

Norwegian University
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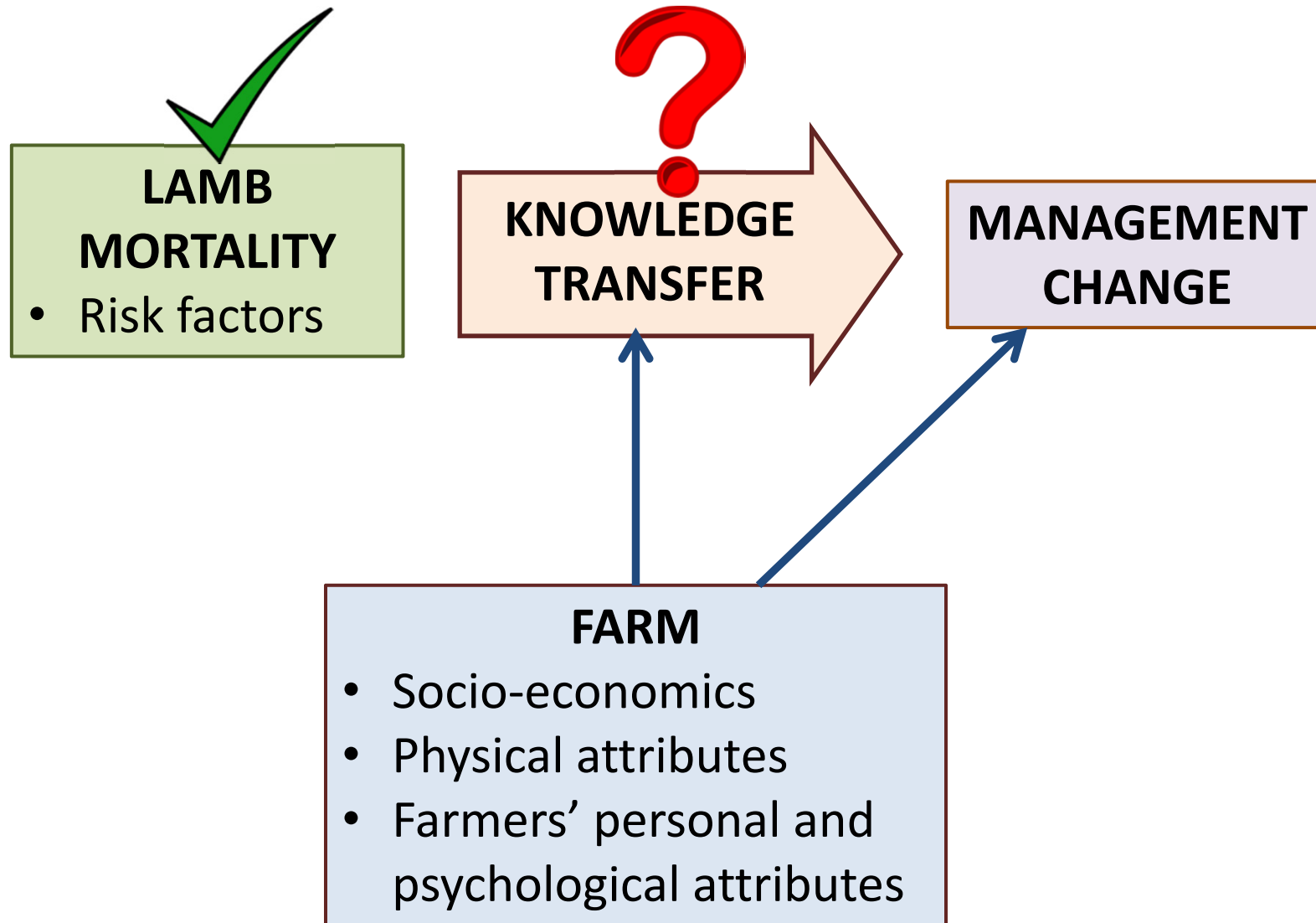
www.animalwelfareinorway.com

Identifying the obstacles for achieving improvements in lamb mortality rates

Ingrid H. Holmøy and Karianne Muri

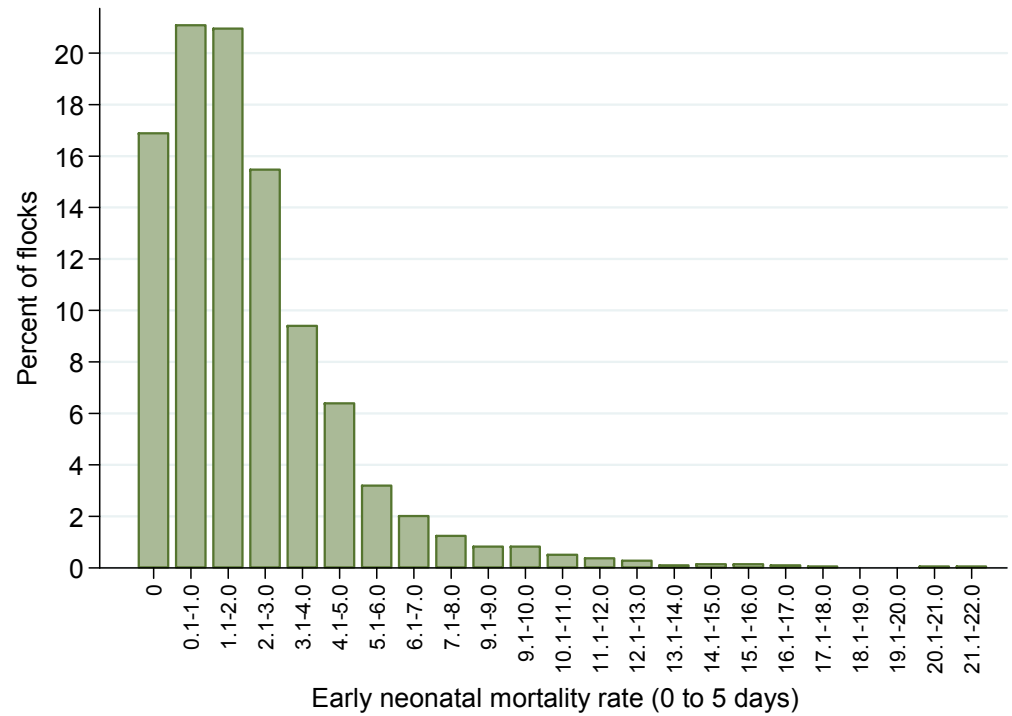
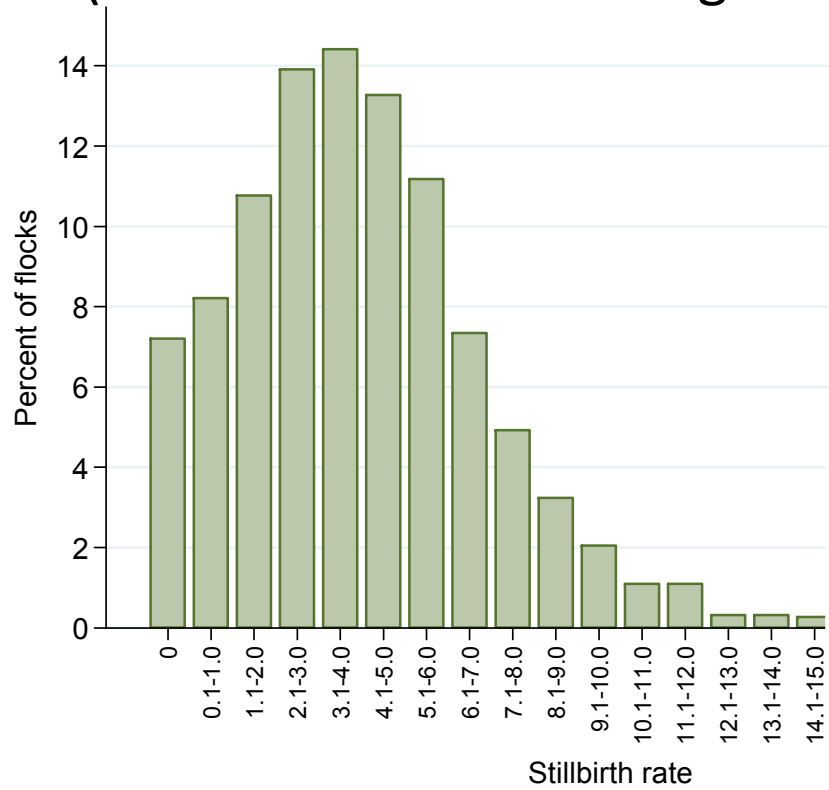


Outline



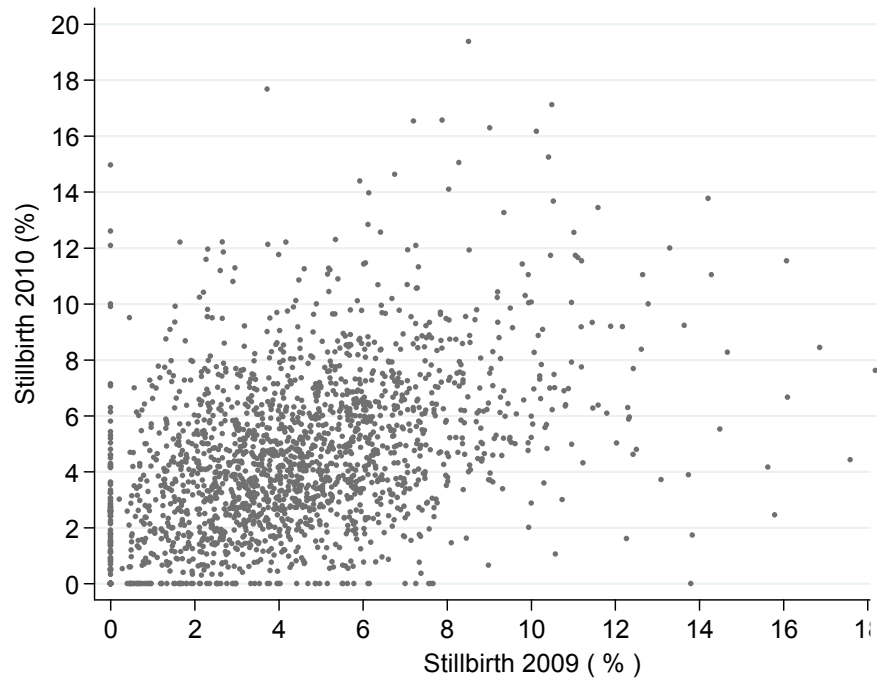
Stillbirth rates and early neonatal mortality rates in NSRS flocks

(2153 flocks >50 lambing ewes in 2010)

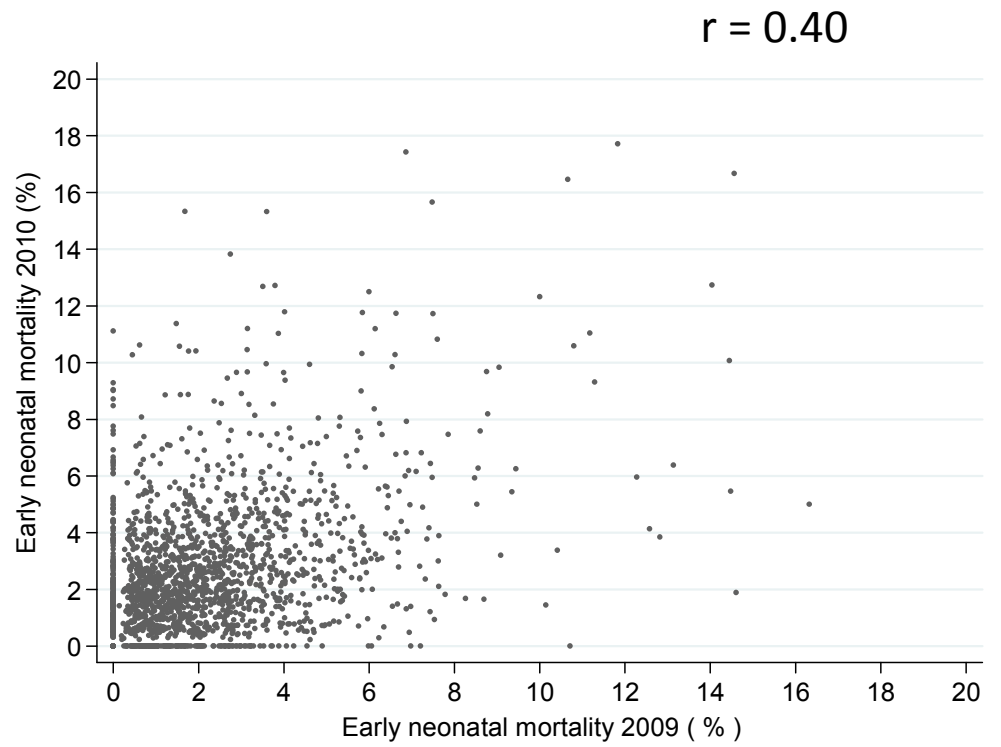


Stillbirth rates and early neonatal mortality rates in NSRS flocks

(1928 flocks >50 ewes in 2009 and 2010)



$r = 0.43$



$r = 0.40$

Flock level preventive factors identified

Norway (Holmøy et al. 2010)

- Continuous monitoring and ewes and lambs
- Active support to ensure sufficient colostrum intake
- Feeding a combination of hay and silage
- Supply roughage more than once daily
- Farmer – more than 15 years experience in sheep farming

UK (Binns et al. 2002)

- Housed at lambing
- Less than 900 ewes
- Treat sick lambs with electrolytes
- Provide new bedding for lambing pens daily

Knowledge transfer

Communication skills

(Kristensen and Jakobsen, 2011)

- Caring and empathy
 - Dedication and commitment
 - Competence and expertise
 - Honesty and openness
-
- Influencing is a proactive process - requires persuasion skills
 - Identify common motivations

Communication strategy

- Tailored according to attributes of decision-maker:
 - Goals and values
 - Psychological factors



Farmers' goals and values

Goals and values of farmers (Gasson, 1973):

- Instrumental: income
- Social: family, belonging, recognition
- Expressive: pride, self-respect
- Intrinsic: enjoyment, lifestyle, independence

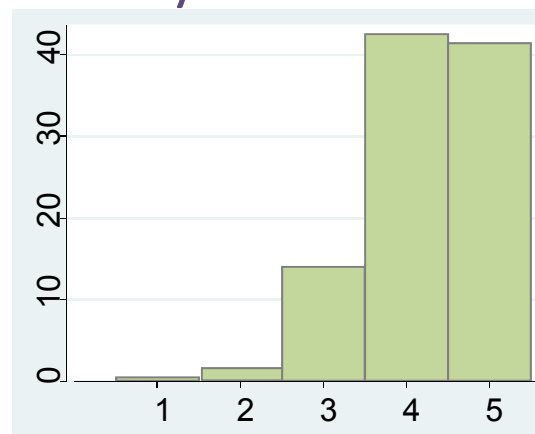


Predominantly intrinsic: way of life, independence, performance

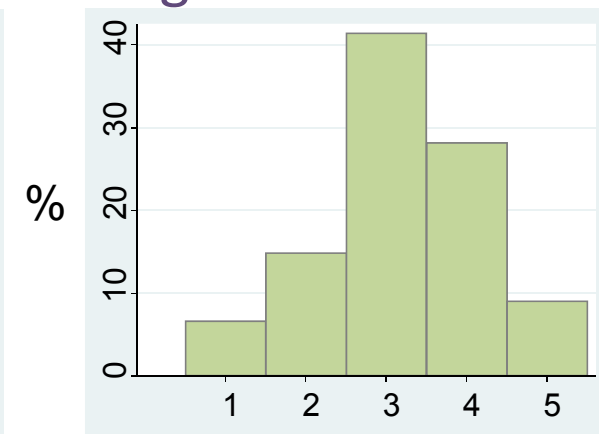
Motivation of Norwegian sheep farmers, 2014:

www.animalwelfareinorway.com/sheephouse-f-rebygg

Lifestyle

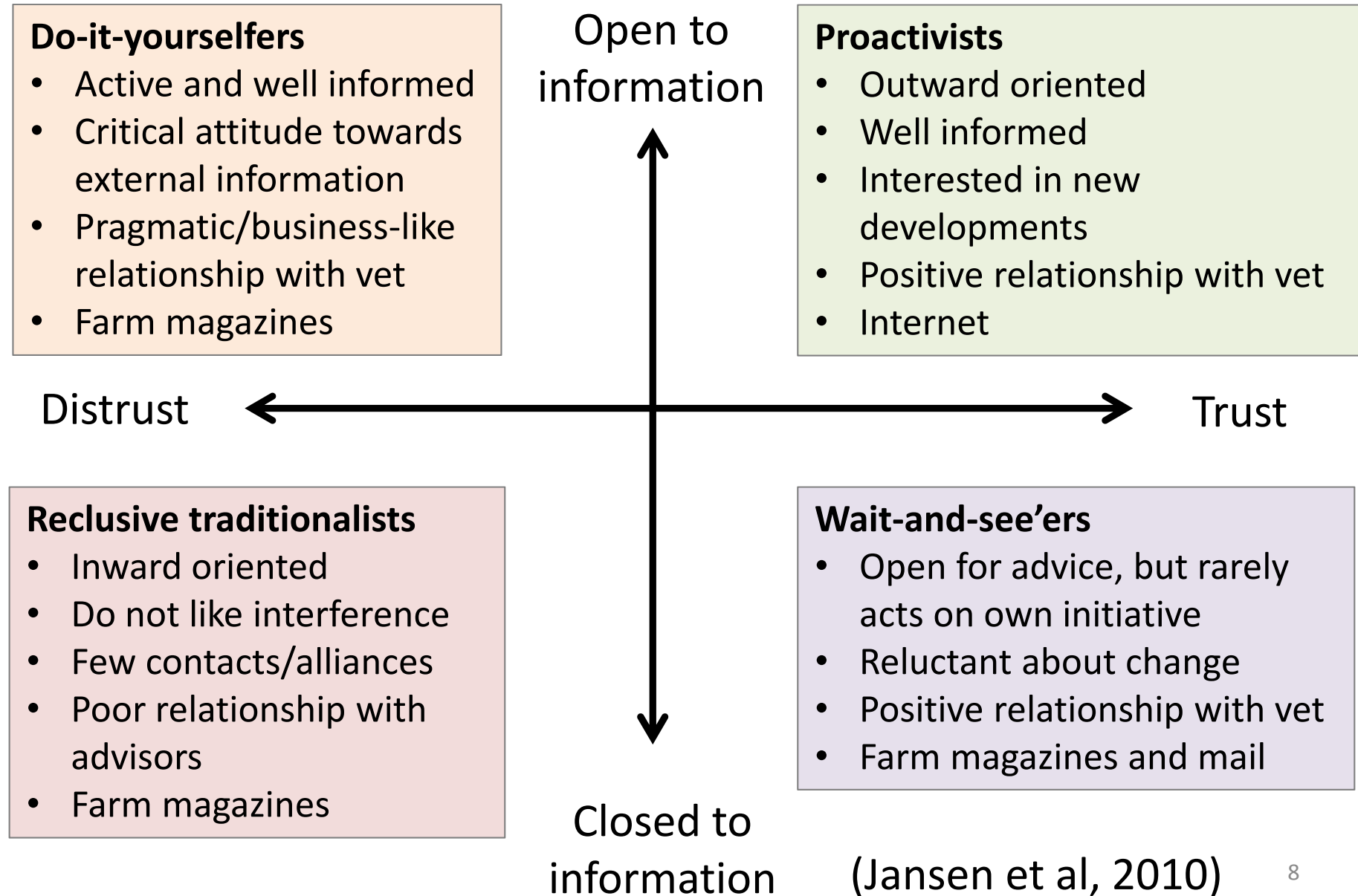


High income

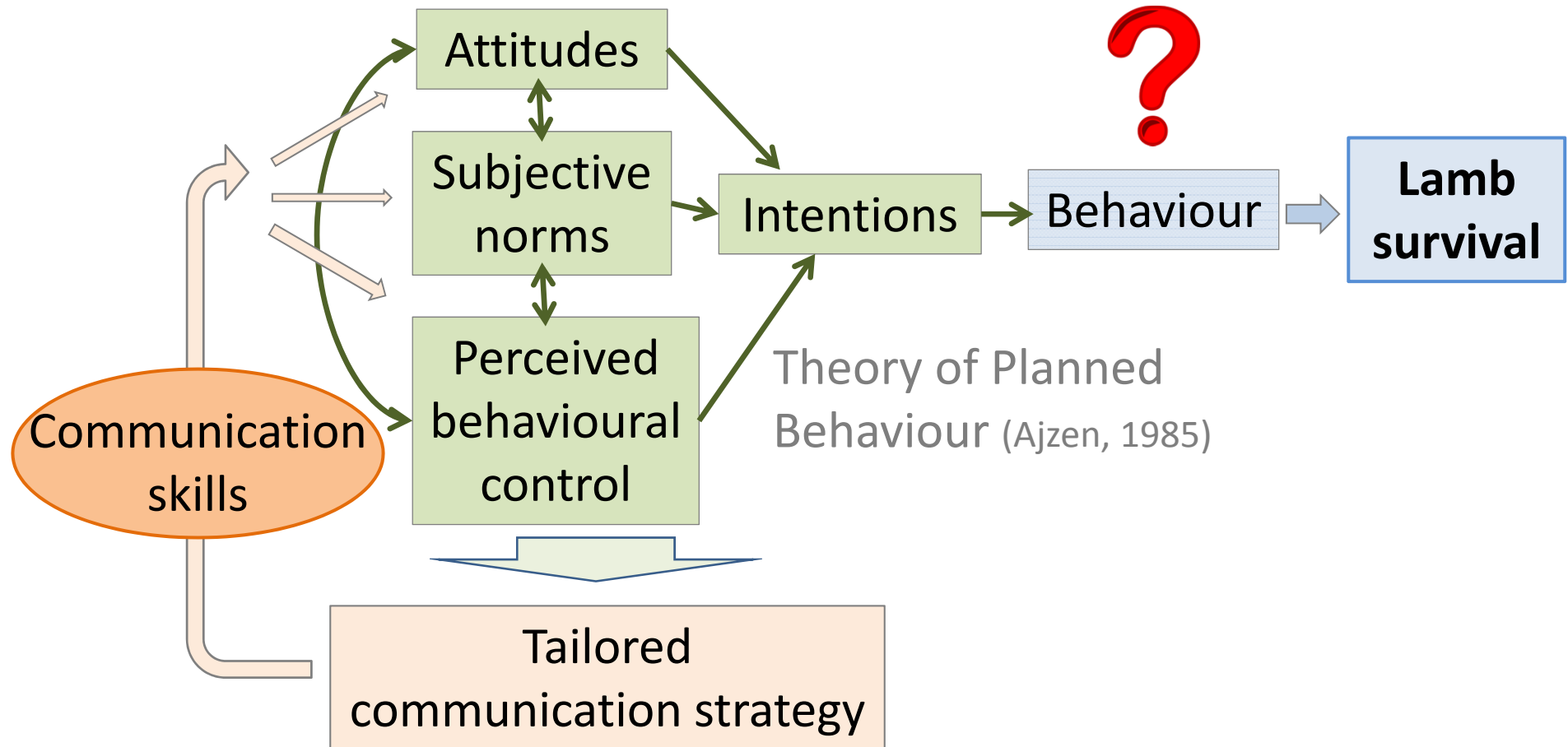


1 = not important - 5 = very important

Qualitative approach



Quantitative approach



Thank you for your attention!



Photo: Grethe Ringdal, Animalia

Literature:

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