

**BroilerNet- Practice and Science Broiler production innovation network****N. Majó<sup>2,1</sup>, L. Morgans<sup>3</sup>, P. Ferrari<sup>4</sup>, J. Malchow<sup>5</sup>, M. Gebeska<sup>6</sup>, I. De Jong<sup>7</sup>, S. Gunnarsson<sup>8</sup>**

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The global consumption of poultry meat is anticipated to increase until becoming the most consumed meat in the coming years. The European broiler industry faces the challenge of furnishing safe, high-quality products at affordable prices, meeting society's call for sustainability, improved animal welfare, and enhanced approaches to managing animal health concerns like antimicrobial resistance. This requires a substantial overhaul in broiler production, requiring the poultry industry and, particularly, farmers, to develop greater adaptability in their day-to-day practices. Merely providing access to information does not seem enough for generating innovation among farmers, because their capacity to innovate is influenced by various factors such as policies and market dynamics. The BroilerNet project, funded by Horizon Europe, seeks to bridge this gap by fostering research and innovation in the broiler sector via an interactive innovation model. Broilernet has established 13 national-level innovation networks (BINs) involving broiler farmers and stakeholders in diverse European countries (SE, SI, DE, EL, IT, SP, GR, SL, GE, PT, FR, PL, IE) to collect/define specific challenges currently encountered by farmers in three specific areas of the poultry production: environmental sustainability, animal welfare, and health management. BINs will also be responsible for suggesting specific good practices already in place to tackle the selected challenges. Moreover, three EU-level Thematic Expert Networks comprising experts in these three specific areas will be in charge to evaluate and rank the good practices proposed by the BINs and to identify the best ones. With such a multi-stakeholder, bottom-up approach, the network aims to identify the sector's most pressing needs and gather and assess effective practices to address them. BroilerNet will collaborate with existing and new EIP-AGRI Operational Groups to amplify their impact. The best practices selected will be awarded by the BroilerNet Championship and disseminated through many outreach initiatives to benefit broiler farmers across Europe.

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