

A decorative graphic consisting of a solid red rectangle in the top right corner, a dark brown arrow-like shape pointing right, and a light blue arrow-like shape pointing down, both overlapping the bottom edge of the red rectangle.

# ***“Future research in animal science”*** **-Industry perspective**

Alfred de Vries

EAAP, Aug 2012

# Outline of the presentation

## 1. Objectives of the industry

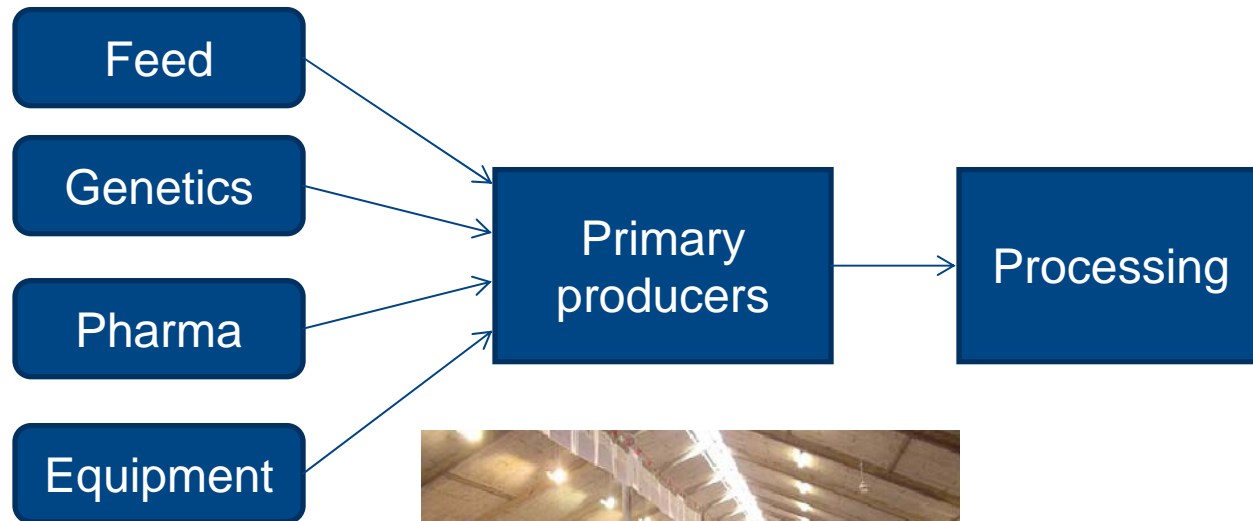
→ required areas of research

*(reference for animal breeding: [www.fabretp.info](http://www.fabretp.info))*

## 2. Innovation process within the industry

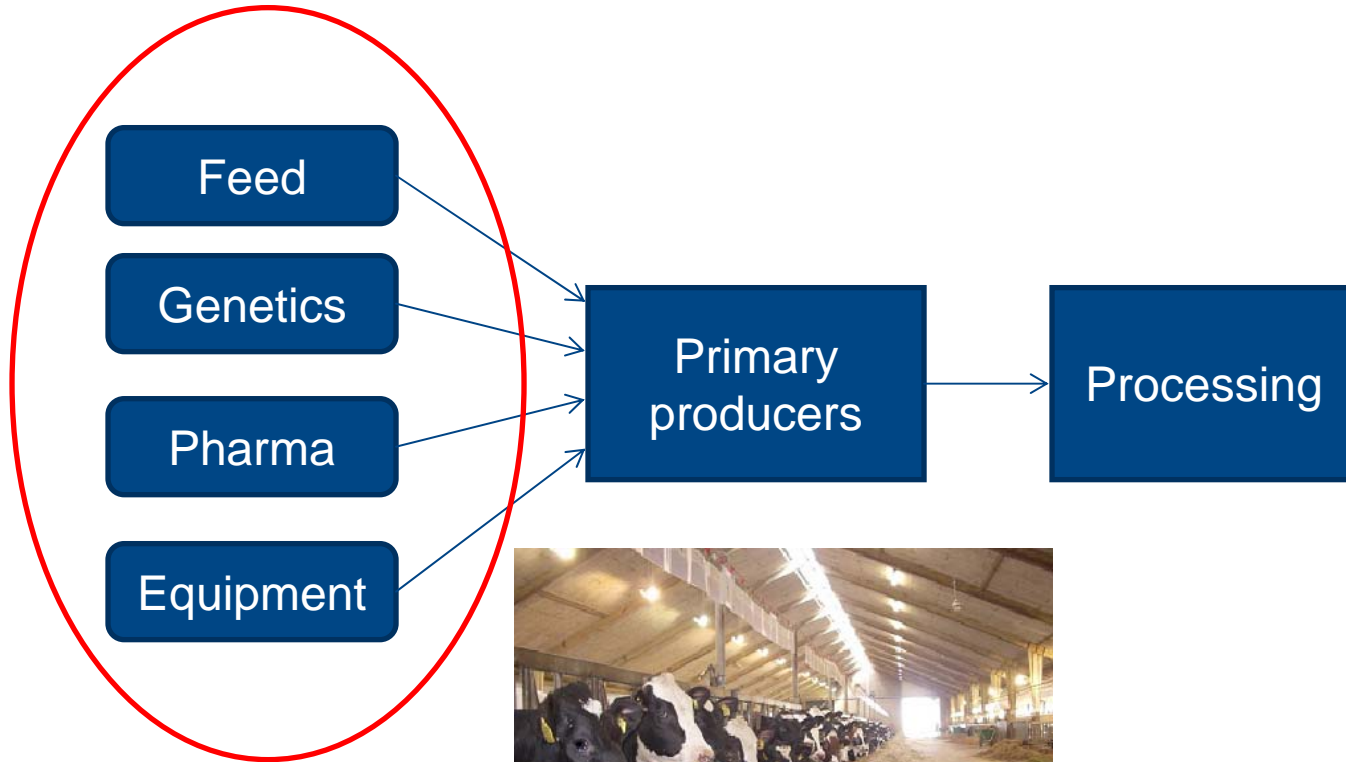
→ required tools and technology

# Livestock Industry



# Livestock Industry

**Scope = Supply industry**



# Objectives of the supply industry

1. Fulfil the needs of the primary producers
2. Contribute to sustainability of the animal production chain
3. Grow business
4. Efficient processes



# 1. Needs of the primary producers (current and future)

- Long-term profitability
- Ease of management
- Resource efficient (feed, energy, water, etc)
- Low emission of GHG, minerals, etc



## 2. Contribute to sustainability of the animal production chain (to maintain viable)

- Resource efficient (feed, energy, water, etc)
- Low emission of GHG, minerals, etc
- High animal welfare
- Good working environment
- Safe production and products



# 3. Grow business

- Increase market share in existing markets
- New markets
- Business with chain partners (e.g. processor)
- New products
- New services
- Solutions for the clients





## 4. Efficient processes

- Product development
  - faster
  - reduced cost

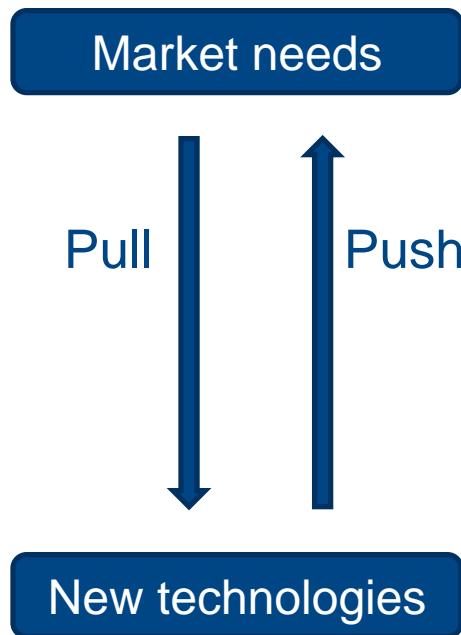


- Production and distribution (e.g. feed, genetics)
  - shorter time to market
  - guaranteed availability
  - reduced costs



# Innovation

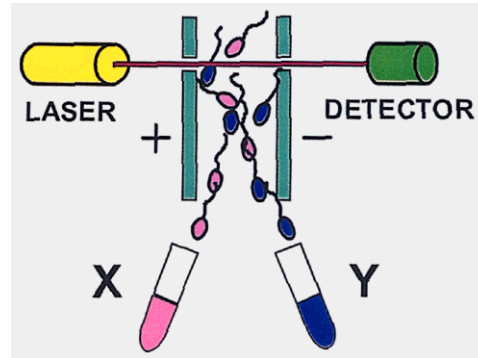
Through push and pull



# Innovation

Recent examples with high impact:

- Sexed semen



- Genomic Selection

- Selection against boar taint



# Innovation

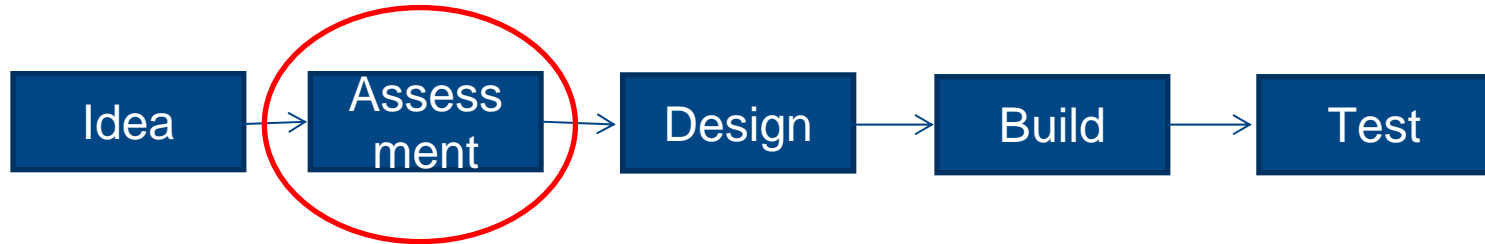
## From idea to new products



Short time to market is very important

→ Strong links needed between research and industry

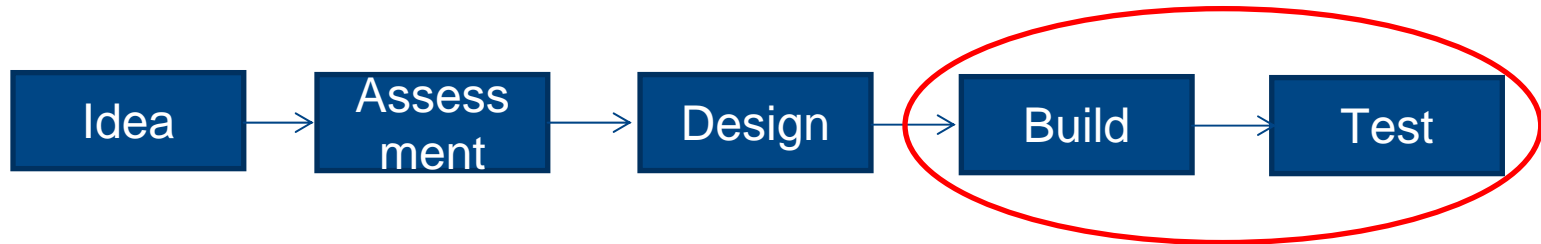
# Innovation



We need to look at the value for the clients, but also at sustainability of the sector

→ We need: better assessment tools,  
e.g. Life-Cycle Analysis

# Innovation



Build and Test is getting more integrated with Product development in the field

- We need:
- indicator traits for complex traits
  - methods to exploit ultra-large data sets

# Conclusions

- The needs of the industry are fully aligned with the needs of the primary producers and society:
  - Farmer and Animal Welfare
  - Resource efficiency
  - Low emissions
  - Food safety
- Innovation requires:
  - Strong links between research and industry
  - Better assessment tools
  - Techniques to exploit field data

# Breakthrough technology may come from unexpected fields and crazy ideas

