



GenTORE

Genomic management Tools to Optimise Resilience and Efficiency

Grant agreement n°: 727213

H2020 - Research and Innovation Action

D7.3

Project Brochure 1

Due date: M06 (November 2017)

Actual submission date: M06 (November 2017)

Project start date: 1st June 2017 **Duration:** 60 months

Workpackage concerned: WP7

Concerned workpackage leader: Cagla Yuksel KAYA KUYULULU

Lead Beneficiary: 7-EFFAB

Dissemination level:

- PU:** Public (must be available on the website)
- CO:** Confidential, only for members of the consortium (including the Commission Services)
- CI:** Classified, as referred to in Commission Decision 2001/844/EC



Table of content

1. Summary.....	3
2. Introduction	3
3. Results	3
3.1 Format and Publishing	3
3.2 Contents	3
4. Conclusions.....	4
5. Partners involved in the work	4
6. Annexes: 1 st GenTORE Brochure.....	5

1. Summary

This deliverable describes the first project brochure under Task 7.3 and provides information about its contents. Project brochure intends to inform the targeted stakeholders about GenTORE and the stakeholder engagement. It will be communicated both in digital and hardcopy formats through GenTORE network.

2. Introduction

This deliverable was aimed at providing the project with the publicity brochure, meant to describe the GenTORE project in terms of background, aims, structure of its components and general methodology, multi-actor approach, main expected outcomes, participating organisations and funding sources.

It also informs the stakeholders of the website and social media addresses and how they can contact the project to obtain further information via other social media channels.

3. Results

3.1 Format and Publishing

GenTORE's start-up brochure is designed as a two-fold A5 document (size 14.8 x 21.0 cm), printed double sided. It will be used as a "presentation card" of the project and widely distributed whenever relevant, e.g. for scientific events, meetings with stakeholders or mass media.

The brochure is initially printed 1000 copies and distributed to the projects partners (each 40 copies). Furthermore, it is mailed to the project partners, Scientific Advisory Board, the Stakeholder Committee and to the GenTORE stakeholder mailing list as a high-quality pdf suitable for commercial printers. This will enable partners to distribute the brochure at national and international events. It is also made available via the GenTORE website (<http://www.gentore.eu/>) and different social media channels of GENTORE, EFFAB, FABRE-TP, EAAP, Interbull and other partner organisations in a reduced size pdf suitable for viewing on screen.

3.2 Contents

Its final text and contents was decided by successive improvements of an originally proposed draft by EFFAB. The draft was presented and discussed upon with relevant WP7 partners.

GenTORE brochure 1 includes the following sections:

- Cover with a short summary of number of partners and project duration, website
- What we are – brief introduction on GenTORE in a non-scientific language
- Why - brief information on the background of GenTORE
- Stakeholder engagement – explanation about GenTORE's multi-actor approach and how to join
- Impact – the summary of expected results which would be relevant to the stakeholders



4. Conclusions

The due date of this deliverable was M6 and it was actually finalized in M6.

It is expected that the project brochure will be communicated through internet and by partners' (printed copies) network. Brochure gives a brief information on GenTORE and its multi-actor approach in a very clear and easy-to-read way.

Brochure will be translated to Italian and French to be distributed digitally.

5. Partners involved in the work

All partners of WP7 Outreach, dissemination and training were involved in preparation of the text and the format. Partners involved consist of EFFAB, INRA, EAAP, FiBL, NOLDUS, RAFT, SRUC, DLO, SLU, ALLICE, UNIPD.

6. Annexes: 1st GenTORE Brochure

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727213

Partners

Institut National de la Recherche Agronomique (FR) www.inra.fr

Aarhus Universitet (DK) www.au.dk

Agriculture and Food Development Authority (IE) www.teagasc.ie

Bayerische Landesanstalt für Landwirtschaft (DE) www.lfl.bayern.de

Centro de Investigación y Tecnología Agroalimentaria de Aragón (ES) www.cita-aragon.es

Federazione Europea di Zootecnica (IT) www.ezap.org

European Forum of Farm Animal Breeders (NL) www.fffab.info

Forschungsinstitut für Biologischen-Landbau Stiftung (DE) www.fbl.org

Fundacja imienia Stanisława Karłowkiego (PL) www.ichow.org

INRA Transfert SA. (FR) www.inra-transfert.fr

Institut De L'Elevage (FR) www.idel.fr

NOLDUS Information Technology BV (NL) www.noldus.com

Raft Solutions Limited (UK) www.raftsolutions.co.uk

New MEDRIA (FR) www.medria.fr

Scotland's Rural College (UK) www.sruc.ac.uk

Stichting Dienst Landbouwkundig Onderzoek (NL) www.wur.nl/en/Expertise-Services/Research-Institutes.htm

Sveriges Lantbruksuniversitet (SE) www.slu.se

VikingGenetics FMBA (DK) www.vikinggenetics.com

Union Nationale des Coopératives Agricoles d'Élevage et d'Insémination Animale www.uatic.fr

Universidad de Lleida (ES) www.udl.es

Università Degli Studi Di Padova (IT) www.unipd.it

SARL Ferme Expérimentale de Thorigné d'Anjou www.pays-de-la-loire.chambres-agriculture.fr

ASS de la Ferme Expérimentale

GenTORE – GENomic management Tools to Optimize Resilience and Efficiency

21 Partners 5 industry, 10 research, 4 extension organisation, 2 organic farming, 1 management
Project duration 1 June 2017 – 31 May 2022

www.gentore.eu

Project Coordinator
Nicolas Friggens
Research Director MoSAR, INRA
T: +33 (0)1 4408 1767
E: nicolas.friggens@agroparistech.fr

WP7 Outreach, dissemination and training
WP Leader: Çağla Yüksel Kaya Kuyulu
EFFAB
T: +31 6 44173658
E: cagla.kaya@effab.info

WHAT WE ARE

GenTORE is a five-year EU project that will develop innovative genome-enabled selection and management tools to enable farmers to optimize the tricky balance between cattle resilience and efficiency (R&E) in widely varying and changing environments. There will be 6 research work packages and outreach, dissemination and training are vital components throughout. Precision phenotyping is a core activity and will offer farmers a revolutionary approach to select the best animals for their system.

WHY

In today's modern animal agriculture there is an increasing need to balance resilience and efficiency. Animals need to be more resilient because their nutritional needs differ under different production systems and grazing environments. They also need an ability to recover from challenges like diseases which can vary across environments and farm systems. Although the importance of balancing resilience and efficiency for production purposes is clear, the problem is that it's still difficult to measure them on research farms, and almost impossible to measure under commercial conditions. This limits the ability for animal breeders to select for resilience and efficiency and farmers to assess and manage their livestock for an optimal balance under their system.

INCLUSIVE STAKEHOLDER INVOLVEMENT FROM THE START

GenTORE embraces a multi-actor approach across 15 countries with half the 21 Consortium members from industry including breeding associations, trans-national organizations, farm management and veterinary advisory services and farm technology companies.

These stakeholders, directly engaged with GenTORE from the start, represent a core that will be enlarged with other stakeholders who are keen to bring their input and to be recipients of new technologies and data.

The inclusion of stakeholders from the beginning of the project is a major plus as it will bring in many more ideas and views. It also means all outputs will be fit for purpose and be immediately relevant to what is happening in daily practice on beef and dairy farms. They will also be more user-friendly and thus adopted rapidly and seamlessly by farmers and breeders and used long-term.

By combining research and outreach GenTORE will make a significant contribution to addressing the challenges facing farming in a changing and volatile world.

Interested to participate in the GenTORE project? Get in touch NOW.

GenTORE – GENomic management Tools to Optimize Resilience and Efficiency

IMPACT

The tools developed by GenTORE will be practical and applicable across multiple cattle breeds (*beef, milk and dual purpose*) and systems (*conventional and organic*). They will help increase the economic, environmental and social sustainability of European cattle production systems. All tools will be tested on farms. Techniques will include:

- Improved methods for genomic analysis
- New indicators for on-farm phenotyping and related data analytic tools
- New ways to measure local production environments
- On-farm management index