Introduction to Animal welfare

Animal welfare in HKScan meat production- background

Starting point
- responsible meat production is in the core of HKScan strategy
- to ensure company's competitiveness in future and to confirm its capability for renewal, HKScan started a project to build up a new digital orientated meat business ecosystem
- one of the main research areas of this project is to study and develop practical digital tools to monitor animal welfare, especially in poultry production

How to improve animal welfare with digital tools

- Digitally monitored and controlled feeding and managements practices can positively influence animal health and performance
- HKScan's special interest include
    - movement of animals
    - effect of enrichments for animal welfare

Surveys regarding these topics are available in separate files