
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?”

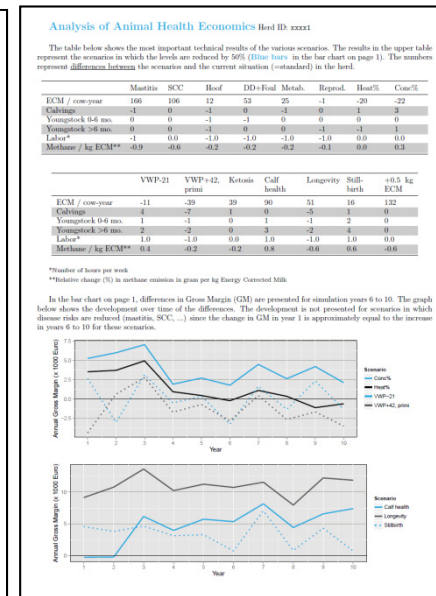
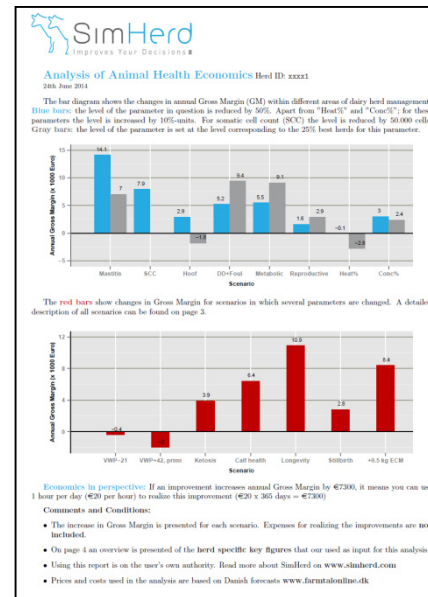


Project: "Healthy cattle economy"

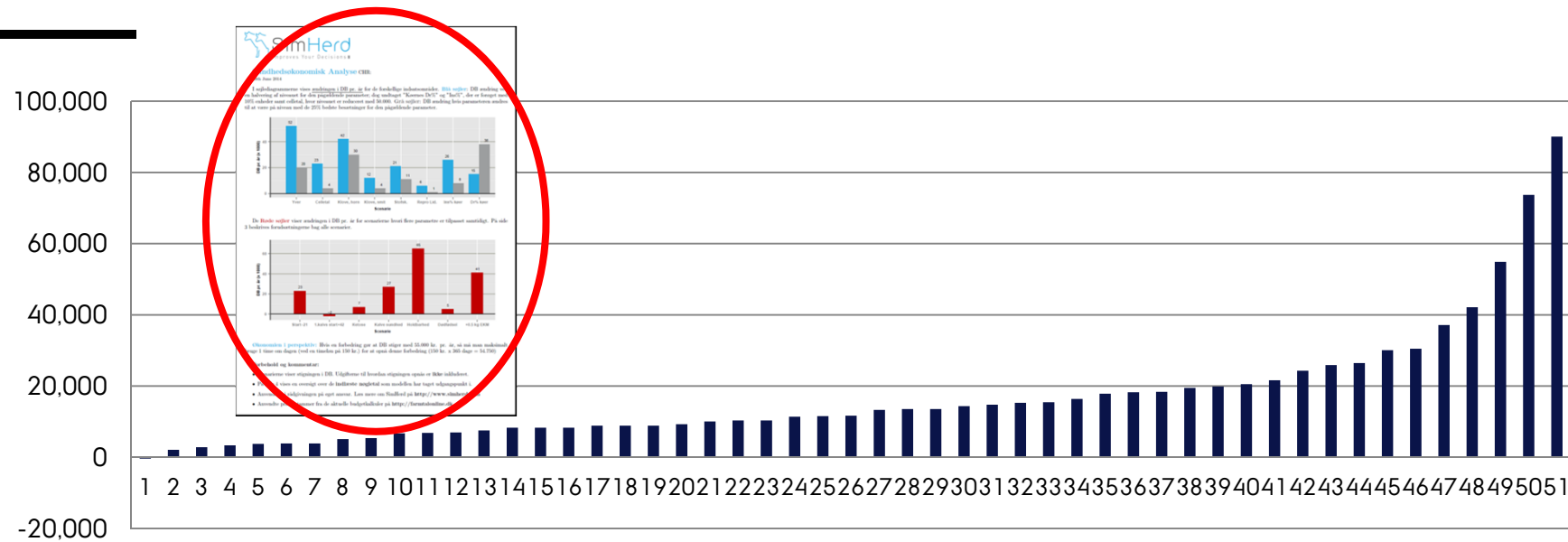


THE PRODUCT AND ITS DEVELOPMENT

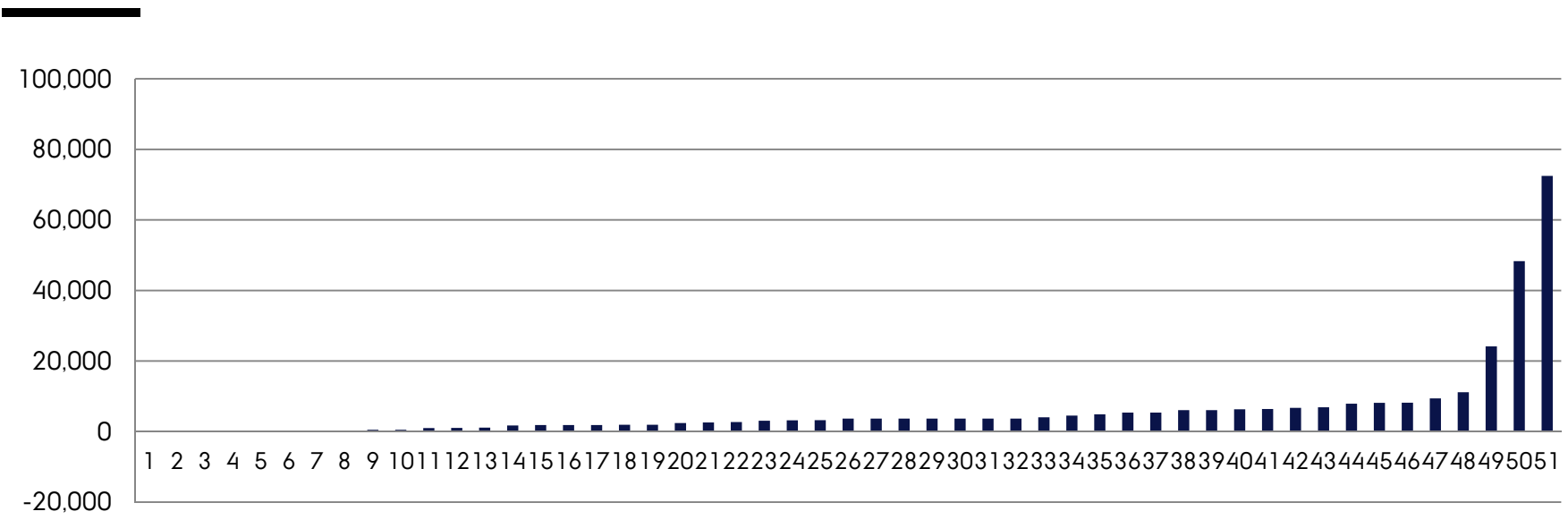
- Workshops with farmers and veterinarians
- Prototype was tested by 13 vets and 55 farmers
- Questionnaires from vets
- Suggestions implemented
- Farmers interviewed
- Product launched April 2014



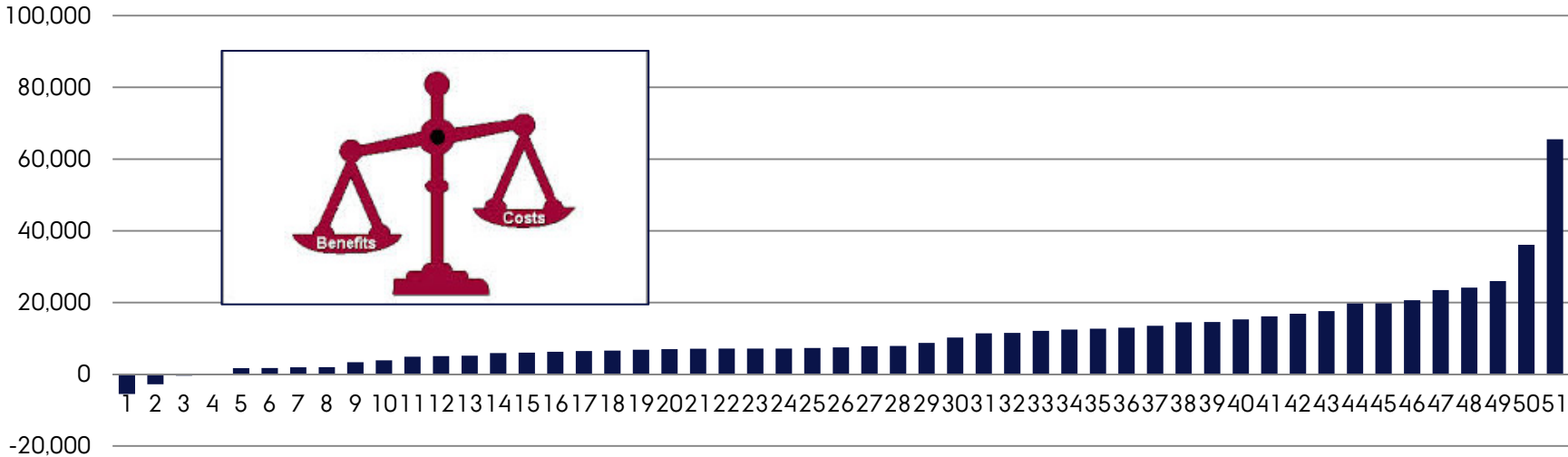
EVALUATION OF THE PRODUCT: SIMULATED CHANGE IN GROSS MARGIN BY FOLLOWING THE ACTION PLAN (€ /YR)



FARMERS ESTIMATION OF THE COSTS OF FOLLOWING THE ACTION PLAN (€ / YR)

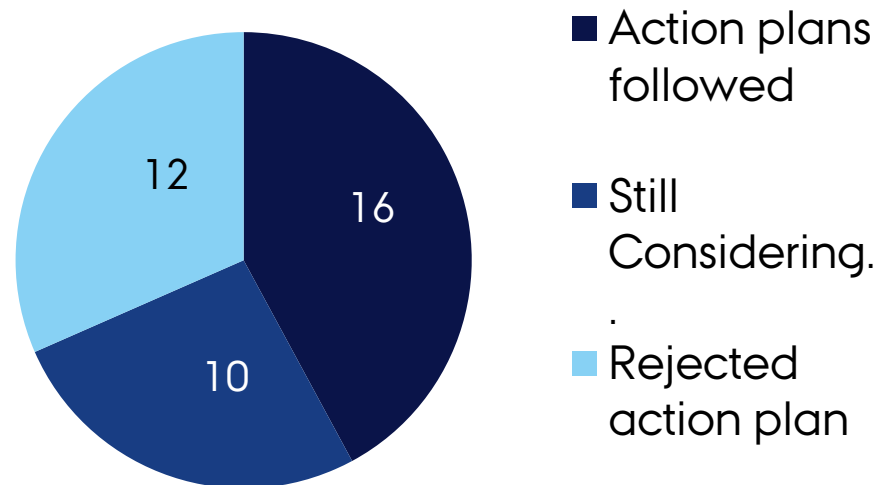


TOTAL ECONOMIC EFFECT OF THE ADVISE (€ /YR)



INTERVIEW WITH FARMERS

38 interviewed farmers



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)
- ▶ Dyr læger & Ko - the vet-company - has integrated the tool in their herd health advisory service

Thank you for your
attention

Any questions?