INTEGRATING ECONOMY INTO DAIRY HERD HEALTH PROGRAMS

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OUTLINE

- Background for the project
- The advisory tool and how it was developed
- Evaluation of the tool: communication between the farmer and the advisor
BACKGROUND

“His advises are much too expensive to implement!”

“Why doesn’t he follow my advises?”
Project: "Healthy cattle economy"
THE PRODUCT AND ITS DEVELOPMENT

Workshops with farmers and veterinarians
Prototype was tested by 13 vets and 55 farmers
Questionnaires from vets
Suggestions implemented
Farmers interviewed
Product launched April 2014
EVALUATION OF THE PRODUCT: SIMULATED CHANGE IN GROSS MARGIN BY FOLLOWING THE ACTION PLAN (€ /YR)
FARMERS ESTIMATION OF THE COSTS OF FOLLOWING THE ACTION PLAN (€ / YR)
TOTAL ECONOMIC EFFECT OF THE ADVISE (€ /YR)
INTERVIEW WITH FARMERS

38 interviewed farmers

- 16 Action plans followed
- 12 Still Considering
- 10 Rejected action plan
FARMERS REASONS FOR NOT IMPLEMENTING

- Action plans too fluffy
- No time / hands to implement it
- Prioritize animal welfare before economy
- Don’t understand the bars and the figures!
- The figures look too positive
FARMERS MOTIVATED TO IMPLEMENT:

- “Figures found credible when I can recognise my farm”
- Farmer involvement
- Figures as eye-openers – good overview
- “Wants to compete with myself and my colleagues”
- Motivating presentation of figures
SUGGESTIONS TO ADVISORS

- Involve the farmer in pointing out relevant actions and how to implement them
- Read the farmer! Are you sure he/she understands you?
- Acknowledge the farmers current situation. Are your advises applicable?
PERSPECTIVES

- Today the tool is marketed by SimHerd A/S (www.simherd.com)
- Dyrlæger & Ko - the vet-company - has integrated the tool in their herd health advisory service

Thank you for your attention

Any questions?