

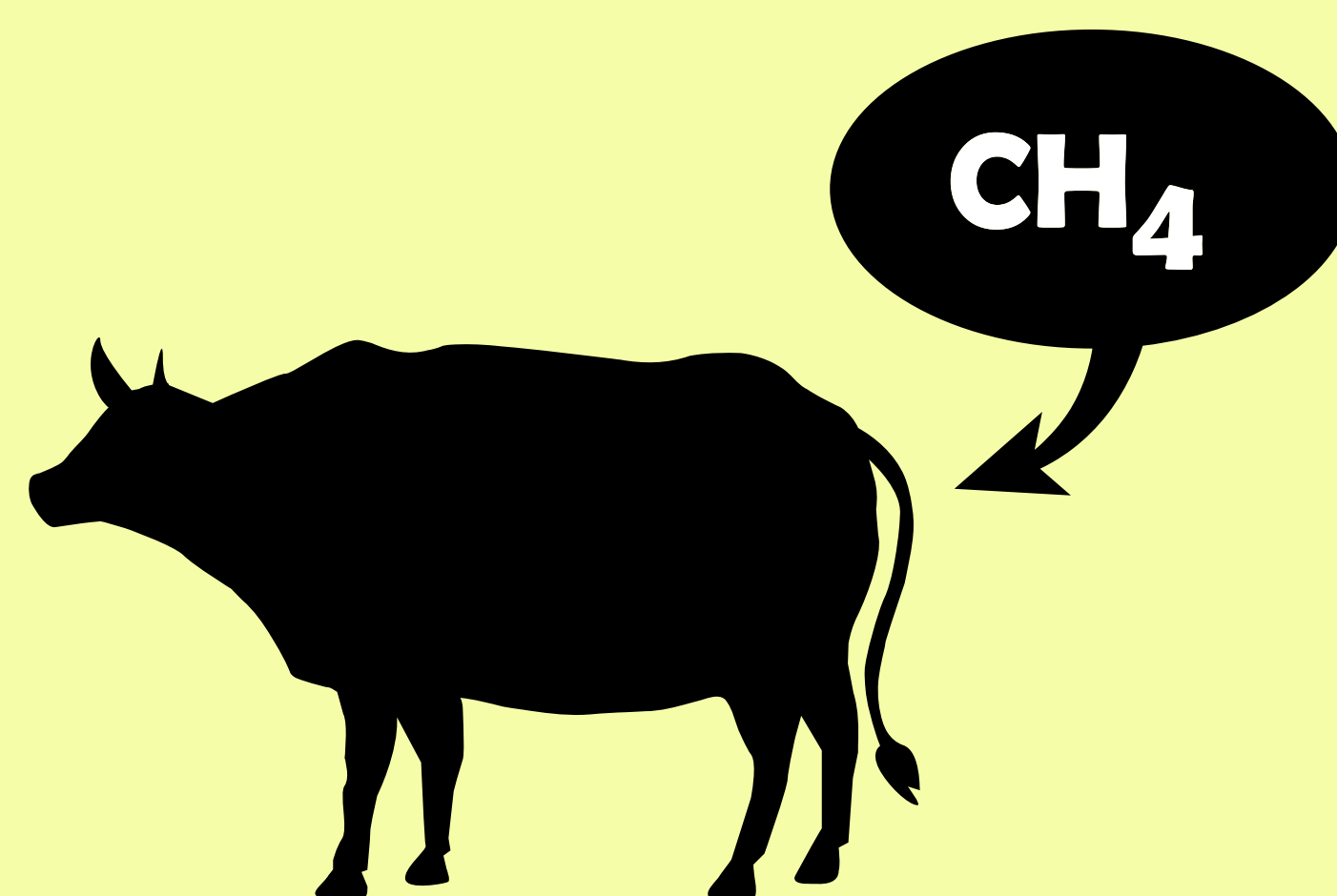
EUROPEAN CITIZENS VIEWS TOWARDS METHANE-REDUCING FEED ADDITIVES IN DAIRY FARMING



Livestock farming is a major contributor to greenhouse gas emissions, particularly through methane produced by dairy cattle. Feed additives such as seaweed extracts, plant-based oils, and 3-Nitrooxypropanol (3-NOP) are among the most promising solutions for reducing methane emissions from dairy herds. However, their success depends not only on effectiveness but also on public acceptance—something often overlooked in the debate.

WHAT'S THE CHALLENGE?

Even scientifically proven feed additives may face barriers if public support is lacking. Understanding citizens' views is essential for successful market introduction, policy development, and effective communication strategies.



WHAT DID WE FIND?



The HoloRuminant project surveyed over 3,200 people in Finland, France, Ireland, and Poland. Results show:



**Natural additives
(like seaweed)
enjoy stronger
public support than
chemical ones.**



**Only 19% of citizens
view 3-NOP
positively, despite
its proven benefits.**



**Sharing more information
increases support for
chemical additives but
can decrease acceptance
of natural ones.**

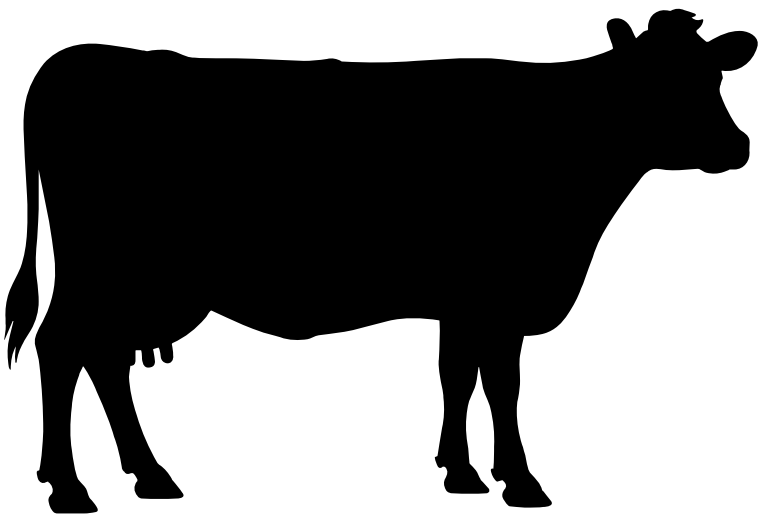
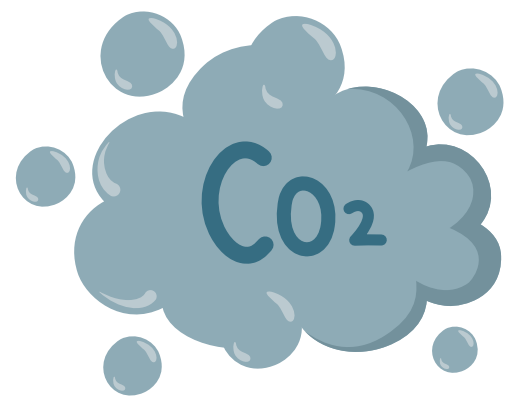
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WHY IT MATTERS?



FOR FARMERS AND ADVISORS:

- * Consumers may be more willing to purchase products associated with natural solutions.
- * If using chemical feed additives like 3-NOP, focus on transparent, science-backed communication with buyers and partners.

FOR AGRI-FOOD INDUSTRY STAKEHOLDERS:

- * One-size-fits-all marketing will not work. Tailor product messaging according to the type of additive used.
- * Invest in clear, consumer-friendly communication that builds trust—highlight both environmental benefits and safety.



FOR POLICYMAKERS:

- * Public perception plays a key role in the uptake of climate-friendly farming solutions.
- * Policy support should include public engagement strategies alongside regulatory and financial tools.

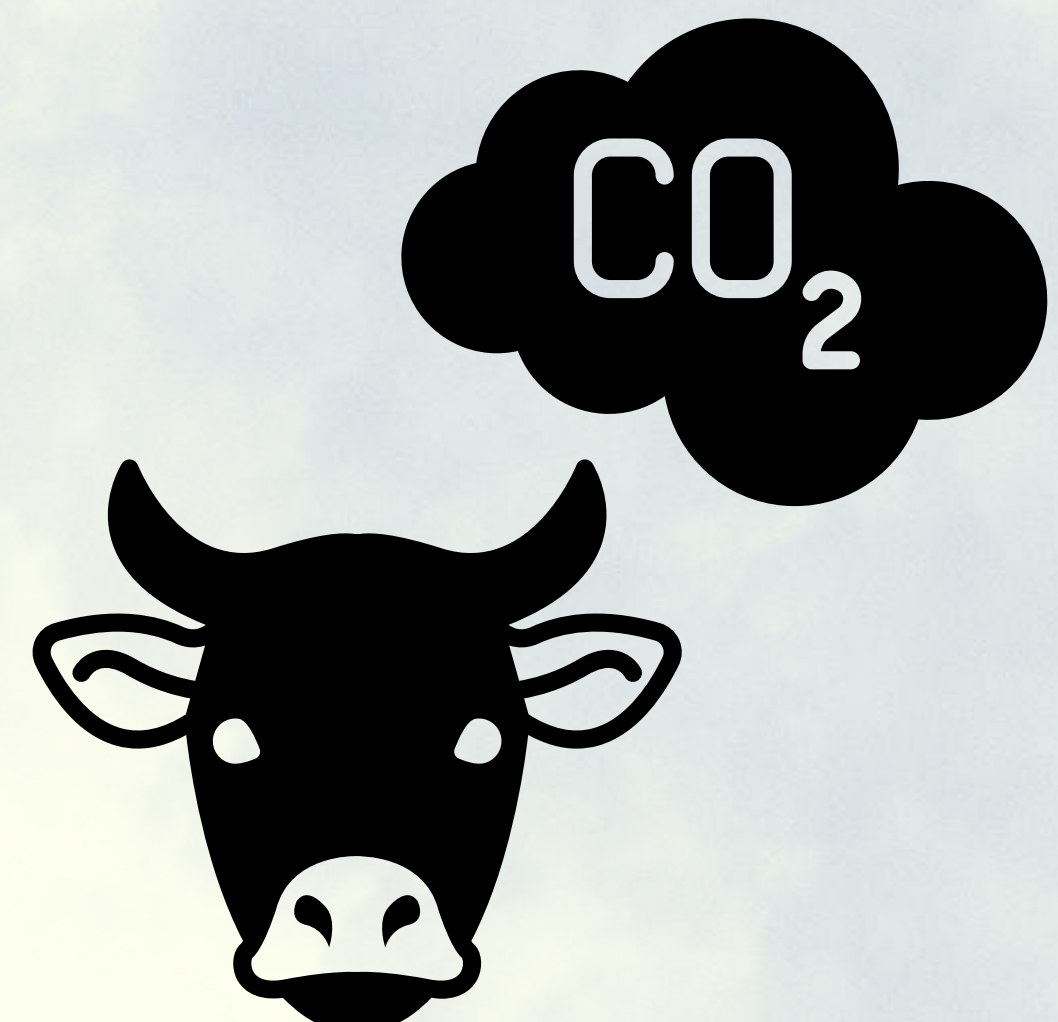


WHAT'S NEXT ?



Strengthening public trust and understanding of methane-reducing additives will help scale up their use across European dairy farming.

FIND OUT MORE:



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