Knowledge Management on Austrian Dairy Farms

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Comet K-Projekt ADDA – Advancement of Dairying in Austria

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Introduction

- Austria: 33000 farmers produced 3,4 mio t of milk in 2013(BMLFUW 2014)

  ->level of **self sufficiency** more than 100% fulfilled
- **High quality standards** from primary production to further processing (AMA 2015)
- **Challenges** for farmers:
  - Fall of milk quota in 2015
  - Price volatility through global market

  -> Resilience necessary to overcome struggles

  -> Transfer of technology and knowledge
- Knowledge as a **factor of production** (Mohr 2008, Bick 2004)








Aim of study

- Understand the **present situation of knowledge acquisition** of dairy farmers in Austria

  - Which **ways of further education and knowledge acquisition** are availabel for dairy farmers in Austria ?
  - How do dairy farmers **evaluate the current offer** on possibilities for further education and knowledge acquisition and their own demand for knowledge and information?
  - Which **methods of knowlege acquisition are suitable** for the dairy farmers?








Material & Methods

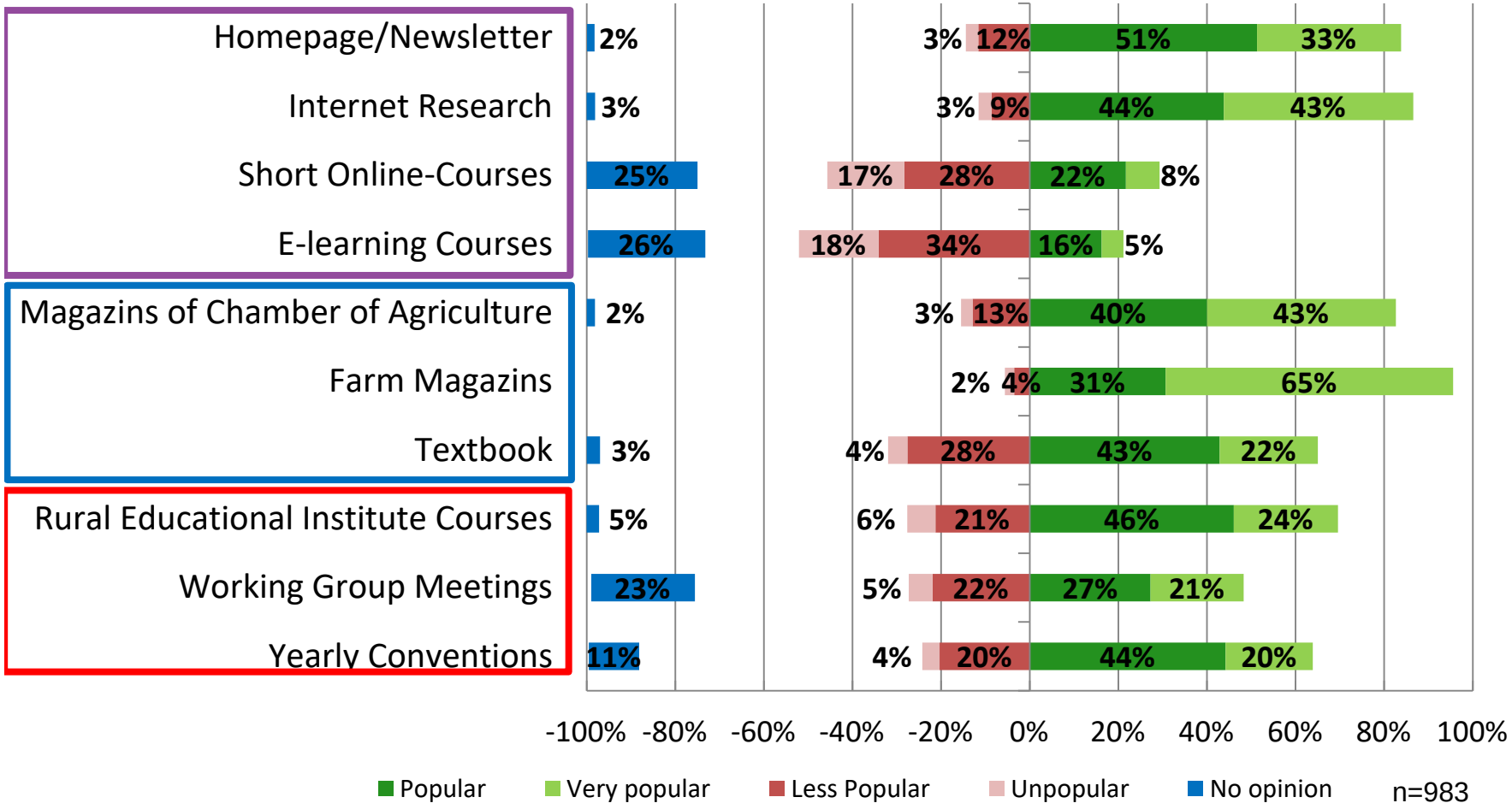
Collection of data:

- On-line survey using software *SurveyMonkey®*
- members of the Austrian performance control association (LKV)
  - 9.992 cattle breeders
  - Online for six weeks (April, 16th to May, 29th)
  - Return: 10,1% (988 surveys sent back, 983 completed)

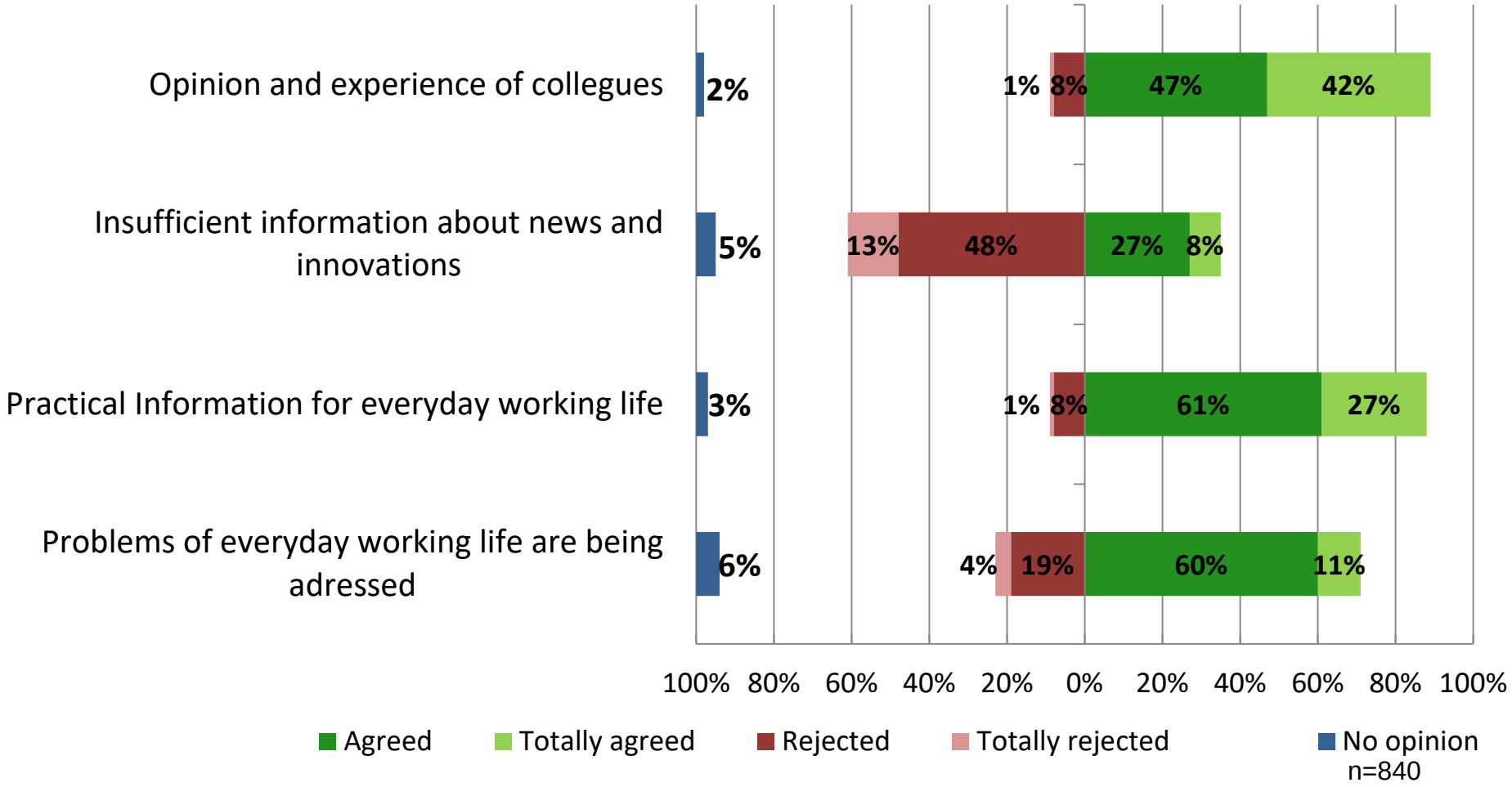
Questionnaire:

- 29 questions organised in 3 chapters
- Closed questions
- Data analysis
  - statistic program *SAS*
  - software Microsoft Excel 2010

Electronic media/Print media/ Events of Attendance



Satisfaction with training offer










Questions concerning the knowledge acquisition

- Most demanded topics (n=846):
  - Fertility Disorders (85%)
  - Feeding (83%)
  - Udder Health (73%)
  - Herd Management (70%)
  - Disorders of the Metabolism (69%)

- Influence of factors on the visit of educational trainings (n=817):
  - Time **>** Topics **>** Practical Exercises **>** AnimalHealthService Credits **>** Money

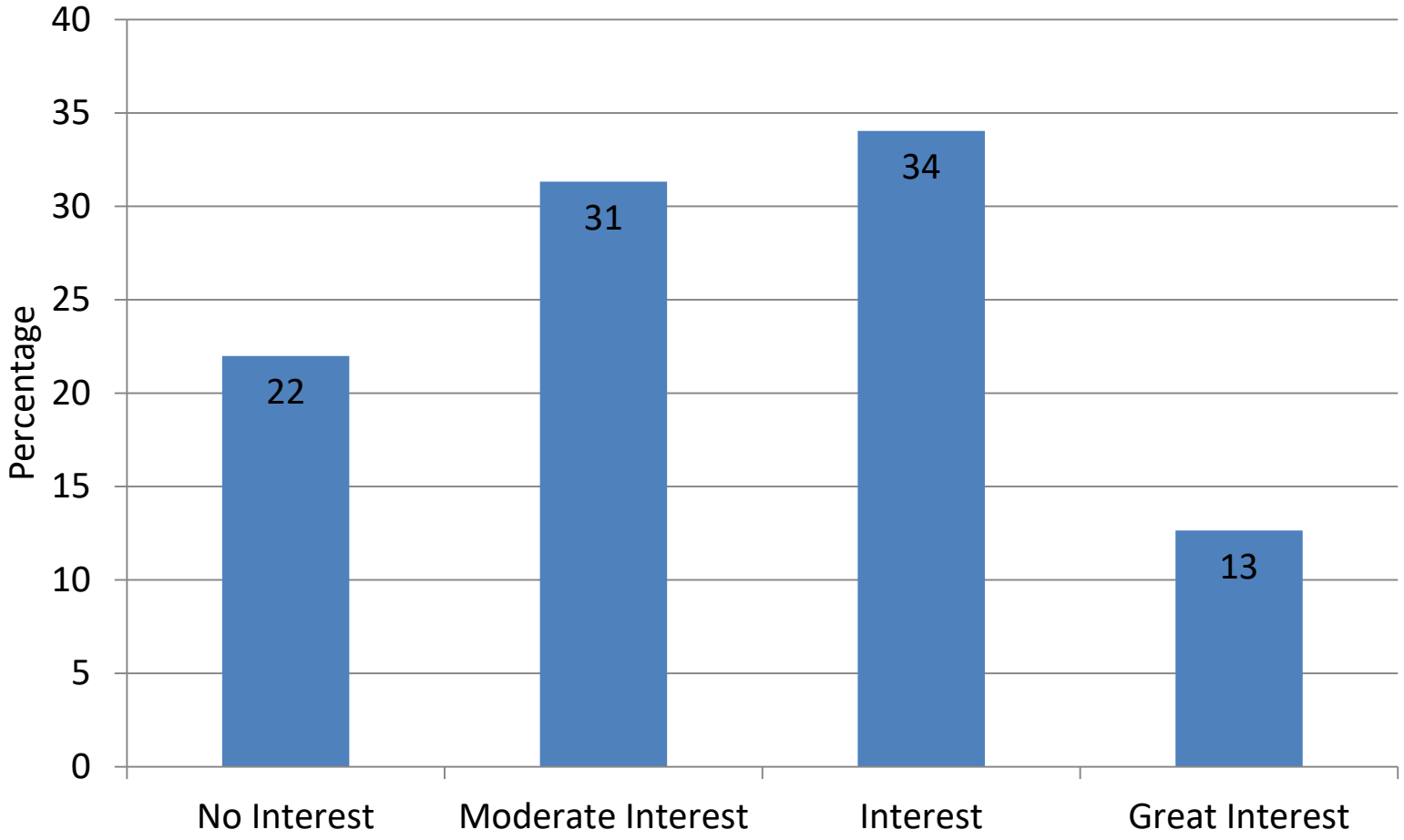
- Important reference contacts (n=846):
  - Veterinarians (95%)
  - Collegue farmer (86%)
  - Employee of the breeding organisation (73%)








Interest on use of e-learning platform



n=846

Discussion (1)

- **Popularity** of books and magazins (Lissaman et al. 2013, Jansen et al. 2010)

- Quality ≠ Frequency of Usage: Importance of **reference persons** (veterinarians, collegues) (Lissaman et al. 2010, Jansen et al. 2010)

- **Types of personalities** influence the participation in working groups (Jansen et al. 2010)

Discussion (2)

- Most **demanded topics** reflect factors with influence on economic success of the farm plus importance in recent research (Mack 1996, Jansen et al. 2010, ADDA 2014)

- **E-learning** – valid way of communicating information, adaptable to the differing needs of its users (Welsh et al. 2003, Brown and Bewsell s.a., Jansen et al. 2010)

Conclusion

- Great popularity of print media
- Farmers feel well informed
- Different types of personality -> influence on educational behaviour
- Certain potential for e-learning

Thank you for your attention!





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