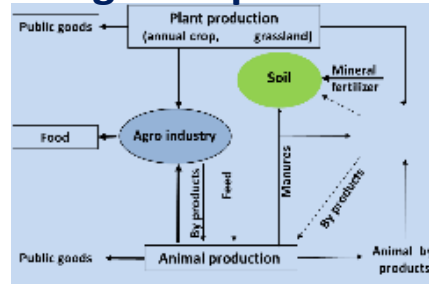


Farmer / Primary production



Sustainability Optimizing each part of the chain



Slaughterhouses - Dairies, Processing industry



Retail



- Are we moving to more differentiated products?
- How can research and innovation help the livestock sector contribute to food integrity?
- What are the business models and tools to improve food integrity and share added-value in the food chain?
- How do we see the production systems in EU in the future?

Differentiated products



Segmentation of the market

vegan
vegetarian
cheap
flexitarian
niche
organic
safe
quality
local

Consumers

