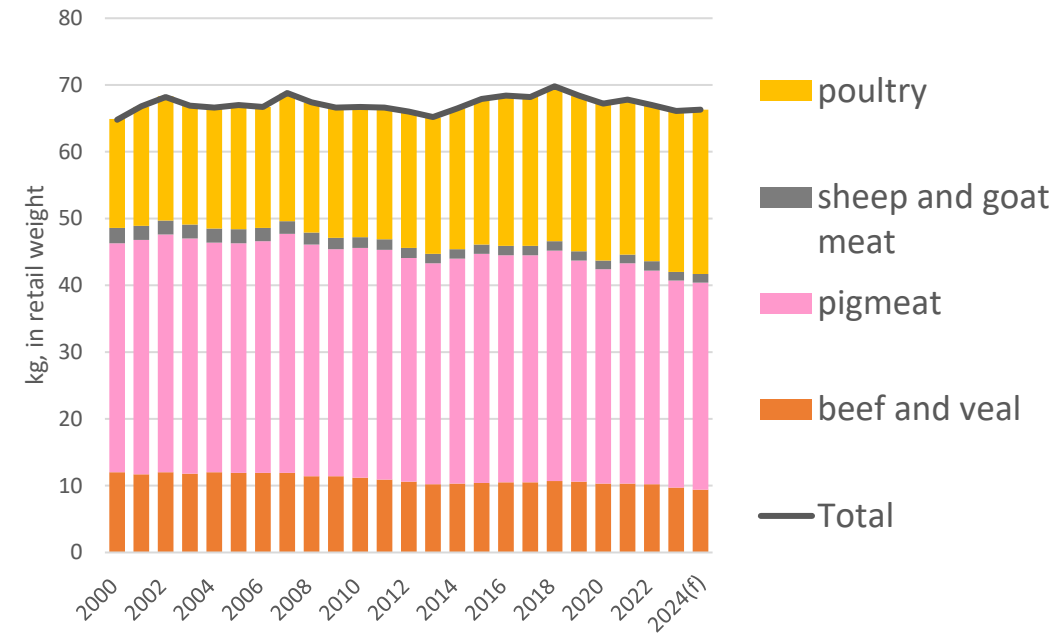
Half of the (French) consumers declare to have reduced their meat consumption

But consumption is quite flat in EU (more poultry)

Source Idele from Ifop, 11/2018



Per capita consumption in retail weight  
Source : GEB-Idele, from EU Commission - short-term outlook

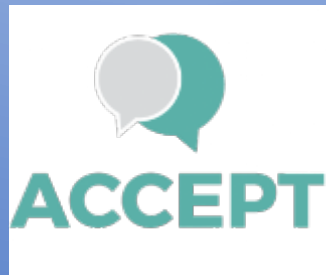
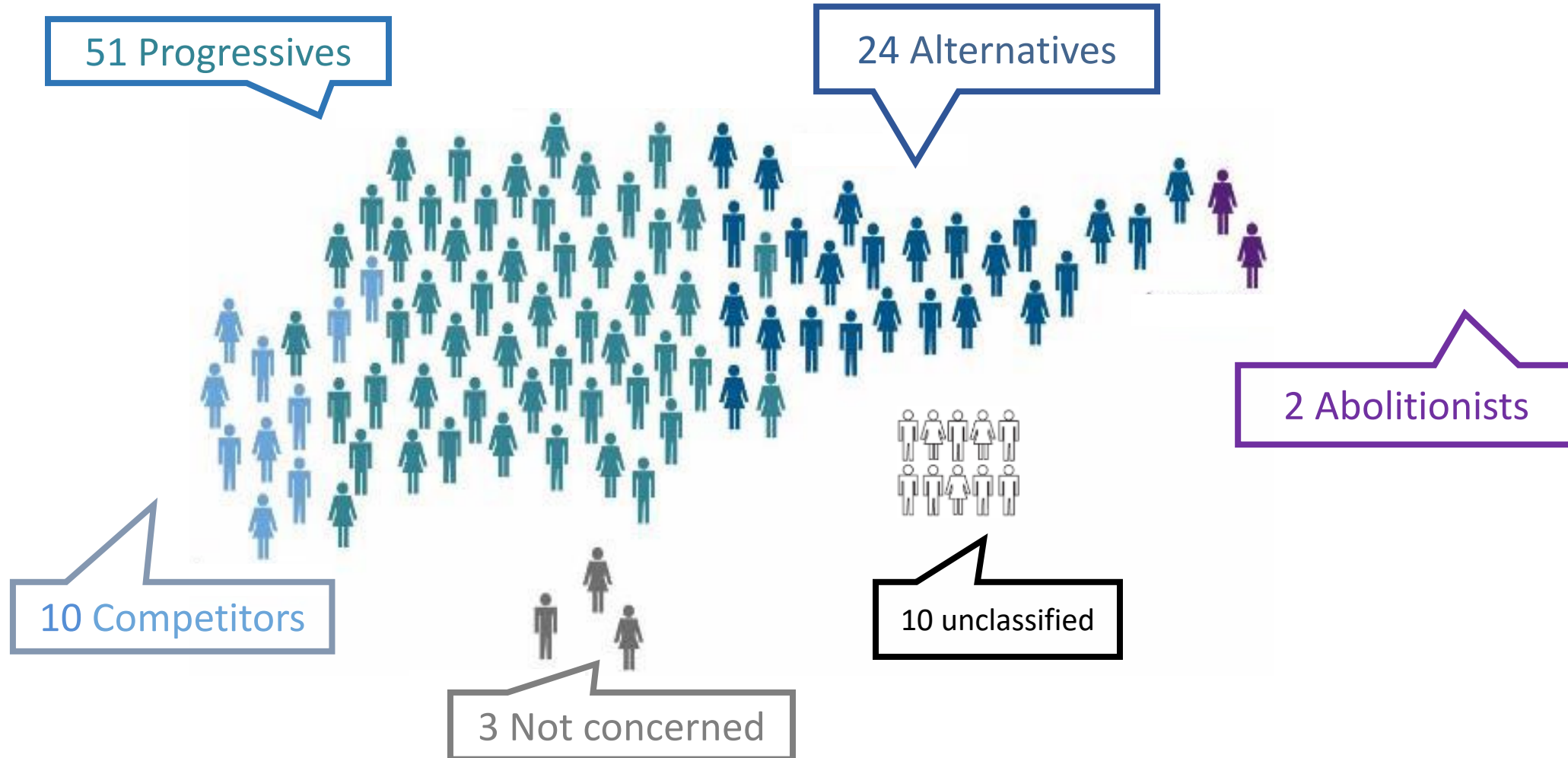


« In comparison to 5 years ago, would you say that you consume more or less meat ? »  
(Question to meat consumers)



# 5 citizen profiles with different expectations

Among 100 French citizens:



# 5 scenarios for the future of Livestock and meat consumption

“Influent” type of citizen

*Abolitionists*

*Alternatives*

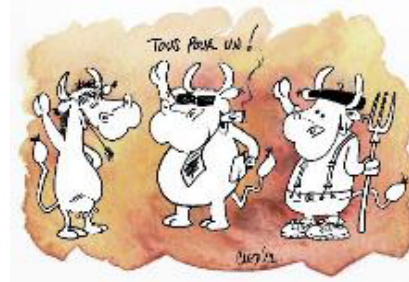
*Progressives*

*Competitors*

*Not concerned*

Importance of livestock farming

“ co –building progress ”



“Productive Europe  
Global Disturbances”

“Junk-Food”



“Less but Better»



« Nearly Vegan »



# Specificities of the access and exercise conditions on livestock farms





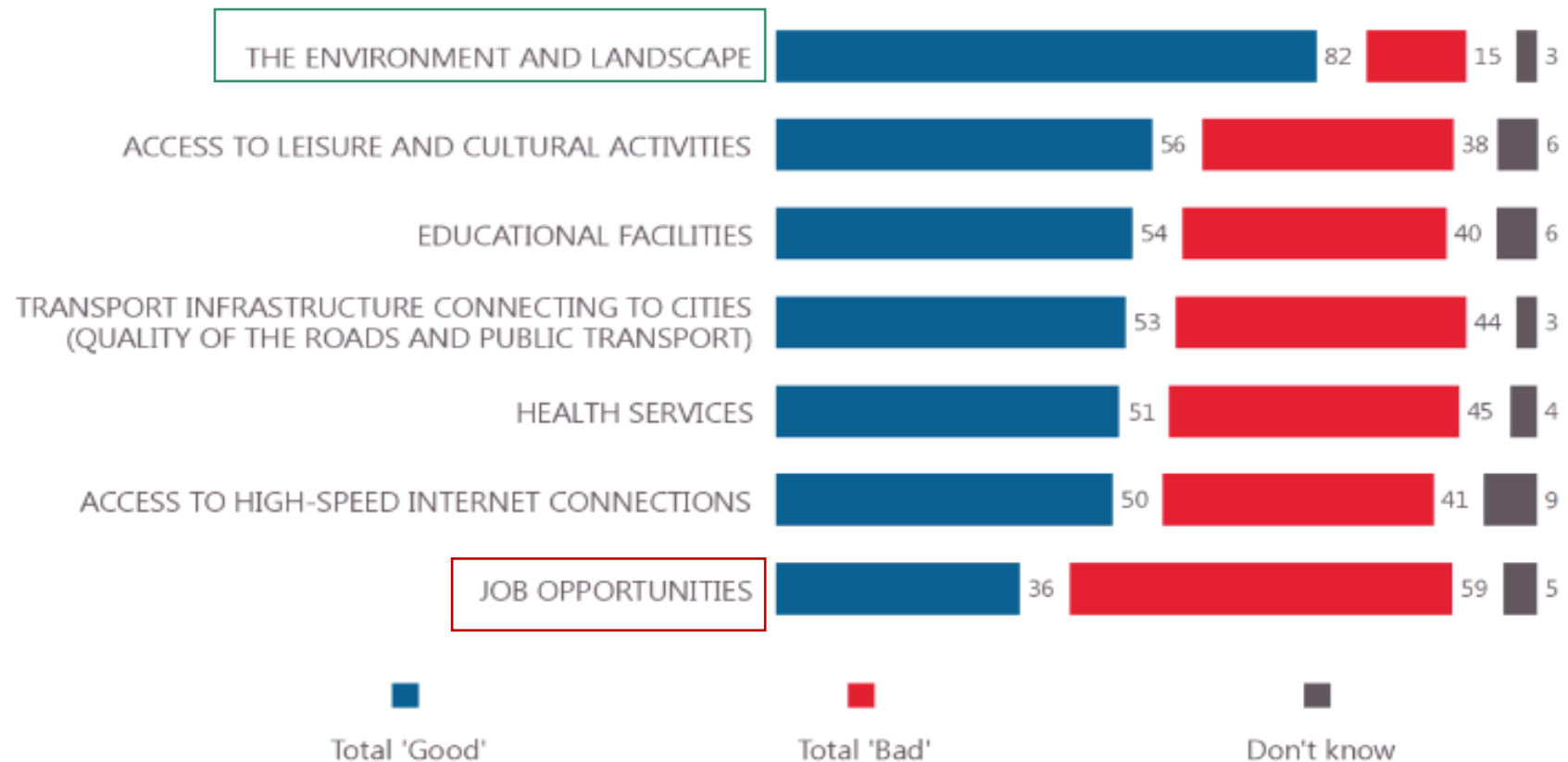
# Livestock farming and (young) people's expectations:

- **Livestock farming can be attractive:**
  - ✓ Importance of **work/life balance**
  - ✓ Interest in **the societal utility** of their work, having a meaningful job
  - ✓ Search for **quality of life at work** (autonomy, flexibility, etc.)
  - ✓ **Diversity of activities:** manual, digital, administrative, commercial, management...
- **But difficulties in projecting in the activity:**
  - ✓ A profession carried out by an **increasingly small part** of the population
  - ✓ **Rural areas** are not always attractive or even known
  - ✓ **Remuneration** is seen as insufficient
  - ✓ **Workload** is seen as too heavy
- **Anyway livestock farming is a very specific activity**
  - ✓ Productive relationship with animals
  - ✓ Interweaving of private and professional spheres
  - ✓ Anchoring in the rural territory
  - ✓ An idyllic or romantic vision of agriculture
  - ✓ Neighbourhood conflicts and use of space



# Attractiveness of rural areas is essential to insert newcomers in agriculture

QA18 Overall, how would you rate the following in rural areas in (OUR COUNTRY)?  
(% - EU)

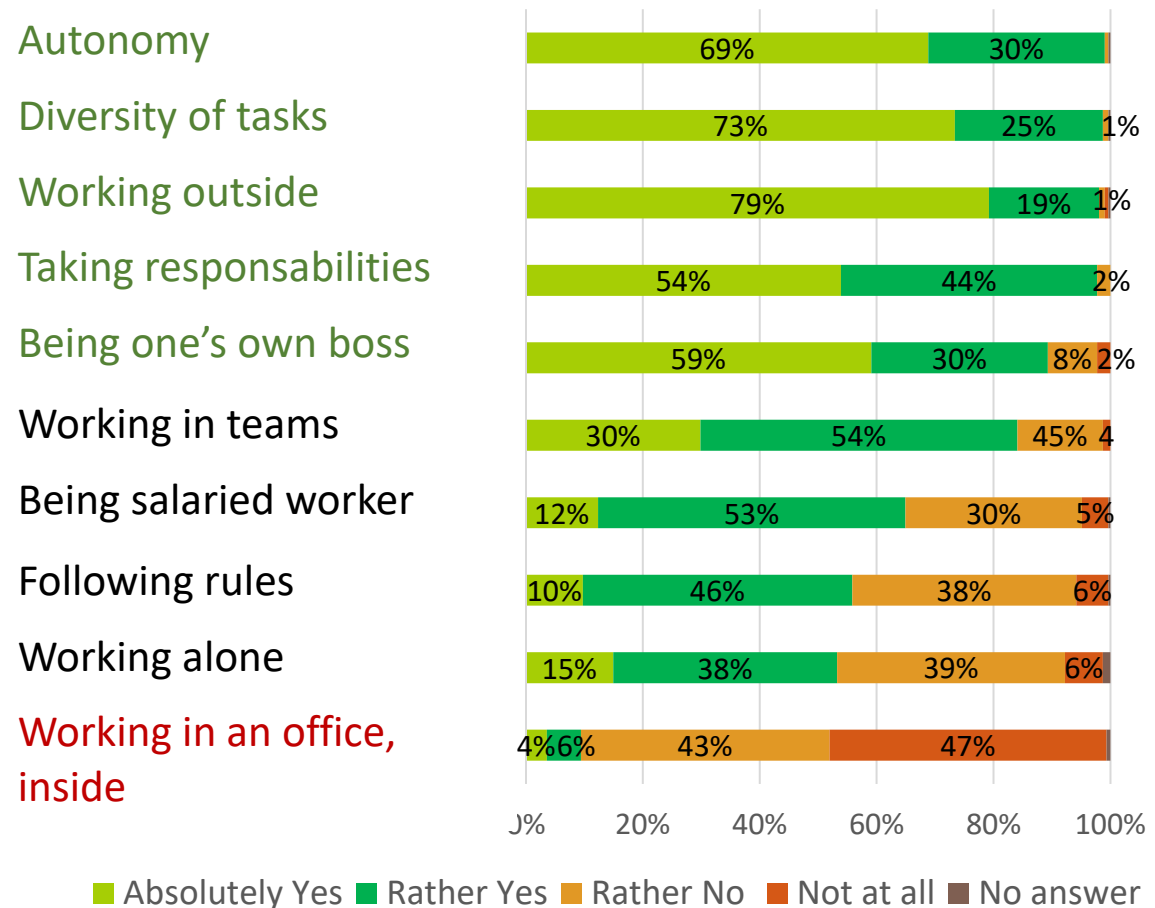


Special Eurobarometer CAP September 2020 – 27 237 respondents

# French agricultural high school students seek autonomy and flexibility

- Livestock careers appear **in line with young people in agricultural education** (autonomy, outside work, contact with animals, diversity of tasks, professional sense, etc.)
- But **the balance between income and free time does not seem satisfactory to them .**

*Could these working conditions make you want to take up a job?*



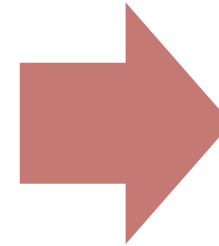
Survey broadcast from April 26 to June 15, 2021 with students in agricultural high schools, 308 responses France



# The specific expectations of people not from an agricultural background (NFAB) ... sometimes out of step with the job offers

## • The main objectives of “NFAB ”

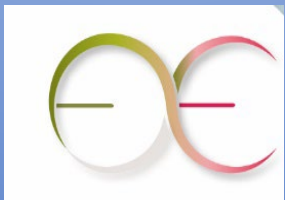
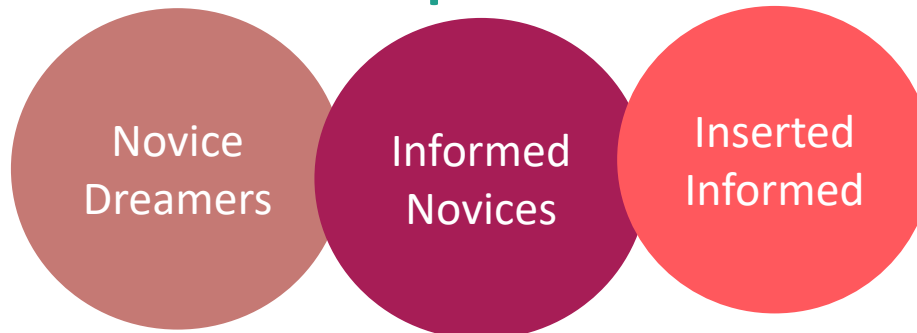
- A life project, in accordance with values
- Be one’s own boss
- Benefit from a pleasant living environment → housing, plot, workload
- Control the cost of installation → modest size and “added value” projects



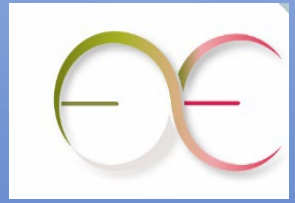
## ◆ Specific issues for their support

- Training and information
- Discoveries and courses
- Tutoring and testing locations
- Support for farmers who transmit
- Adapted support for projects
- New references

## • 3 main “NFAB” profiles



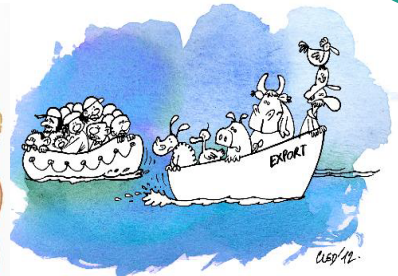
# Different attractiveness factors depending on the scenarios



Jobs linked to nature and animals, close to citizen expectations  
Questions / life balance

Very few jobs, highly specific

“co-construction progress”



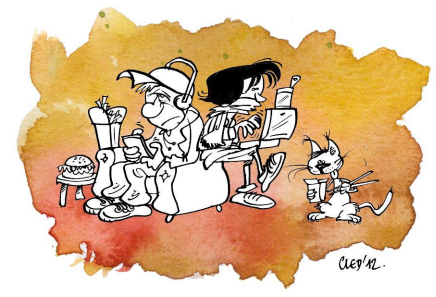
Productive Europe  
Global disturbances

Entrepreneur or employees, a profession “like any other”



“Less but Better”

“Junk-Food”



A wide diversity of professions



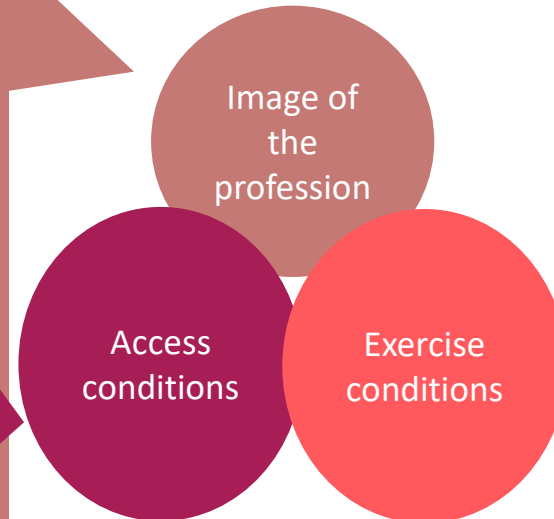
« Nearly Vegan »

# Enhancing the attractiveness of careers in livestock farming

- Promote information about the diversity of livestock farming jobs
- Show that they are open to employees, women, NFAB, multiactivity, etc.
- Make known the improvements to face the societal challenges

- Simplify administrative procedures
- Facilitate access to land and capital
- Adapt training, education, tests to audiences
- Raise employers' awareness of employee expectations

## 3 axes of attractiveness



- Improve income and remuneration
- Improve working conditions and quality of life
- Improve the attractiveness of rural areas
- Improve practices and systems / societal issues
- Promote career development
- Combine different forms of employment
- Support the diversity of farming models

# Improve image and access to livestock farming

- Basic trends:

- Ethical expectations of citizens, and future farmers
- Citizen questioning of so-called “intensive” systems... which are nevertheless developing
- Growing economic and climatic hazards
- Growing aspirations of farmers and farm workers in terms of social sustainability
- Technological and digital innovations that offer new opportunities

- Room for progress and adaptation:

- Diversity of EU systems, practices, product offering
- Knowledge and image of the profession, dialogue

“Co-build” systems for tomorrow, **profitable and livable for farmers ... and presentable to citizens**



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