



aWISH

aWISH MEAT INDUSTRY EVENT

The Future of Animal Welfare Monitoring in the Meat Supply Chain

DATE
08.10.2026

TIME
10:00 – 13:00 CET

FORMAT
Online | Zoom

DURATION
3 hours

Objectives

The webinar aims to present the main results achieved by the aWISH project, showcase experiences from the different pilot sites, and discuss how animal welfare monitoring systems can support decision-making and create value across the meat supply chain.

Target audience: Meat industry representatives, slaughterhouses, processors, distributors, retailers, animal welfare organisations, researchers and policymakers.

Programme

- **10:00 – 10:10** **Welcome and Introduction**
(INNOVACC)
- **10:10 – 11:25** **Results from the aWISH and Pilot Experiences**
RELEVANT RESULTS OF THE AWISH PROJECT
 - Technologies — Noémie Van Noten (ILVO)
 - Animal welfare outcomes — Bas Rodenburg (Utrecht University)
 - Data platform & data-driven welfare monitoring — Kostas Perakis (Ubitech)
 - Best Practice Guides (BPGs) — Maïte Jachens (TiHo)
 - Socio-economic implications — Mavis Boimah (Thünen)**PILOT EXPERIENCES AND KEY AWISH RESULTS**

Pig pilot: Josep Reixach (Batallé) · Broiler pilot: Juliette Zamparini (Plukon)
- **11:25 – 11:35** **Break**
- **11:35 – 12:00** **Opportunities for Future Uptake by the Meat Industry**

Speaker: Helen Lambert (Eurogroup for Animals)
- **12:00 – 12:45** **Round Table Discussion**
Animal Welfare Data: Creating Value Across the Meat Supply Chain Moderator: Pol Llonch (UAB)
PANELLISTS
 - Jordi Canet — Norfrisa
 - Juliette Zamparini — Plukon
 - Annaig Thomas — Symrise
 - Nathan Williams — BBFAW
 - Helen Lambert — Eurogroup for Animals
 - Thomas Banhazi — Innotech Vision
- **12:45** **Closing**
(UAB / INNOVACC)



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