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## PPILOW

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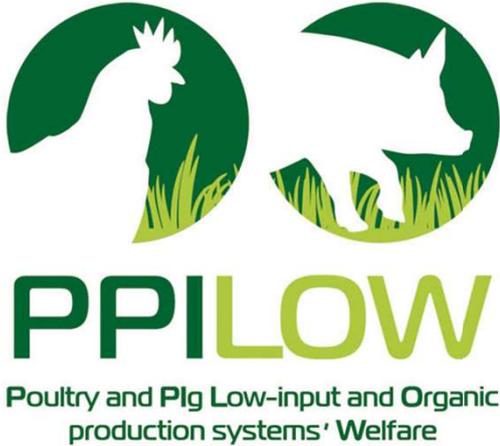
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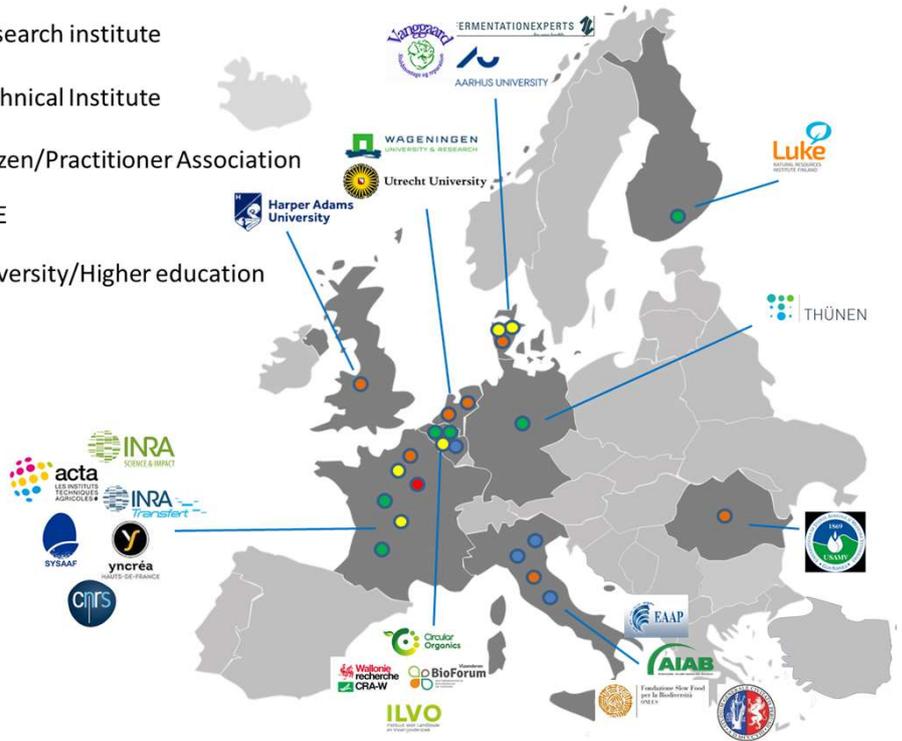


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2019 - 2024

- Research institute
- Technical Institute
- Citizen/Practitioner Association
- SME
- University/Higher education



23 Partners from 9 countries

## Goals and originality of the PPILOW project

The PPILOW project aims to **co-construct innovations to improve the welfare of poultry and pigs reared in organic and low-input outdoor farming systems through a multi-actor approach.**

PPILOW's **participatory approach** involves all actors of the value chain from farmers to consumers, citizens, scientists and policy makers, for proposing and studying welfare improvement levers. It will provide a **combination of practical solutions to improve animal welfare that can be applied on a pan-European basis.**

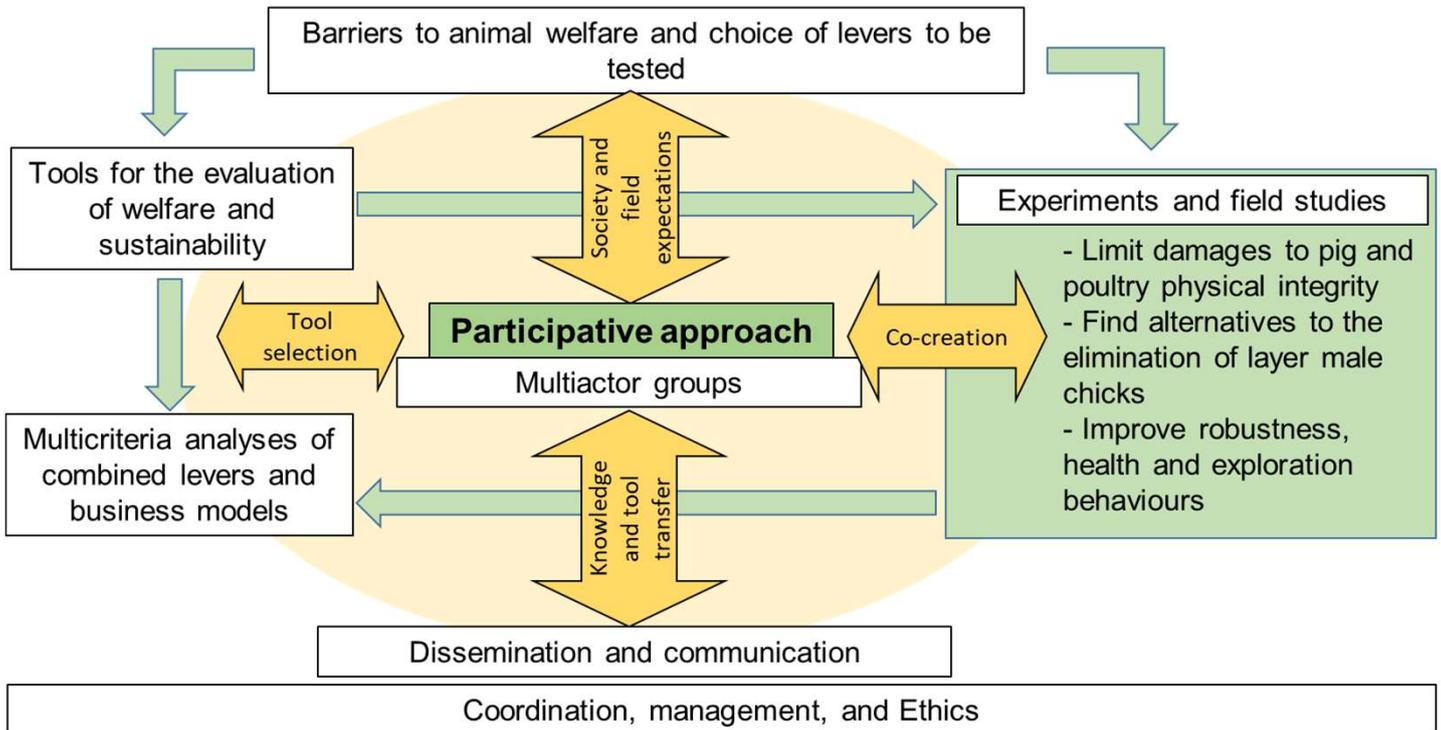
## Project workplan

PPILOW will **cocreate with end-users** (National Practitioner Groups) **welfare self-assessment tools and innovative breeding and rearing strategies and techniques for improving animal and human welfare** by:

- ▶ **avoiding piglet castration, beak trimming and the elimination of one day-old layer male chicks,**
- ▶ **favouring positive behaviours and improving health and robustness in both species**

The innovative solutions will be **investigated experimentally and the most promising ones will be tested on-farm.**

# PPILOW



**Multi-criteria analyses** of the most effective breeding and rearing strategies will be performed based on the **'One Welfare' concept** embracing sustainability goals with specific emphasis on animal and human welfare.

**Business models** will be created for the **use of high-quality products issued from the adoption of PPILOW strategies.**

To ensure the rapid uptake of the project results by end-users, **dissemination activities** will be developed.

**The involvement of national practitioner groups throughout the project will be managed to facilitate change** in the poultry and pig low-input outdoor and organic farming systems at the European level.



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