



Sustainability and Welfare

About the special

Sustainability and welfare are inseparable components of modern animal production systems. Achieving a balance between these two aspects is crucial for ethical and environmental reasons. Furthermore, consumer preferences are increasingly aligning with sustainable and ethical choices. Livestock producers recognise this shift and are adopting more environmentally friendly and welfare enhancing practices to remain competitive. Achieving economical sustainability guarantees that the industry's reduced environmental footprint and animal welfare actions taken now, will also secure the long-term viability of those goals.

The special will delve deeper into the solutions and innovations that have been developed to help make livestock production more sustainable.

Topics include

- Feed additive solutions to reduce livestock emissions
- Measuring and monitoring animal welfare
- Breeding strategies to produce more robust animal
- Reducing the use of veterinary drugs
- Solutions to support animal behaviour



Published

November 2024

Circulation*

This special will be added to the circulation of Pig Progress, Poultry World, All About Feed and Dairy Global. That means visibility across the entire livestock market worldwide!



Sustainability and Welfare

Get more with a package

Present your company in our Sustainability and Welfare Special.

Cut through the clutter and get your message to your target audience.

Book your package and benefit from our global reach and multimedia exposure within the livestock sector.



Magazine

- 2/1 page technical article (content & pictures), about 6,500 characters (including spaces)
- 1/1 page advertisement (197 x 267mm)

Article closing date:
30 August 2024

Advertising closing date:
11 October 2024



Website

- Article (same as in magazine)
- Banner (336 x 140 pixels, max. 49 kB)

Article closing date:
30 August 2024

Advertising closing date:
11 October 2024



Focus newsletter

- Blockbuster (660 x 180 pixels) or advertorial (head, body, pay off; max. 400 characters)

Advertising closing date:
11 October 2024

Attention: MS-Outlook 2007-2010 will only display the first frame of an animated banner

Add-ons

- Video interview (though a video call) including snippets of the seminar after the event.

Please contact our sales team for more information

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