



75th EAAP Annual Meeting
1/5 September 2024 - Florence, Italy

intaqt

INovative **T**ools for **A**ssessment
and Authentication of chicken
meat, beef and dairy products'
QualiTies

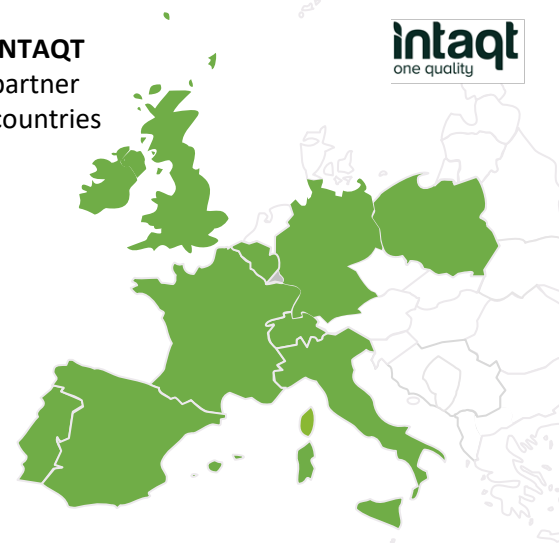
A living lab approach

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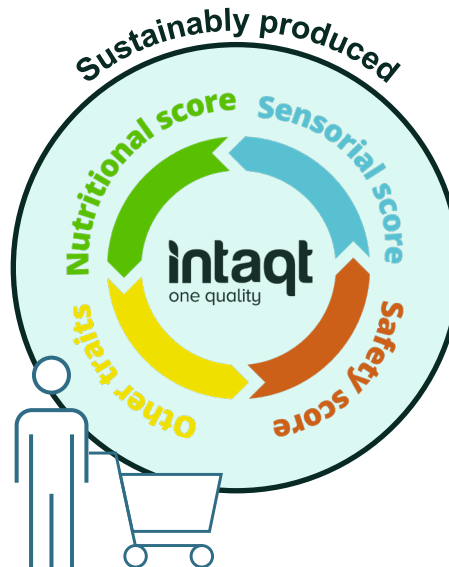


Production system

Extensiv

vs.

Intensiv



INRAE

FiBL

UNIVERSITÀ
DEGLI STUDI
DI PADOVA

acta

QUEEN'S
UNIVERSITY
BELFAST

cagasc

unipg

EX

BORDEAUX
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Amadori

INTERNATIONAL
MEAT RESEARCH
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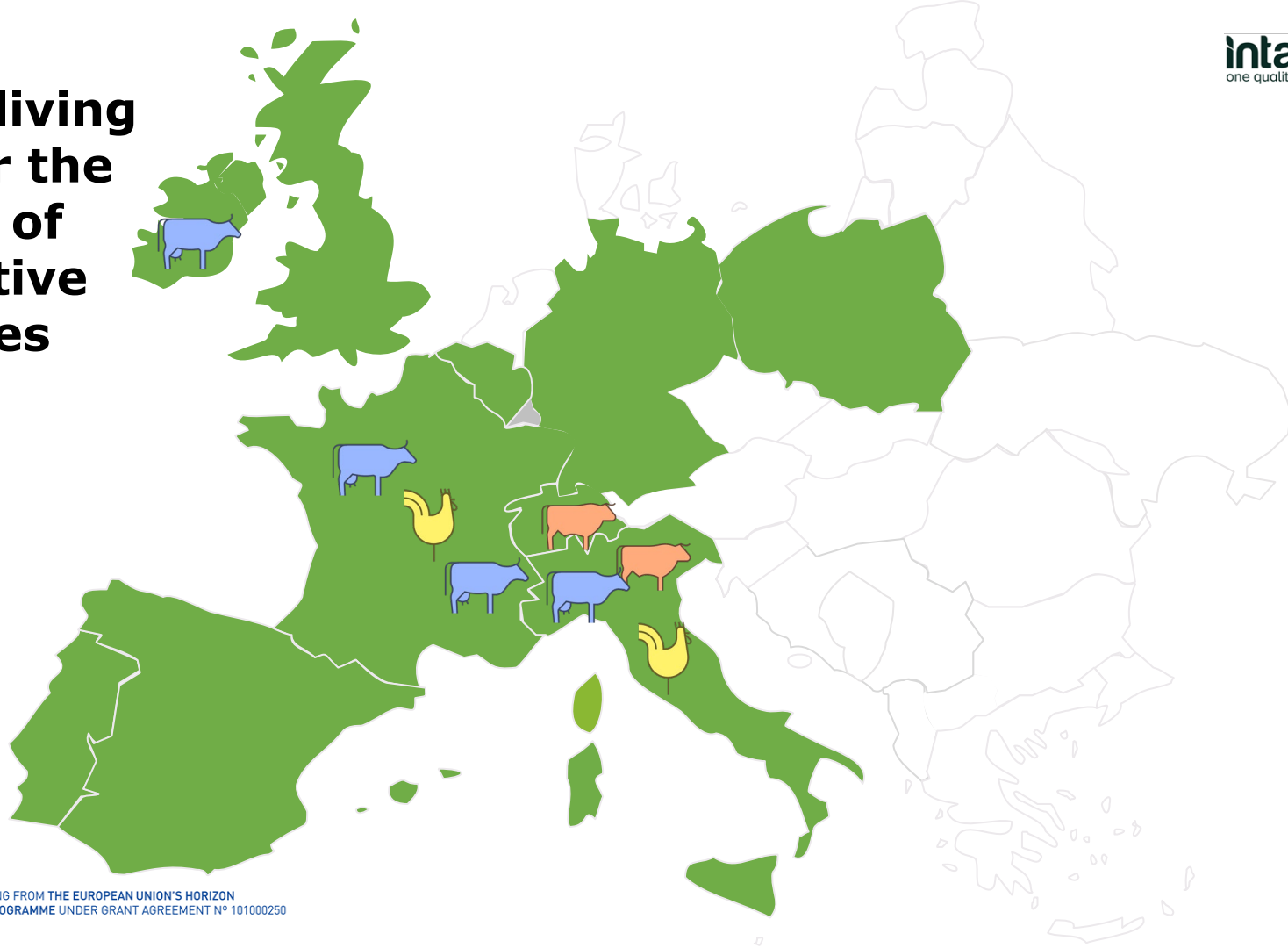
INSTITUT DE
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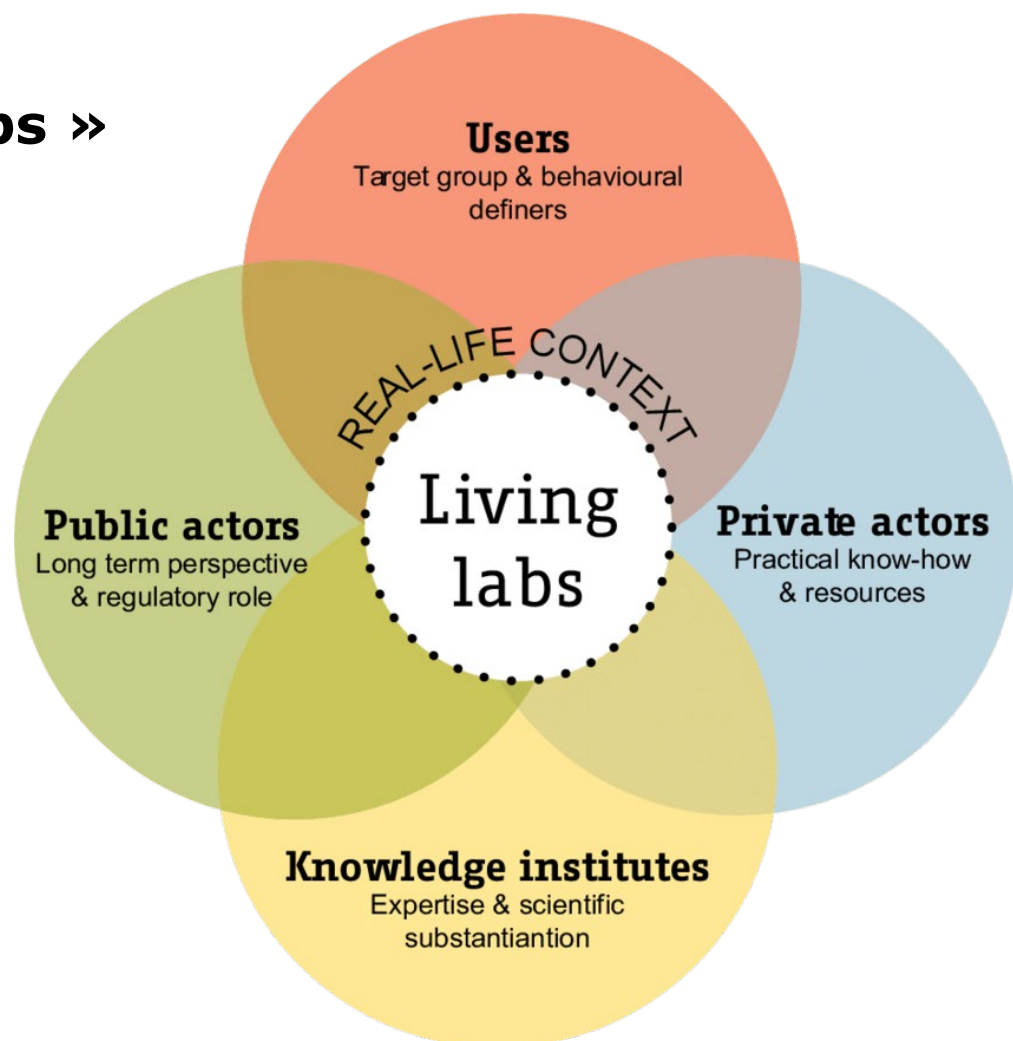
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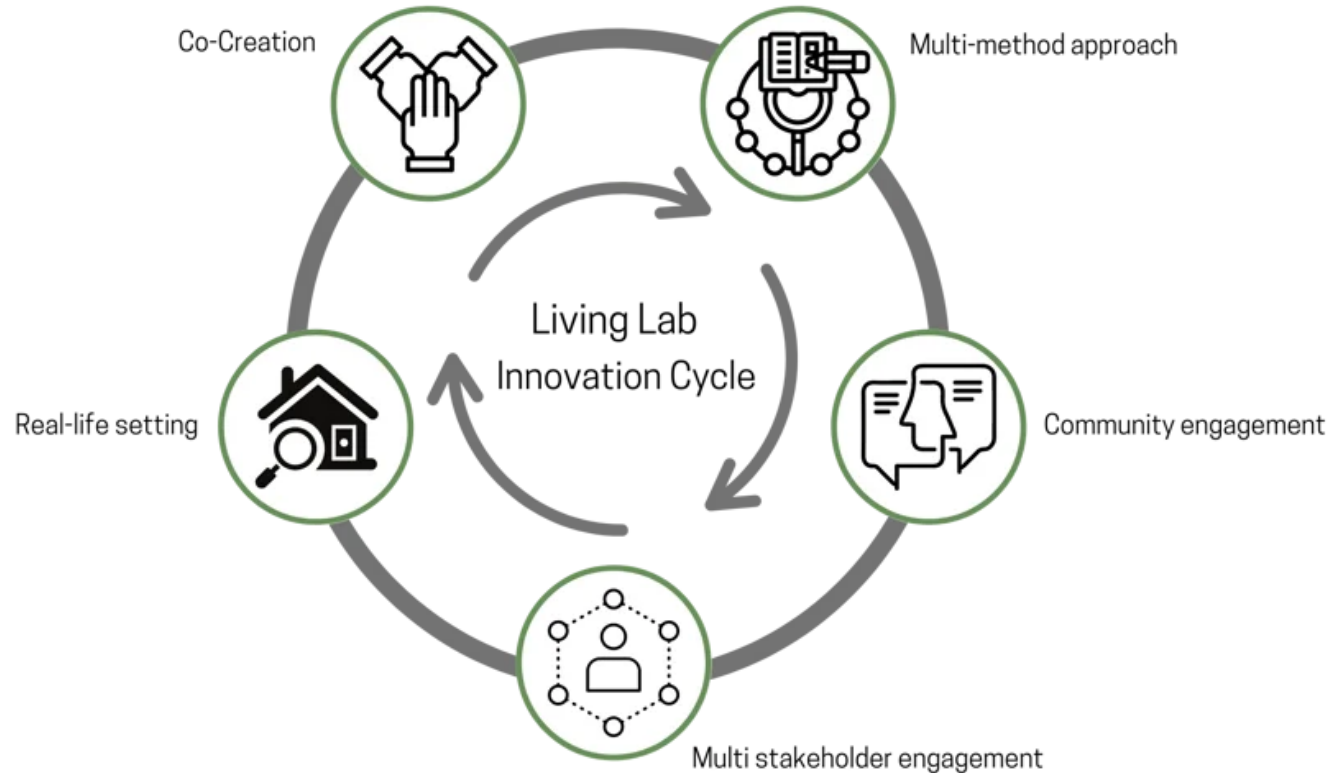
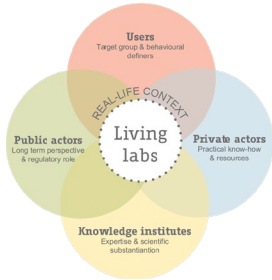
Use of living labs for the testing of innovative practices



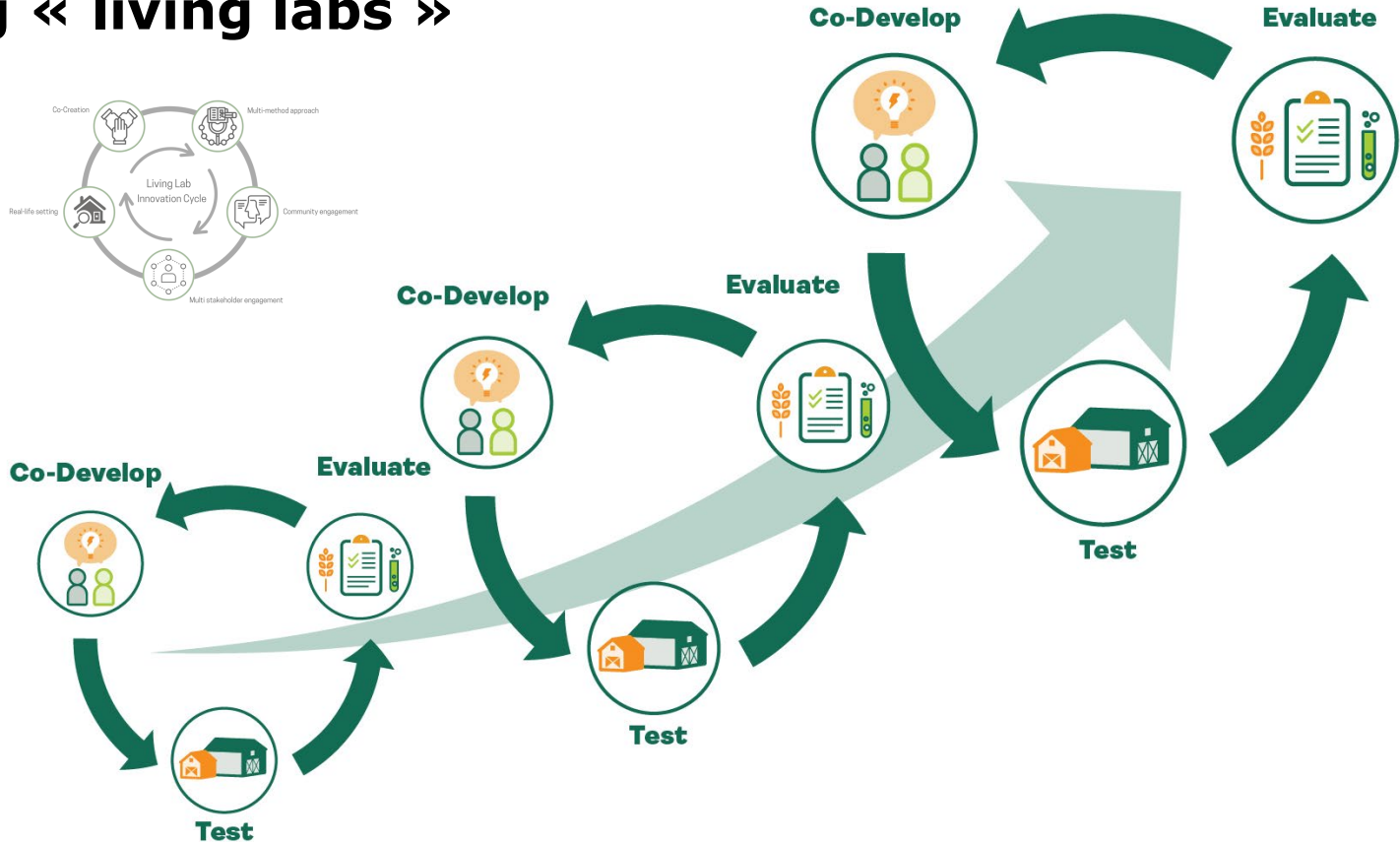
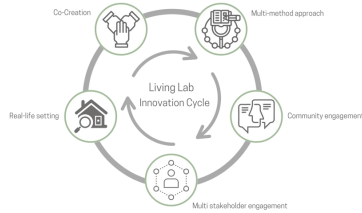
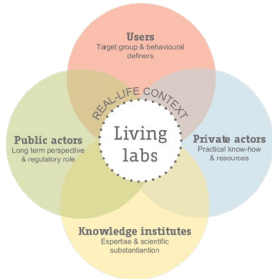
Defining « living labs »



Defining « living labs »



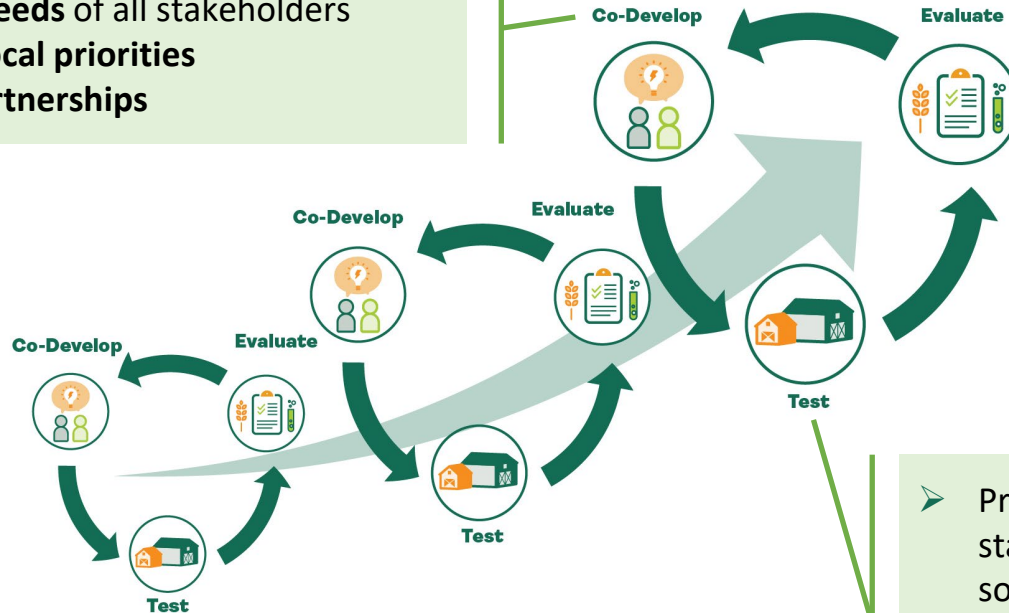
Defining « living labs »



Picture 3: Agriculture and Agri-Food Canada

How can living lab contribute towards more sustainable practices?

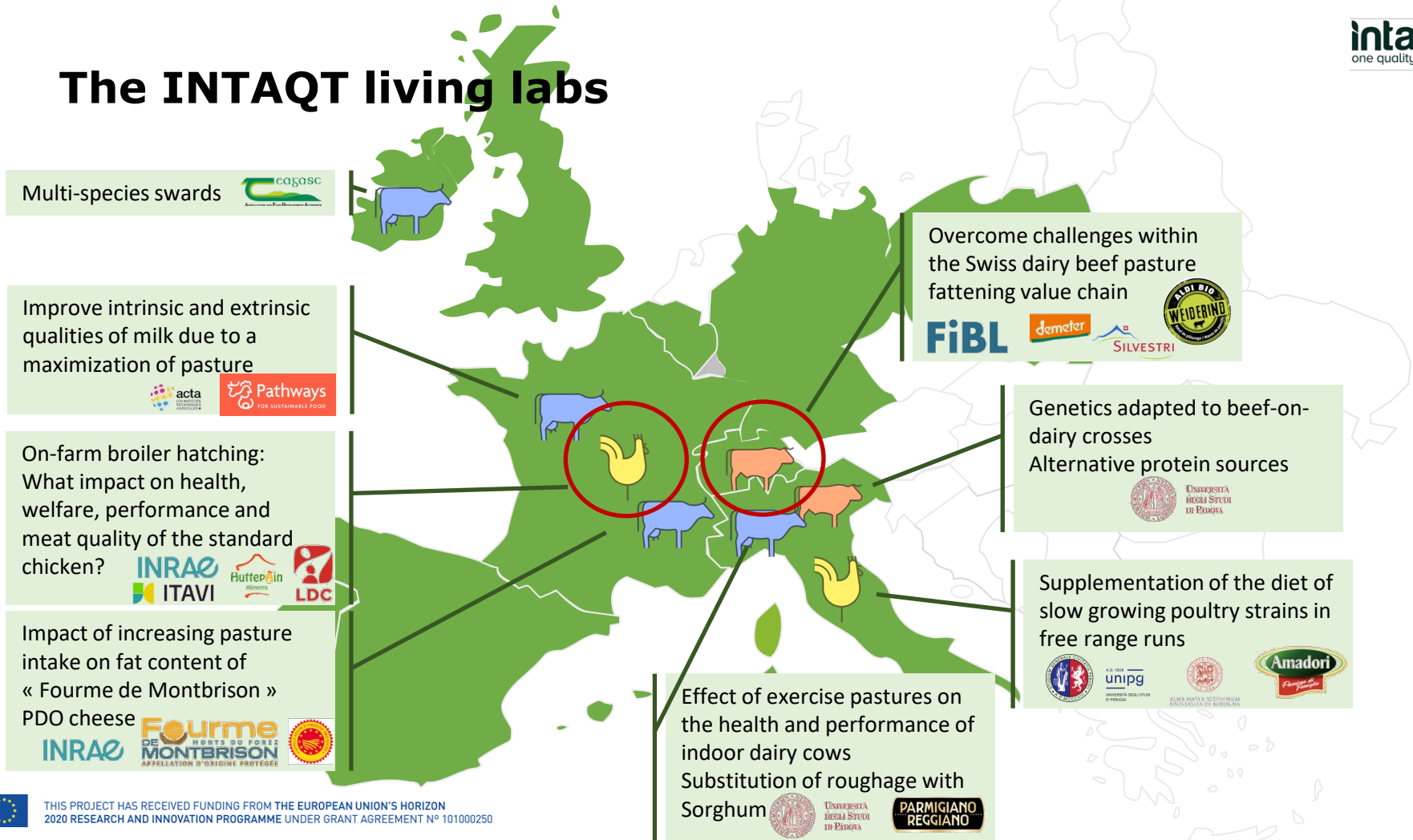
- Identify **needs** of all stakeholders
- Identify **local priorities**
- Foster **partnerships**



- Identify and address **challenges** of a **real-world setting**
- Gather and share **relevant experience** and **lessons learnt**

- Provide **suitable environments** for stakeholders to test sustainable solutions
- **Demonstrate benefits** of innovations

The INTAQT living labs



Living Lab « organic pastured Beef »

FiBL

SILVESTRI

BIOSUISSE

demeter



System:

Dairy Beef crosses

Reared on birth farms till 3m

Gras-fed, 0% concentrates

Slaughter at 20 - 24 months



Living Lab « organic pastured Beef »

Common challenges:

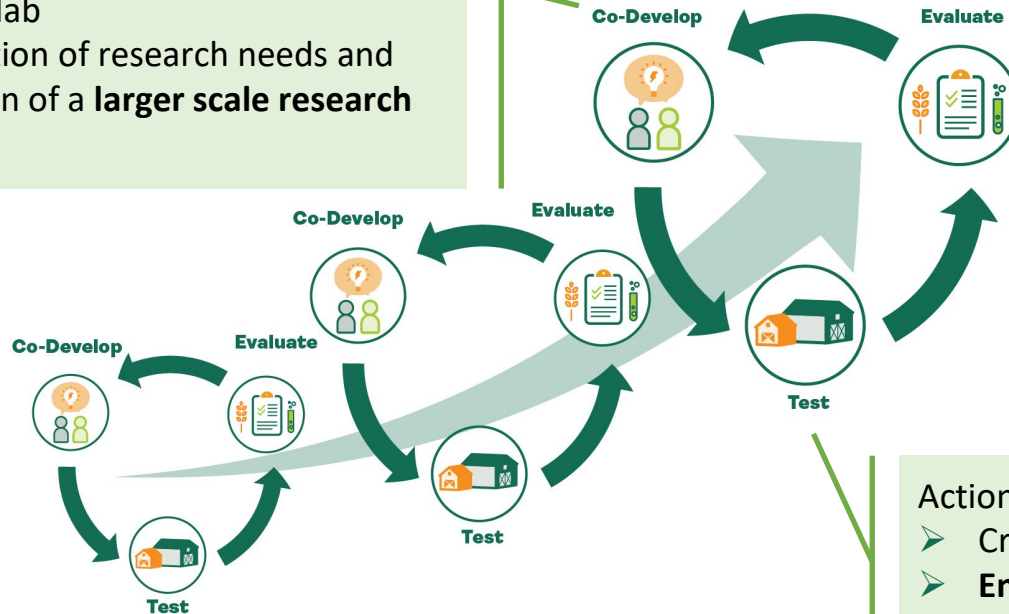
- High slaughter prices, but stagnation of sales
- Frequent penalties in slaughterhouse for lack of carcass conformation
- Niche production system that is not known to the consumer
- No existing producer association



Living Lab « organic pastured Beef »

- **Farmer & Academia-driven**
- Inclusion of **multiple stakeholders** to the living lab
- Identification of research needs and co-creation of a **larger scale research project**

- **Qualitative approach**
- Identification of **market constraints** to the production system



- Actions at organizational level:
- Creation of a **producer association**
 - **Engaged academia**

Living lab « On-farm broiler hatching »

INRAE



ITAVI



Living lab « On-farm broiler hatching »

System:

- Fast-growing chickens
- Fed with locally produced feed
- Reared with natural light, extra-space, facilities that foster the expression of natural behaviors (pecking stones, straw bales, perches...).



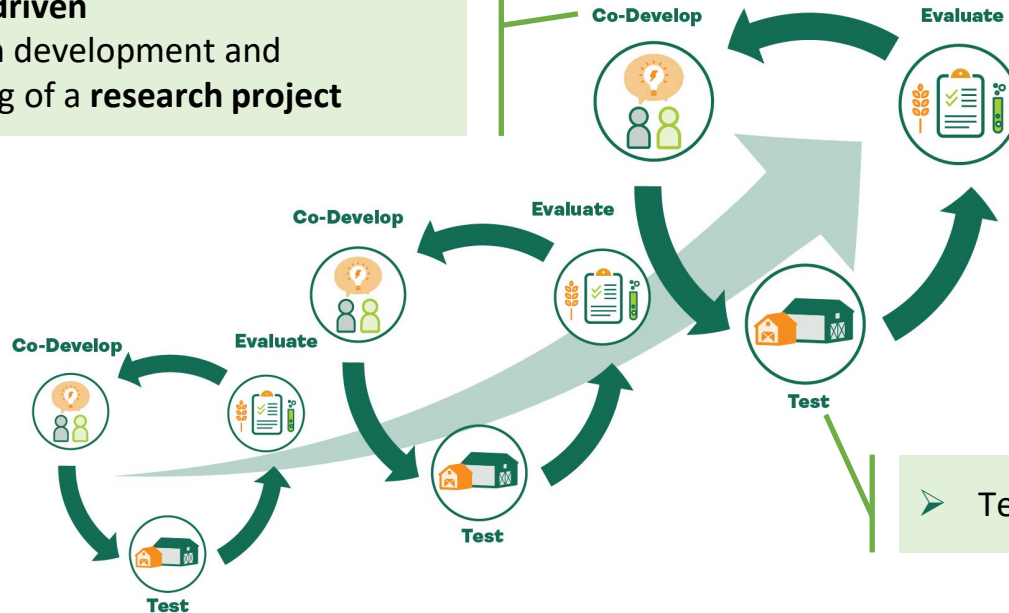
Innovation:



Living Lab « On-farm broiler hatching »

- **Industry-driven**
- Support in development and conducting of a **research project**

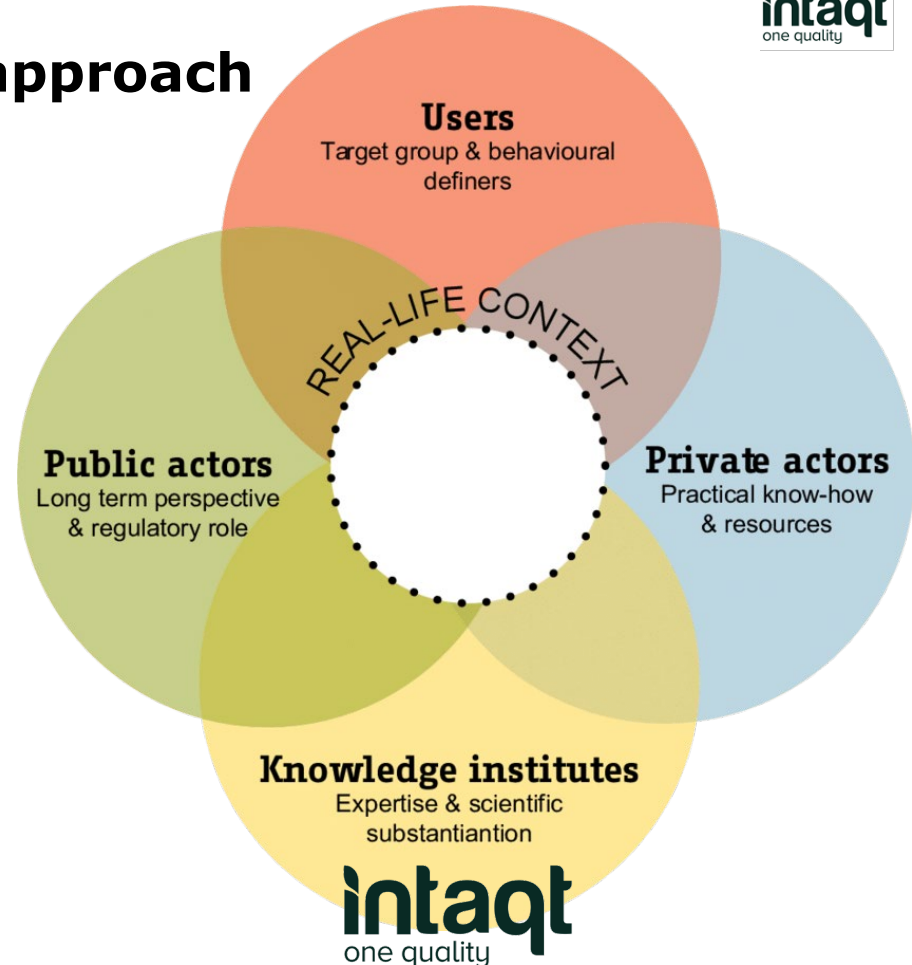
- **Quantitative approach**
- **Scientific evaluation**



- Testing of a **specific innovation**

Value of using a living labs approach

- Build **trust**
- Inform academia about farmer, industry and consumer **needs**
- Formulate research that is **relevant to stakeholders**
- Co-create **sustainable practices**



Thank you!

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