



**Subgroup on Innovation &
Knowledge Exchange (SolKE)**
10th meeting

19 November 2025



Funded by
the European Union



EU CAP Network Focus Group ‘Alternative solutions for livestock product differentiation’

**Ana Pires da Silva
European CAP Network Support Facility ‘Innovation and Knowledge exchange | EIP-AGRI’**

Main question

- › Which approaches are there to differentiate livestock products for enhanced market diversification and new business models?



Key findings

- One of the challenges for livestock farmers when it comes to differentiating their products is to **understand consumers' expectations regarding specific product attributes and their willingness to pay more** for livestock products that match these attributes.
- Farmers can **differentiate the sale of their products through different marketing channels** and can access new markets to generate greater added value. **Certification and labelling** can be useful for accessing market channels often reserved exclusively for certified products.
- **The cost of developing, production and commercialising new products** must be calculated in as much detail as possible and must be compensated for by the increase in revenue or better market share resulting from differentiation.
- **Good information and communication strategies** are crucial for the success of differentiated livestock products.
- **The main strategies identified for the development of new business models for the differentiation of livestock products** are aimed at: satisfying consumer preferences for specific livestock product attributes; organising supply chains according to promising marketing channels; implementing information and communication tools to approach the market and provide objective and evidence-based information to consumers and citizens.



Ideas for Operational Groups

The experts proposed ideas that could be advanced through Operational Group projects:

- **indicators for outcome-based differentiation:** differentiate, in an easy, cost-effective way, animal products using indicators of ecological and welfare challenges.
- **digital tools for demonstration:** develop and establish a protocol based on digital data to demonstrate the differentiating characteristics of the production system (e.g. digital twin farms with high biodiversity values).
- **create and test tools and platforms:** inform consumers about the environmental benefits of regeneratively reared meat, providing traceable data on carbon sequestration, animal welfare and land restoration.



Research needs from practice

The Focus Group experts identified the following research needs to support livestock product differentiation and to approach the market:

- More research is needed to **understand consumer preferences** for products with exclusive and non-exclusive attributes and willingness to pay for differentiated livestock products.
- **Measuring carbon footprint** and demonstrating positive impacts of grazing ruminants on the footprint and the quality of food (omega-3 in meat) is needed.
- Farmers need to know what **labels/certifications are most economically advantageous** and how the associated costs are covered.
- Research on advanced technology is needed to support the easy **detection of the origin of livestock products**.
- Improving and upgrading accessibility, usability and scalability of **ICT tools** for precision livestock farming and farm-to-fork traceability is needed.



More information

- › [Focus Group webpage](#)
- › [Focus Group factsheet](#)
- › [Focus Group report](#)
- › [EIP-AGRI challenge video](#)



Subgroup on Innovation and Knowledge Exchange (SolKE)

10th meeting
19 November 2025

All results and presentations are available on the event webpage:
[Subgroup on Innovation and Knowledge Exchange \(SolKE\) - 10th
meeting | EU CAP Network](#)

