Title: Buffalo Farming: High Quality Process for High Quality Products

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Proposal

Dear Colleagues,

In recent years Journal of Buffalo Science has focussed the attention on veterinary science related to buffalo. However, several other aspects should be considered to promote buffalo production effectively.

Although dairy and meat markets are becoming increasingly competitive globally due to their progressive saturation and buffaloes may represent a potential tool for farmers to differentiate their products and increase competitiveness, only if high quality farming practices will be implemented, process and product characteristics will be able to meet the demand of modern consumers. Therefore, we have enlarged the aim and scope of the journal to other aspects relevant to buffaloes and here we propose a Special Issue dealing with each phase of the productive process, from reproduction, feeding and housing to milking, slaughter and primary products transformation and marketing.

“How to improve feed conversion ratios and reduce the environmental impact of buffalo farming? How to improve buffalo welfare without compromising farm competitiveness?” How to increase market penetration of buffalo products? What are the main dimensions affecting consumer choice of buffalo products? These are only some of the questions to be addressed in this special issue.

The entire food chain is at stake. We are, therefore, looking for multi-disciplinary studies that cover aspects ranging from animal and veterinary science to economics, sensory and consumer science with the aim to collect and disseminate information suitable to promote buffalo production from farm to fork.

Keywords: Buffalo, management, feeding, animal welfare, meat quality, milk quality, dairy production, economics, consumer science, marketing.