

Influence of controversies concerning livestock farming on representations of livestock farmers in France in 2023.

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Animal farming: an activity facing multiple challenges...



How Europe lets industrial animal farms off the hook



Farming Animals Differently: 4 Policy Demands for Better Animal Welfare

22 Jun 2023

In this article, we recall the facts about the current state of animal welfare in Europe, and we present our four policy recommendations to give farmed animals the respect they deserve.



EU pumps four times more money into farming animals than growing plants

CAP scheme, which pays more to farms that occupy more land, drives 'perverse outcomes for a food transition', says study



...s on a farm in France. The EU spends nearly one-third of its entire budget on ...
graph: Artur Widak/NurPhoto/Rex/Shutterstock

...made polluting diets "artificially cheap" by pumping four times more money into farming animals than growing plants. research has found

Animal farming in EU worse for climate than all cars

Greenpeace European Unit
22/09/2020



Animals won't stop farting and burping, says Greenpeace

Brussels, 22 September 2020 – Greenhouse gas emissions from animal farming in the EU account for 17% of the EU's total emissions, and do more damage to the climate than all cars and vans put together, according to new analysis. The scale of the problem means that the EU cannot reach the goals of the Paris climate agreement, and avoid the worst impacts of climate breakdown, without a reduction in the number of farm animals, said Greenpeace.



... Emerging from a series of crises since the 1980s



Crises that have contributed to a climate of distrust and uncertainty

- A climate described by the concept of the **risk society or reflexive modernity** by Giddens and Beck (2004)
- Conducive to a rise in **controversies surrounding science and technology**
- The challenges surrounding animal farming can thus be seen as **controversies** (Delanoue et al. 2018)



Various reactions from the agricultural world

- **Mobilization against "agribashing"** and the issues surrounding controversies
- Justification and communication about **existing practices**
- **Implementation of actions** to adapt (creating labeled sectors, changing system practices, etc.)



- And more specifically among many farmers: **indifference, anger, sadness, and demotivation** (Coty et al. 2017)

The Entr'ACTES Project: animal farming and sectors actors facing societal challenges



General objectives

Better understand what it means to be a **farmer** today and what the **current dynamics of change** are

Support animal farming actors towards greater integration of societal issues in their practices and recreate a link between animal farming and the rest of society

Equip (future) support staff for farmers to help them better understand change in farming



Study Objective: *gain a better understanding of what it means to be a livestock farmer today, and gain access to the diversity of ways in which livestock farmers think and act in the face of controversy.*

Breeders



Support staff (technicians,
advisors, ...)



Pig Farming



Cattle sectors (dairy and meat)



Poultry sectors (eggs and meat)



Sheep sectors (dairy and meat)

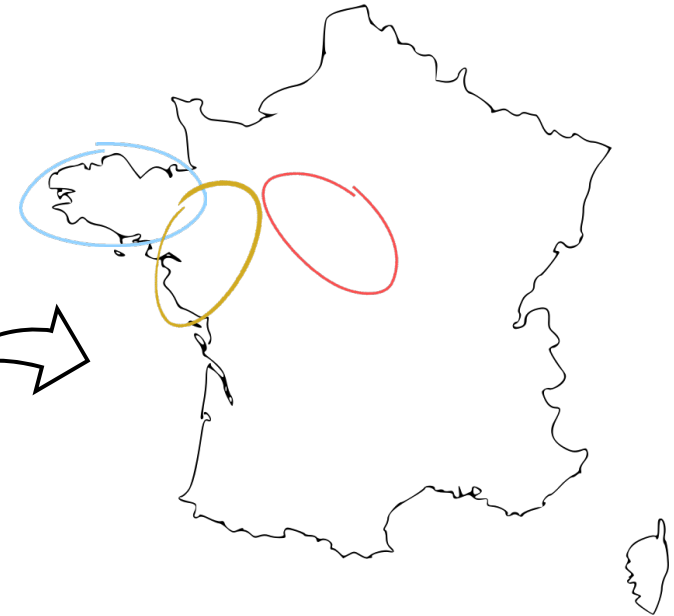


Goat sectors



**Qualitative
Survey**

43 individual
semi-structured
interviews



Brittany

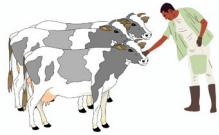
Pays de la Loire

Centre-Val de Loire

Various sources of fulfillment

Connection with animals and nature

Daily contact with animals



Specific aspects

Animal type
Animal breed

Specific tasks with animals

Milking
Observing animals
Herd management
Observation

Connection to nature

Crop management
Nature protection
Shaping the landscape

The Richness of the Profession

Daily work

Task diversity
Technical skills

Human relationships

With employees
Peers

Feeling useful

Feeding the population
Producing healthy quality food

Direct sales

Customer relations
Customer feedback
Mastering the entire chains

Being your own boss and managing your farm

Freedom of
organization

Being in a progressive approach

Decision-making



Daily difficulties, concerns for the future

Workload and working conditions



Difficult working conditions

- Mental load
- Work-life balance
- Constraints
- Unpredictability

Heavy administration

- Repetition
- Quantity

Financial security



Farm profitability

- Insufficient remuneration
- Dependence on subsidies

Uncertain future of agriculture

- Foreign competition
- Competition between models
- Public support for agriculture

External factors

Environmental crises

- Climate change
- Water resource

Image of the profession

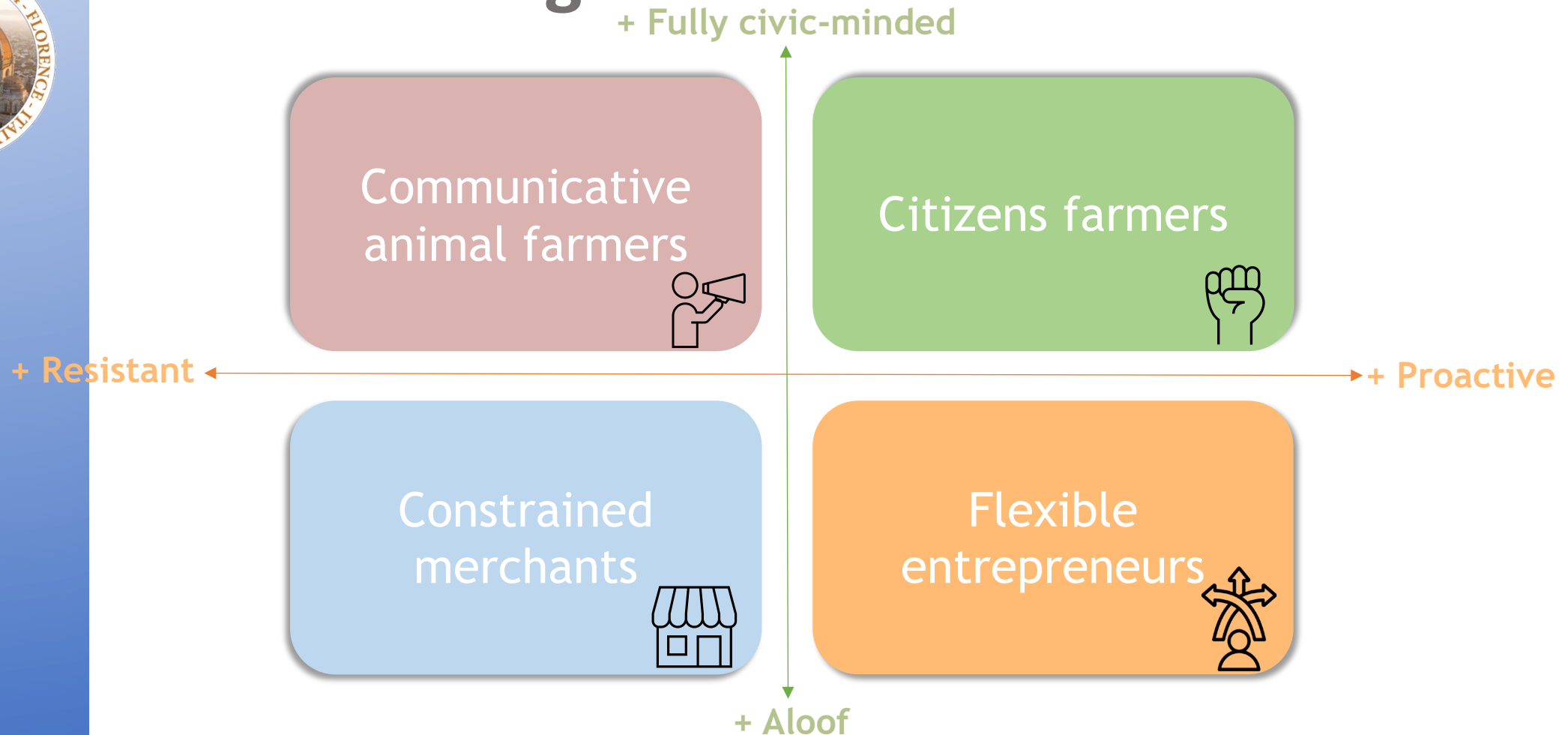
- Transmission
- Lack of candidates for succession

« Societal expectations » raise questions

- Image of the profession
- Recognition

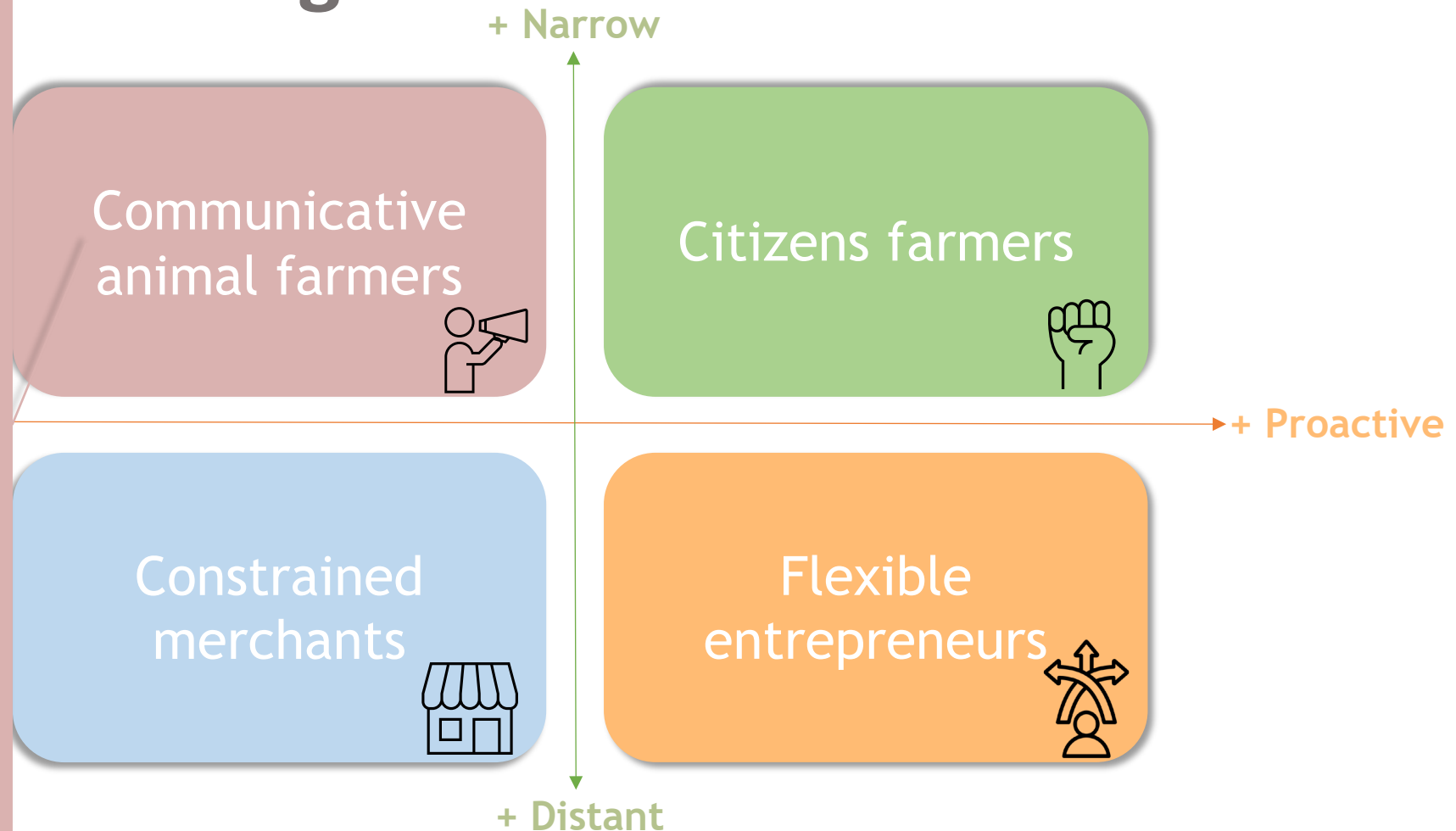


Different profiles regarding position in society within the agricultural profession and attitude towards change



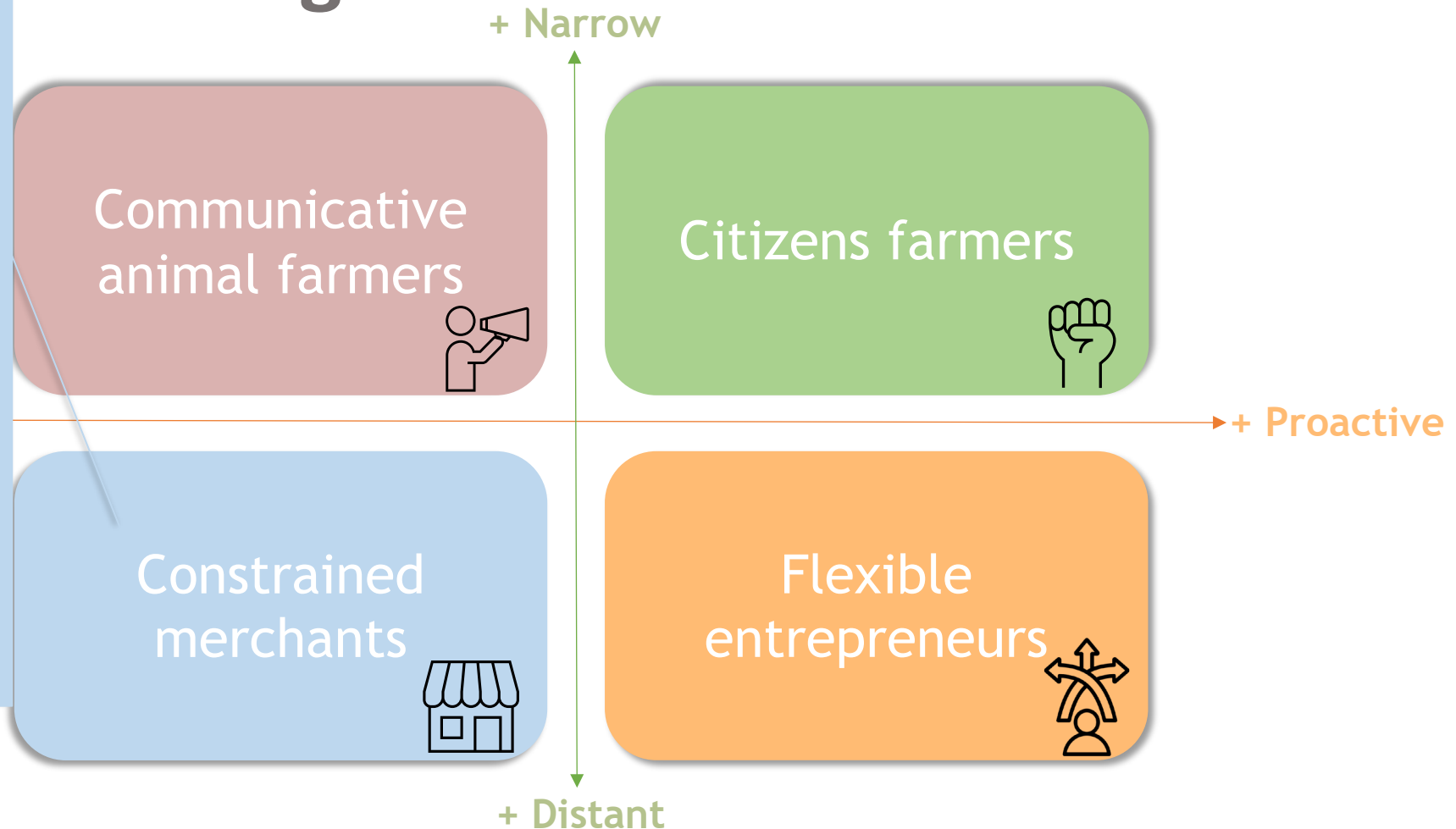
Different profiles regarding position in society within the agricultural profession and attitude towards change

- ❖ Passionate about working with animals (care)
- ❖ Very annoyed and critical of societal expectations
- ❖ Suffer from a lack of recognition
- ❖ Love to communicate, especially about the conventional model
- ❖ Adoption of practices aimed at improving animal welfare (enrichment, freedom in maternity)
- ❖ Backtrack if it doesn't work
- ❖ Financial barriers



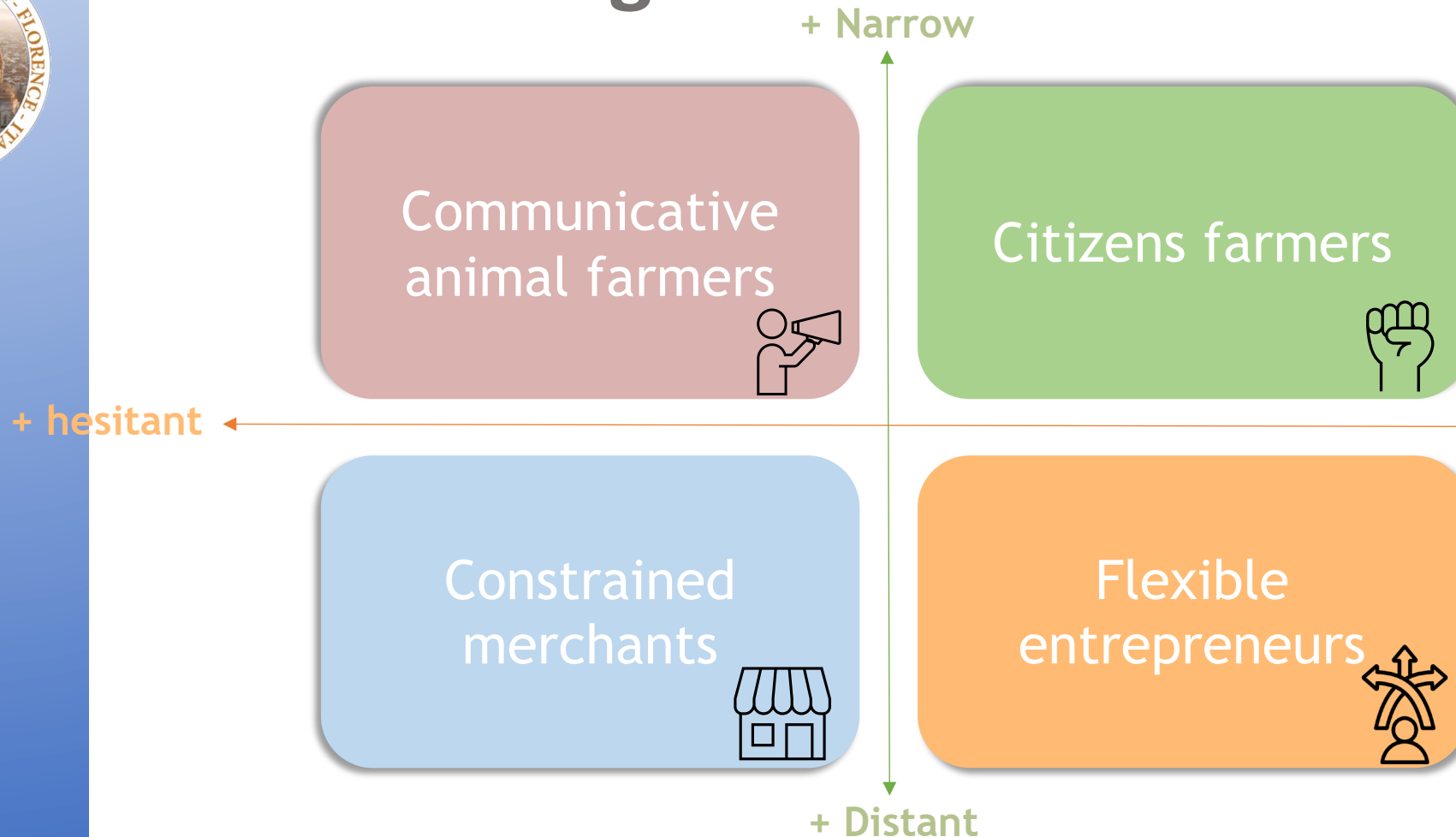
Different profiles regarding position in society within the agricultural profession and attitude towards change

- ❖ Passionate about product quality and marketing
- ❖ Enjoy the connection with customers: recognition
- ❖ Believe that consumers should take responsibility and pay more to finance the practices they demand
- ❖ Occasional adoption of practices to reduce environmental impact
- ❖ Very constrained by working hours



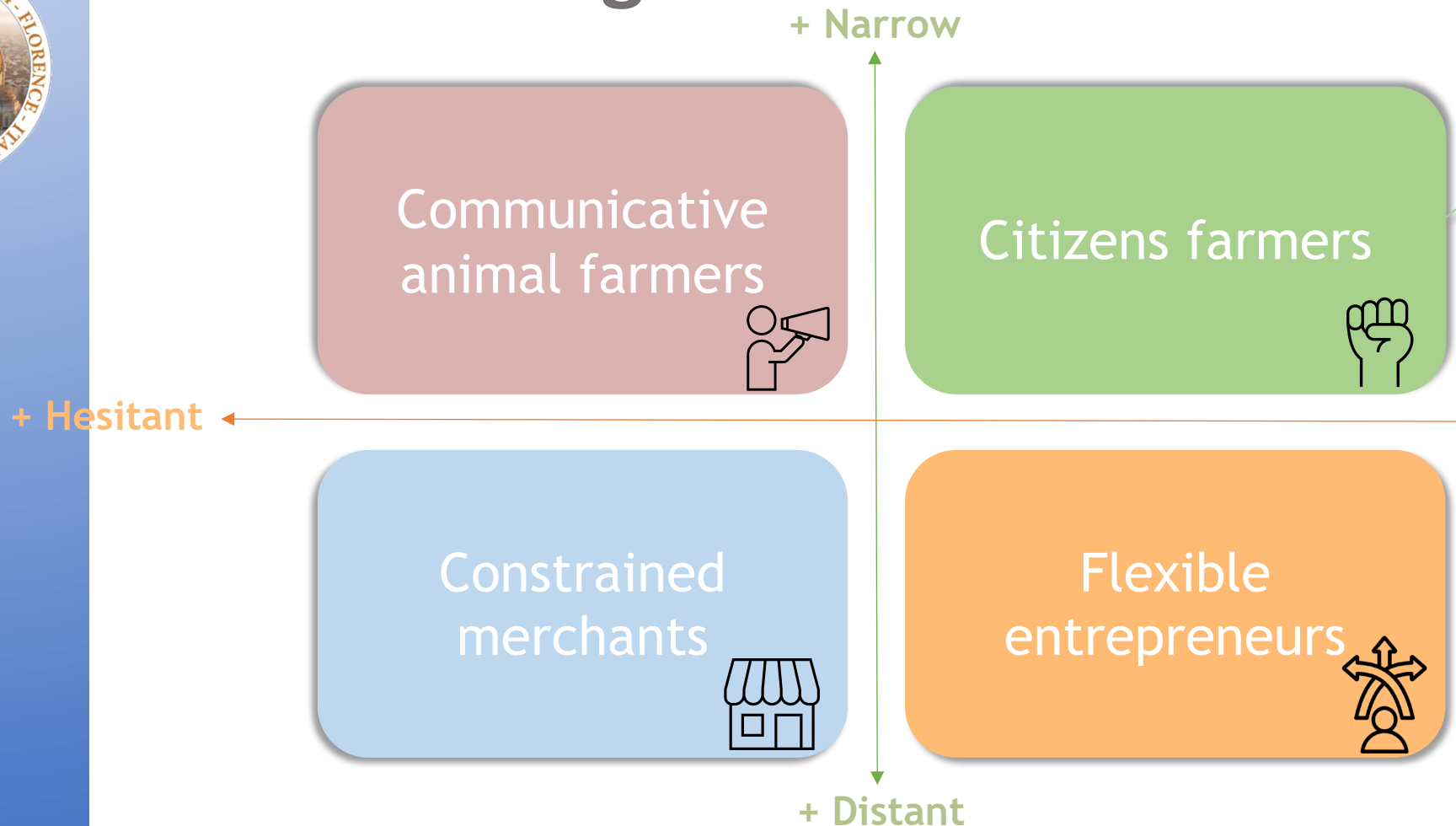


+ Narrow



- ❖ Passionate about technology, and the search for system optimization
- ❖ Conventional model, Label Rouge or CDC
- ❖ Love to communicate to capture trends (market)
- ❖ Believe there is a communication problem from the agricultural world
- ❖ Constant experimentation with new practices
- ❖ Backtrack if it doesn't work

Different profiles regarding position in society within the agricultural profession and attitude towards change



- ❖ Passionate about nature and animals, seeking a way of life above all
- ❖ Citizen farmers: multiple positions in offices at the local and agricultural level
- ❖ Generally agree with societal expectations, which they consider legitimate
- ❖ Love to communicate (open houses, direct sales, etc.)
- ❖ Change out of conviction

A Diversity of Positions of Farmers in the Agricultural World and Society

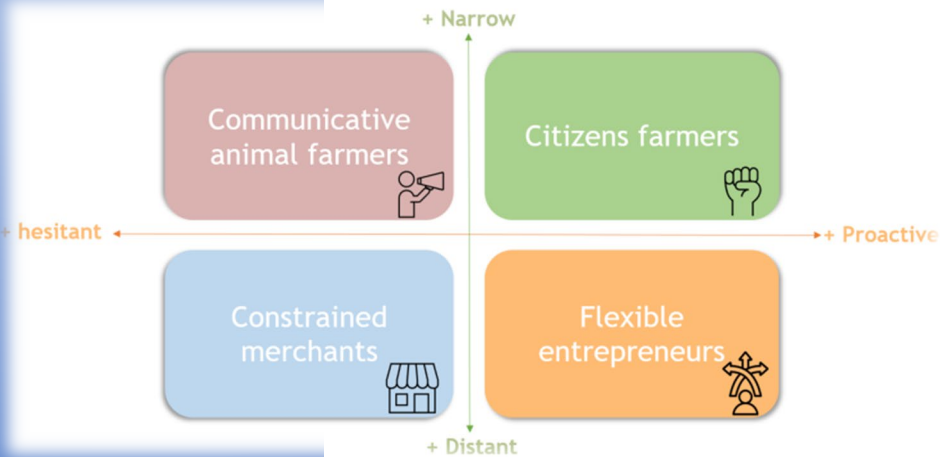
Meaning attributed to the profession

Production function

Social function

Commercial function

Environmental function



- Challenges that weaken farmers and concern them in their daily work and for the future
- Controversies that indicate a **breakdown** in the trust contract between society and farmers, experienced differently depending on their **integration** into society and the agricultural world
- A link between this positioning and the attitude towards **change** to be confirmed
- Different attitudes towards change confirm the need to consider **different support needs**

And now? Refining the typology with statistical quantification and in-depth surveys with farmers implementing changes on farm

Thank you for your attention

View the slideshows of our conferences at
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