

Image de la production porcine en Wallonie : analyse du contexte communicationnel et sociétal

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Pork production's image in Wallonia: analysis of the communication and social context

Ever-increasing demographic pressure and urban sprawl into rural areas are affecting the development of some agricultural sectors. Pig production is one such sector; it is sometimes perceived as less environmentally friendly, a potential nuisance to local inhabitants and even a deterrent to the survival or development of other traditional economic activities considered an essential part of rural life.

The average person's perception of an activity's image is shaped by their knowledge and experience and also by information conveyed as public opinion and also by social, economic and media players.

The activity's real or perceived image therefore significantly influences the positive or negative response to promoters of pork production and construction of pig barns.

To further develop the pig production sector, these influencing factors and players need to be identified and their concerns and logic understood so that pig production information can be produced and disseminated that is both realistic and well articulated; information that reaches the average person and is helpful in combating inaccurate perceptions.