



Hennovation: Practice-driven innovation supported by science and market-driven actors in the laying hen and other livestock sectors.

Innovative, Sustainable and Inclusive Bioeconomy” ISIB-2-2014/2015: Closing the research and innovation divide: the crucial role of innovation support services and knowledge exchange

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BRISTOL



Hennovation

Content

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How did it all start?

- Search for more effective methods and approaches for promoting practice change on-farm.
- Advisory systems successful in persuading farmers to change practice when the changes required are simple; when changes required are more complex farmers often seem reluctant.
- Despite large investment, there remains a gap between scientific research and adoption of applied science into farm practice.
- EU H2020 - Growing policy interest in agricultural innovation generated through practice-driven collaborative learning processes.

Project approach based on experience of UoB researchers working with producers and laying hen industry in collaborative research projects in the EU and less developed countries

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Hennovation: thematic network about practice-led innovation in the laying hen sector.

- First thematic network funded under H2020
- 32 months- 1st of January 2015 to 31st of August 2017
- Project consortium - multidisciplinary team
- 6 academic partners and 1 advisory services

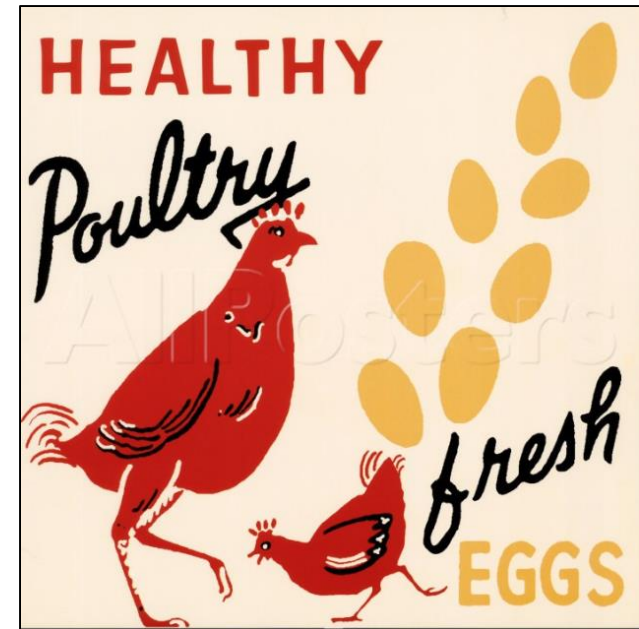


Project Advisory Board

Harry Blokhuis	Swedish University of Agricultural Sciences (PAB Chairman)
Lotta Berg	Federation of Veterinarians of Europe (FVE)
Philip Crawley	COPA-COGECA
Mia Fernyhough	Eurogroup for Animals
María del Mar Fernández	Spanish Association of Egg Producers (ASEPRHU)
Patrik Holm - Thisner	HKScan Sweden
Alex Spieker	Steering Group Dutch research on mutilations in poultry (Avined)
Mark Williams	British Egg Industry Council (BEIC) / European Egg Packers and Traders Association (EEPTA)/ European Union of Wholesale with Eggs, Egg Products and Poultry and Game (EUWEP)
Cees Vermeeren	Association of Poultry Processors and Poultry Trade in the EU countries (AVEC)

Practice-led innovation supported by science & market driven actors in the laying hen sector

- Exploring and testing mechanisms to stimulate and **facilitate practice-led innovation** in sustainable animal welfare
- **Multi-actors networks -> Innovation networks**
- Integrating science into practice
- Pathway for co-creation/ generation of new knowledge to increase **resilience** and sustainability of the laying hen sector



Practice-led innovation

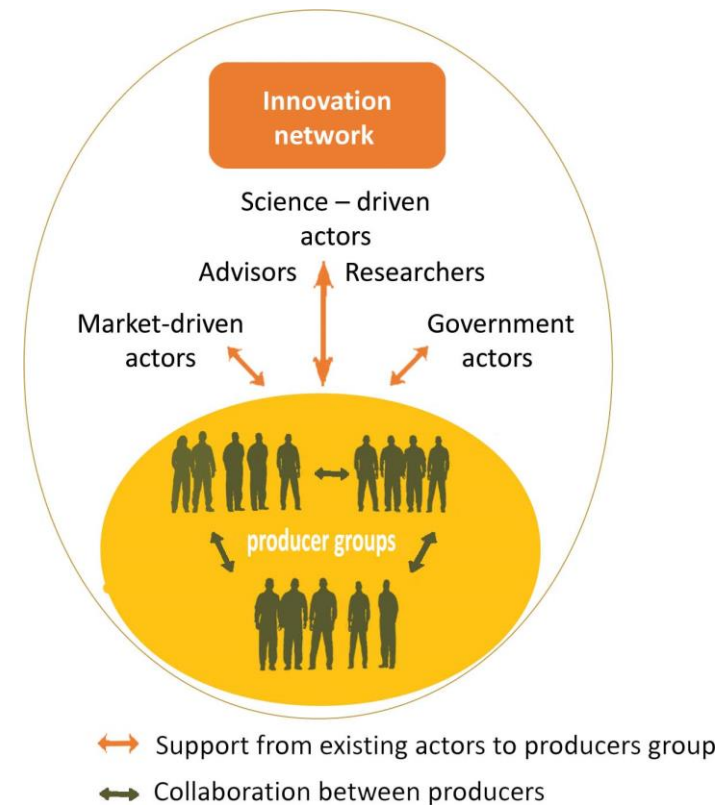
A **bottom-up approach** for innovation in practice to solve problems using practical knowledge and creativity on farm, during transport and at the abattoir.



- Developing and testing a new product, a new idea or a better way of doing something based on ***practice, economics and scientific information***

Innovation networks

- 20 innovation networks
- 5 countries: United Kingdom, The Netherlands, Sweden, Czech Republic and Spain
- **On-farm** networks led by producers - feather pecking
- National and international **off-farm** networks led by transporters and hen processors - transport and handling of End-of-Lay hens
- Supported by scientists, veterinarian, egg packer, feed company, pullet rearer, catchers, processing industry and others



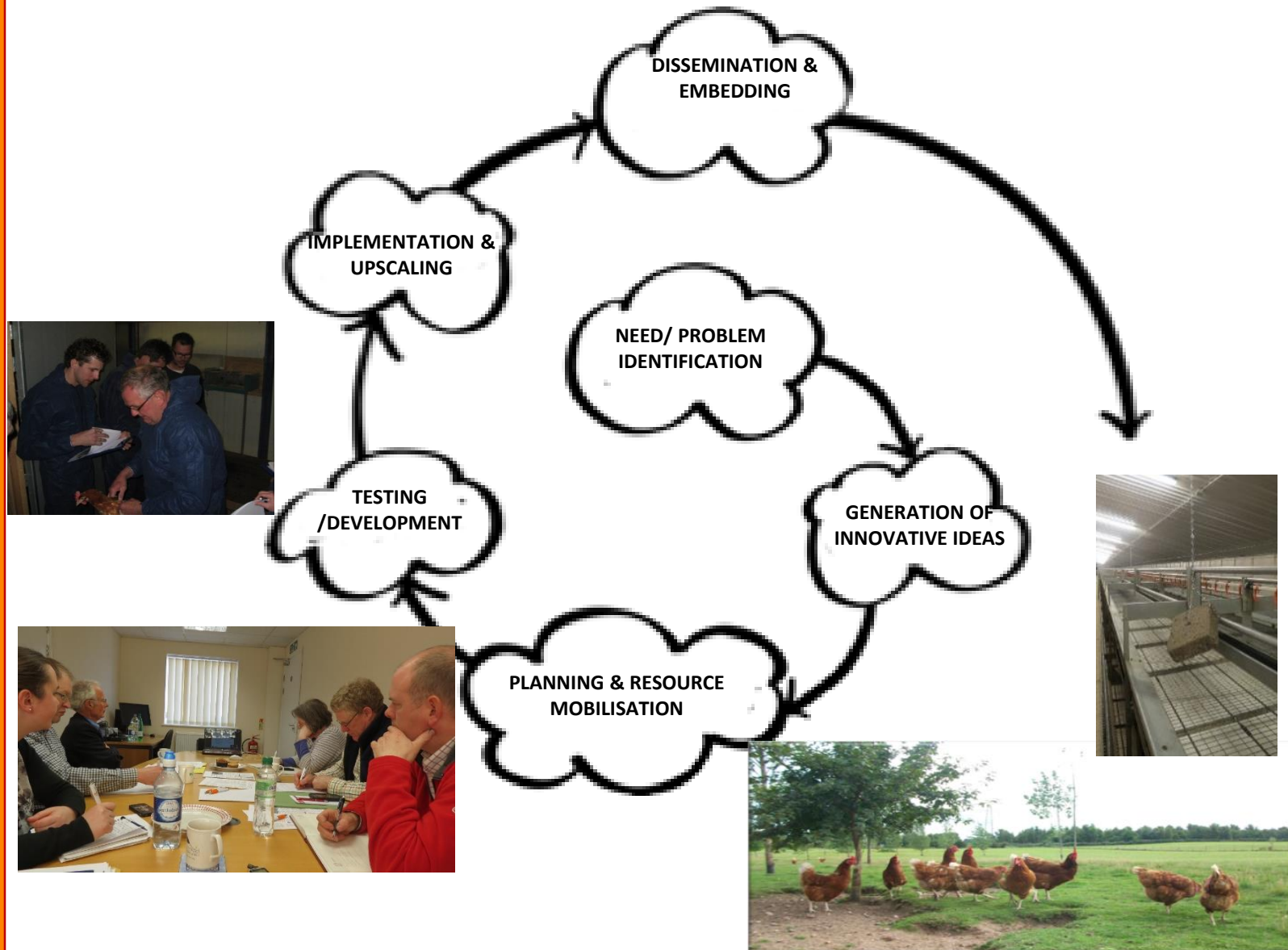
Facilitating practice-driven innovation

Facilitating a dynamic, practice-driven innovation process is at the heart of the project

- Expert facilitation - 11 facilitators from 5 different countries
- Role of network facilitators is different from advisory roles:
 - ✓ Engage network members
 - ✓ manage innovation process
 - ✓ engage different actors in the networks
- Facilitator's training programme



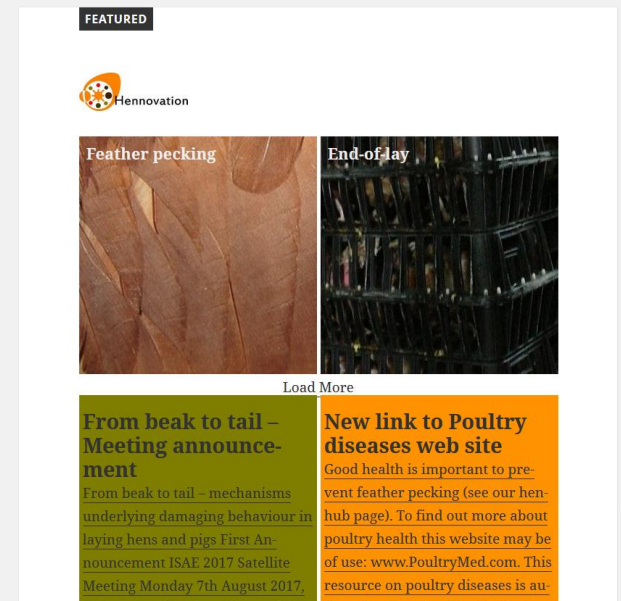
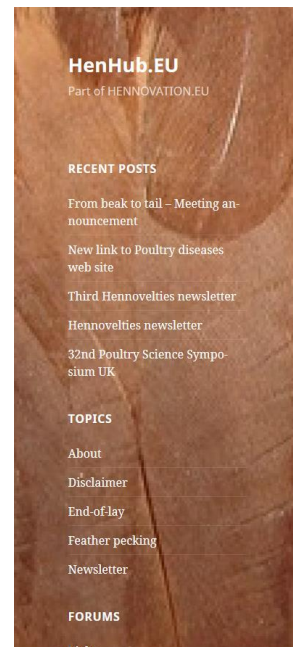
Practice-driven innovation process



Network support

- Providing access to external knowledge -integrating science into practice
 - ✓ Hennovation wiki www.henhub.eu
 - ✓ Advisors and scientist “*on demand*”
- Knowledge exchange between networks within and between different countries.

Resources: Innovation seed grant



Heninnovations

Currently testing 11 *product* innovative solutions:

- **Range covers** (sheds, cover crop and trees) to encourage birds out onto the range
- **Variation in amino acid levels** in different food batches and how this has effect on the birds
- Low costs **traps for monitoring** the development of Poultry Red Mites
- Different **litter material**, sand, to reduce stress and increase natural behaviour
- **Alpacas** on a farm with an outdoor paddock to reduces attacks from aerial predators
- **Trollies** for immediately placing hens into drawers in which they are transported to the processing plant
- Addition of a **pro-biotic** to reduce the percentage of 'bad' bacteria that try to colonise the hen's gut



Hennovations

- *innovations in marketing* e.g. a new way of marketing low valued hen meat



- *organizational innovations* e.g. interaction with a new actor, new approaches for communication within the laying-hen sector within a country



Lessons learned

- Large diversity in innovation networks
- Large diversity in the drivers of change within as well as between countries -> both market and policy drivers
- Need for a clear articulation of the concept of practice-driven innovation as something which producers have the capacity to realise
- There is not always scientific knowledge available
- Some farmers were expecting or were more motivated to learn from “experts”, passive knowledge acquisition rather than generating new knowledge

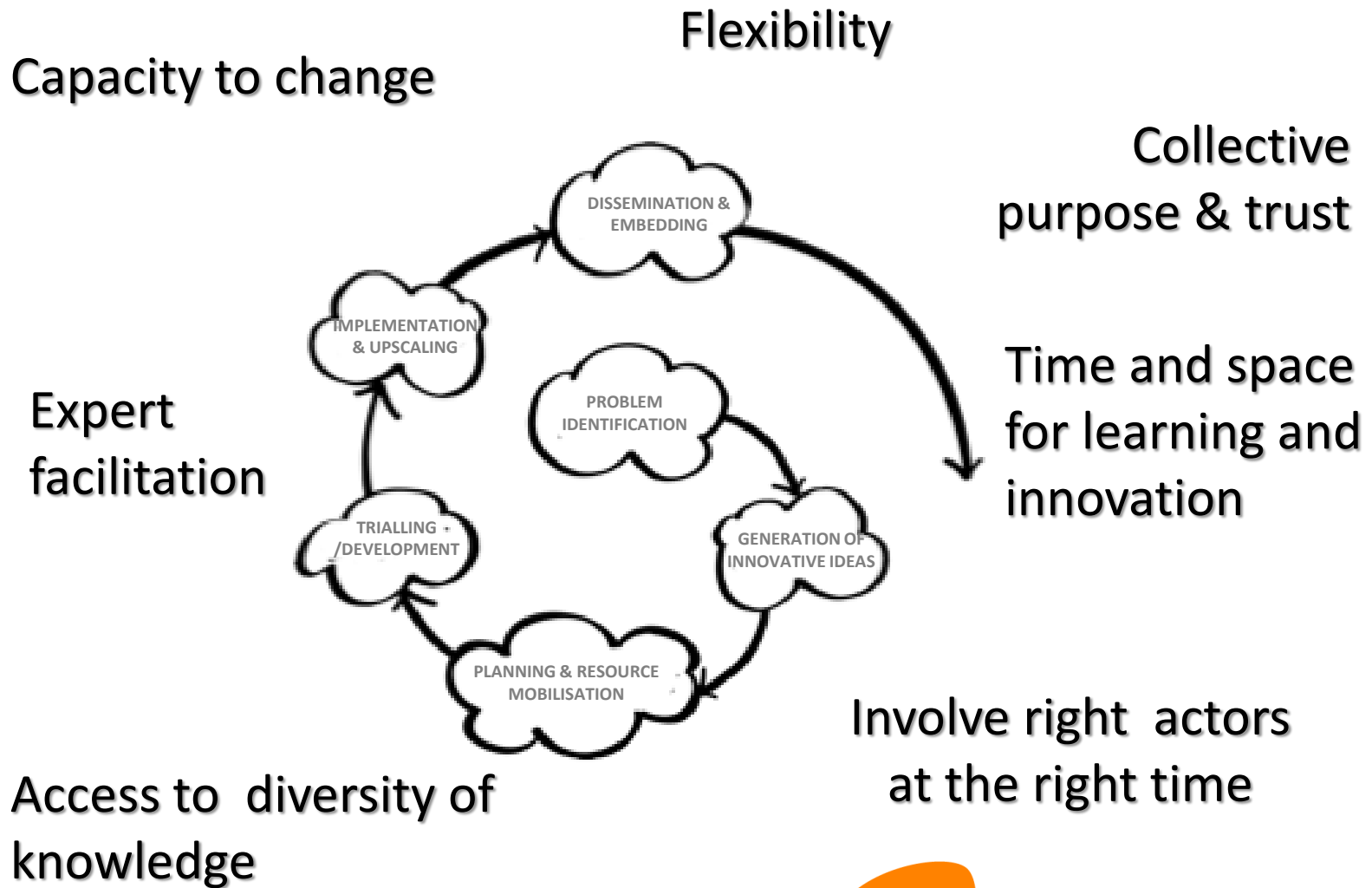
Lessons learned

Success affected by the:

- ✓ Network members themselves
- ✓ Facilitator confidence
experience, and personality
- ✓ Institutional context
- ✓ Structure of the sector
- ✓ Current market forces and
- ✓ Wider Agricultural Innovation
Systems in each country



Enabling practice-driven innovation



Project outputs

- Innovation facilitation training and facilitation guidelines
- Online CPD – > extension module and guidelines feather pecking and EoL for advisors and veterinary students
- Practice Abstracts – EIP AGRI
- Policy recommendations to enhance uptake of interactive innovation approaches within the poultry sector as well as other sectors

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