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### Expectations of Slovenian consumers regarding pork from conventional, organic, or domestic production

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Demand for sustainably produced food is growing, yet the organic sector remains small. Literature also shows that country of origin significantly affects consumer preferences and buying decisions for meat, including pork (Aboah and Lees, 2020; <https://doi.org/10.1016/j.meatsci.2020.108142>). There is a lack of information regarding Slovenian consumers' attitudes towards organic pork and their general preferences and attitudes towards intrinsic and extrinsic quality cues. This study explores the expectations and perceptions of Slovenian consumers regarding two pork labels: "organic" and "selected quality", compared to standard, unlabeled pork. The rules for the label "organic" are defined by EU legislation, while the label "selected quality" label primarily signifies that the pork is of Slovenian origin. An online survey was conducted with 574 respondents who were asked to rate their level of agreement with 23 statements related to intrinsic and extrinsic quality cues on a 5-point Likert scale. Respondents showed the highest expectations for "organic pork", however with only small differences compared to "selected quality" pork, denoting high trust of consumers for this label i.e. pork produced in Slovenia. Both labels were viewed more favorably than conventional, unlabeled pork. Ratings for conventional pork were neutral on many statements, but attributes like biodiversity, sustainability, and climate protection were rated more negatively compared to "organic" and "selected quality" labels. Conventional pork was perceived to contain higher levels of chemicals, GMOs, additives, and mineral fertilizers, and to have lower standards for animal welfare, feed production, and overall product quality. Further research is needed to explore how these attitudes impact consumers' willingness to pay. Acknowledgement: Funding by the Slovenian Research and Innovation Agency (grants P4-0133, L7-4568) and the Slovenian Ministry of Agriculture, Forestry and Food (L7-4568). Keywords: pork quality, consumer attitude, organic product, selected quality product, standard product.

### Session 5

### Theatre 3

### Quantitative assessment of biosecurity in livestock farms: filling critical knowledge gaps

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Introduction Improving biosecurity on livestock farms enhances animal health, welfare, and productivity while reducing antimicrobial use. To achieve this, current biosecurity levels must first be assessed. Although existing data mainly focus on conventional (intensive) farms, little information is available for outdoor and semi-intensive systems. The Horizon Europe BIOSECURE project (<https://biosecure.eu/>) aimed to address these gaps by assessing biosecurity practices in specific species-production systems across seven countries: Denmark, Estonia, Hungary, Ireland, Romania, Spain, and the Netherlands. Methods Using the Biocheck.UGent biosecurity scoring system, data were collected on 396 farms between October 2023 and May 2024. The study included pig (indoor and outdoor), broiler and layer (conventional, free-range and backyard), cattle (dairy and meat), and small ruminant (dairy and meat) farms. Questionnaires provided risk-based scores for overall, internal, and external biosecurity levels. Results Conventional broiler and layer farms had higher median overall biosecurity scores than free-range systems, with backyard poultry scoring the lowest. Indoor pig farms had higher overall biosecurity scores than outdoor systems across all countries. Cattle farms showed higher overall scores than small ruminants, with dairy production outperforming meat production. External biosecurity scores generally exceeded internal scores, except for conventional layers and free-range broilers and layers. Overall biosecurity variations between countries were minimal, except for dairy cattle farms. Discussion Poultry and pig farms with outdoor access showed lower overall biosecurity scores compared to indoor. In these systems it is more challenging to control external risks. External biosecurity often surpassed internal measures, likely reflecting the prioritization for preventing pathogen entry in disease outbreak programs. Some questions might have required interpretation to fit the specific circumstances. Nevertheless, findings were consistent with the Biocheck.UGent database of over 88,000 entries, indicating that a biased selection of best or worst farms for this study is unlikely.