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Anne-Lise Jacquot, Catherine Disenhaus, Yannick Le Cozler

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What do young French people think about livestock productions in 2014?



Jacquot AL^{1,2}, Disenhaus C^{1,2}, Le Cozler Y^{1,2}

¹ AGROCAMPUS-Ouest, UMR 1348 Pegase, F-35000 Rennes, France; ² INRA, UMR 1348 Pegase, F-35590 Saint-Gilles, France

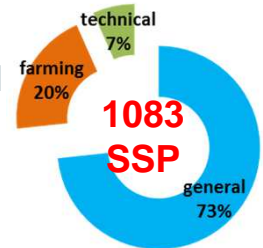
- A rise of expectations from citizens as well as consumers about livestock production (LP)
The gap between LP chain's reality and citizen's expectations is increasing
- A lack of data about feelings and knowledge about LP of young people, as future citizens and consumers

➔ A need to better understand this sub-population by conducting surveys



Material & Methods

- Surveys all over France from 13th to 24th January 2014 carried out by 35 Master 2 students
- A closed-questionnaire (49 questions) full-filled by French secondary school pupils (SSP) who get their "baccalauréat" (GCE A-levels) in June 2014 (17/18 years of age)



28 different high-schools
(general, farming & technical)

Main results & Discussion

1. What do they know about livestock farming systems?

- On a scale from 0 to 10, 70% consider their knowledge under 5,
even though 78 % of them visited **at least once** a livestock farm
- Knowledge on LFS originated from media (25%), family or neighbourhood (23 %) or school (18 %)

2. What are their perceptions about livestock farming systems?

- Two third of SSP considered that being a **farmer is a good job obtained by superior studies**
... but **unprofitable**, especially considering **working time**
- **Animal welfare is their first concern (80%) even though** mainly **well regulated by law**
... with only **herbivorous** animal having good welfare conditions
- LFS has **negative effects on environment (54%)** on **water (72 %)** & **air quality (57 %)**,
... BUT **positive impacts** on **tourism (38 %)** & **landscape (37 %)**
- LFS can be responsible of appearance of **new diseases** in human (for 47 % of them)

3. What kind of consumer are they?

- **Eating meat is important and regular (94 %)**. For 66 % of SSP, a meal without meat, fish or egg is not a real meal

4. Why is it important for SSP to maintain livestock production in France ?

- To provide **food with high quality** standard of production - To preserve **heritage** (food, animal) & **landscapes**
- To maintain **economic life** on rural territories - To reduce **environmental** impacts

Conclusion

- **Animal welfare is their main concerns (80 %) more than environment protection (54 %) and food production (48 %)**
- Finally, **96 % of them estimated that keeping livestock production is of great importance in France**
- Similar studies carried out in other European countries could be useful to prepare some of expected changes in the coming years

Authors wish to thank all participants who kindly answered their questions

