

LIVESTOCK ARE MORE THAN FOOD



© Animal Task Force / Inge Milou Krüger

**4th one-day symposium
of the Animal Task Force & the EAAP Commission on
Livestock Farming Systems:
*Livestock are more than food***


*The representations and
attractiveness of livestock farming
professions under the influence of
societal issues.*

The French situation in a European perspective

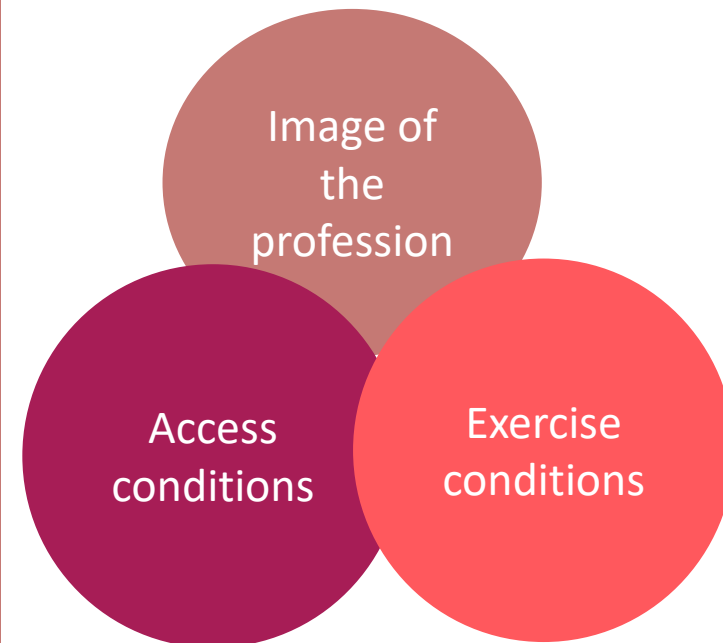
Anne-Charlotte Dockès

Introduction

LIVESTOCK FARMING FACES THE CHALLENGE OF WORKFORCE RENEWAL

- Farmers are aging, many retirements are underway
  Need of farmers and farm employees
- Enhancing the attractiveness of farming activities :
a necessity and 3 challenges

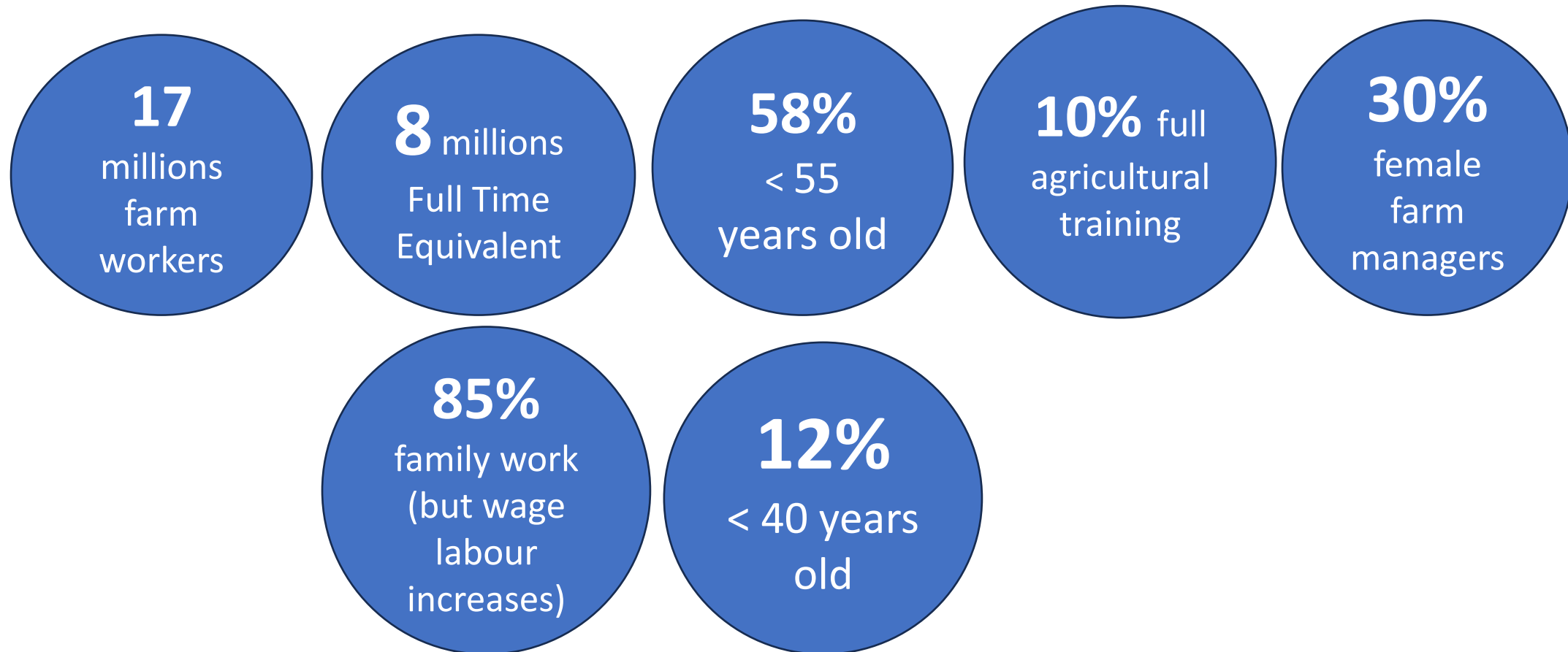
3 axes of attractiveness



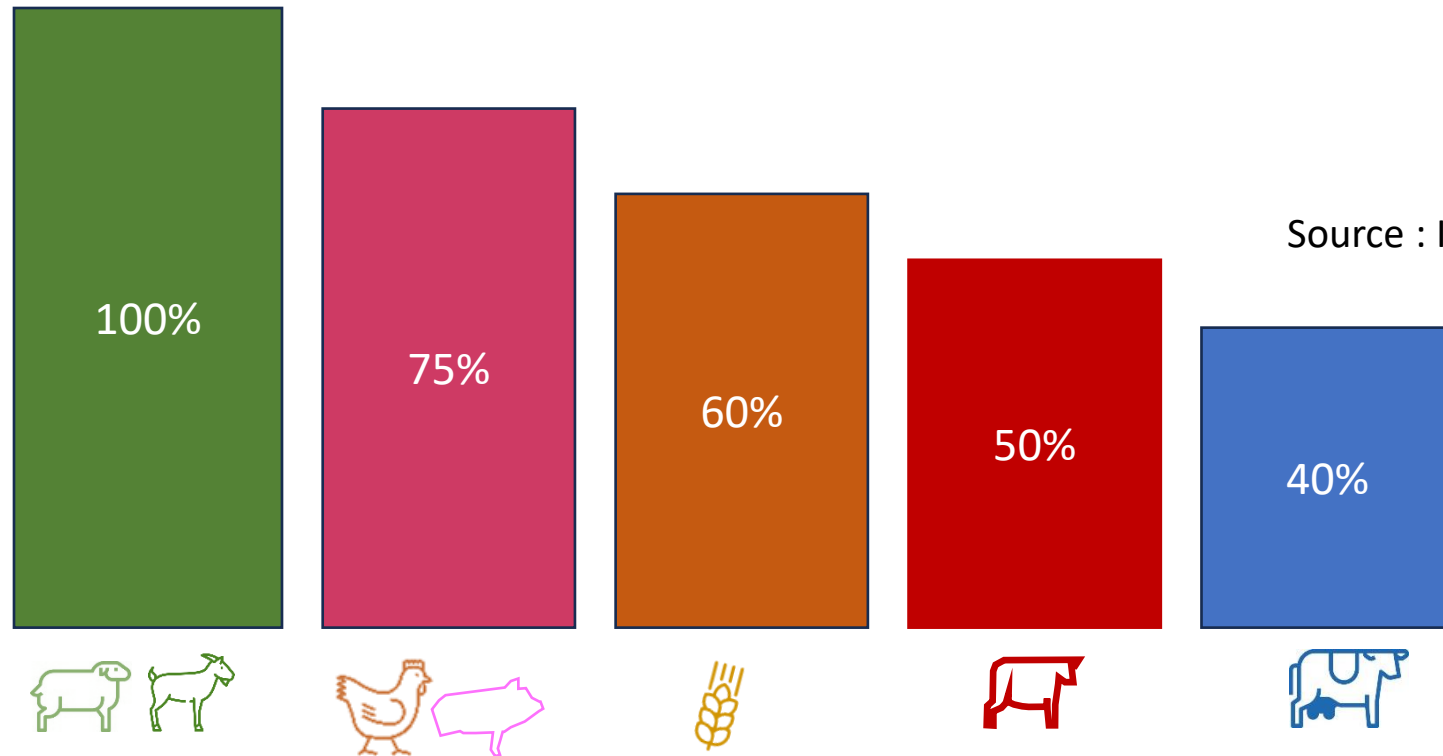


A few facts about agricultural demography

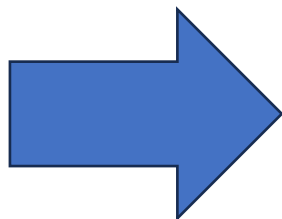
Key figures about EU farm demography



In France very variable replacement rates depending on sectors (2021)



Source : Institut de l'Elevage - MSA



Higher replacement rate in sectors where :

- **More women**
- **More entrants not from an agricultural background**



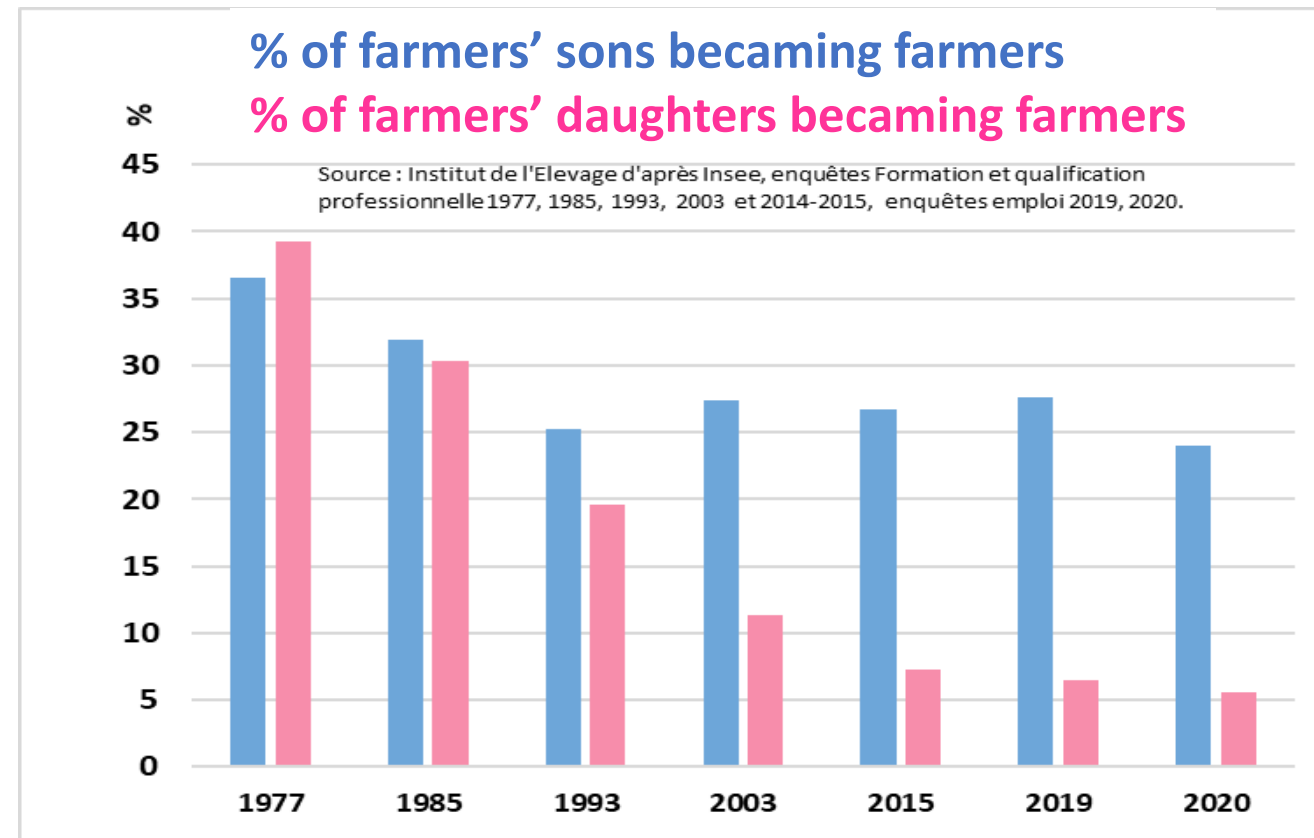
A “ female exodus ” which explains part of the difficulties



In France

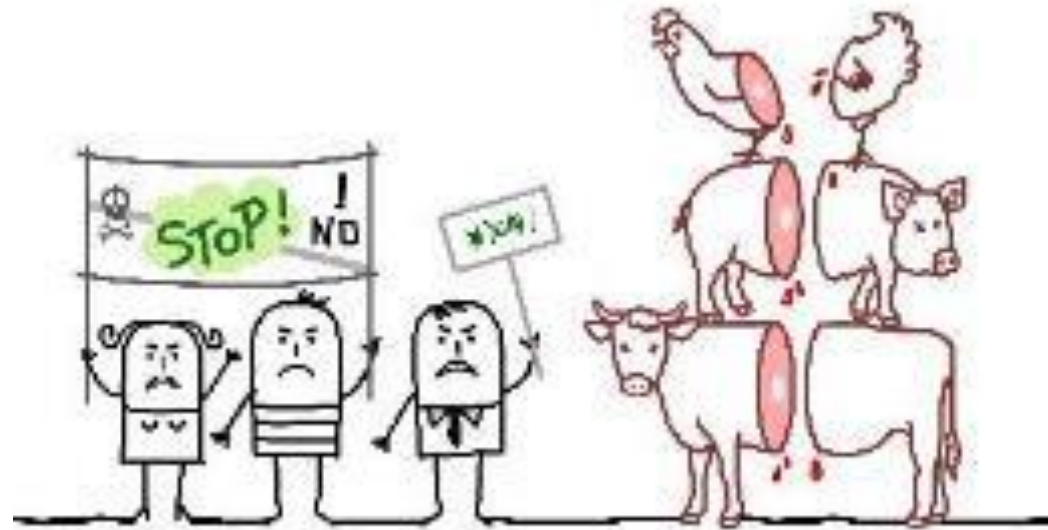
- A stable proportion of farmers’ sons have become farmers since 1977 (35 to 25%)
- While the social mobility of girls has increased significantly (from 40% to 6% of them become farmers)

Social mobility of sons and daughters of farmers. Evolution from 1977 to 2020 (France)



To mobilize women, better take into account their specific expectations

What perception do citizens have of livestock farming?



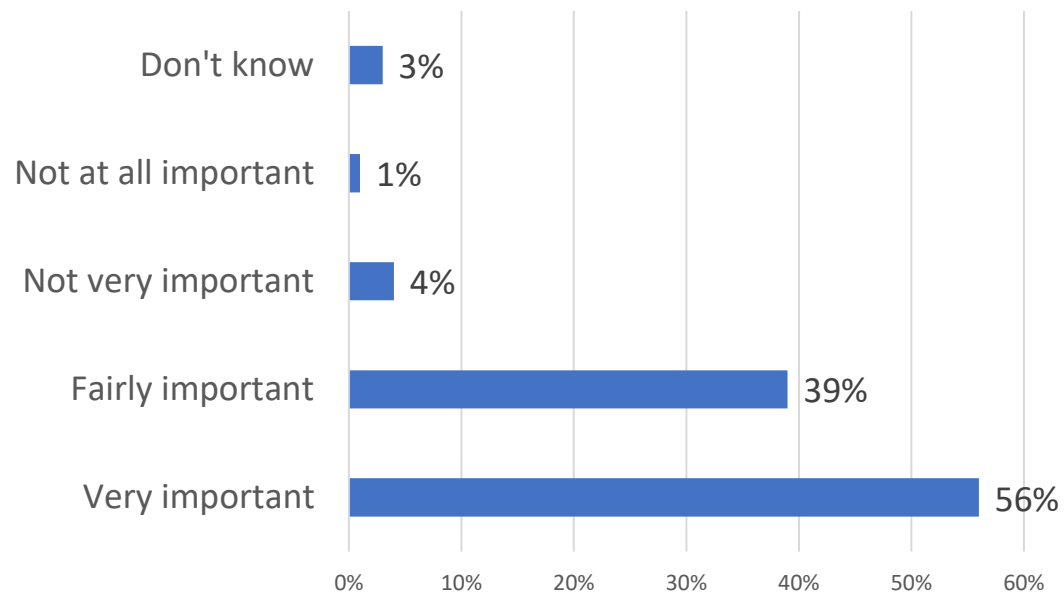
Four registers of controversy about animal farming



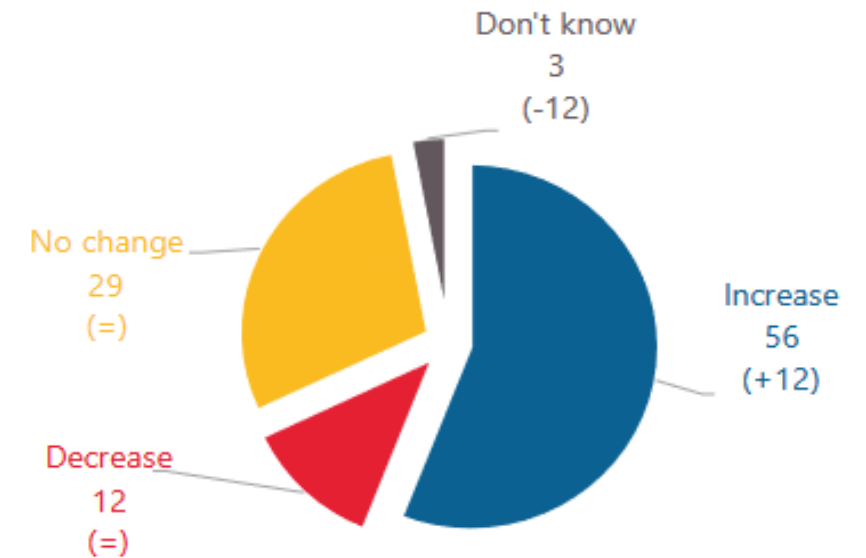
Environment <i>Impact of human activities on natural environments</i>	Animal condition <i>Way of raising animals</i>	Sanitary <i>Impact of production on health</i>	Socioeconomic <i>Development models</i>
GHG	Definition of BEA	Phytosanitary	Intensive system
Water pollution	Living conditions	Antibiotics	Geographic concentration
Animal feed (soy, GMO)	Pain management	Risks of epizootics and zoonoses	Ethics
Use of resources (water, land)			
Nuisances (odors, noise)			
1980	1990	2000	2010

Agriculture and rural areas are important for EU citizens

- Do you think that, in the EU, agriculture and rural areas are ... for the future ?



- And over the next 10 years, would you like to see an increase, decrease or no change in EU financial support to farmers ?



(Aug.-Sep. 2020 - Dec. 2017)

Special Eurobarometer CAP Septembre 2020 – 27 237 respondents

Divers expectations towards farmers

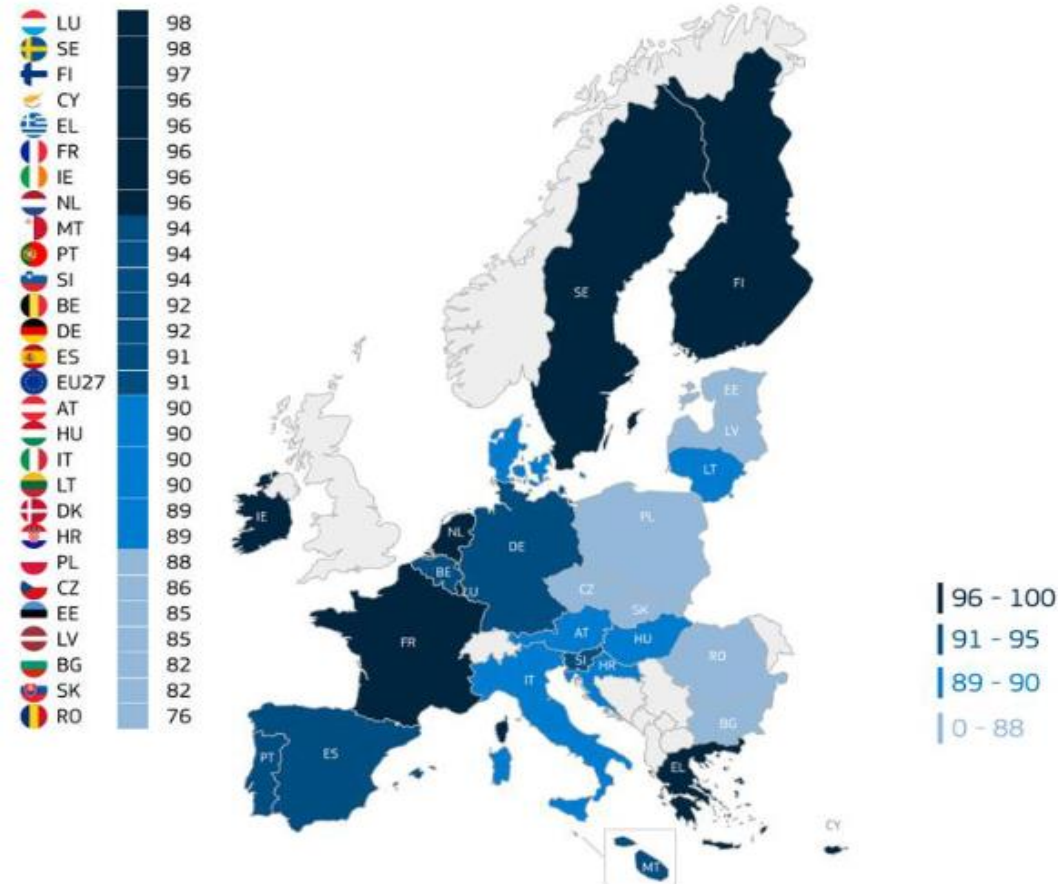
What do you think should be the main responsibilities of farmers in our society ? (2 answers)



Special Eurobarometer CAP Septembre 2020 – 27 237 respondents

Animal welfare should be protected according to many EU citizens, *with a West-East gradient*

QC2. In your opinion, how important is it to protect the welfare of farmed animals (e.g. pigs, cattle, poultry, etc.) to ensure that they have decent living conditions? - Total 'Important' (%)



- Very important : 52% (-3%/ 2015)
- 67% would like more information on how animals are raised

Source Eurobarometer – march 2023

Environnement is also a topic of concern for a majority of EU citizens

They even say they would pay higher prices for more sustainable products

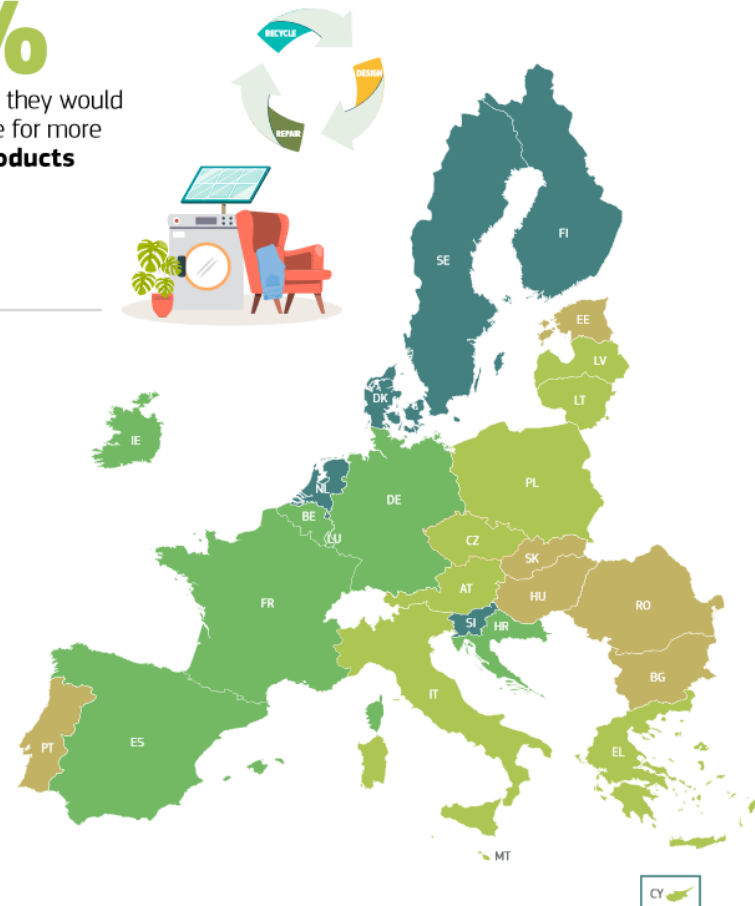
78% Europeans agree that environmental issues have a **direct effect on their daily lives and health**



% that would pay a higher price for products that are easier to repair, recyclable and/or produced in an environmentally sustainable way

- 70-100%
- 60-69%
- 50-59%
- 0-49%

SE	86%	EL	54%
FI	84%	MT	54%
DK	77%	LT	52%
NL	76%	AT	52%
SI	70%	CZ	51%
LU	69%	IT	51%
DE	68%	LV	50%
BE	63%	PL	50%
FR	63%	BG	47%
IE	60%	HU	47%
ES	60%	EE	46%
HR	60%	RO	46%
EU	59%	SK	46%
CY	57%	PT	41%

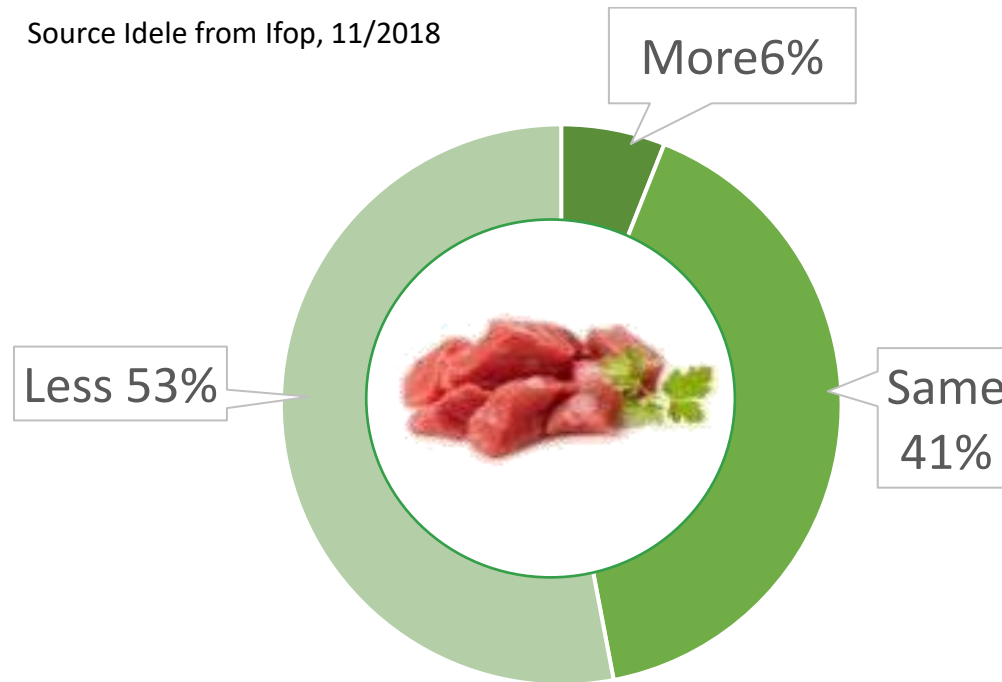


The apparent paradox of meat consumption

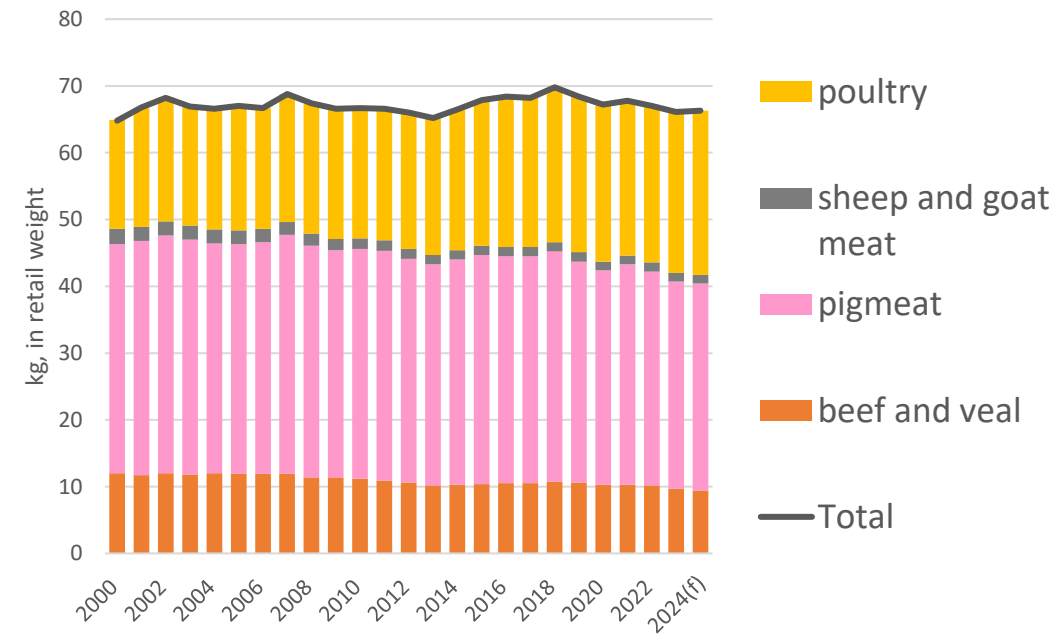
Half of the (French) consumers declare to have cut their meat consumption

But consumption is quite flat in EU (more poultry)

Source Idele from Ifop, 11/2018



Per capita consumption in retail weight
Source : GEB-Idele, from EU Commission - short-term outlook

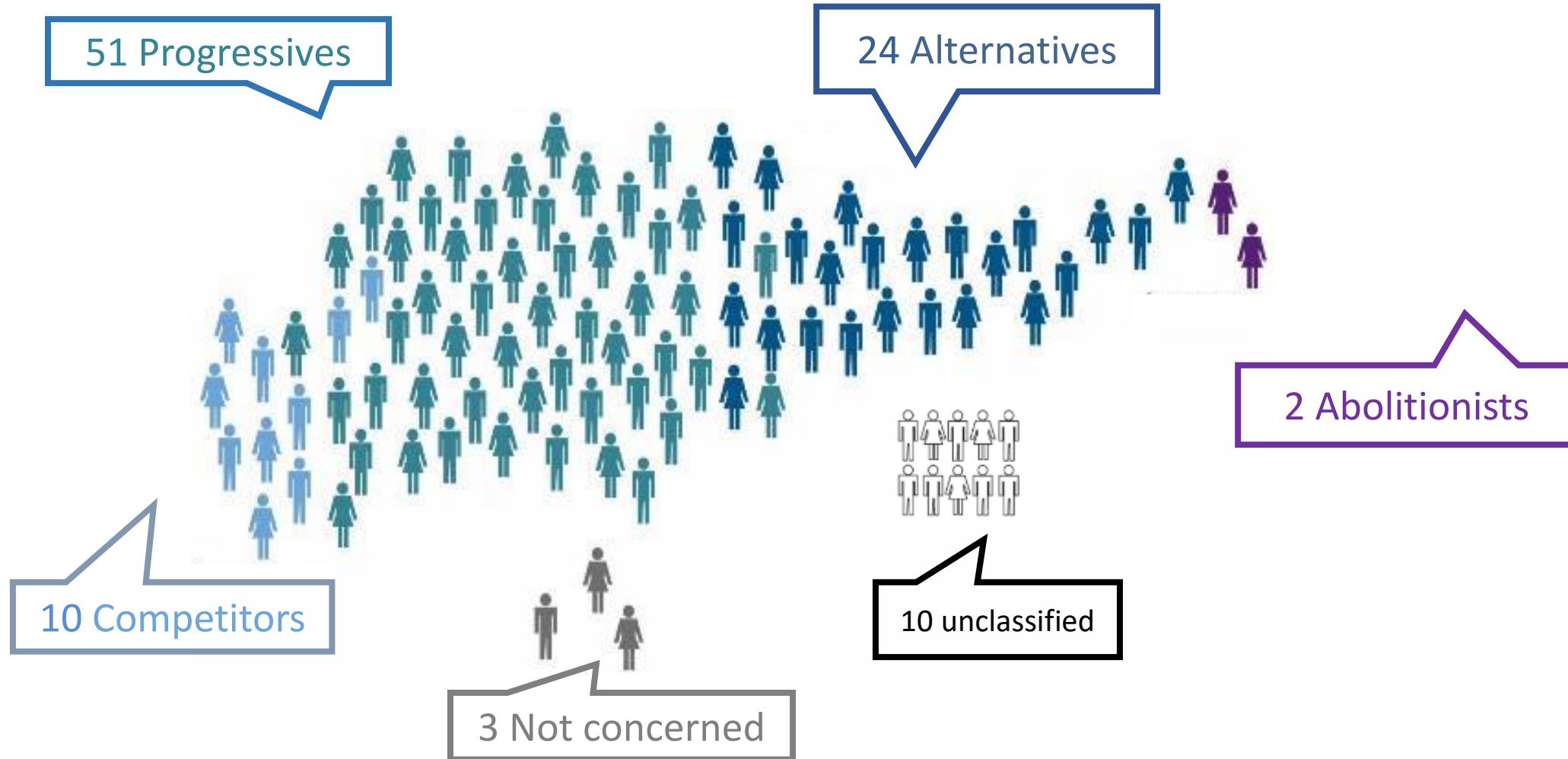


« In comparaison to 5 years ago, would you say that you consume more or less meat ? »
(Question to meat consumers)



5 citizen profiles with different expectations

Among 100 French citizens:



5 scenarios for the future of Livestock and meat consumption

“Influent” type of citizen

Abolitionists	Alternatives	Progressives	Competitors	Not concerned
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Importance of livestock farming

“ co –building progress ”



“Productive Europe Global Disturbances”

“Junk-Food”



“Less but Better»



« Nearly Vegan »





Specificities of the access and exercise conditions on livestock farms



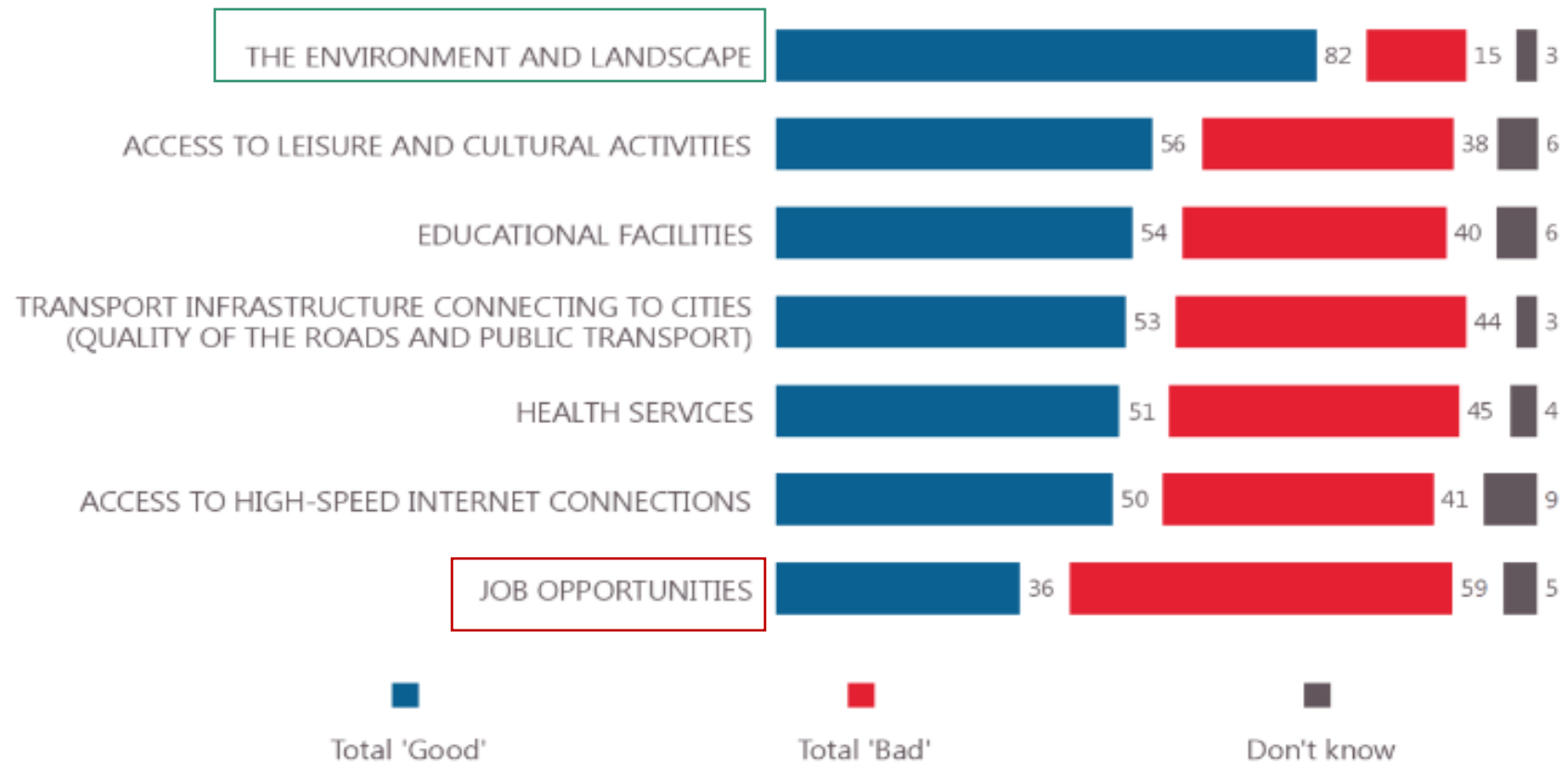
Livestock farming and (young) people's expectations :

- **Livestock farming can be attractive :**
 - ✓ Importance of **work-life balance**
 - ✓ Interest in **the societal utility** of their work, having a meaningful job
 - ✓ Search for **quality of life at work** (autonomy, flexibility, etc.)
 - ✓ **Diversity of activities:** manual, digital, administrative, commercial, management ...
- **But difficulties in projecting in the activity :**
 - ✓ A profession carried out by an **increasingly small part** of the population
 - ✓ **Rural areas** are not always attractive or even known
 - ✓ **Remuneration** is seen as insufficient
 - ✓ **Workload** is seen as too heavy
- **Anyway livestock farming is a very specific activity**
 - ✓ Productive relationship with animals
 - ✓ Interweaving of private and professional spheres
 - ✓ Anchoring in the rural territory
 - ✓ An idyllic or romantic vision of agriculture
 - ✓ Neighborhood conflicts and use of space



Attractiveness of rural areas is essential to insert new comers in agriculture

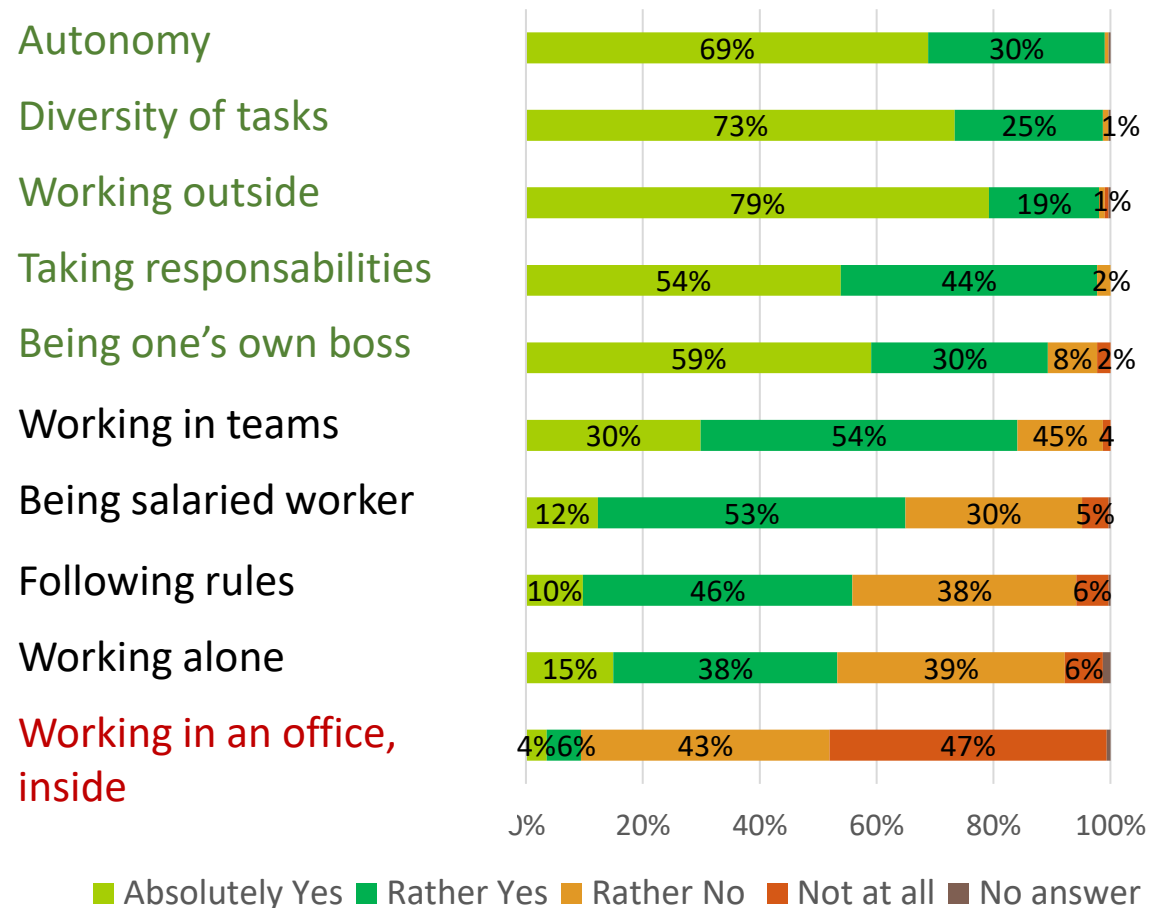
QA18 Overall, how would you rate the following in rural areas in (OUR COUNTRY)?
(% - EU)



French agricultural high school students seek autonomy and flexibility

- Livestock careers appear **in line with young people in agricultural education** (autonomy, outside work, contact with animals, diversity of tasks, professional sense, etc.)
- But **the balance between income and free time does not seem satisfactory to them .**

Could these working conditions make you want to take up a job?



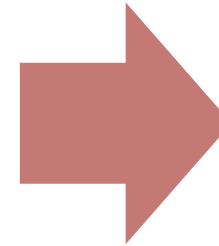
Survey broadcast from April 26 to June 15, 2021 with students in agricultural high schools, 308 responses France



The specific expectations of people not from an agricultural background (NFAB) ... sometimes out of step with the job offers

• The main objectives of “NFAB ”

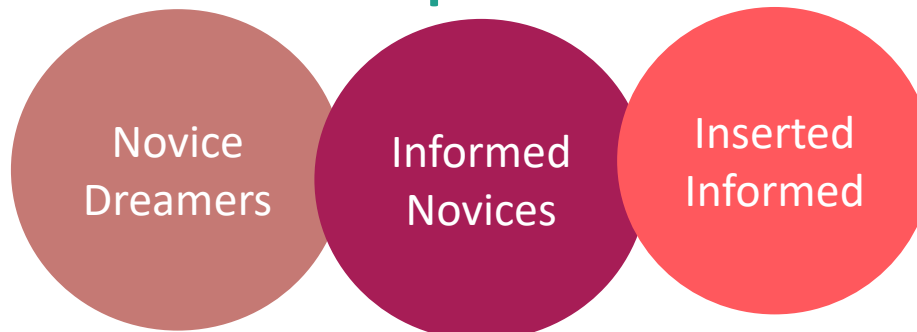
- A life project, in accordance with values
- Be one’s own boss
- Benefit from a pleasant living environment → housing, plot, workload
- Control the cost of installation → modest size and “added value” projects



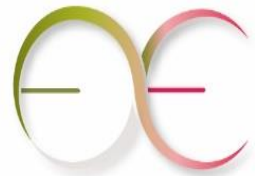
◆ Specific issues for their support

- Training and information
- Discoveries and courses
- Tutoring and testing locations
- Support for farmers who transmit
- Adapted support for projects
- New references

• 3 main “NFAB” profiles



Different attractiveness factors depending on the scenarios



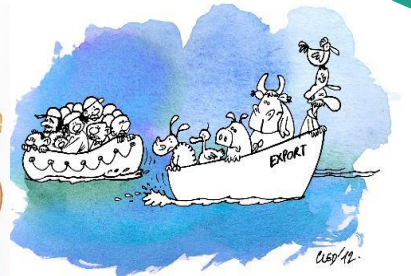
Jobs linked to nature and animals, close to citizen expectations
Questions / life balance

Very few jobs, highly specific



"Less but Better"

" co-construction progress "



**Productive Europe
Global disturbances**

Entrepreneur or employees, a profession "like any other"

"Junk-Food"



A wide diversity of professions



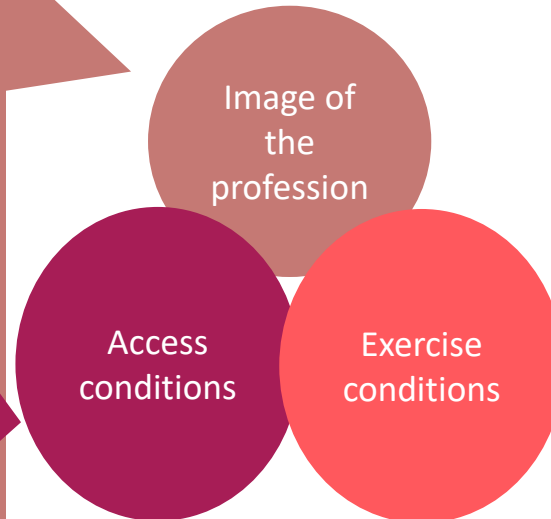
« Nearly Vegan »

Enhancing the attractiveness of careers in livestock farming

- Increase information about of the diversity of livestock farming jobs
- Show that they are open to employees, women, NFAB, multiactivity, etc.
- Make known the improvements to face to societal challenges

- Simplify administrative procedures
- Facilitate access to land and capital
- Adapt training, education, tests to audiences
- Raise employers' awareness of employee expectations

3 axes of attractiveness



- Improve income and remuneration
- Improve working conditions and quality of life
- Improve the attractiveness of rural areas
- Improve practices and systems / societal issues
- Promote career development
- Combine different forms of employment
- Supporte the diversity of farming models

Improve image and access to livestock farming

- **Basic trends:**

- Ethical expectations of citizens, and future farmers
- Citizen questioning of so-called “intensive” systems... which are nevertheless developing
- Growing economic and climatic hazards
- Growing aspirations of farmers and farm workers in terms of social sustainability
- Technological and digital innovations that offer new opportunities

- **Room for progress and adaptation:**

- Diversity of EU systems, practices, product offering
- Knowledge and image of the profession, dialogue

“Co-build” systems for tomorrow, profitable and livable for farmers ... and presentable to citizens

Thank you for your attention

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