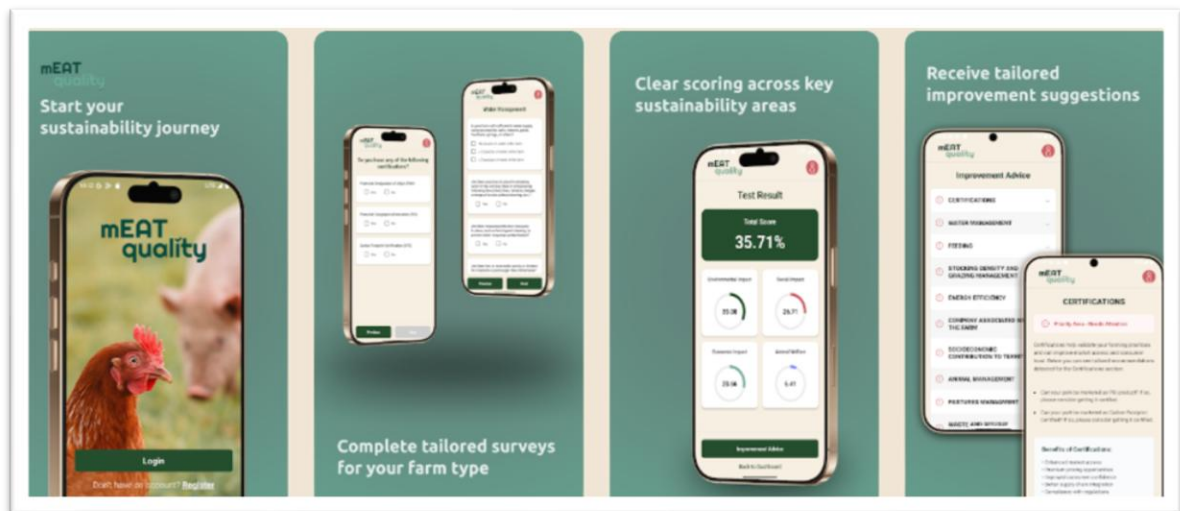


## Discover the mEATquality Sustainability App

### A practical tool for more sustainable livestock farming

#### How sustainable is your farm?

The **mEATquality Sustainability App** was created to help livestock farmers and advisors answer this question in a clear, practical, and supportive way.



#### What is the mEATquality Sustainability App?

The mEATquality App is a **user-friendly mobile application** that guides farmers through a structured sustainability self-assessment.

The app is designed for **poultry and pig farms**, both **conventional and organic**, and supports farmers in understanding their current sustainability performance while identifying realistic, step-by-step opportunities for improvement.

Available on [iOS](#) and [Google Play](#), it allows users to assess their farming practices directly from their smartphone or tablet, at their own pace.

The app is accessible and intuitive, without being overly technical, and is firmly rooted in real on-farm conditions. It automatically adapts to the type of farm (pig or poultry, organic or conventional), ensuring that each assessment is relevant, meaningful, and tailored.

## What is the app for?

The mEATquality App supports farmers and advisors by:

- Providing a **clear overview of farm sustainability**
- Highlighting **strengths and areas for improvement**
- Helping to **set priorities** for gradual, achievable changes
- Supporting **advisory work, training, and dialogue**
- Encouraging **continuous improvement over time**

The app is not about control or certification. Instead, it focuses on learning, reflection, and informed decision-making.

## What does the mEATquality App assess?

The app evaluates sustainability across **four key impact dimensions**:

- **Environmental impact:** water use, energy efficiency, waste management, soil, and biodiversity practices
- **Social impact:** contribution to local communities, employment, and territorial value
- **Economic impact:** business practices, certifications, market positioning, and long-term viability
- **Animal welfare:** housing, management, handling, health protocols, and living conditions

These dimensions are explored through **10 thematic sections**, covering areas such as feeding, grazing, energy use, animal management, and waste handling—always adapted to the farm’s specific context.

## What does the app offer to farmers and advisors?

Once an assessment is completed, the mEATquality App provides:

- A **clear visual sustainability score**, easy to understand at a glance
- **Dimension-by-dimension results** showing where the farm performs well and where improvements are possible

- **Personalised recommendations** based on the farmer's own responses
- **Practical improvement advice** focused on concrete actions rather than theory
- The possibility to **track progress over time** through repeated assessments

For advisors, the app offers a **structured basis for discussion**, helping to guide advice, identify priorities, and support farmers in building more resilient and sustainable farming systems.

### **A tool to support - not judge**

At its core, the mEATquality App is about **empowerment**. It helps farmers better understand their farms, recognise what is already working well, and identify realistic next steps toward sustainability.

Whether you are a farmer seeking clarity or an advisor supporting change, **mEATquality makes sustainability tangible, practical, and actionable.**

### **About the mEATquality project**

The mEATquality project aims to provide consumers with higher-quality pork and broiler meat while ensuring a high level of animal welfare. It does so by developing scientific knowledge and practical solutions together with farmers and supply-chain partners.

The project is coordinated by Wageningen Research (The Netherlands) and involves a multidisciplinary consortium of 17 partner organisations from seven EU countries. It runs from October 2021 to March 2026.



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