

Precision Livestock Farming (PLF) is a methodology that uses sensors and information technology to monitor animal production, health and welfare in real-time. 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.



On September 6th 2011, BioBusiness is hosting their second workshop in Brussels. 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 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 animal agriculture. In order to do so, PLF technology must be well integrated into existing intensive and extensive livestock production. We will discuss the potential benefits as well as the conflicts of PLF technology within different sectors of food production. Representatives of important stakeholder groups: research, industry, public, and the media have been invited to discuss the meaning and role of PLF in their respective sector. Stakeholders have been encouraged to discuss their vision of PLF in small workgroups and with a broader audience to identify conflicts between sectors and approaches to resolve them.

We kindly invite you to participate in this second workshop that will be held at the Best Western County House Hotel, Heldensquare 2-4, B-1180 Brussels, Belgium. Please register before June 10th at www.bio-business.eu to confirm your attendance.

With kind regards,

Daniel Berckmans
Co-ordinator BioBusiness

Pascal Garain
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REGISTRATION

PROGRAM

Monday September 5th 2011

19h30 Get together in the lobby of the Best Western County House Hotel

Tuesday September 6th 2011

9h00 Welcome and Introduction

9h30 Status of BioBusiness Project

11h00 Presentations by Stakeholders representing:

Research: *Biology needs technology - A merge of two research fields*

Industry: *The drive of SME's - How to succeed in the world of PLF business?*

12h30 Lunch

13h30 Presentations of stakeholders representing:

Public: *Humanity and the business of animal production - A contradiction?*

Media: *Which story sells - Is PLF a scandal or blessing?*

15h00 Discussion in breakout workgroups

17h45 Conclusions and Closing remarks

19h00 Dinner

Register before Friday June 10th 2011 at

www.bio-business.eu

