

**PRESS RELEASE 05 - ISSUED 23<sup>rd</sup> November 2021****For immediate use****European Beef Sector gather to drive sustainability**

*All actors and stakeholders in cattle farming and beef production are invited to attend BovINE's online meeting to share knowledge and discuss the sustainable future of the sector. The online meeting on 2<sup>nd</sup> December 2021 is open to all. (Registration link below)*

The 2<sup>nd</sup> International Meeting of the EU funded H2020 network project BovINE is hosted by Estonian partner Liivimaa Lihaveis. The meeting brings together beef farmers, advisors, veterinarians, producers, suppliers, researchers, and policy players to share knowledge and exchange ideas to establish the sustainability of the European beef sector.

“On behalf of Liivimaa, Estonia is delighted to host this BovINE meeting at such a critical point in the sector’s history,” says Estonian Network Manager, Airi Külvet. “BovINE’s network across 10 countries enables access to existing and developing knowledge to improve not only animal health and welfare, but also environmental sustainability and socioeconomic resilience of the beef farming community including production efficiency. In addition, knowledge shared on consumer needs and expectations of meat quality for example will help us plan for the future.”

Estonia’s Minister for Rural Affairs, Mr. Urmas Kruuse, will open the meeting with a keynote speech on Estonia's perspective on sustainability and beef, followed by a series of sessions presented by BovINE’s Network Managers and Thematic Working Group leaders.

Outcomes from demonstrations and discussions held over the past year with and between farmers will highlight Good Practices already in use and Research Innovations identified across the project’s four thematic areas: Environmental Sustainability, Socioeconomic Resilience, Animal Health & Welfare, and Production Efficiency and Meat Quality.

To enable productive knowledge exchange, simultaneous live translation into eight European languages will be available to all participants via the online meeting platform. The languages available are English, Estonian, French, German, Polish, Portuguese, Spanish and Italian.

“Many solutions to the challenges facing the beef sector already exist,” says BovINE project coordinator, Prof Maeve Henchion of Teagasc. “Some are solutions farmers have come up with themselves and are already implementing on-farm, others have been developed by researchers and are ready to move from research into practice. BovINE has collected solutions to specific topics across all dimensions of sustainability from these sources in 2021. We look forward to discussing them with farmers, advisors, researchers and all representatives of the beef value chain at our forthcoming meeting.”





For more information, including the agenda for the online meeting on 2<sup>nd</sup> December 2021, and to register, please see the Eventbrite page: <https://www.eventbrite.co.uk/e/bovines-2nd-transnational-meeting-online-tickets-202935213687>

**Ends/Notes follow**

This project has received funding from the European Union’s Horizon 2020 rural renaissance programme Project No: 862590 under call H2020-RUR-2019-15

[www.bovine-eu.net](http://www.bovine-eu.net)

**Notes to Editors:****1. 2021 Priority Topics for each of the four BovINE Themes**

BovINE Theme	Priority Topic Titles	Brief Descriptions
 <b>Socio-economic Resilience</b>	Initiatives to improve the image of and promote the sustainable consumption of beef	Identify strategies that can improve consumer perception of beef e.g. short food supply chains, certification and sustainability labels and farm certification schemes.
	Economically efficient housing systems for beef cattle	Identify efficient housing systems that reduce excessive handling of animals; reduce the level of stress on both the animal and the operator, and reduce energy & water consumption
 <b>Animal Health &amp; Welfare</b>	Simple labour-saving tools to measure and communicate high animal welfare standards on beef farms.	Identify tools that allow fast and effective farmer inspections and on-farm assessments through mobile devices and/or paper exercises.
	Management, housing, and environmental factors which affect animal welfare in rearing and finishing units	Identify the influence of stressors such as animal handling operations and antagonistic interactions between animals or access to resources on average daily weight gain and thus improve animal health and welfare
 <b>Environmental Sustainability</b>	Environmental sustainability reward schemes for beef farmers	Identify schemes that reward farmers for meeting/achieving environmental deliverables such as carbon reduction and improvements to biodiversity, water, soil, and air quality.
	Carbon sequestration on beef farms	Identify methods used to improve carbon sequestration on beef farms such as grassland management techniques, simplified cropping techniques and the potential role of agroforestry.
 <b>Production Efficiency &amp; Meat Quality</b>	Impact of animal feeding and stress on meat quality	Identify feeding and stress management strategies (on farm and during transport) that can alter meat quality, as perceived by consumers (appearance, eating quality, shelf-life, credence attributes)
	Optimizing the number of calves per cow per year in suckler beef herds	Identify strategies (nutritional, health, animal and data management, genetics) to accomplish (or get close to) target production of one live calf per cow per year.

Further detail about the Priority Topics is available on the BovINE website [www.bovine.eu](http://www.bovine.eu) and on the Bovine Knowledge Hub (BKH) – [hub.bovine-eu.net](http://hub.bovine-eu.net)



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2. Further information regarding the project including requests for interviews with the Theme Leaders, Project Manager, or other project team members, and/or audio-visual content (photos/videos) please contact Rhonda Smith & Marie Saville in the UK at [bovine@minervacomms.net](mailto:bovine@minervacomms.net) +44 (0) 1264 326427 / +44(0)7887-714957
3. BovINE has a Network Manager (NM) based in each of the 9 member states (Belgium, Estonia, France, Germany, Ireland, Italy, Poland, Portugal & Spain) building networks across their beef farming communities. Contact information for each NM can be found on the BovINE website: <http://www.bovine-eu.net/network-managers/>
4. This Press Release and further information on the Priority Topics is available in other languages. Click on the flags on the Home Page of the BovINE website to access all translated materials of that country.
5. This project has received funding from the European Union's Horizon 2020 rural renaissance programme. Project No: 862590 under call H2020-RUR-2019-15. Further information is available at <https://cordis.europa.eu/project/id/862590>

## 6. BovINE project partners

No. *	Participant organisation name	Country	Partner type
1	Teagasc - Agriculture and Food Development Authority Project Coordinator – Prof. Maeve Henchion <a href="mailto:maeve.henchion@teagasc.ie">maeve.henchion@teagasc.ie</a> ; Project Manager – Richard Lynch: <a href="mailto:richard.lynch@teagasc.ie">richard.lynch@teagasc.ie</a>	Ireland	Applied research/ extension
2	Feirmeoiri Aontuithe na h-Eireann Iontaobhathe Teoranta LBG	Ireland	Farmers association
3	Centro Ricerche Produzioni Animali - C.R.P.A. s.p.a.	Italy	Applied research
4	Unicarve - Associazione Produttori Carni Bovine	Italy	Farmers association
5	Institut de l'Elevage (IDELE)	France	Applied research/advisory
6	Fédération Nationale Bovine (FNB)	France	Beef farmers association.
7	Universidad de Zaragoza	Spain	Research
8	Instituto Navarro de Tecnologías e Infraestructuras Agroalimentarias SA	Spain	Applied research/advisory
9	Szkola Główna Gospodarstwa Wiejskiego	Poland	Research
10	Polish Beef Association	Poland	Beef farmers association
11	Faculdade de Medicina Veterinaria	Portugal	Research
12	ACBM- Associação de Criadores de Bovinos Mertolengos	Portugal	Beef breeders' association
13	Eigen Vermogen van het Instituut voor Landbouw- en Visserijonderzoek	Belgium	Applied research
14	Boerenbond	Belgium	Farmers association
15	Friedrich Loeffler Institut - Bundesforschungsinstitut für Tiergesundheit	Germany	Research
16	Bundesverband Rind und Schwein e.V	Germany	Farmers association



17	Minerva HCC Ltd	UK	SME – communications
18	NPO Liivimaa Lihaveis	Estonia	Non-Profit Organisation

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