



## ➤ Qualities of products: New levers for stakeholders to change farming practices to meet society's expectations

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RÉPUBLIQUE  
FRANÇAISE  
*Liberté  
Égalité  
Fraternité*

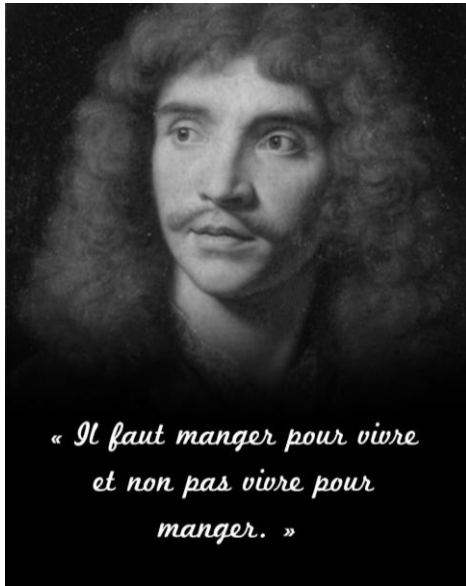
**INRAE**

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L'ÉCOLE SUPÉRIEURE  
DES AGRICULTURES

# ➤ Food in debate?

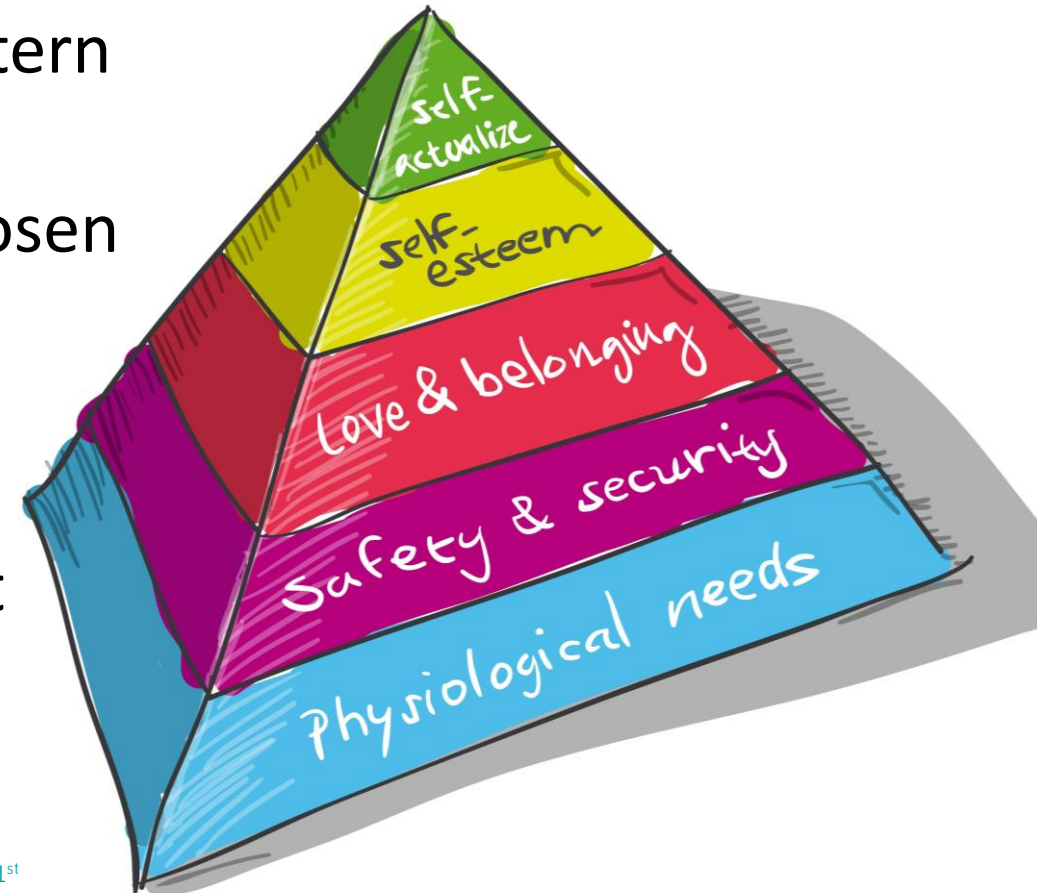
Ἐγὼ δ' ἐσθίω, ἵνα ζῶν  
(Egò d' esthíô, hína zō.) *Socrates*

*Ede ut vivas, ne vivas ut edas.*



*"You have to eat to live, not live to eat."*

- Our relationship with food has evolved considerably in Western societies.
- Subsistence eating -> to a chosen diet, in the face of food abundance.
- Consumers are autonomous, food has become a construct and the head has replaced the stomach.



# ➤ Food in debate?

Six societal drivers behind food trends

(Herault *et al.*, 2019)



**1- The individualization of societies:**

**2- The development of social segmentation, communities and networks:**

**3- New relationships with time and faster social rhythms:**

**4- The feminization of society and new value systems:**

**5- The ageing population and the desire to age well:**

**6- A new relationship with nature, invoked in debates on our lifestyles:**

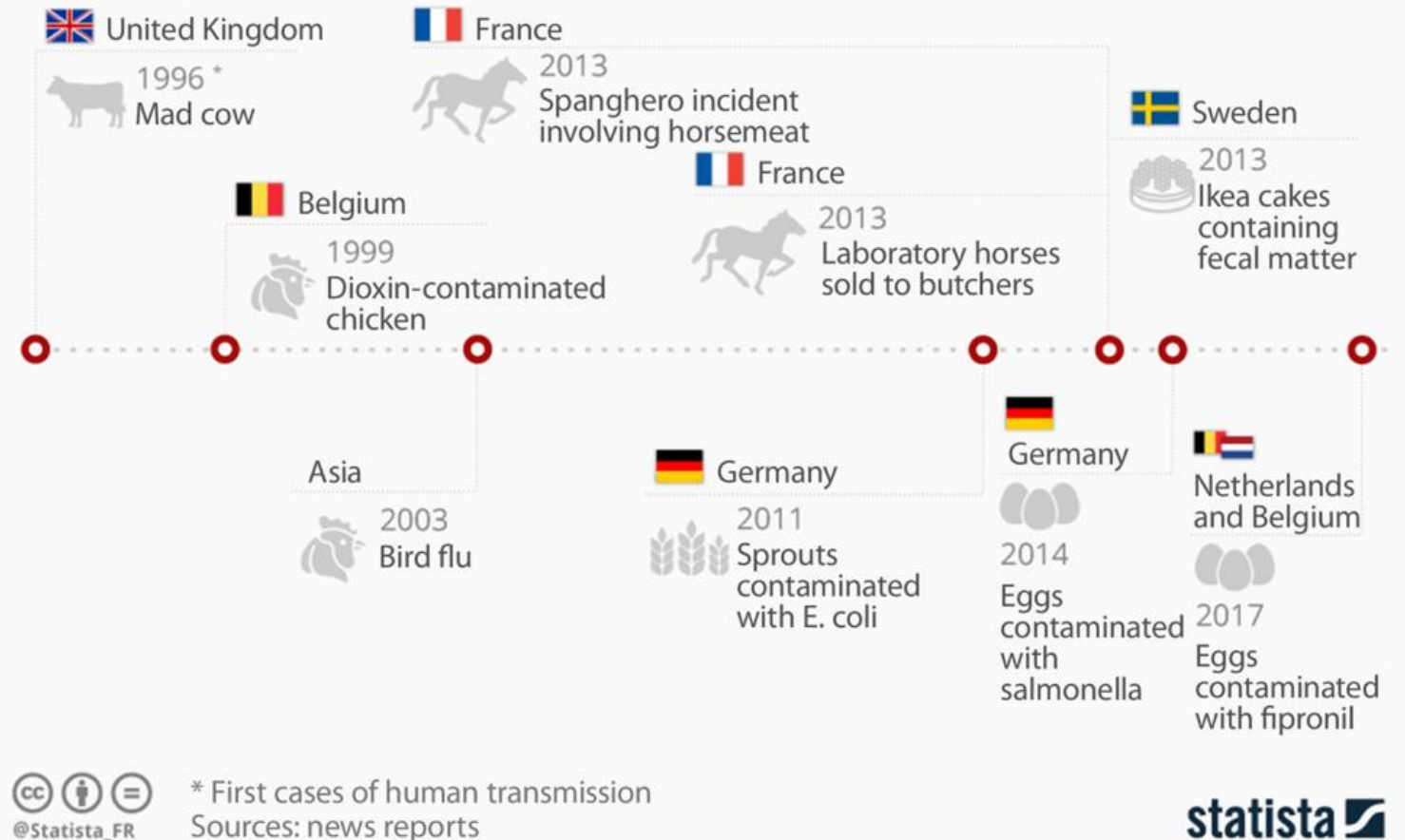
# ➤ The new challenge of food quality

The long list of health crises and scandals relating to animal products in Europe and in the world



## Food scares that have affected France

Selection of food scares having occurred in France since 1996 and countries of origin



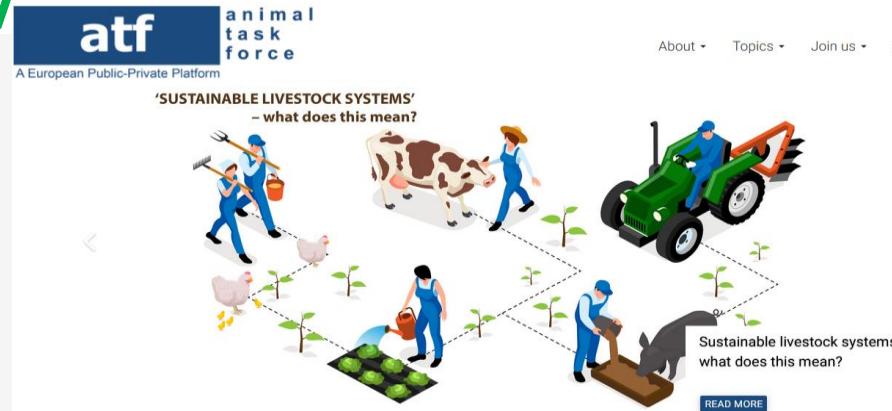
# ➤ The new criticism of animal products... and some replies



Animal products are heavily criticized (environment, health, animal welfare, anti-speciesism, etc.)

-> **quality must be a priority**

## The Animal Task Force, for a sustainable and competitive livestock sector in Europe



## Farm to Fork strategy for a fair, healthy and environmentally-friendly food system



Qualities of products new levers for stakeholders – Thénard et al.

# > Which qualities improved?

Some examples of stakeholder initiatives?



The European/Better Chicken Commitment

The « Lapin et Bien » French Labell for rabbit production



French / local chain for high taste beef meat production

Pérail: a « new » sheep cheese with Protected Geographical Indication



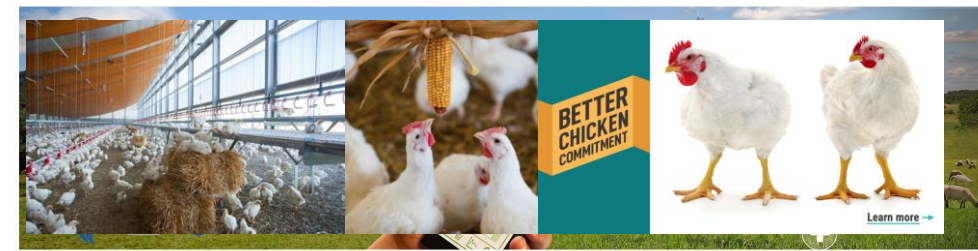
## Synergies & Trade-Offs



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# ➤ The European/Better Chicken Commitment

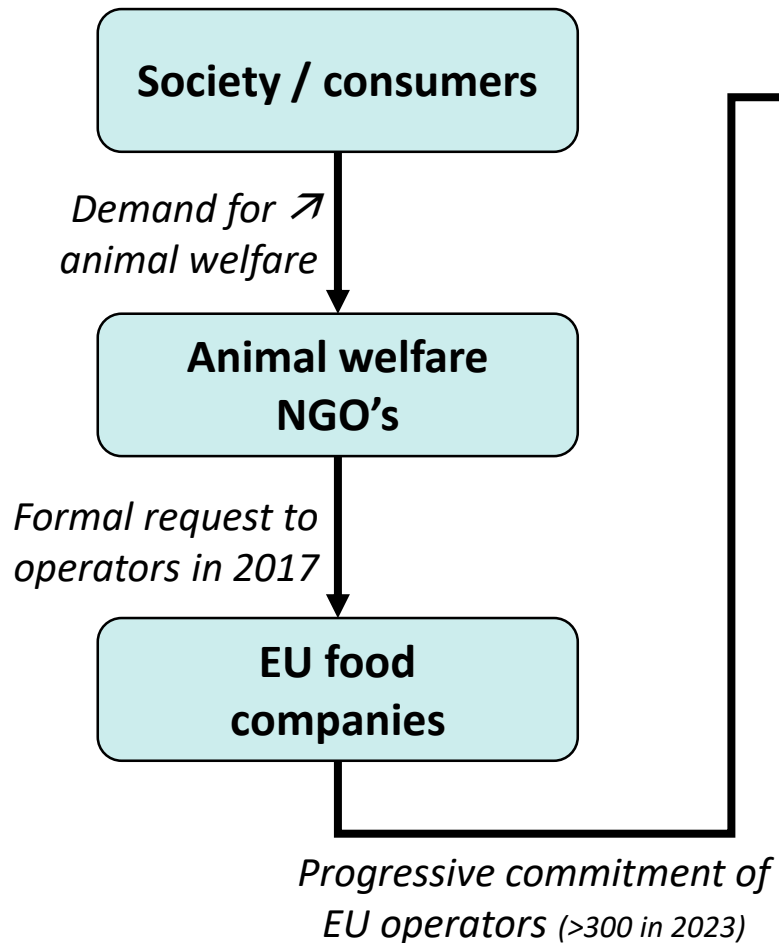
Towards an animal-friendly production throughout Europe  
<https://betterchickencommitment.com/eu/policy/>



**By 2026, we will require our suppliers to meet the following requirements for 100% of the [fresh, frozen, and processed] chicken in our supply chain:**

	ECC/BCC	Current EU legislation
<b>Animal density</b>	Up to 30 kg/m <sup>2</sup> (max 1 thinning per flock)	33 kg/m <sup>2</sup> (up to 39 & 42 kg/m <sup>2</sup> with 2 derogations)
<b>Genetic strain</b>	Approved by RSPCA <sup>1</sup> standards (growth rate < conventional strains)	-
<b>Light</b>	Min. 50 lux, including natural light	Min. 20 lux
<b>Environmental enrichments</b>	Min. 2m of usable perch space + 2 pecking substrates / 1000 birds	-
<b>Slaughter</b>	Controlled atmospheric stunning or effective electrical stunning <u>without</u> live inversion	Authorized live inversion before stunning

- + Compliance with all EU animal welfare laws/regulations, regardless of the country of production
- + Demonstration of compliance with this standards via third-party auditing & annual public reporting



# ➤ The European/Better Chicken Commitment



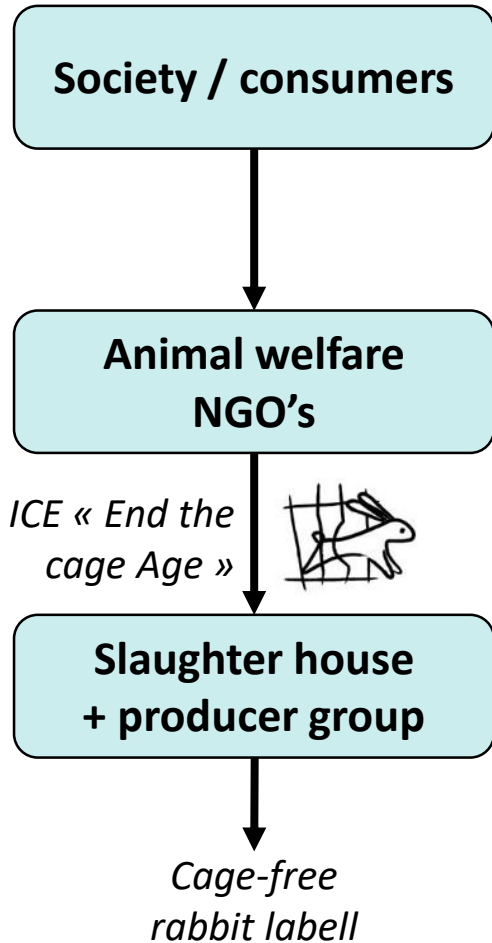
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10/11/22 / Joint International Congress on Animal Science – 74th EAAP, WAAP, Interbul - August 27<sup>th</sup> to september 1<sup>st</sup>, 2023, Lyon - FRANCE



# ➤ The « Lapin et Bien » French Label for rabbit production

Towards an animal-friendly production system in France



## Wired-cage indoor system

- 95% rabbit in Europe
- High density (45 kg : m<sup>2</sup>)
- Small surface area (<0,5m<sup>2</sup>)
- No enrichment



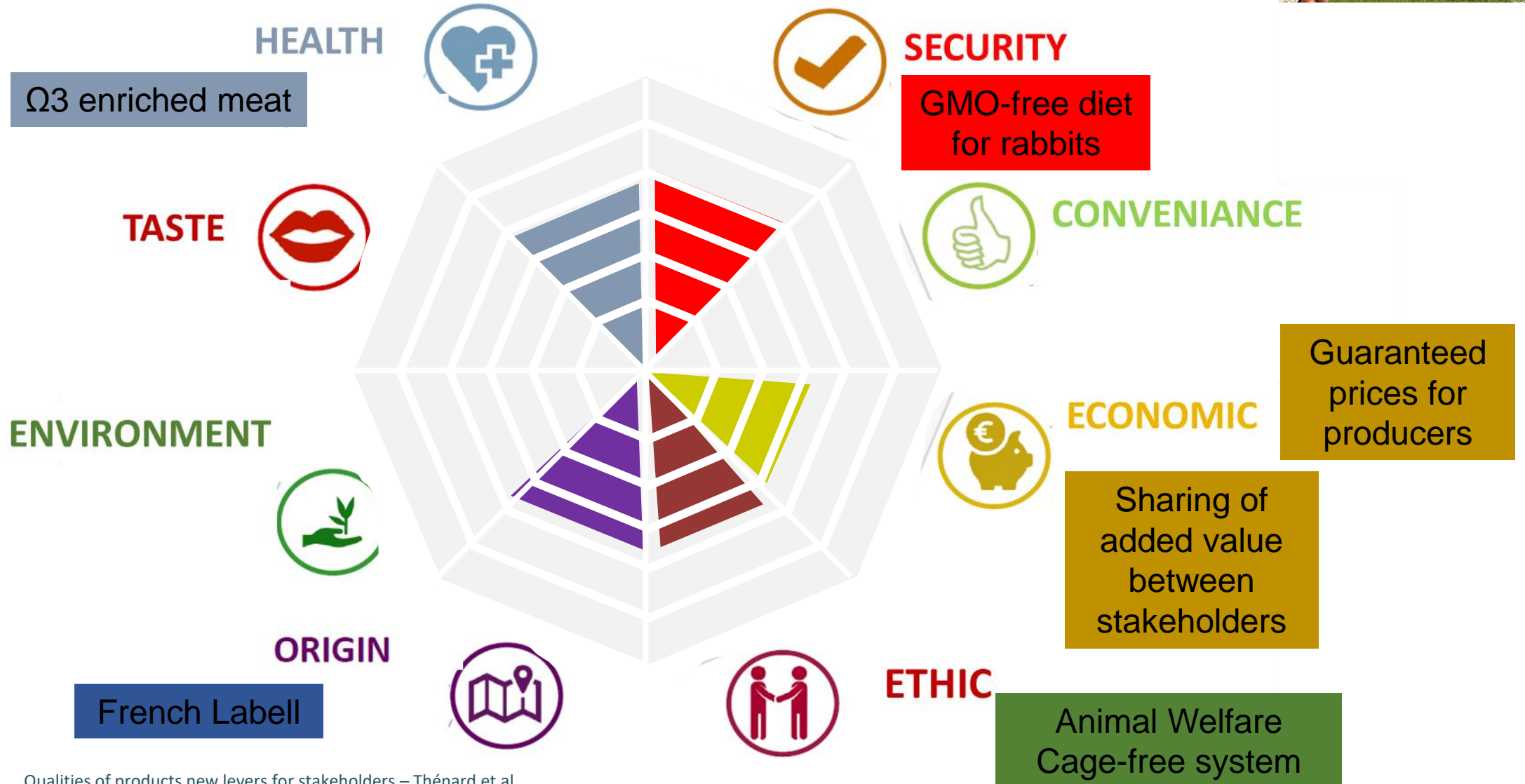
## Cage-free system

- Roofless large pens (>5 m<sup>2</sup>) with plastic ground
- Medium density (35 kg : m<sup>2</sup>)
- Enrichment : gnawing material, burrow, platform
- Added value shared between stakeholders
- Price commitment for producers
- Quality of product (GMO-free, ω3)



<sup>1</sup>Royal Society for the Prevention of Cruelty to Animals

# ➤ The « Lapin et Bien » French Label for rabbit production



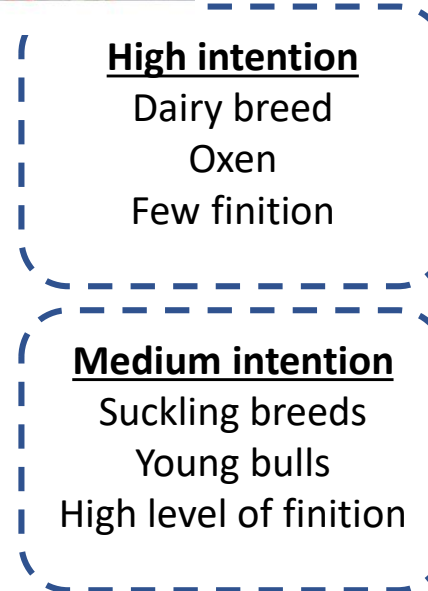
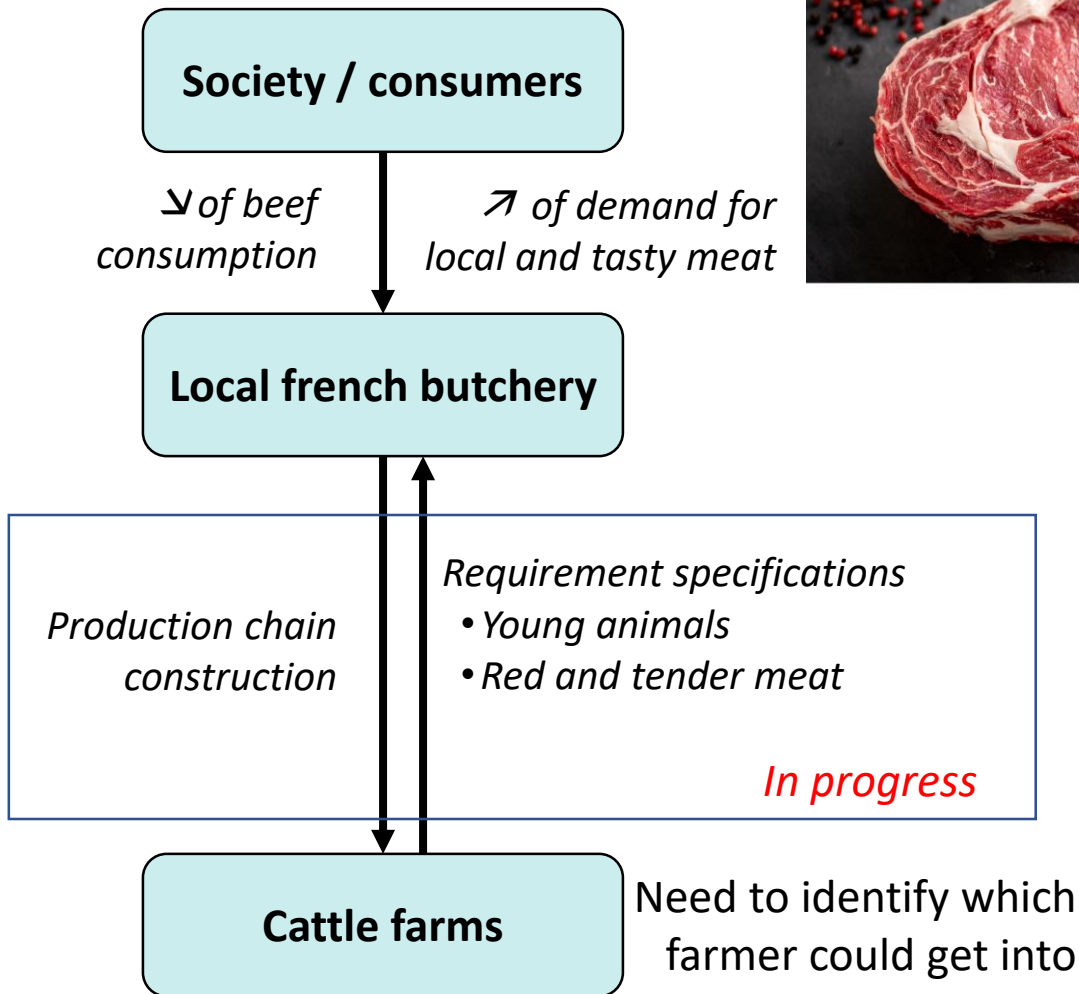
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# ➤ French / local chain for high taste beef meat production



2 types of farmers motivated to get into  
Depending on the type of farm, various practices  
to transform to reach the requirements



Improve finition by changing the diet (more grains)

Earlier bovine breeds  
Change the type of fattened animal

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# ➤ Geographical Indication labels (PDO/PGI) i.e. PGI Pérail a « new » ewe milk cheese



Society / consumers



Farmers Organisation  
Cheese producers  
INAO



Local know-how  
Cheese recognition  
Agroecology transition



*New specifications for traditional cheese*

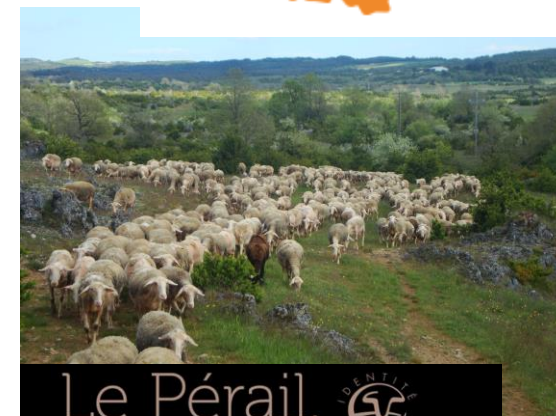
Traditional French ewe's milk cheese:  
With recent PGI recognition since 2023  
and restrictive specifications



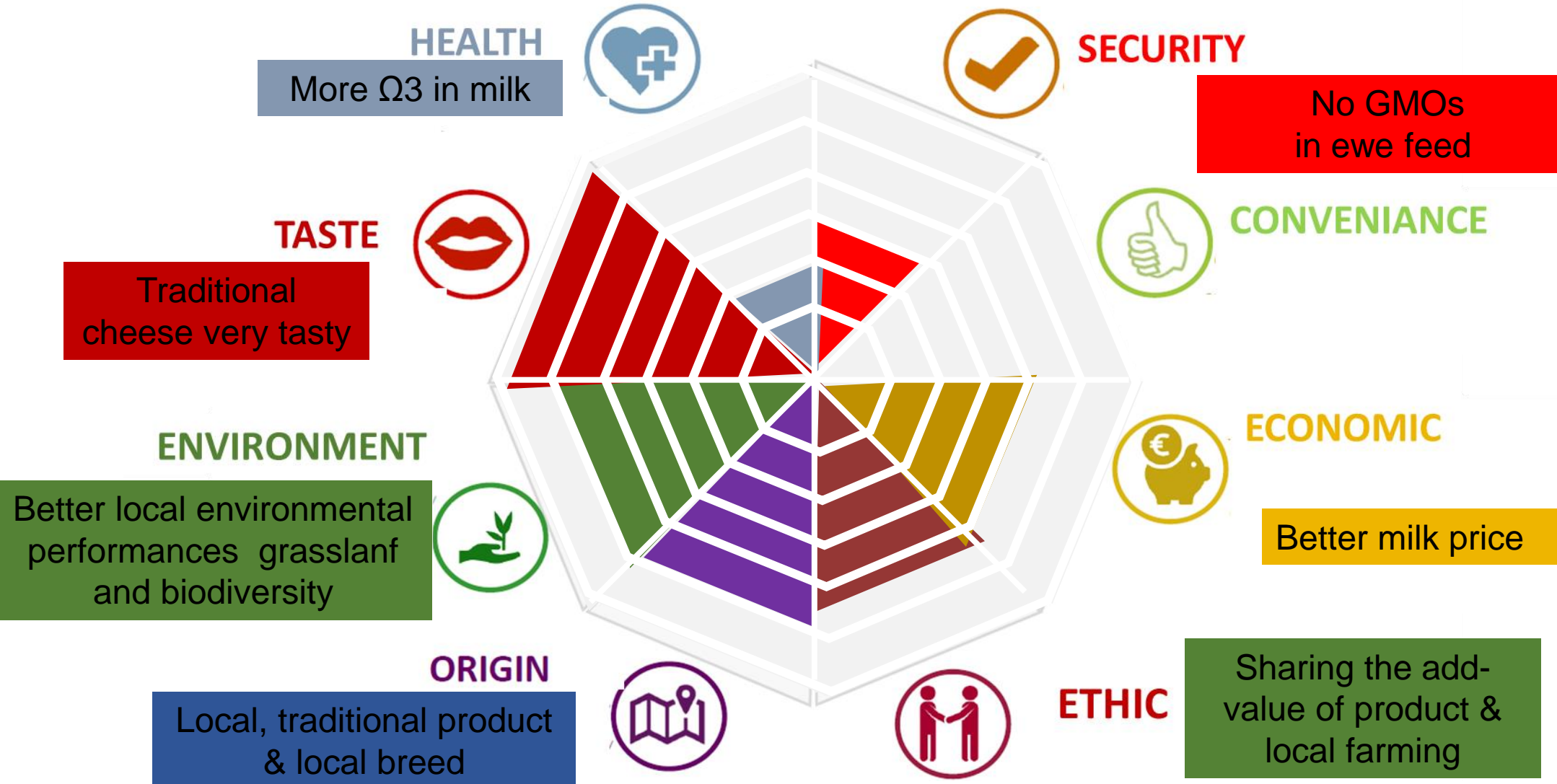
INSTITUT NATIONAL  
DE L'ORIGINE  
LA QUALITÉ



- A geographical area
- Lacaune breed
- Grazing period of 120 to 180 days
- Minimum leguminous area: 10% SFP
- Limit bare soil
- Maximum stocking 11 ewes/ha
- Local plant resources (minimum 70% DM)
- Positive list of authorized feeds**
- No GMOs**



# ➤ PDO/PGI label i.e. PGI Pérail a « new » ewe milk cheese



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## ➤ Take-off messages



- Quality has many facets and many challenges
- Improving these different facets generates both synergies and trade-offs
- How trade-offs are achieved?
- Products segmentation: a source of profit for breeders?



*Thank you for your attention*



## Book of Abstracts of the 74<sup>th</sup> Annual Meeting of the European Federation of Animal Science



Book of abstracts No. 29 (2023)  
Lyon, France  
26 August – 1 September, 2023

## Session 45

## Theatre 1

### Product quality as a lever to change farming practices to meet society's expectations

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Product quality has long been the focus of taste improvement in livestock products. Today, new approaches induced by stakeholders aim to introduce new practices into specifications that meet society's expectations. These changes may emerge at different levels of scale and initiative (private operators, groups of players or entire sector). Based on examples, we show how the evolution of specifications or new approaches meet expectations of society and how practices are being modified. The PDO-PGI labels increase the exigence about environmental issues and local feed use by animals. In milk sector, the cheese production now involves improving the sustainability of farming practices. A commercial approach with the BBC brand aims at modifying the animals' diet to improve the nutritional aspect, mainly by increasing grass for ruminants, or using linseed for other animals. For poultry, the 'European Chicken Commitment' aims to improve welfare of conventional chicken production. This initiative focuses on several farming practices to improve animal welfare, and many operators have agreed to evolve them by 2026. In the rabbit sector, cooperatives and the largest French rabbit slaughterhouse has developed a new system for raising rabbits in large pens on the ground ('Lapin et Bien' brand). The aim was to take better account of animal welfare, and opposition with cage farming. In the beef sector, a new demand for red, tender and marbled meat is born especially in restaurants and butchers. To date, this type of meat is mainly imported. A wholesale butcher company has developed an integrated local chain with cattle farmers to adapt breeds, and practices to improve sustainability. These approaches are evaluated with criteria to assess sustainable livestock farming for tomorrow (feed-food competition, climate change mitigation, nutritional intake and animal welfare). In addition to the co-construction of the technical system between the stakeholders, the approach is also based on shared governance, and a better price for the farmers.

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EAAP – 74<sup>th</sup> Annual Meeting, Lyon, France, 2023