

HOW TECHNOLOGY CAN HELP ADDRESS CHALLENGES IN DAIRY SECTOR: A STAKEHOLDER SURVEY

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INTRODUCTION

The dairy sector is undergoing a rapid transformation driven by sustainability, animal welfare, and transparency demands. Digitalisation and Precision Livestock Farming (PLF) technologies are emerging as valuable tools to address these demands. Understanding stakeholder priorities is essential to ensure effective technology adoption.

OBJECTIVE

Identify and prioritise the **needs and expectations** of key dairy-sector stakeholders regarding current challenges and the role of technology.

RESULTS

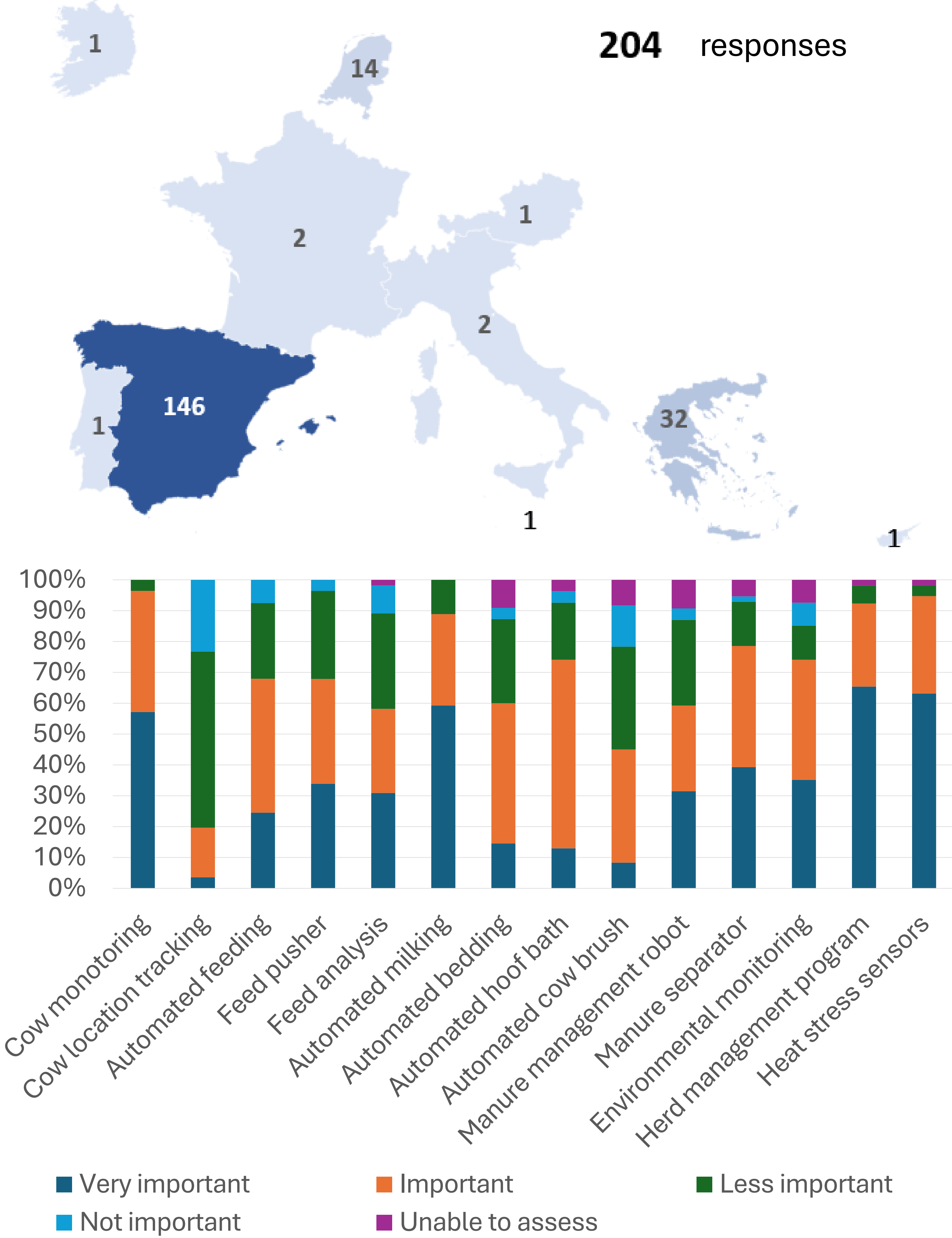


Figure 2. Importance of processes automation reported by veterinarians and animal science experts.

CONCLUSIONS

Farmers and veterinarians identified **environmental issues** and **price volatility** as the main challenges facing the dairy sector. Technologies supporting animal **monitoring**, **herd management**, and **heat stress** sensors were considered the most valuable tools. Consumers prioritized **taste**, **price**, and **traceability**, with a willingness to pay more for **certified products**.

MATERIAL AND METHODS



- 4 stakeholders:
- Farmers (n=45)
 - Veterinarians & Animal Science Experts (n=61)
 - Food Industry (n=3)
 - Consumers (n=95)

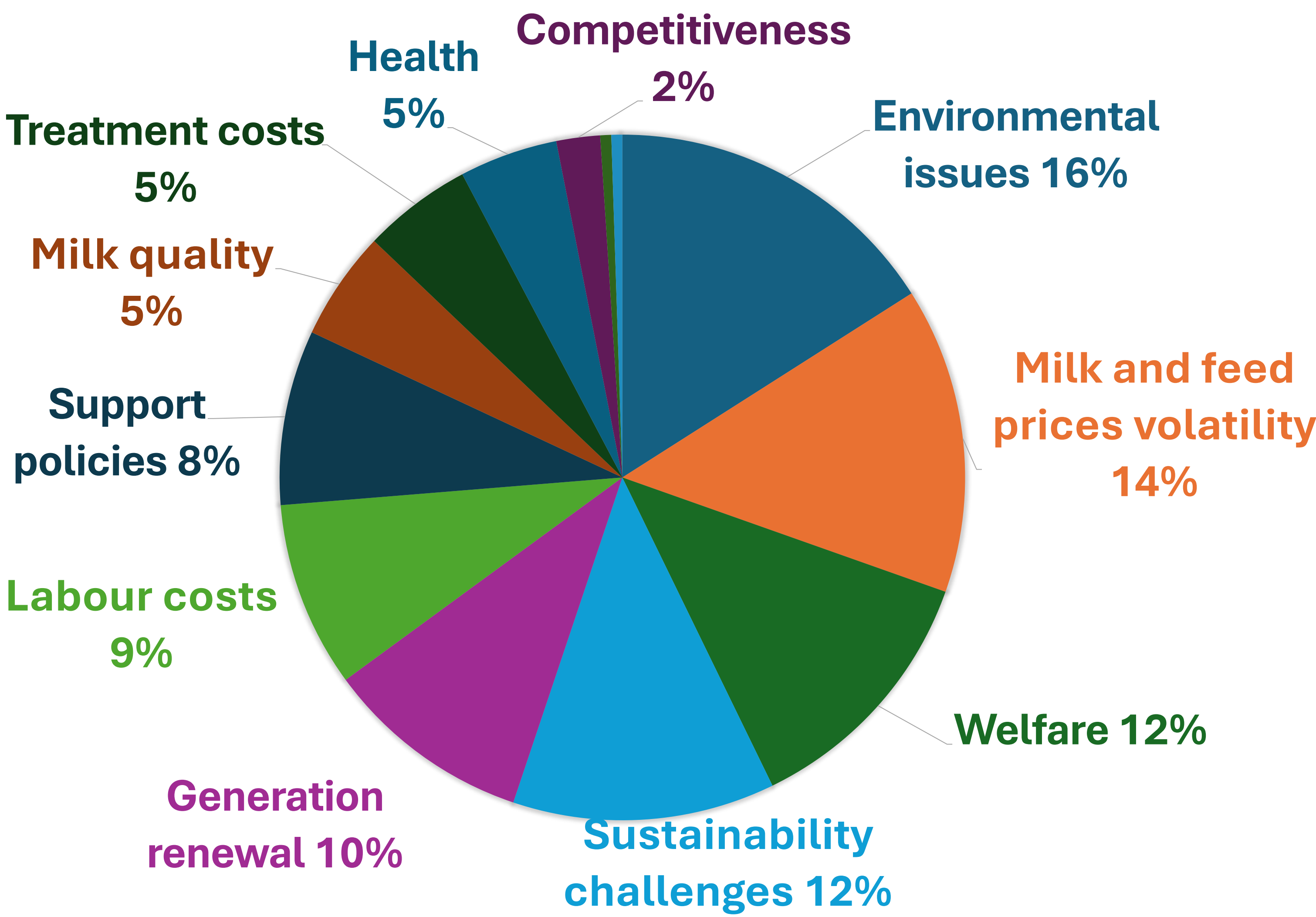


Figure 1. Main challenges reported by farmers.

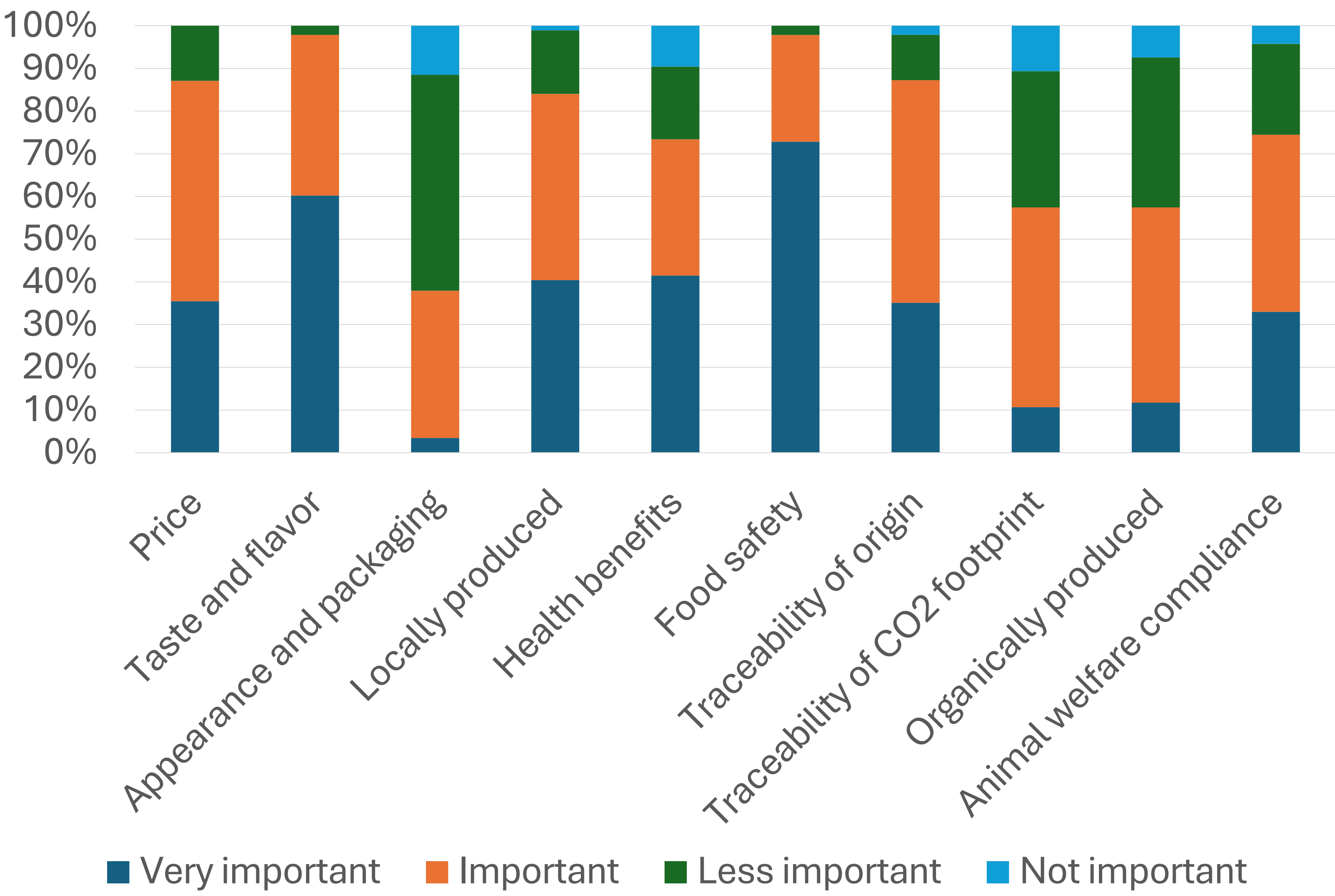


Figure 3. Importance of main criteria when consumers buy dairy products.