



THE UNIVERSITY OF BRITISH COLUMBIA

Animal Welfare Program

Faculty of Land and Food Systems



Climate adaptive solutions? Public views on dairy cattle heat stress management strategies

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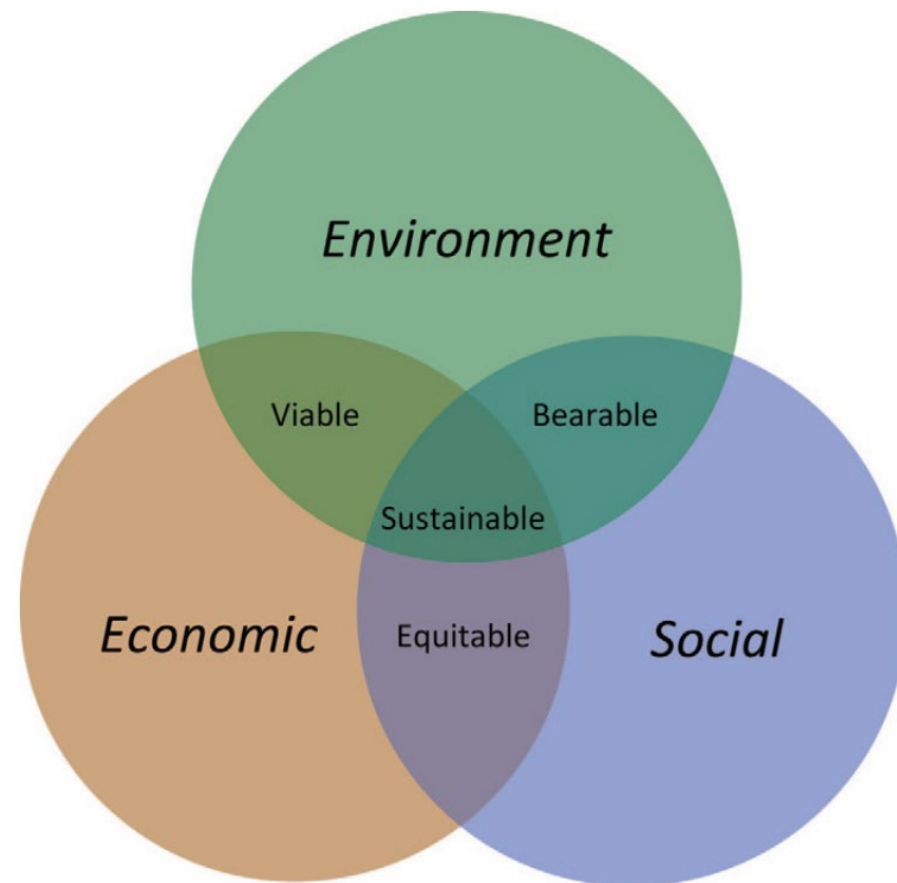
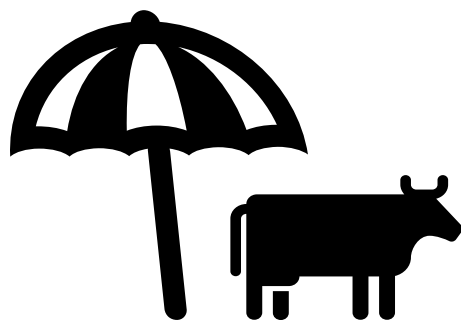
European Association of Animal Production (EAAP), September 1 - 5, 2024, Florence - Italy

Introduction

Sustainability

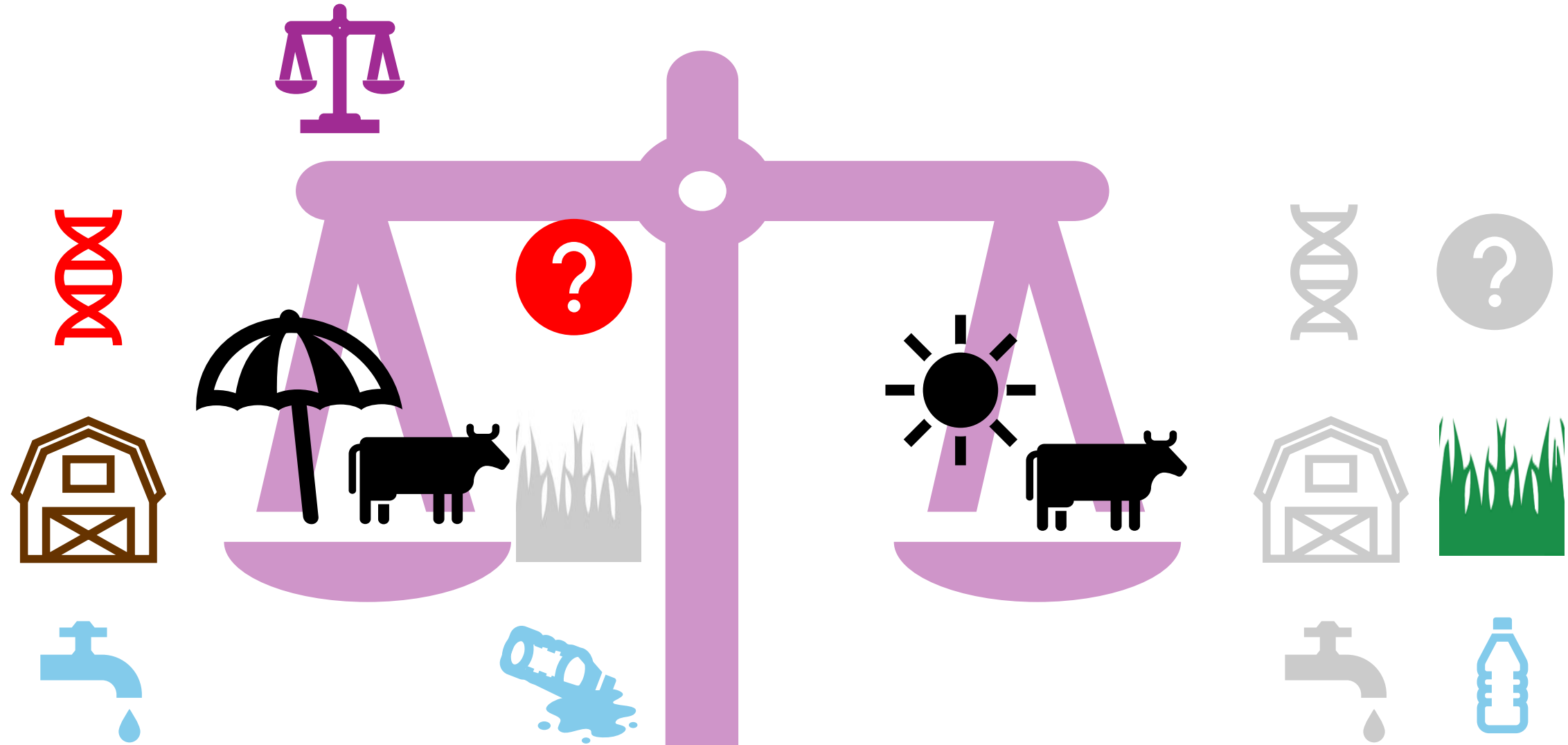


(EAAP, 2024)



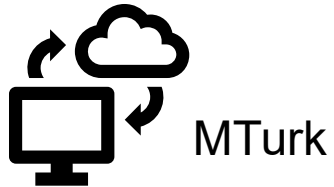
(redrawn from von Keyserlingk et al., 2013)

Heat stress management strategies vs. Concerns



(e.g., Yunes et al., 2021;
Hendricks et al., 2022; Cardoso et al., 2018;
Stampa et al., 2020; Drwencke et al., 2020)

Methods: Mixed Methods Factorial Survey



MTurk

$n = 700 \{121 \text{ CA} + 579 \text{ USA}\}$



Methods: Farm Scenarios

= 2³ Farm Scenarios



Strategies	Attribute Levels
GE	
Indoor shelter	
Water sprinklers	

Results

Acceptance

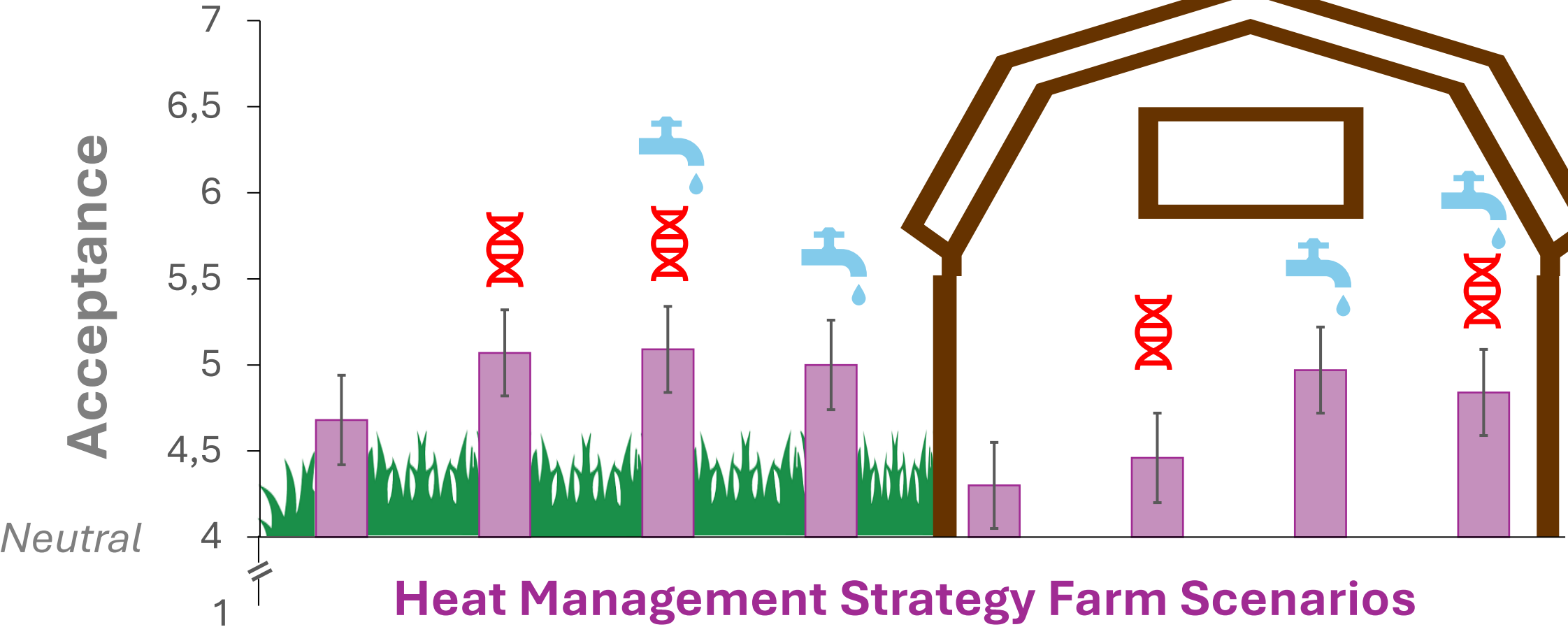
Standard of Care

Quality of Life

Acceptance



Totally acceptable



Neutral

Totally unacceptable



Outcome Measurement (Perceptions)	Independent Variable		
			
Acceptance		 	 
Standard of Care		 	 
Quality of Life	 	 	 

Qualitative Responses



“It feels cruel to not provide the cows with any sort of time outdoors - even though it is to keep them safe, I feel that the cattle should ideally be allowed at least short intervals to pasture, even if it requires using extra water for cooling.”



*(P55; Farm scenario using:
No GE, No Indoor shelter, Sprinklers)*

“...If dairy cows cannot survive in an environment, find another solution. Move to a more appealing climate. Don't bulldoze through Mother Nature for your convenience...”



*(P876; Farm scenario using:
GE, Indoor shelter, Sprinklers)*



Take Home



Thank you!



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