

Special: Sustainable Livestock Farming 2018

What is it?

Livestock production is constantly facing new challenges to meet growing demands for food, to be internationally competitive and to produce agricultural products of high quality. In addition, it must meet sustainability goals, ranging from reduction of phosphate, methane and preventive antibiotics. Sustainable livestock production also means that animals are raised according to higher societal demands regarding animal health, product quality and environmental pressure. At the same time, sustainable livestock production means that is also economically efficient and profitable.

In this special we delve deeper into the solutions and innovations that companies have developed to help make livestock production more sustainable. Examples are novel feed additives to reduce methane output in ruminants and to increase health and efficiency of animals and innovative housing and equipment solutions to increase climate and overall conditions for animals. In this special edition, we present innovations and new concepts for a sustainable, high-level livestock production, now and in the future.

This special edition will focus on three main sections:

Animal nutrition

- Use of feed additives to reduce emissions from livestock
- Reduction of carbon footprint in the feed and food chain
- Tailor made feeding strategies / precision feeding
- Use of by-products / novel ingredients in animal diets (e.g. algae)

Quality and animal health

- Relationship between feeding and meat/egg/milk quality
- Relationship between feeding and health (e.g. reduction of feather pecking and footpad lesions in poultry)
- New breeding strategies to produce more robust animals
- Better gut health to reduce veterinary drug use

Housing and equipment

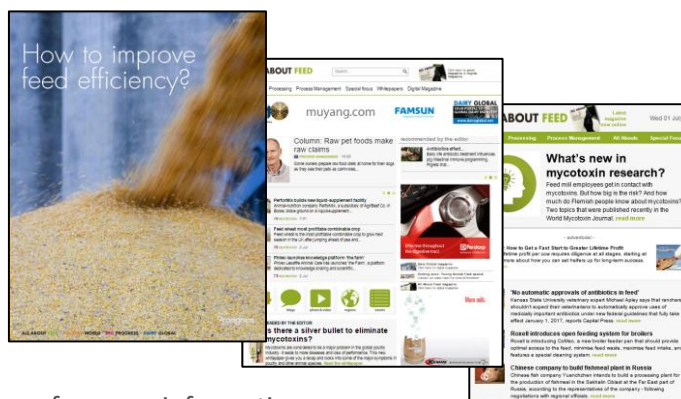
- Smart ways to reduce dust, noise, smell and emissions from barns
- Innovations in and around the barn to make production more efficient (think of automatic feeding, lighting schemes for poultry)
- Sustainable (natural) ways for cleaning and disinfection of barns and equipment
- Automation and sensors to improve efficiency of input (feed) and output (animal protein)

Published

- October 2018 (Available at EuroTier)

Circulation (print + digital)

- Magazine: > 60.000
- Newsletter: > 50,000
- Unique visitors on allaboutfeed.net, poultryworld.net, pigprogress.net, dairyglobal.net: > 80,000


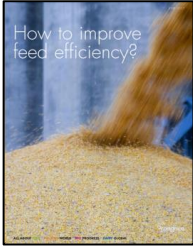

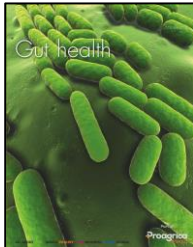






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MEDIA PACKAGE

<p>Magazine:</p> <ul style="list-style-type: none"> • 2/1 page technical article (content and pictures) • About 6,500 characters including spaces 	 <p>Published:</p> <ul style="list-style-type: none"> • October 2018 <p>Closing date article:</p> <ul style="list-style-type: none"> • 3 August 2018 	
<p>Magazine:</p> <ul style="list-style-type: none"> • 1/1 page ad (197 x 267 mm) 	 <p>Published:</p> <ul style="list-style-type: none"> • October 2018 <p>Advertising closing date:</p> <ul style="list-style-type: none"> • 14 September 2018 	
<p>Webpage:</p> <ul style="list-style-type: none"> • Article (same as in magazine) • Banner (336 x 140 pixels, max. 49kB) 	 <p>Published:</p> <ul style="list-style-type: none"> • 18 October 2018 <p>Closing date article:</p> <ul style="list-style-type: none"> • 3 August 2018 <p>Closing date banner :</p> <ul style="list-style-type: none"> • 4 October 2018 	
<p>Focus Newsletter:</p> <ul style="list-style-type: none"> • Blockbuster (550 x 150 pixels) or advertorial (Head, body, pay off, max 400 characters) • Attention: MS Outlook 2007-2010 will only display the first frame of an animated banner. 	 <p>Published:</p> <ul style="list-style-type: none"> • 18 October 2018 <p>Advertising closing date:</p> <ul style="list-style-type: none"> • 4 October 2018 	

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