FEED-A-GENE

Adapting the feed, the animal and the feeding techniques to improve the efficiency and sustainability of monogastric livestock production systems

Deliverable D7.1

Communication package (including website and brochure)

Due date of deliverable: M4

Actual submission date: M5

Start date of the project: March 1st, 2015 **Duration:** 60 months

Organisation name of lead contractor: AFZ

Revision: V3

Dissemination level	
Public - PU	**X**
Confidential, only for members of the consortium (including Commission Services) - CO	
Classified, as referred to in Commission Decision 2001/844/EC - Cl	

Table of contents

1 Summary

The objectives of this deliverable are to create a communication package that includes both communication material (for the stakeholders) and communication tools (for the project partners).

The communication material includes a logotype symbolic of the project's activities, a website that serves as a central hub for the dissemination of the project's information and scientific results, a brochure and a poster presenting the project. The communication tool includes visual identity guidelines, an image pool to be used on the website and dissemination document and Powerpoint templates for presentations and posters. These elements will facilitate the dissemination of information and results by the partners.

The communication package was created by AFZ using this organisation's skills in graphic design, website development and communication.

This deliverable was developed by AFZ with input from the project coordinator (INRA) and INRA Transfert. Members of the Executive Committee (INRA, Aarhus University, Wageningen University, Kaposvar University, University of Lleida, Newcastle University, AFZ) validated the website and the image pool. Several partners (INRA, Topigs, Aarhus University, Hamlet Protein, Cobb, AFZ) contributed to the image pool.

2 Introduction

The impact of the Feed-a-Gene project is heavily dependent on the ability of the project partners to disseminate information about the project to relevant stakeholders during the starting phase, and, at a later stage, to disseminate these results to the stakeholders. To achieve maximum impact, it is necessary:

1) to create a visual identity that federates all documents and assets created during the course of the Feed-a-Gene project
2) to create a platform that serves as the central hub for the dissemination of information and scientific results
3) to provide project partners with communication tools that will help them to disseminate information and results.

3 Results

3.1 Logotype

Feed-a-Gene is a multidisciplinary project that involves partners from three main areas of the livestock sector: feed production, animal production (monogastrics) and animal genetics. The logotype has to communicate the idea that the three domains are equally represented in the project and linked together. Despite this complexity, the logo must remain legible on all types of documents and devices, from large scientific posters to small smartphone screens.

The Feed-a-Gene logotype features the name of the project, written in a highly legible font, on top of three square boxes with rounded corners, each representing one domain.

Feed-a-Gene

- The left hand box symbolises the “feed” dimension. It features stylised outlines of a rapeseed flower and a clover leaf, which are two of the plant species studied in Feed-a-Gene.
- The central box represents the “animal production” dimension. It features stylised outlines of a pig, a chicken and a rabbit, the three livestock species targeted by the Feed-a-Gene project.
- The right hand box represents the “genetics” dimension. It features stylised DNA.

Some of the lines on each box continue on neighbouring box(es), as a reminder that all three domains are linked.

Feed-a-Gene

3.2 Visual identity guidelines

The keyword of Feed-a-Gene’s visual identity is simplicity allowing partners to produce high-quality documents using regular office software rather than desktop publishing tools.

3.2.1 Colours

Name	RGB	Hexadecimal	Example
White	255/255/255	#FFFFFF	
Light grey	217/217/217	#D9D9D9	EXAMPLE
Middle grey	**102/102/102**	**#666666**	**EXAMPLE**
Dark grey	**64/64/64**	**#404040**	**EXAMPLE**
Green	**26/122/33**	**#1A7A21**	**EXAMPLE**

Orange «Squash »	**255/127/0**	**#FF7F00**	**EXAMPLE**
Blue « Caribbean blue »	**4/115/145**	**#047391**	**EXAMPLE**
Dark blue	**3/78/99**	**#034E63**	**EXAMPLE**

3.2.2 Colour usage

3.2.2.1 General

Feed-a-Gene dissemination documents have a white background, black or dark grey body text and middle grey or coloured headers. The colours of the logotype (or colours derived from them by setting a transparency value) should be used for headers and other embellishments.

3.2.2.2 Logo

Title Middle grey; left box Green; central box Orange; right box Caribbean blue

3.2.2.3 Web

- Pages: background White ; Header 1 Dark blue ; Header 2 Caribbean Blue ; body text Dark grey or black
- Blocks: background White ; text and headers Dark blue
- Tabs : background Caribbean blue (passive), Light grey (active), Orange (hover) ; text White (passive/hover), or Dark grey (active)
- Bullets : Orange

3.2.3 Fonts

3.2.3.1 General

- Headers: Arial
- Text: Arial or Times New Roman

3.2.3.2 Logo

Arial Rounded MT Bold

3.2.3.3 Website

- Headers: Arial
- Text: Times New Roman

3.2.3.4 Powerpoint

- Headers and text: Arial
- Bullet shape: ◗ (Wingdings 2, code 187).

3.3 Image pool

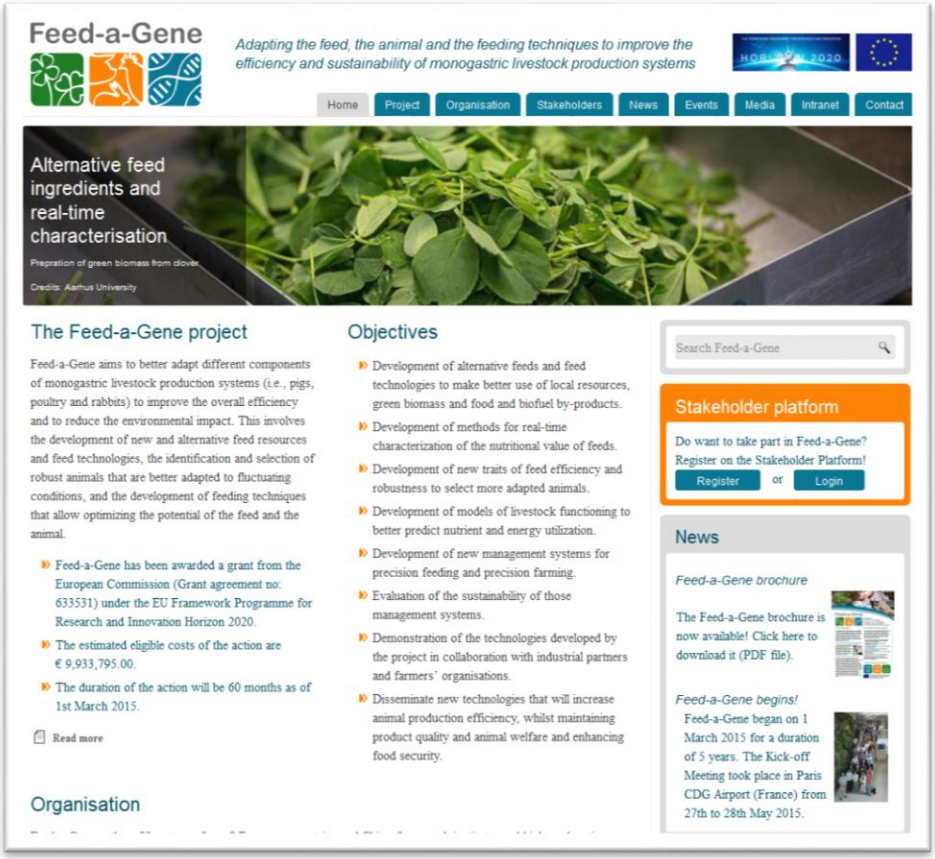
As dissemination documents need to be attractive and illustrative, an image pool has been constituted from the contributions of Feed-a-Gene partners. At the time of writing, INRA, Topigs, Aarhus University, Hamlet Protein and Cobb have provided high quality, high resolution images for use on the website, on brochures and other dissemination documents, where the images appear with full credits. At the time of this writing, there are about 40 images in the image pool, which is likely to grow as the project advances. Before being used on dissemination documents, images are uploaded to the collaborative workspace to be validated by the ExCom.

3.4 Project website

Feed-a-gene's website can be seen at www.feed-a-gene.eu. It has been created according to guidelines proposed by the European Commission[1]. It has been developed with Drupal, a popular, open-source and well-supported Content Management System. The website contains:

- A description of the project, of the overall plan and of the project governance
- A summary of each work package
- A map of the consortium with individual pages for each partner
- News
- An event calendar
- A media centre for the dissemination of all types of documents: brochures, factsheets, scientific papers, technical publications, presentations, posters etc.
- A contact form
- A registration form for stakeholders to register on the stakeholder platform and subscribe to the newsletter.

The following screenshots present several pages of the website.



[1] http://ec.europa.eu/research/environment/pdf/project_website_guidelines_en.pdf

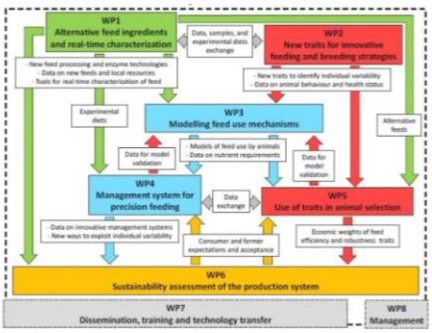
Feed-a-Gene

Adapting the feed, the animal and the feeding techniques to improve the efficiency and sustainability of monogastric livestock production systems

Home | Project | Organisation | Stakeholders | News | Events | Media | Intranet | Contact

Work plan

Feed-a-Gene is composed of six Research and Innovation work packages (WP) (each of them including the demonstration of the technologies developed), one Dissemination WP and one Management WP. All WPs are linked to each other and results from some will be used by others. All WPs will operate from the start to the end of the project to take full advantage of the duration of the project. To facilitate the start of the project, some WPs will use existing data and models and will implement the results generated by the project at a later stage when they become available. This ensures that if one WP encounters a delay, the work planned in the rest of the project will not be compromised.



- WP1 will develop novel feeds, feed processing, and enzyme technologies to better use local resources including oilseed meals, green biomass and by-products after the extraction of protein from green biomass. It will identify and quantify the impact of feed processing and novel enzyme technologies on the nutritive value of feeds. It will also develop new tools for realtime analysis of chemical composition and nutritional values of feeds.
- WP2 will develop new animal traits to monitor feed efficiency, robustness and welfare in different species, and to identify individual diversity and variation over time. This will allow developing tools for the real-time control of animal status and for improved selection strategies. Strong interactions with WP1 will allow to better characterise digestibility and efficiency of different feeds.
- WP3 will model biological functions with emphasis on feed use mechanisms. It will develop mechanistic mathematical models of nutrient use during growth and reproduction. These models will then be used to predict variation in nutrient requirements over time and among individuals. Data on feed characteristics from WP1 and new traits developed in WP2 will be used in WP3.

Search Feed-a-Gene

Project
- Overview
- **Work plan**

Work Packages
- WP1 Alternative feed ingredients and real-time characterisation
- WP2 New animal traits for innovative feeding and breeding strategies
- WP3 Modelling biological functions with emphasis on feed use mechanisms
- WP4 Management systems for precision feeding
- WP5 Use of traits in animal selection
- WP6 Sustainability assessment
- WP7 Dissemination, training and technology transfer
- WP8 Project management

Feed-a-Gene

Adapting the feed, the animal and the feeding techniques to improve the efficiency and sustainability of monogastric livestock production systems

Home | Project | Organisation | Stakeholders | News | Events | Media | Intranet | Contact

Organisation

The consortium

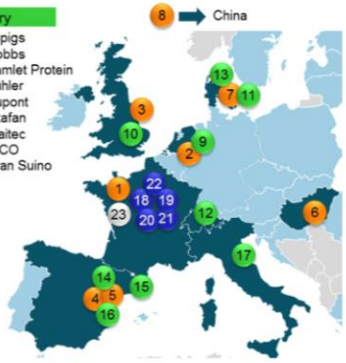
Feed-a-Gene gathers 23 partners from 8 European countries and China: 8 research institutes and higher education organisations, 9 industry partners (2 involved in livestock production, 2 in innovative technologies for animal breeding, 3 in feed production and transformation, and 2 in equipment for precision feeding), 6 in extension and management.

Research
1. INRA
2. WUR
3. UNew
4. UdL
5. IRTA
6. KU
7. AU
8. CAU

Industry
9. Topigs
10. Cobbs
11. Hamlet Protein
12. Bühler
13. Dupont
14. Exafan
15. Claitec
16. INCO
17. Gran Suino

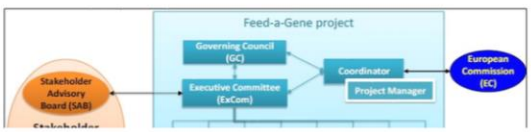
Extension
18. ACTA
19. IFIP
20. ITAVI
21. Terres Inovia
22. AFZ

Management
23. IT



Click on the map to see the organisation's page.

Governance

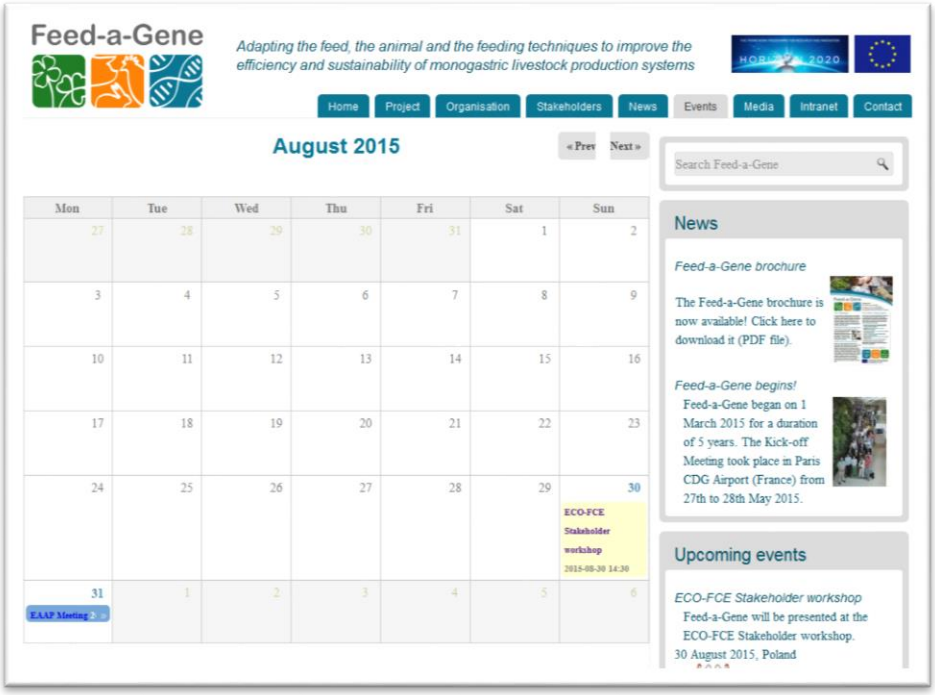


Search Feed-a-Gene

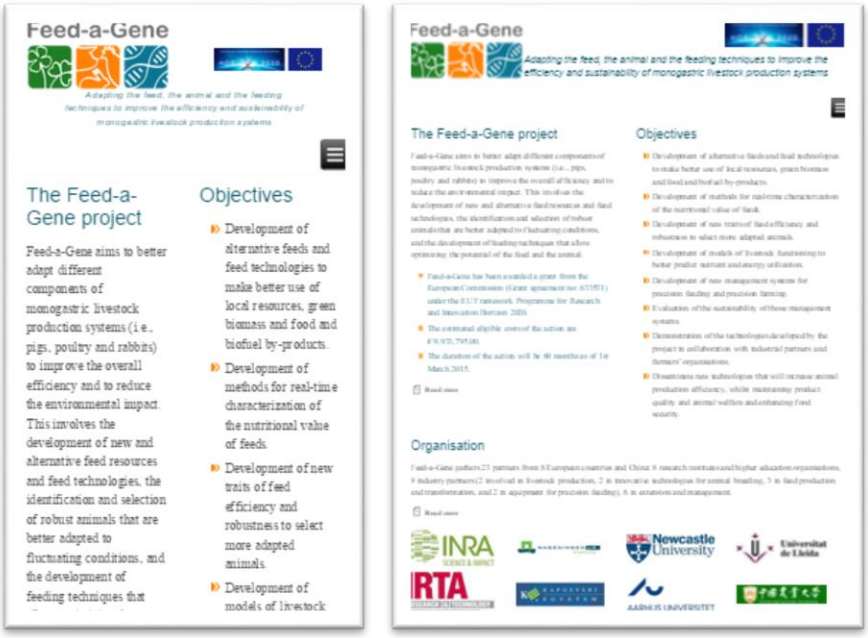
Organisation
- **Consortium and governance**

Partners

INRA - Institut National de la Recherche Agronomique
WUR - Wageningen UR Livestock Research
UNEW - Newcastle University
UdL - Universitat de Lleida
IRTA - Institut de Recerca i Tecnologia Agroalimentàries
KU - Kaposvár University
AU - Aarhus University
CAU - China Agricultural University 中国农业大学
Topigs - IPG/Topigs
Cobb - Cobb Europe
Hamlet Protein - Hamlet Protein
Bühler - Bühler
DuPont - DuPont Industrial Biosciences
Exafan - Exafan
Claitec - Claitec
INCO - INCO
Gran Suino - Gran Suino italiano
ACTA - Association de Coordination Technique Agricole
IFIP - Institut du Porc
ITAVI - Institut Technique de l'Aviculture
Terres Inovia - Terres Inovia
AFZ - Association Française de Zootechnie



The website is mobile-friendly and can be read on mobile devices such a smartphones (left panel) and tablets (right panel) both on vertical and horizontal modes.



The website uses Google Analytics to collect audience statistic that will be useful to assess the project's impact. Because Google Analytics requires the use of cookies, the Feed-a-Gene website has been made compliant with the EC guidelines on privacy and data protection[2].

[2] http://ec.europa.eu/ipg/basics/legal/cookies/index_en.htm

3.5 Project brochure

A project information brochure (A4 format, recto verso) was written in English. It includes basic information on the project and its partners, contact information and a call for stakeholders to register. The brochure can be downloaded in PDF from the website (http://www.feed-a-gene.eu/media/brochures).

Translations of the brochures to languages other than English are planned.

3.6 Feed-a-Gene poster

A poster (A0 format) was created. It is written in English and includes basic information on the project, its partners and stakeholders, and contact information. The poster can be downloaded in PDF format from the website (http://www.feed-a-gene.eu/media/posters).

3.7 Presentation and poster templates

- 2 Powerpoint templates for presentation (one in 4:3 ratio and the other in 16:9)
- 2 templates for scientific posters (A0 size, vertical with 1 or 2 columns). These templates can be downloaded from the collaborative workspace. Templates for other poster sizes will be made on demand. They have been designed with Powerpoint as this software is commonly used by all partners.

4 Conclusions

The communication package now allows to start the dissemination process. It contains a dissemination platform (the website), various dissemination tools (visual identity, templates), a brochure and a poster. These elements will facilitate the dissemination of information and results by the partners.

5 Annexes

- Brochure
- Poster
- Powerpoint templates for presentation





Feed-a-Gene

Adapting the feed, the animal and the feeding techniques to improve the efficiency and sustainability of monogastric livestock production systems

The challenges

Animal production is constantly facing new challenges. In addition to productivity and efficiency, animal health and welfare, product quality and security, environmental impact, consumer and citizen expectations as well as competition between food, feed, and fuel have now become increasingly important. New solutions are thus required to increase the efficiency and sustainability of livestock production systems.

Alternative feed sources and feed technologies

The EU can rely on locally produced resources by unlocking the potential of existing feeds and identifying new and alternative feed sources. Because of the diversity in feed sources and technologies, an approach where different actors combine their skills and expertise is essential.

Adapting animals and feeding techniques

Efficiency in livestock production systems can be improved by better adapting the nutrient supply to animal requirements and by a better selection of animals adapted to feed sources that are available now and in the future. Monitoring devices allow precision livestock production, including precision feeding. Genetic diversity can be used to breed more efficient and robust animals. High-throughput molecular technologies make it possible to pinpoint variability in traits from metabolites to gene sequence. Breeding schemes can be revisited to enhance selection efficiency. These technologies are essential tools to breed animals able to use feed resources that are not or less in competition with other uses.

The Feed-a-Gene project

Feed-a-Gene aims to better adapt different components of monogastric livestock production systems (pigs, poultry and rabbits) to improve the overall efficiency of these systems, to reduce their environmental impact, and to enhance food security whilst maintaining food quality. Expected results include:

- Alternative feeds and feed technologies to make better use of local resources, green biomass and food and biofuel by-products.
- Methods for real-time characterization of the nutritional value of feeds.
- New traits of feed efficiency and robustness to select more adapted animals.
- Models of livestock functioning to better predict nutrient and energy utilization.
- New management systems for precision feeding and precision farming.
- Evaluation of the sustainability of those systems.

Those technologies will be demonstrated and disseminated in collaboration with industrial partners and farmers' organisations.

Feed-a-Gene at a glance

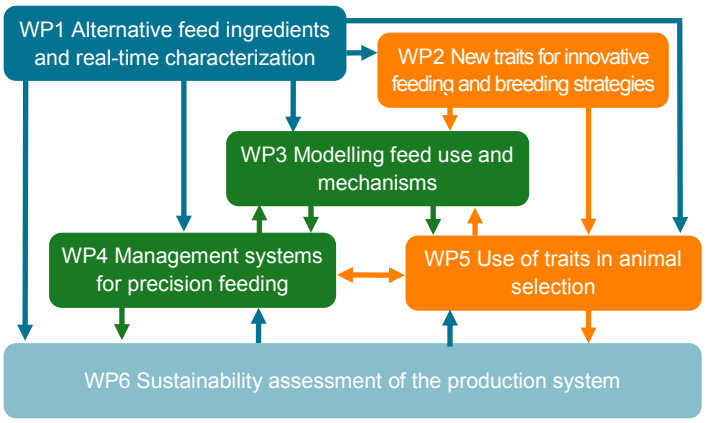
9.9 M€	5 years	23 partners
EC contribution 9.0 M€	March 2015 February 2020	from 9 countries

The Feed-a-Gene Project has received funding from the European Union's H2020 Programme under grant agreement no 633531

Brochure developed by AFZ for Feed-a-Gene – June 2015 v1.0

Work plan

Feed-a-Gene is composed of 6 Research and Innovation work packages (WP), 1 Dissemination WP and 1 Management WP.



Feed-a-Gene partners

Feed-a-Gene gathers 23 partners from 8 European countries and China: 8 research institutes and higher education organisations, 9 industry partners (2 involved in livestock production, 2 in innovative technologies for animal breeding, 3 in feed production and transformation, and 2 in equipment for precision feeding), 6 in extension and management.

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2 Wageningen UR
3 Newcastle University
4 Universitat de Lleida
5 IRTA
6 Kaposvár University
7 Aarhus University
8 China Agricultural University
9 IPG/Topigs
10 Cobb
11 Hamlet Protein
12 Bühler
13 DuPont
14 Exafan
15 Claitec
16 INCO
17 Gran Suino italiano
18 ACTA
19 IFIP
20 ITAVI
21 Terres Inovia
22 AFZ
23 INRA Transfert

Feed-a-Gene stakeholders

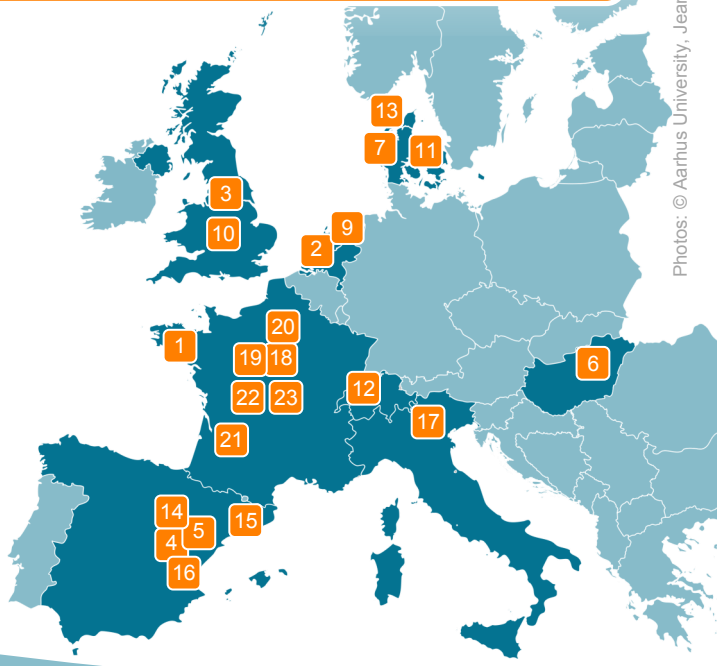
Feed-a-Gene would like to involve all stakeholders of the animal production sector to take into account their needs and expectations:

- Farmers and cooperatives
- Genetics and breeding companies
- Producers of compound feeds, ingredients and additives
- Equipment manufacturers and IT solutions providers
- Food industry and retailers
- Extension services, technical advisors, consultants
- R&D organisations, academic institutions
- Networks and associations
- Consumer organisations
- Policy makers

All persons interested in the project results are invited to register on the website to subscribe to the newsletter. This will allow you to:

- be informed of the latest results, workshops and activities of the project as soon as they become available
- be invited to consultation events on specific issues for which the input from stakeholders is needed.

Subscribe to the newsletter on www.feed-a-gene.eu



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Feed-a-Gene

Adapting the feed, the animal and the feeding techniques to improve the efficiency and sustainability of monogastric livestock production systems

Feed-a-Gene: adapting the feed, the animal and the feeding techniques to improve the efficiency and sustainability of monogastric livestock production systems

Jaap van Milgen[1], Knud Erik Bach Knudsen[2], Alfons Jansman[3], Veronika Halas[4], Jesús Pomar[5], Hélène Gilbert[6], Guy Garrod[7], Gilles Tran[8]

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Feed-a-Gene

Feed-a-Gene is a EU-funded (H2020) research project that aims to better adapt different components of monogastric livestock production systems (pigs, poultry and rabbits) to improve the overall efficiency of these systems, to reduce their environmental impact, and to enhance food security whilst maintaining the quality of animal-derived food. Feed-a-Gene started in March 2015 for a duration of 5 years. It has a budget of 9.9 million €.

Challenges and objectives

Feed-a-Gene will provide answers to the new challenges facing animal production. In addition to productivity and efficiency, animal health and welfare, product quality and security, environmental impact, consumer and citizen expectations as well as competition between food, feed, and fuel have now become increasingly important. New solutions are thus required to increase the efficiency and sustainability of livestock production systems.

Alternative feed sources and feed technologies

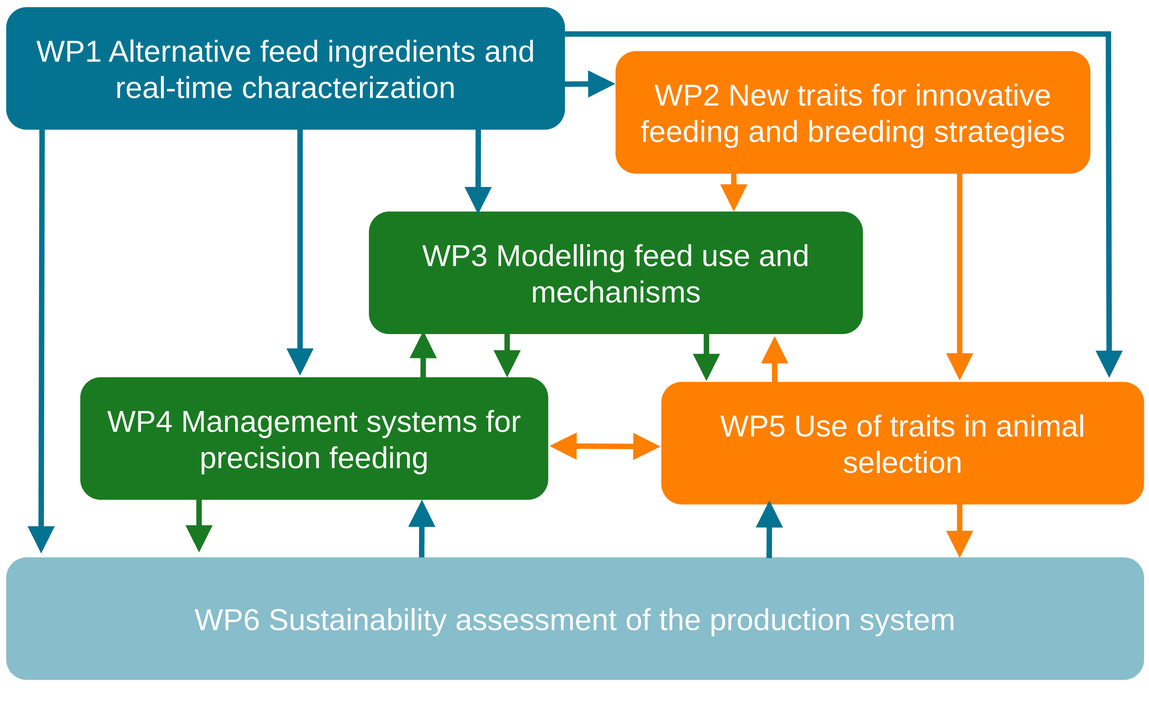
The EU can rely on locally produced resources by unlocking the potential of existing feeds and identifying new and alternative feed sources. Because of the diversity in feed sources and technologies, an approach where different actors combine their skills and expertise is essential.

Adapting animals and feeding techniques

The efficiency of livestock production systems can be improved by better adapting the nutrient supply to animal requirements and by selecting animals adapted to use current or future feed sources. Monitoring devices allow precision livestock production, including precision feeding. Genetic diversity can be used to breed more efficient and robust animals. High-throughput technologies make it possible to pinpoint variability in traits from metabolites to gene sequence. Breeding schemes can be revisited to enhance selection efficiency. These technologies are essential tools to breed animals able to use feed resources that are not or less in competition with other uses.

Work plan

Feed-a-Gene is composed of 6 Research and innovation work packages (WP), 1 Dissemination WP and 1 Management WP.



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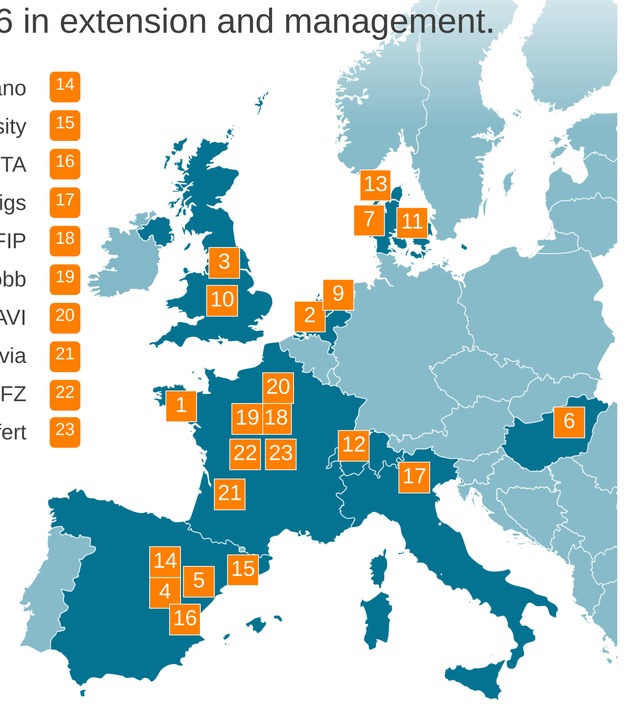

Stakeholders

Feed-a-Gene targets the following groups of stakeholders:

- Farmers and cooperatives
- Genetics and breeding companies
- Producers of compound feeds, ingredients and additives
- Equipment manufacturers and IT solutions providers
- Food industry and retailers
- Extension services, advisors, consultants
- R&D organisations, academic institutions
- Networks and associations
- Consumer organisations
- Policy makers

Stakeholders can register on the project website www.feed-a-gene.eu to be informed of the project results and activities.

Expected results

- Alternative feeds and feed technologies to make better use of local resources, green biomass and food and biofuel by-products.
- Methods for real-time characterization of the nutritional value of feeds.
- New traits of feed efficiency and robustness to select more adapted animals.
- Models of livestock functioning to better predict nutrient and energy utilization.
- New management systems for precision feeding and precision farming.
- Evaluation of the sustainability of those systems.

The technologies developed by Feed-a-Gene partners will be demonstrated and disseminated in collaboration with industrial partners and farmers' organizations.

Contact

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www.feed-a-gene.eu

The Feed-a-Gene Project has received funding from the European Union's H2020 Programme under grant agreement no 633531.

Poster created by AFZ for Feed-a-Gene – July 2015 v1.0

Presentation title

Author and organisation

The Feed-a-Gene Project has received funding from the European Union's H2020 Programme under grant agreement no 633531.

Slide title

- Level 1
  - Level 2
    - Level 3

Presentation title

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- Level 1
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