

***mEATquality* Project Highlights Synergies with Prof. Klaus Wimmers' Lecture on Sustainable Breeding**

The *mEATquality* project proudly participated in a high-profile academic event hosted by the Faculty of Veterinary Medicine and Animal Science at the Poznań University of Life Sciences, Poland. The lecture, titled “*Sustainable Breeding: Balancing Animal Welfare and Resource Efficiency*”, was delivered by Prof. Klaus Wimmers, Director of the Physiological Genomics Research Group at the Research Institute for Farm Animal Biology (FBN), Germany.

The event brought together a diverse audience of researchers, students, and professionals committed to advancing sustainable livestock production.

Prof. Wimmers, a renowned expert in livestock genetics and physiology, presented groundbreaking research on the genetic and epigenetic mechanisms that underpin resilience, adaptability, and welfare in cattle. His work emphasizes the application of advanced omics technologies - genomics, transcriptomics, and epigenomics - to develop breeding strategies that are both resource-efficient and welfare-conscious.

The themes of Prof. Wimmers' lecture strongly resonate with the mission of the *mEATquality* project, which investigates how different livestock production systems affect meat quality, animal welfare, and environmental sustainability. His insights into genotype-environment interactions and phenotypic plasticity directly support *mEATquality's* goal of promoting evidence-based improvements in meat production practices.

As part of the event, the *mEATquality* team hosted an information booth, offering attendees a closer look at the project's research activities and objectives. Visitors engaged in meaningful discussions about how scientific innovation can meet consumer expectations for ethically and sustainably produced meat.

The event concluded with a dynamic Q&A session, reflecting the audience's keen interest in the intersection of genetics, welfare, and sustainability. For the *mEATquality* project, this event served as a valuable opportunity to highlight the importance of interdisciplinary collaboration in shaping the future of livestock production.

mEATquality is a European Horizon 2020 project (Grant Agreement No. 101000344) focused on improving the sustainability and quality of pork and broiler meat. It promotes extensive farming practices that enhance animal welfare and meat authenticity.