

BGood & connect; creating new strategies for sustainable connection between society and livestock farming

BGood & tell it

The rural answers to the demands of modern urban society aren't sufficient. The result is a growing gap between animal production methods and perceptions of society.

The project

The BGood project aimed at co-creating new ways to re-establish the connection between the livestock industry and society and creating space for adaptation to social and consumer demands.

The approach

• Working 'Outside-in'

24 Interviews were held to gather information and create involvement from people concerned with bridging gaps, but with little or no connection with Dutch livestock industry.

• Developing strategies on image & identity

Interviews were transformed into nine example strategies. Strategies aimed on changing both image and identity of livestock industry.

• Creating idea ownership in existing regimes

'Outsiders' and prime movers from inside the livestock industry were brought together in a large network meeting. The meeting was a breeding place for innovative strategies and generated small mixed networks which bring ideas into practice.

EYEOPENERS FOR RE-CONNECTION

Create identification

- Focus on farmer instead of farm
- Share perception not know-how
- Communicate with not towards society

Talk about food

- Food is the every day connection between agriculture and society
- Let consumers take part in food chain
- Break the cognitive dissonance about meat originating from animals

Share agro cultural values

- Help urban society to re-discover the rural values
- Re-invent the foundation for modern animal production

BGood & let it be told

Creating new connections has its consequences. A stronger connection results in stronger involvement and feedback.

- The ability to respond to explicit demands is a key factor for adaptive management.
- Creating an open ear on both sides of the gap leads to new identity and image.
- The input of 'agro mediators' which can bring parties together is of great value.
- To create actual change on a larger scale, the new initiatives need (mental and financial) support from organisations within the existing regimes. Without this support the risks of fall back are significant.
- Sustainable connection is made when others talk about you in a positive way. Therefore "be good and tell it" could best be transformed into "be good and let it be told".

The results

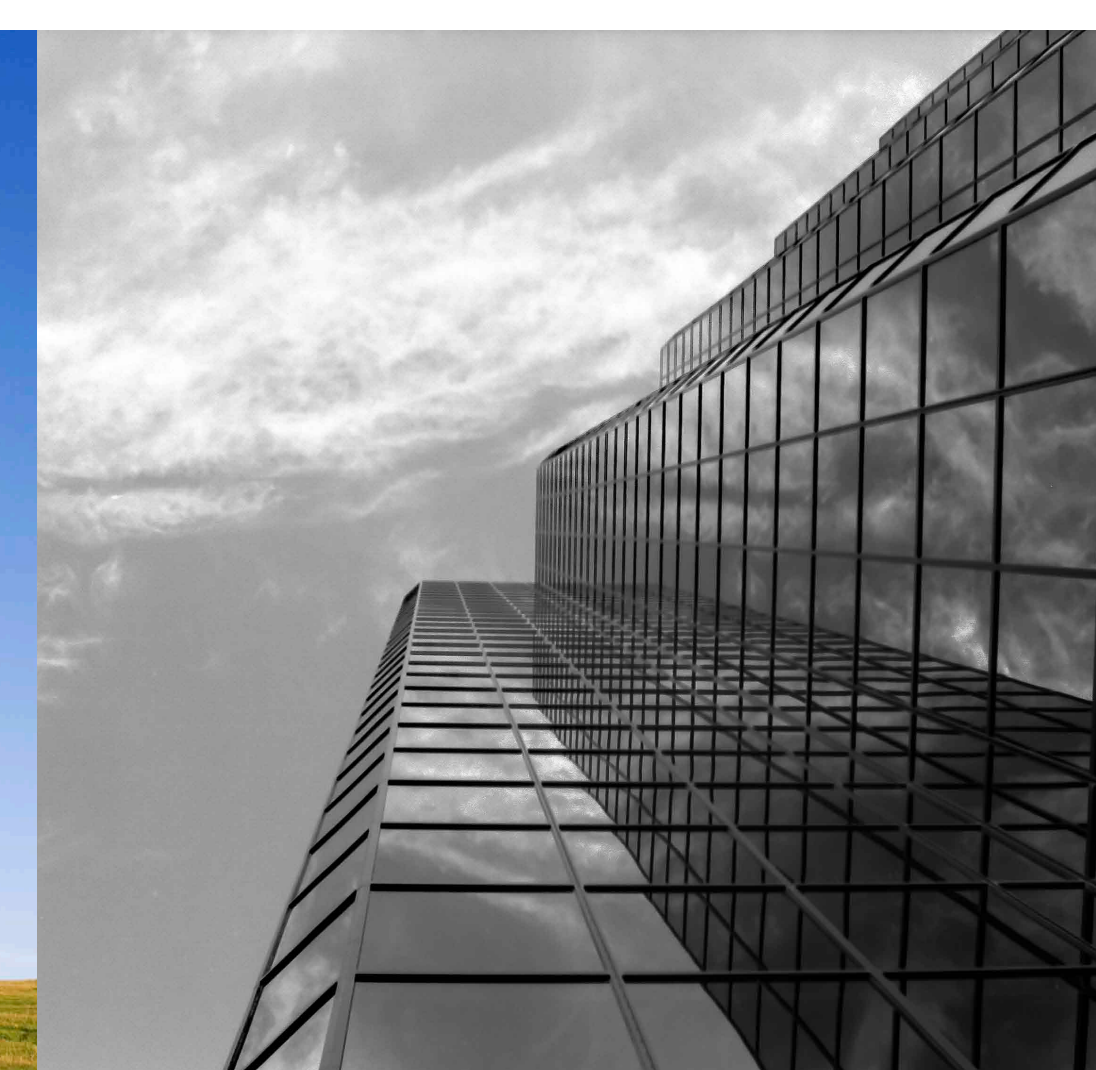
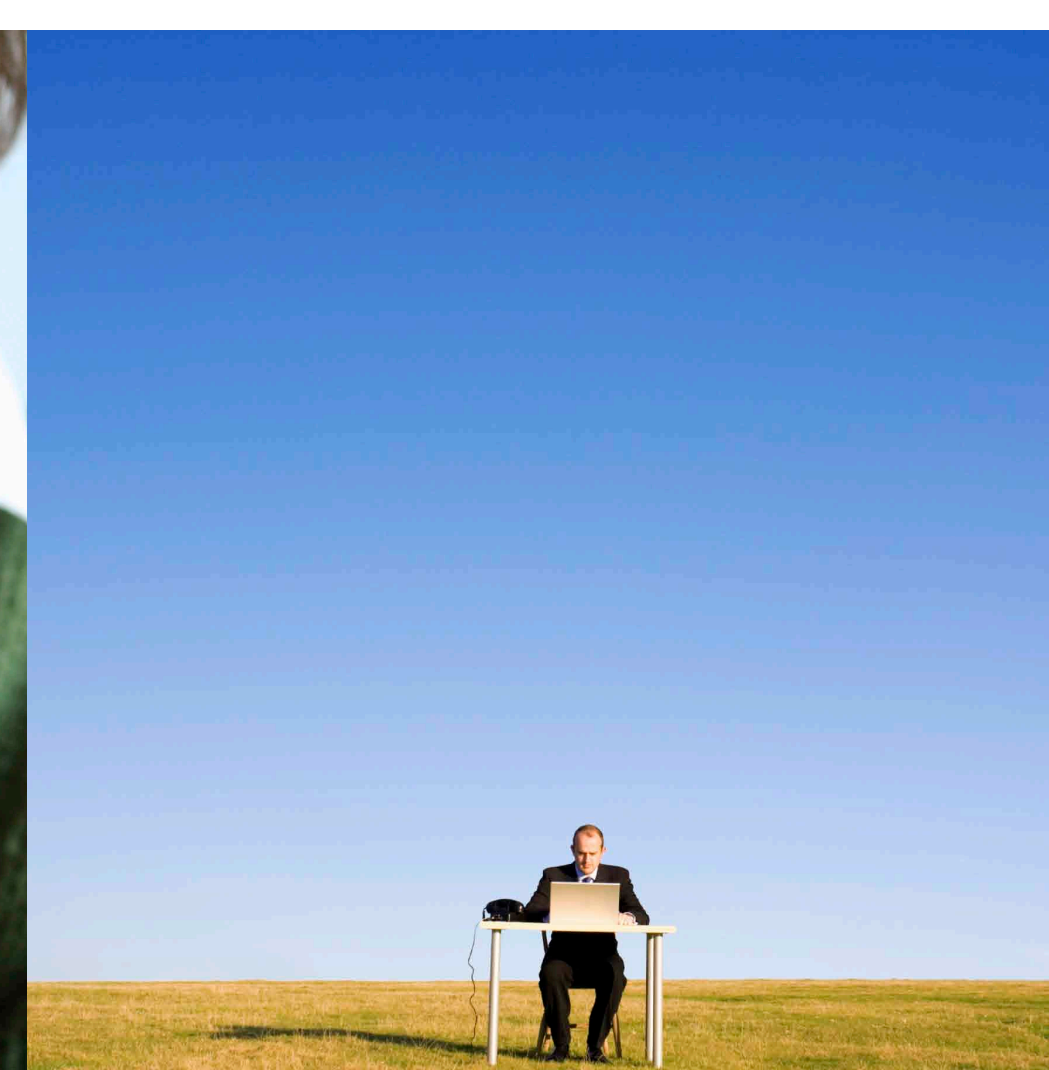
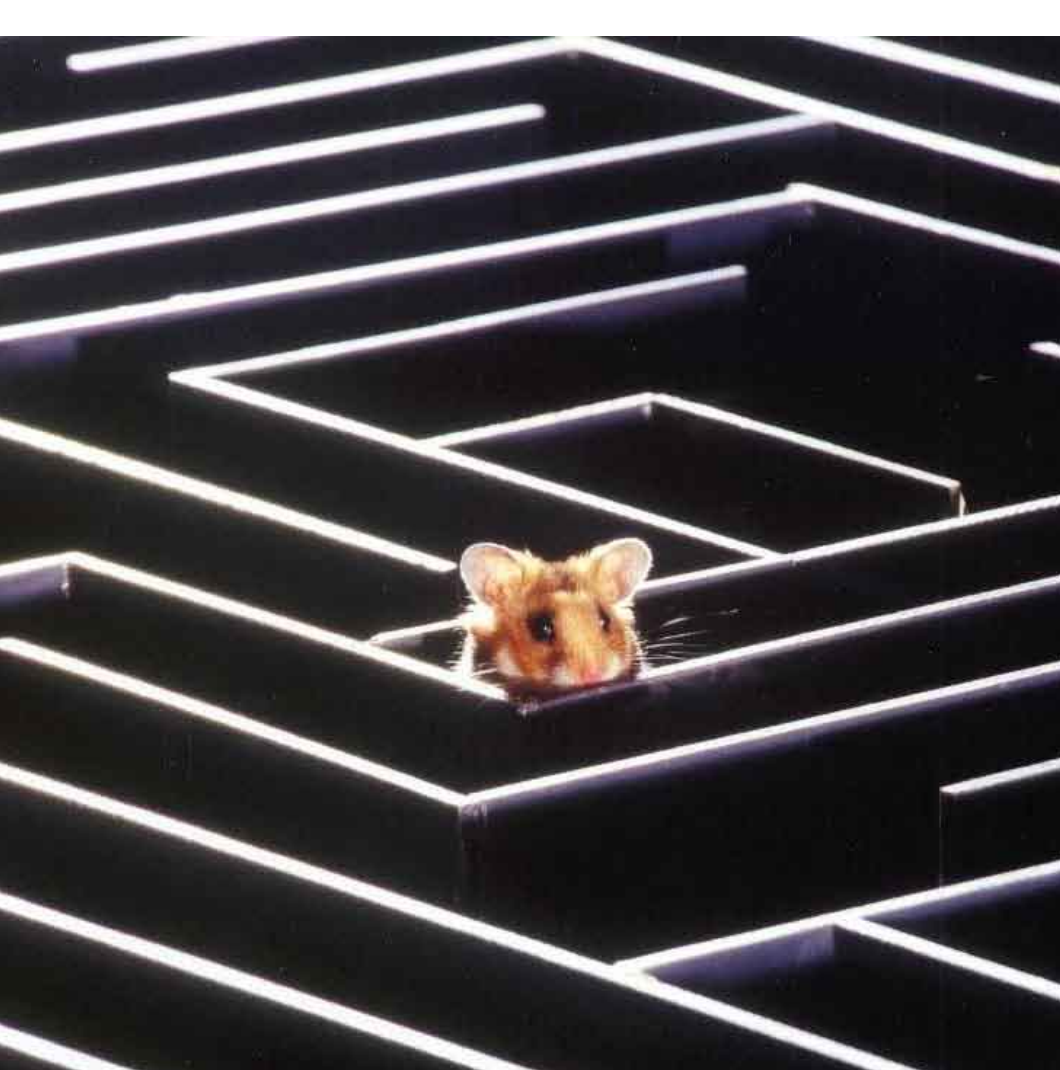
- Prime movers in livestock production developed individual insights in new connection strategies.
- A 150 person heterogeneous network developed into a fertile soil for innovative connections.
- BGood resulted in three innovative initiatives of small heterogeneous networks.

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