

Be good and tell it?

Bridging the gap between livestock and society

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Competing for air, space and landscape

Society

- Surface total: 41,500 km²
- Inhabitants: 16.3 mln (392/km²; world rank 23)

Livestock production

- Farms: 81,830
 - 23,530 dairy farms, 9,690 pig farms, 3,224 poultry farms
 - 1.4 mln dairy cows, 11.2 mln pigs, 95.5 mln poultry



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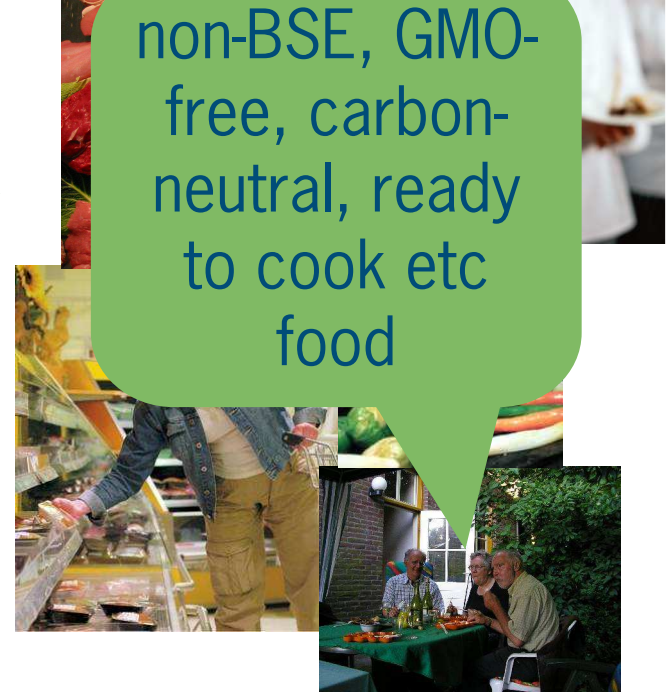
Gap between livestock production and society



Be good



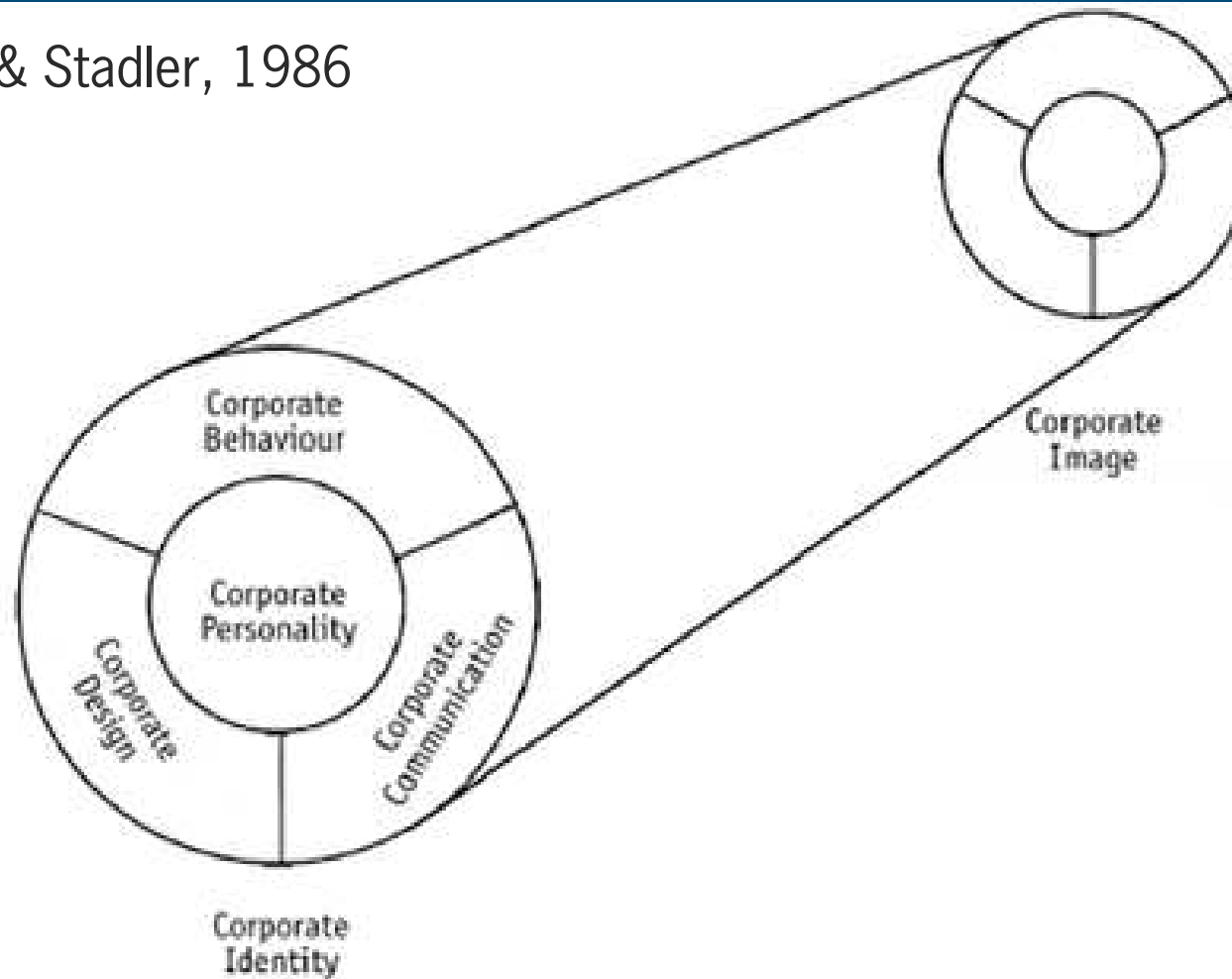
Tell it



non-BSE, GMO-free, carbon-neutral, ready to cook etc food

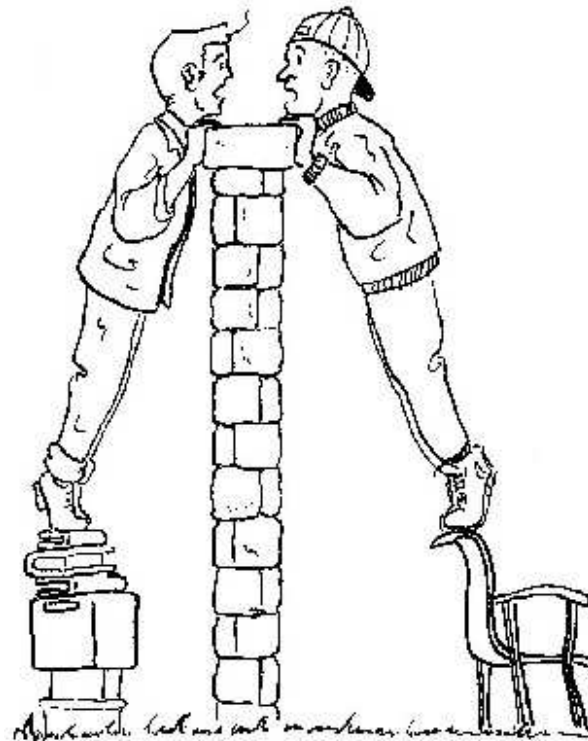
Image and Identity

Birkigt & Stadler, 1986

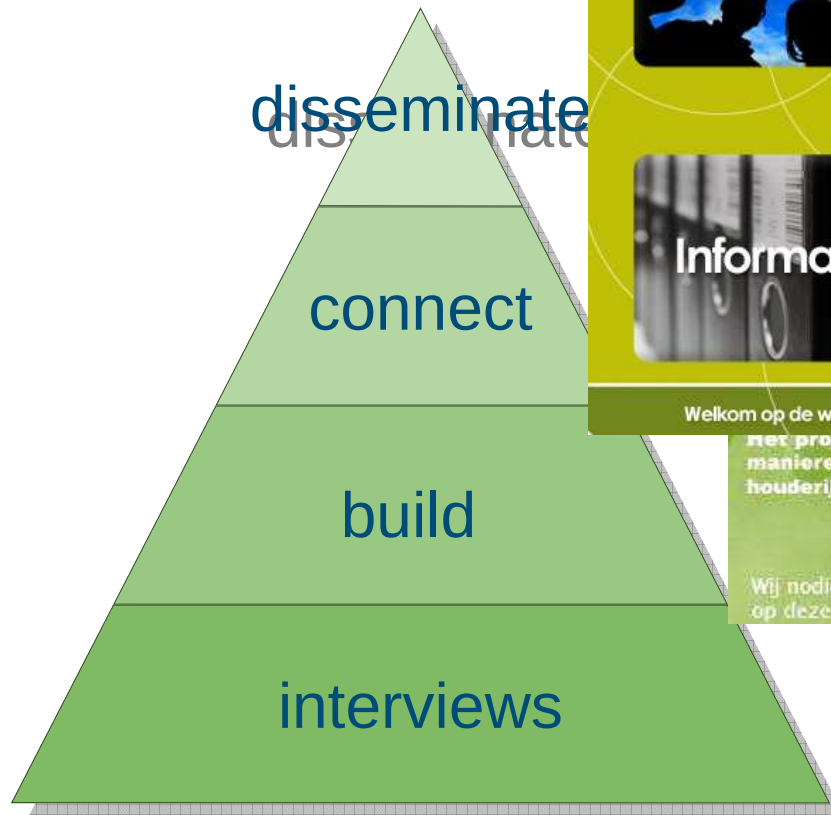


Communication strategies to bridge gap

- Changing view of society on animal production (image)
- Changing attitude of livestock industry towards society (identity)



The screenshot shows the BGood website with a green header. The word "Approach" is displayed in large blue text on the left. The BGood logo is in the center, and a "LOGIN" link is on the right. The background features a collage of images including wind turbines, a sailboat, and industrial storage tanks.



BGood LOGIN

Verdieping

Verbinding

Ontmoeting

Informatie

Inspiratie

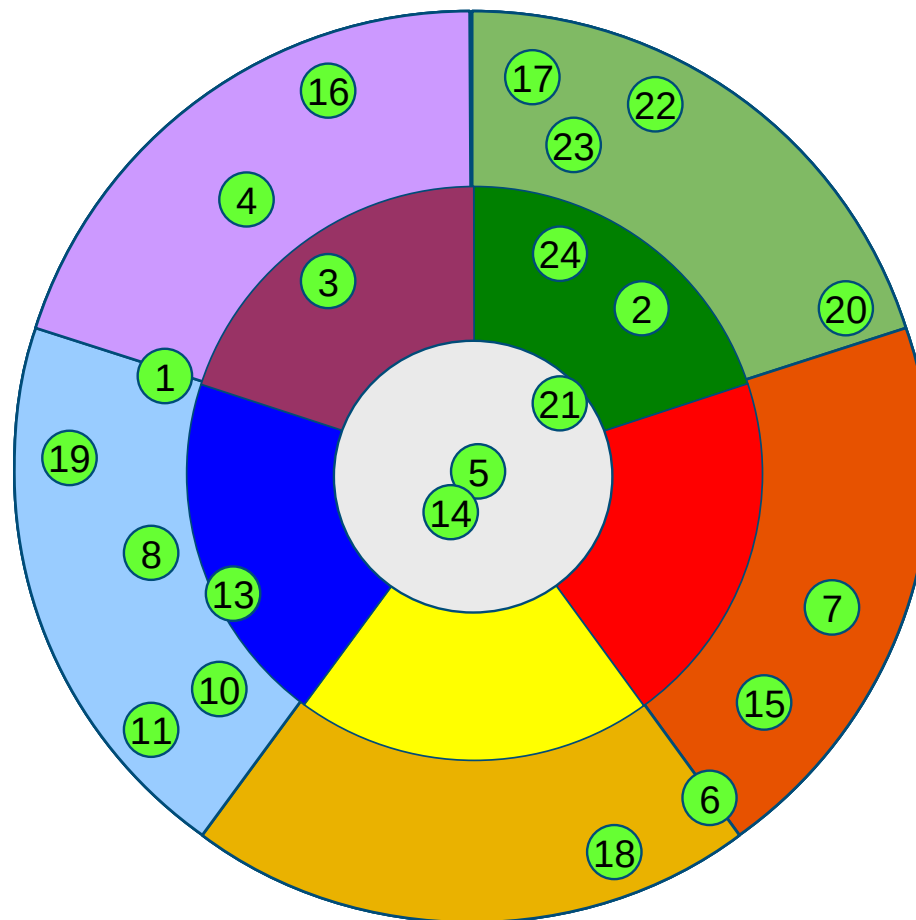
Welkom op de website van BGood, klik op een button om verder te surfen

**11 april 2007
13.00 - 20.00 uur
KRO-gebouw, Hilversum**



Outside – Inside approach: interviews

- Industry
- Society and administration
- Art and culture
- Science
- Media



Outside – Inside approach: eye openers

Identification and connection

- Focus on farmer as person
instead of farm as system
- Communicate perception
instead of know-how
- Communicate with society
instead of towards society

Let others talk about you
(in a positive way)



Outside – Inside approach: eye openers

Value of food

- Food is meeting point for producer and consumer
instead of animal (production)
- Let consumer take part in food chain
instead of widen consumer from food chain

Break the taboo animal – meat



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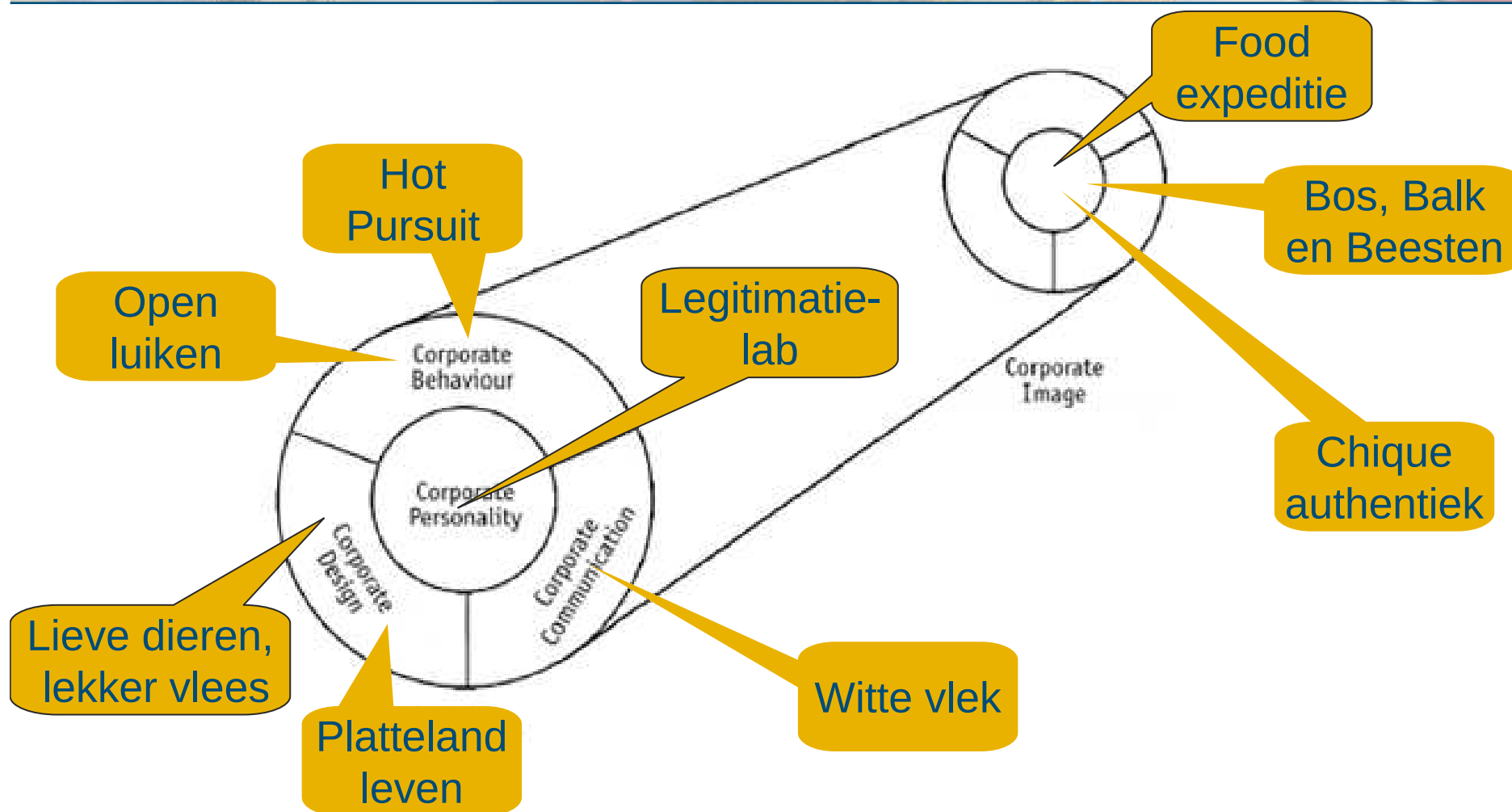
Outside – Inside approach: eye openers

Value of farming

- Merit agricultural production: let others discover 'being a farmer' and 'living in the countryside'
- Legitimacy agricultural production: rediscover foundations after adage 'no more hunger'



Outside – Inside approach: portfolio ideas



The Food Expedition

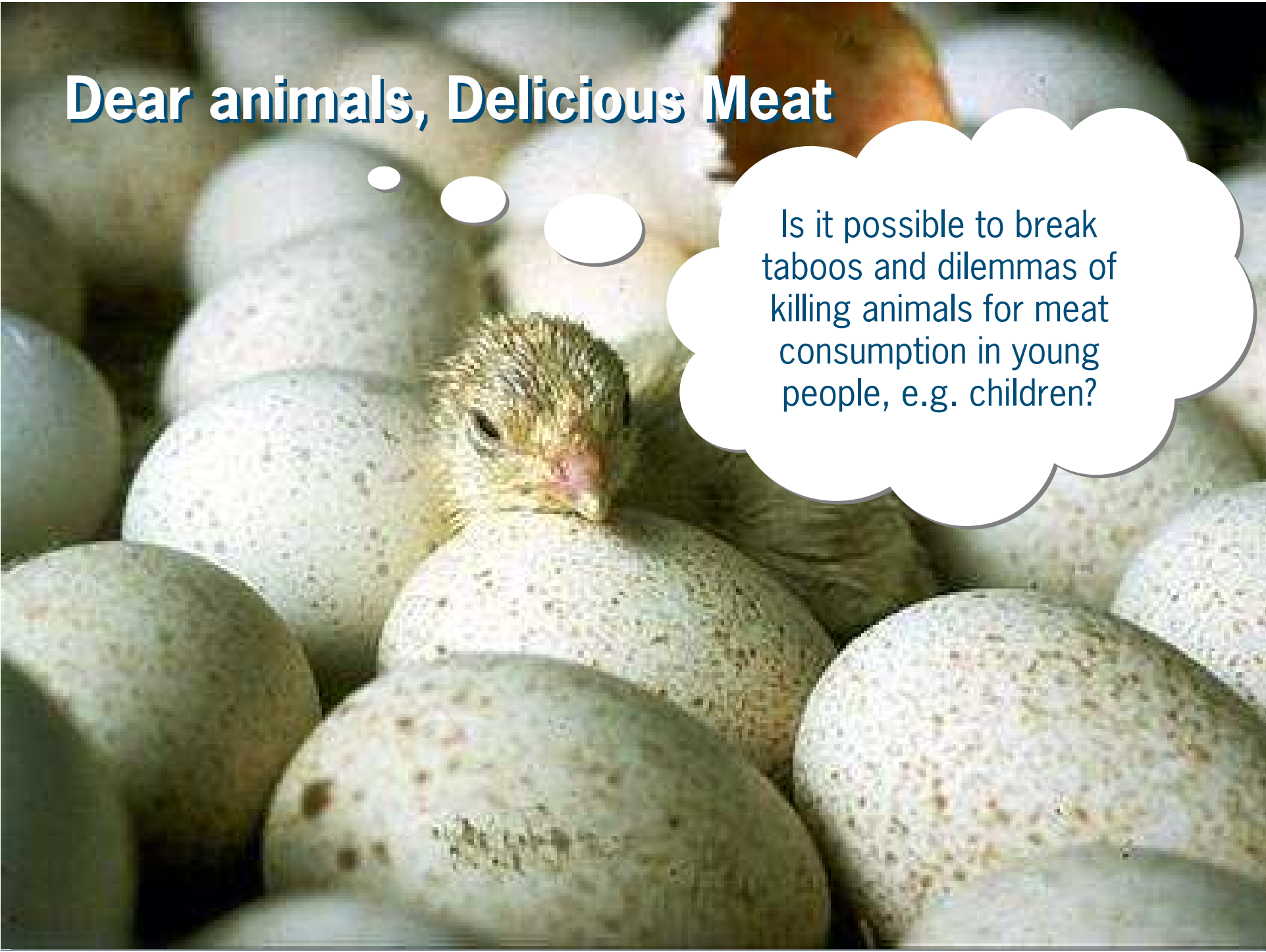
Is it possible to display
perception of citizens in
the food chain as
entertainment?





Kill it, Cook it, Eat it

Dear animals, Delicious Meat

A photograph of a small, fluffy yellow chick with a red beak, sitting among several speckled eggs. The chick is looking towards the camera. The eggs are light-colored with dark speckles. The background is dark and out of focus.

Is it possible to break
taboos and dilemmas of
killing animals for meat
consumption in young
people, e.g. children?

The legitimacy lab

What are the foundations of
agriculture today?

What replaces the slogan
"never ever hunger again"?



Outside – Inside approach: state-of-art

Array of meetings

- *'First courses'*: array of (bilateral) meetings
- *'Main course'*: central meeting attended by 130 persons

Unlikely coalitions and surprising initiatives

- Broadcasting company and a.o. farmer organization:
elaborate entertainment program concept concerning origin of food
- Foodlog.nl, animal protection society and farmer organization:
short internet videos to paint real picture of agriculture today
- The press, Ben&Jerry's, countryside foundation:
public award in relation to cultural values of farming
(new 7 agricultural goodnesses?)



