

## PRESS RELEASE

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### **New book on PLF now available!**

Following the success of the EU-PLF/EAAP Joint Session during the 2014 EAAP Annual Meeting in Copenhagen, the EU-PLF project is pleased to announce the publication of the scientific book *Precision Livestock Farming Applications*.

The book is the result of the Joint Session and consists of full-length peer-reviewed papers combined with 'questions and answers' sections. It brings together current researches that focus on the development of Precision Livestock Farming (PLF) technologies through the interaction of scientists, industries and farmers in the fields of animal genetics, nutrition, health and welfare. The core theme of the book is that PLF is a management tool that allows farmers to make decisions based on data and information obtained from the continuous observation of the animals and automated analysis of their behaviour.

The text for the back cover of the book, written by Ilan Halachmi, participant of the EU-PLF project, states:

*"Precision Livestock Farming (PLF) technology is a reality. PLF is a combination of developing animal sensing (sensors) tools and decision-making process at the farm level. It also has the potential to support animal feed suppliers, human-food retailers and other players along the supply chain to make better choices. The current challenge for PLF is the integration of the technology in the majority of the farms and not only to the pioneering farms."*

The EU-PLF project ([www.eu-plf.eu](http://www.eu-plf.eu)) is funded by the European Commission. The objective of the project is to deliver a validated blueprint for an animal and farm-centric approach to innovative livestock farming in Europe proven through extensive field studies. EU-PLF is based on the PLF concept of continuous automated measurements directly on the animal or in its environment.

The *Precision Livestock Farming Applications* book which is part of the EU-PLF project, would be interesting to those who are interested in the current developments of the PLF and livestock production management and particularly to researchers, farmers, livestock industry and people who are interested in animal welfare.

The *Precision Livestock Farming Applications* book has been edited by Ilan Halachmi (Volcani Center of the Agricultural Research Organisation, Israel) and is published by Wageningen Academic Publishers.

The book is available for purchase as a hard copy or ebook (PDF format) at the following website: <http://www.wageningenacademic.com/plfa>. To learn more about PLF and the project join us at the [7<sup>th</sup> European Conference on Precision Livestock Farming](#) from the 15<sup>th</sup> - 18<sup>th</sup> September 2015 in Milan, Italy.

For more information on the EU-PLF project, contact Daniel Berckmans:

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