



**You are invited**  
**BioBusiness**  
**3<sup>rd</sup> Workshop**  
**Paestum, Italy**  
**September 11<sup>th</sup> 2012**

Sponsored by



**On September 11<sup>th</sup> 2012, BioBusiness is hosting their third Workshop in Paestum, Italy.** The BioBusiness project is an EU-funded Marie Curie Initial Training Network that trains 11 biologically-educated PhD students in research, development, marketing and sales in the field of Precision Livestock Farming. Students will present the progress of their training and the results of the research on three projects: lameness detection in cows, aggression monitoring in pigs and bio-responses in the incubation of broiler eggs.

BioBusiness strives for lasting management solutions in livestock production. In order to do so, PLF technology must be well integrated into existing intensive and extensive livestock production. At the Workshop in Paestum we will discuss the potential benefits as well as the conflicts of PLF technology within different sectors of food production. Important stakeholders from the Industry and Ethics have been invited to discuss the meaning, role as well as potential benefits and conflicts of PLF technology in their respective sector.

We kindly invite you to participate in this third BioBusiness Workshop that will be held at the Hotel Ariston, Via Laura 13, 84047 Capaccio/Paestum, Italy.

[www.hotelaristonpaestum.com](http://www.hotelaristonpaestum.com)

Please register before the 15th of June following the instruction on the Workshop website:  
[www.bio-business.eu/event\\_details.php?id=biobusiness\\_workshop3](http://www.bio-business.eu/event_details.php?id=biobusiness_workshop3)

With kind regards,

**Marcella Guarino**  
UNIMI, Conference Organisation



UNIVERSITÀ  
DEGLI STUDI  
DI MILANO

**Daniel Berckmans**  
KU Leuven, Co-ordinator BioBusiness



## Programme

Tuesday, September 11th 2012

8:30 – 9:00	<b>Registration</b>	12:15 – 12:50	<b><i>“The impact of industrial livestock production on animal health and welfare”</i></b> – Peter Stevenson, Chief Policy Advisor of Compassion in World Farming
9:00 – 9:30	Welcome/BioBusiness project overview by Marcella Guarino and Daniel Berckmans	12:50 – 13:30	Discussions
9:30 – 10:45	Status and results of BioBusiness project presented by the fellows in BioBusiness <b><i>“Improving Conditions for Incubating Eggs”</i></b> – Nancy Roulston, Petersime’s fellow <b><i>“Automatic Detection of Lameness in Cows”</i></b> – Tom Van Hertem, ARO’s fellow <b><i>“Automatic Monitoring of Pig Aggression”</i></b> – Gunel Ismayilova, UNIMI’s fellow	13:30 – 14:30	<b>Lunch break (at the Hotel)</b>
10:45 – 11:00	<b>Coffee Break</b>	14:30 – 15:05	<b><i>“Potential and risks of using Precision Livestock Farming: a view from industry”</i></b> – Leo den Hartog, Director R&D and Quality Affairs of Nutreco
11:00 – 11:35	<b><i>“Ethical perspectives on PLF technology”</i></b> – Peter Sandoe, Special Professor of Animal Ethics, the University of Nottingham	15:05 – 15:45	Discussions
11:35 – 12:15	Discussions	15:45 – 16:45	General Discussions lead by Carsten Borch
		16:45 – 17:15	<b>Coffee Break</b>
		17:15 – 17:45	Conclusions: Daniel Berckmans Closing of Workshop: Marcella Guarino
		20:30	<b>Workshop Official Dinner at Ariston Hotel</b>

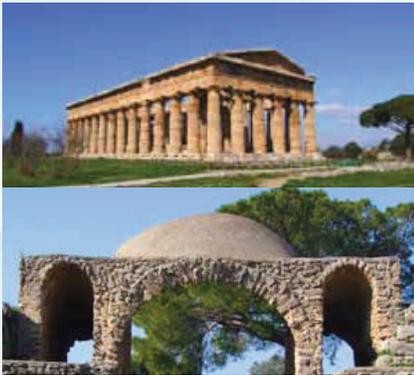
Sponsored by



## PLF

Precision Livestock Farming (PLF) is the concept of using real-time image and sound analysis, sensors and information technology to monitor animal health, welfare and production. PLF supplements the skills of the farmer, veterinarian, and inspector by continuously and automatically collecting and managing livestock information. PLF plays a crucial role in the early detection of disease and objectively assesses animal welfare in modern livestock production. With the help of this technology, consumers can be assured that livestock production is safe, humane, and environmentally sustainable.

## Venue



Paestum is an old city located in a strategic position, a few km South of the Amalfi Coast and on the north of the Cilento Coast, 100 km south of Naples. Considered by the U.N.E.S.C.O. as a world heritage, Paestum remains for its art, nature, cuisine and events which characterize it, one of the most important beautiful cities of Magna Grecia. More details at: [www.infopaestum.it](http://www.infopaestum.it)

## How to reach Paestum

### By car:

Drive along the A3 motorway, take the Battipaglia exit if you arrive from the North or take the Eboli exit if you arrive from the South. Follow the 18 highway and then take the Paestum exit.

### By plane:

Capodichino Airport, Naples

Take "Alibus" from Capodichino to Napoli station (Piazza Garibaldi). Then take the Local train to Sapri or Paola or Cosenza or Reggio Calabria directions (halfway stops Capaccio/Rocccadaspide or Paestum).

### By train:

Capaccio/Rocccadaspide (Paestum station) [www.trenitalia.it](http://www.trenitalia.it) from Paestum station there is a free shuttle service to the conference venue.

The Conference will take place in the hotel Ariston, Via Laura 13, 84047 Capaccio/Paestum, Italy. [www.hotelaristonpaestum.com](http://www.hotelaristonpaestum.com)



Sponsored by

