

---

# INTEGRATING ECONOMY INTO DAIRY HERD HEALTH PROGRAMS

ANNE BRAAD KUDAHL,  
INGER ANNEBERG,  
JEHAN ETTEMA,  
SØREN ØSTERGAARD,  
DAN BORUP JØRGENSEN



# 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?”

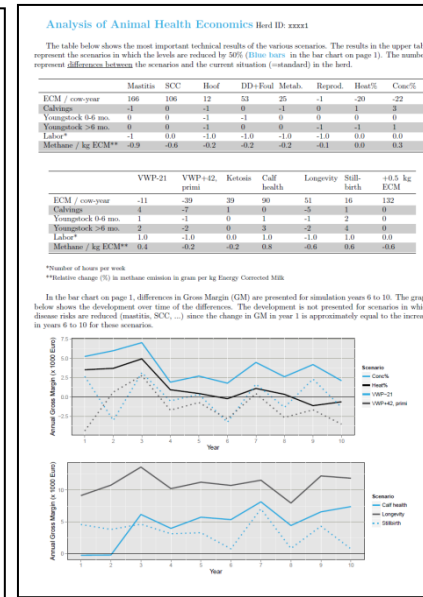
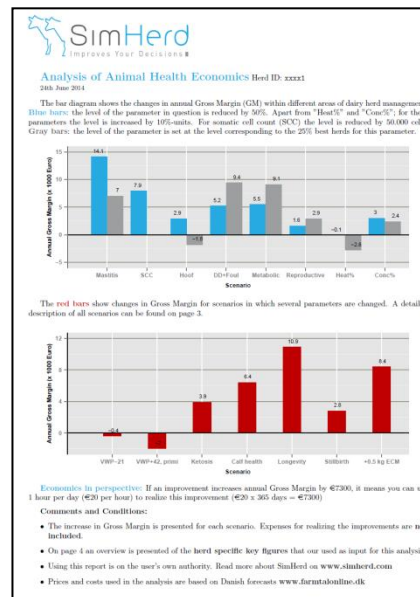


# Project: "Healthy cattle economy"



# 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



## ▶ A CLOSER LOOK

### ▶ Blue bars:

Diseases reduced by 50%

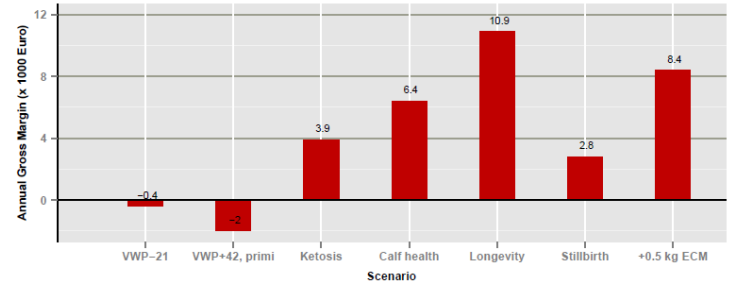
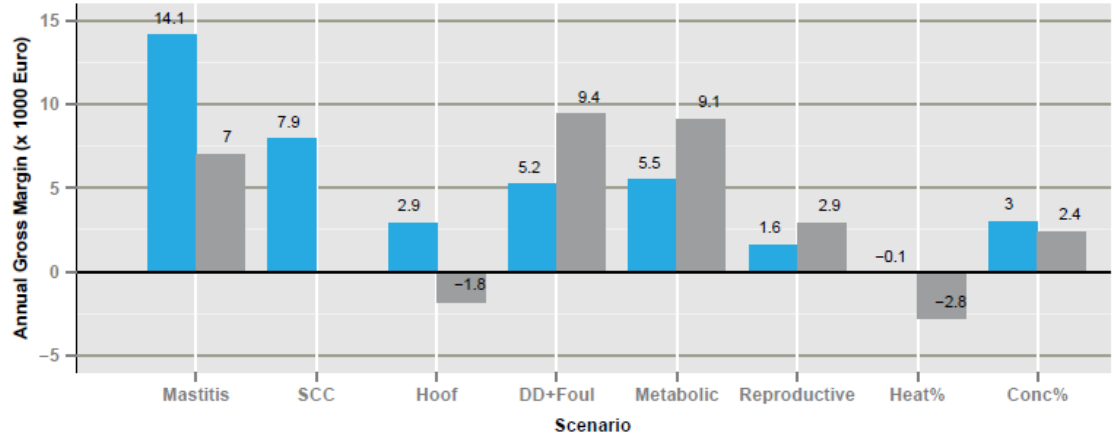
SCC reduced by 50.000

Heat Obs% & concept % increased by 1+%

### ▶ Gray bars: change to P25 of herds

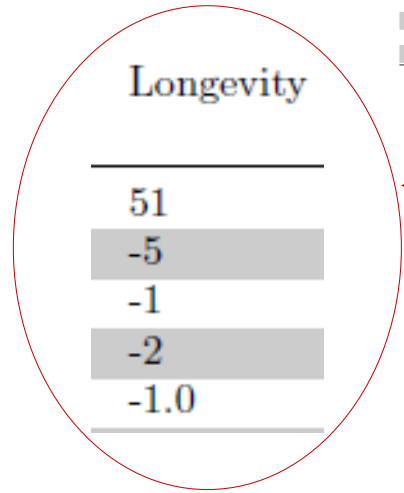
### ▶ Red bars: More complex scenarios

like improved calf health and longevity of cows



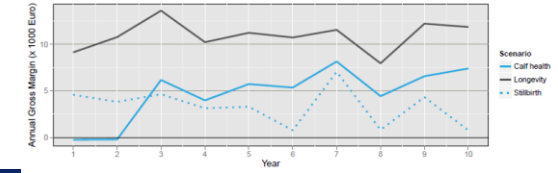
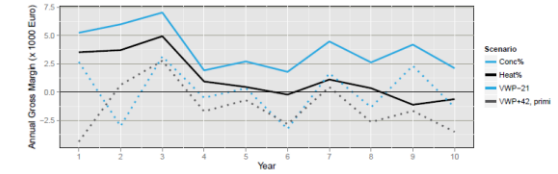
# ▶ PRODUCTION FIGURES ON PAGE 2

- ▶ ECM/cow-year
- ▶ Calvings
- ▶ Calves
- ▶ Heifers
- ▶ Labour hours
- ▶ Long term effects

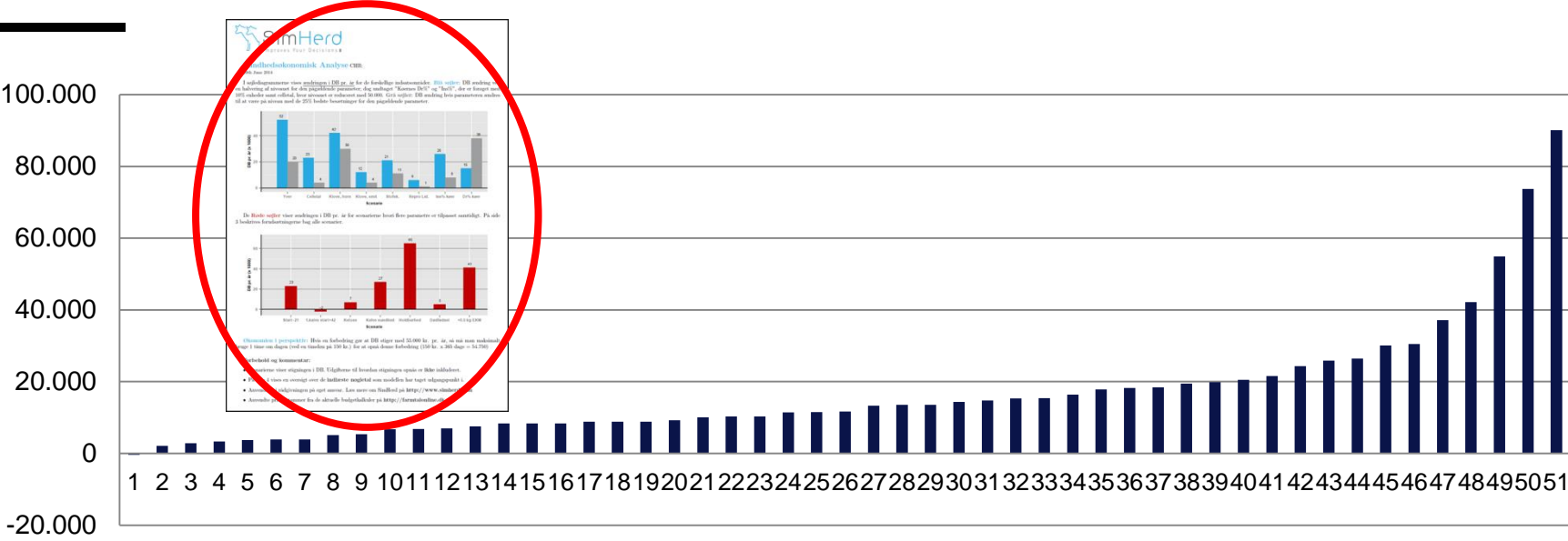


	Mastitis	SCC	Hoof	DD+Foul	Metab.	Reprod.	Heat%	Conc%
ECM / cow-year	166	106	12	53	25	-1	-20	-22
Calvings	-1	0	-1	0	-1	0	1	3
Youngstock 0-6 mo.	0	0	-1	-1	0	0	0	0
Youngstock >6 mo.	0	0	-1	0	0	-1	-1	1
Labor*	-1	0.0	-1.0	-1.0	-1.0	-1.0	0.0	0.0
Methane / kg ECM**	-0.9	-0.6	-0.2	-0.2	-0.2	-0.1	0.0	0.3

	VWP-21	VWP+42, primi	Ketosis	Calf health	Longevity	Still-birth	+0.5 kg ECM
ECM / cow-year	-11	-39	39	90	51	16	132
Calvings	4	-7	1	0	-5	1	0
Youngstock 0-6 mo.	1	-1	0	1	-1	2	0
Youngstock >6 mo.	2	-2	0	3	-2	4	0
Labor*	1.0	-1.0	0.0	1.0	-1.0	1.0	0.0
Methane / kg ECM**	0.4	-0.2	-0.2	0.8	-0.6	0.6	-0.6

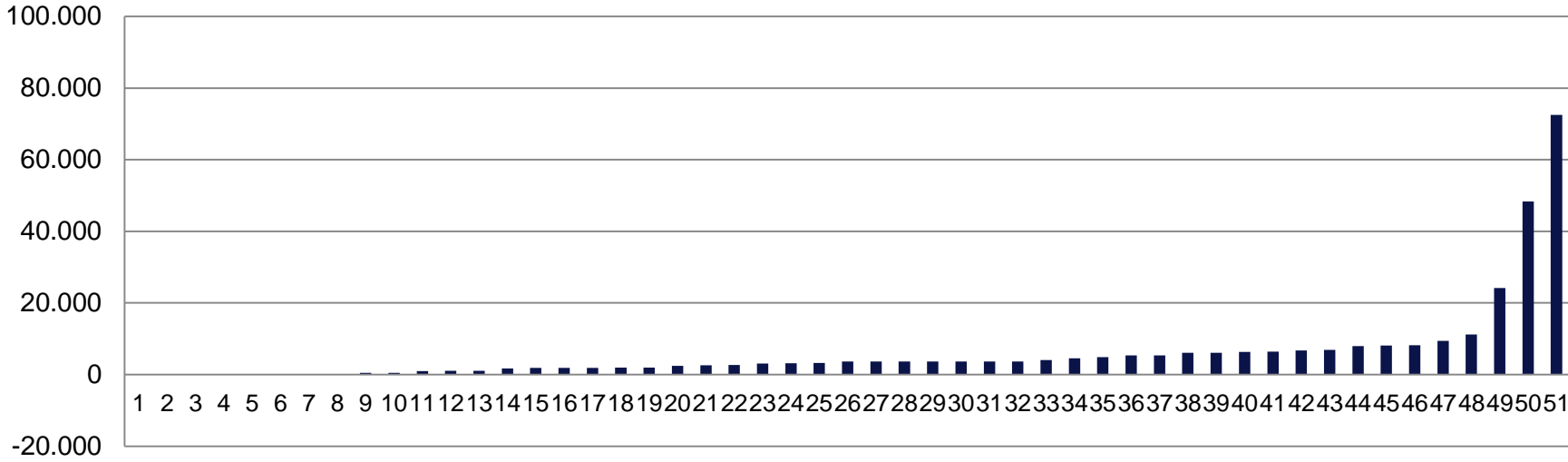


# SIMULATED CHANGE IN GROSS MARGIN BY FOLLOWING THE ACTION PLAN (€ /YR)

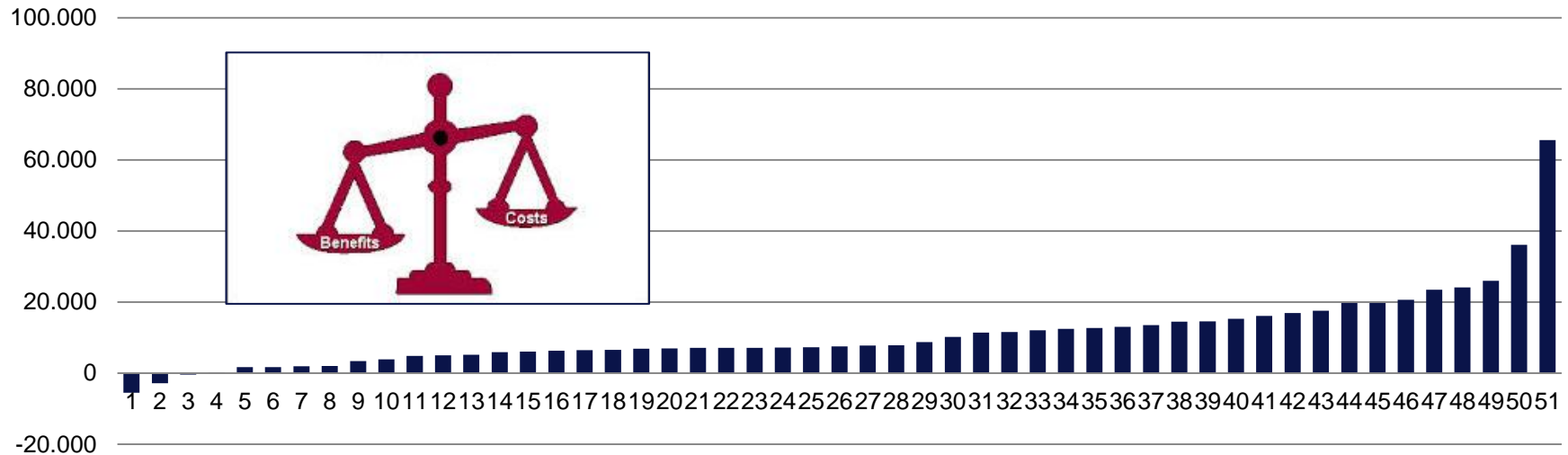




# FARMERS ESTIMATION OF THE COSTS OF FOLLOWING THE ACTION PLAN (€ / YR)



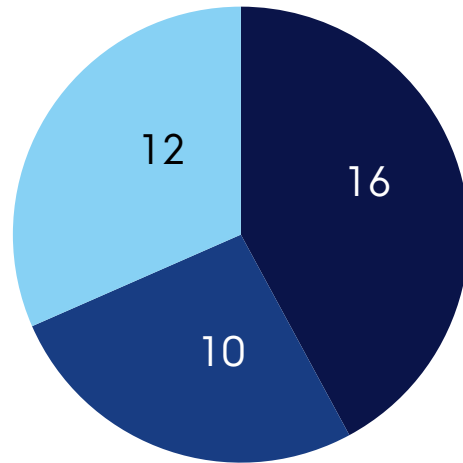
# TOTAL ECONOMIC EFFECT OF THE ADVISE (€ /YR)



# INTERVIEW WITH FARMERS

---

38 interviewed farmers



- Action plans followed
- Still Considering.
- 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](http://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?