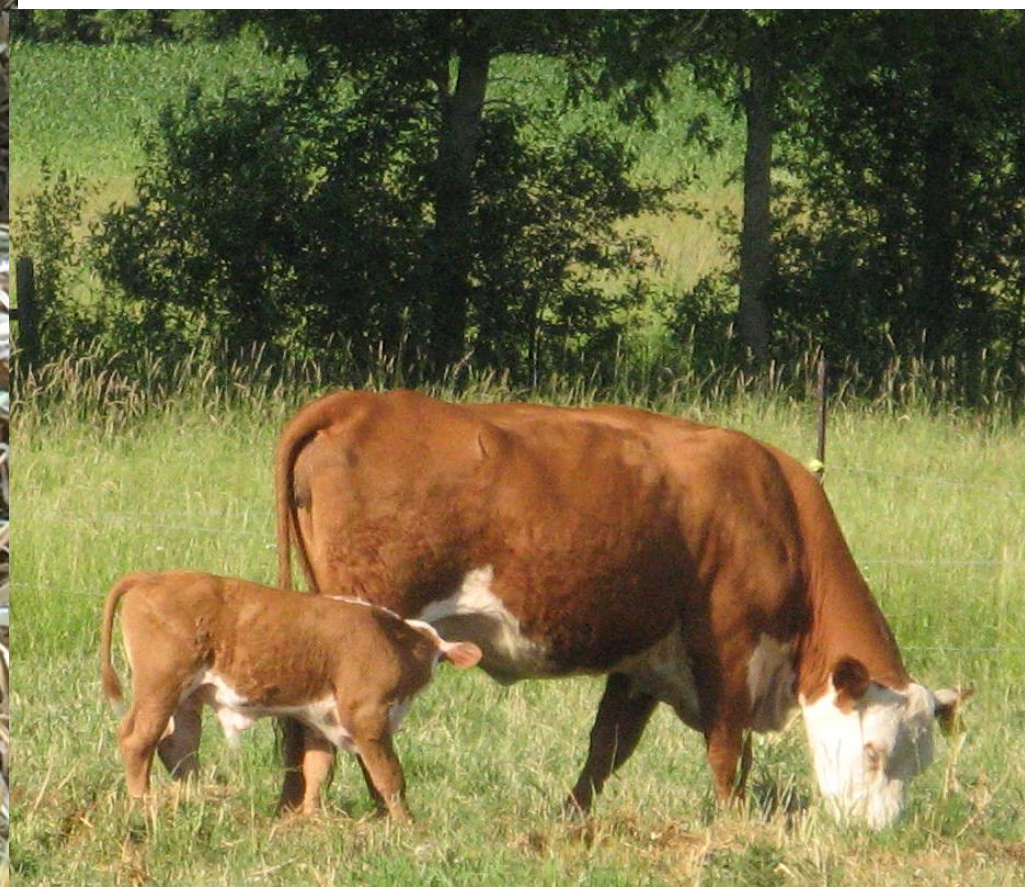
Dairy and Beef Wellbeing Conference

February 21st 2020

Chula Vista Resort, Wisconsin Dells



Sponsors

This program is presented to you by:

Extension
UNIVERSITY OF WISCONSIN–MADISON

WISCONSIN CATTLEMEN'S ASSOCIATION

Monetary and In-kind sponsorships provided by:

GOLD

NCBA CATTLEMEN'S EDUCATION SERIES
Sponsored by National Corn Growers Association

SILVER

COMFORT HOOF CARE Inc.

ORGANIC VALLEY

BRONZE

Wisconsin Farmers Union
UNITED TO GROW FAMILY AGRICULTURE

Sponsors

Please consider sending them a thank you note for making this conference possible

Gold

National Corn Growers Association
632 Cepi Dr.
Chesterfield, MO 63005
Phone: 636.733.9004
Web: https://www.ncga.com/home

Silver

Organic Valley
One Organic Valley Way
La Farge WI 54639
Phone: 888.444.6455
Web: http://organicvalley.coop/

Comfort Hoof Care
420 Commerce Ave
Baraboo, WI 53913
Phone: 608.356.3834
Web: https://www.comforthoofcare.com/

Bronze

Wisconsin Farmers Union
117 W. Spring Street
Chippewa Falls, WI 54729
Phone: 715.723.5561
Web:
http://www.wisconsinfarmersunion.com

2020 Extension Dairy & Beef Wellbeing Program

February 21, 2019

Please provide the following demographic information about yourself.

Do not write your name on this document.

This information is used to ensure programming provided by UW-Madison Division of Extension is reaching a diversity of audiences and to fulfil our obligations as a recipient of federal funding. You reserve the option to not provide this demographic information. Should you choose to not provide this information, please choose "Prefer not to respond."

Please indicate your race. Choose only one answer.

- ❍ American Indian and Alaska Native
- ❍ Asian
- ❍ Black or African American
- ❍ Native Hawaiian and Other Pacific Islander
- ❍ White
- ❍ Two or more races
- ❍ Prefer not to respond

Please indicate your ethnicity. Choose only one answer.

- ❍ Hispanic or Latino
- ❍ Not Hispanic or Latino
- ❍ Prefer not to respond

Please indicate your gender. Choose only one answer.

- ❍ Female
- ❍ Male
- ❍ Prefer not to respond

Please indicate your age. Choose only one answer.

- ❍ Adult (19 years or older)
- ❍ Youth (18 years or younger)
- ❍ Prefer not to respond

Please indicate your county of residence _____

****

A [photo/videographer] may be taking videos and pictures of the participants during this event. UW-Madison Division of Extension will use these videos and pictures in a manner consistent with our mission. Your attendance at this event indicates your consent for your image to be recorded and used in this manner.

Extension
UNIVERSITY OF WISCONSIN-MADISON

Agenda

11th Annual Wisconsin Dairy Wellbeing Conference

9:00 am	Registration, Trade Show Opens | Riverview North
9:30 am	Welcome | Riverview South
9:40 am	BQA and FARM Updates - Chase DeCoite and Emily Yeiser-Stepp | Riverview South
10:40 am	Beef and Dairy Breakout Session 1 Dairy Session | Sierra Vista Taking the pain out of disbudding - Dr. Charlotte Winder Beef Session | Laguna Vista Exploring the behavior and management components of beef cattle welfare – Dr. Courtney Daigle
11:30 am	Beef and Dairy Breakout Session 2 Dairy Session | Sierra Vista Corkscrew claw syndrome – A new twist on an old hoof lesion – Dr. Nigel Cook Beef Session | Laguna Vista The Right Way is the Only Way! A Consumer's View of Cattle Production, Highlighting Beef Quality Assurance – Chase DeCoite
12:15 pm	Lunch | Riverview North
1:00 pm	Animal Protein in the Global Marketplace - Dr. Henry Zerby
1:30 pm	Public concerns about cattle welfare: What we know, why it matters, and implications for communication – Dr. Beth Ventura and Dr. Jesse Robbins
2:30 pm	Panel Discussion – Dr. Henry Zerby, Dr. Beth Ventura, and Dr. Jesse Robbins

Note on Veterinary CEs

CE continuing veterinary medical education hours will be awarded to veterinary professionals who attend the program in its entirety. Courses run in partnership with the University of Wisconsin School of Veterinary Medicine (UW-SVM). The UW-SVM is an accredited continuing veterinary medical education provider; however, participants should be aware that some boards have limitations on the number of hours accepted in certain categories and/or restrictions on certain methods of delivery. It is advisable for you to check you state's law regarding continuing veterinary medical education policies.

Make sure to stop at the registration desk before you leave, to provide name and email address as all certificates will be emailed.

School of
Veterinary Medicine
UNIVERSITY OF WISCONSIN-MADISON

Note on BQA CEs

Make sure to stop at the registration desk before you leave, to provide name and email address as all certificates will be emailed.

Wisconsin Beef Quality Assurance

BQA and FARM Update

Chase DeCoite
Beef Quality Assurance Programs

Emily Yeiser-Stepp
National FARM

Chase DeCoite

Chase DeCoite serves as the Director of Beef Quality Assurance Programs for the National Cattlemen's Beef Association, a contractor to the Beef Checkoff. In this role, Chase oversees the day-to-day operations of the BQA program as well as program development and training initiatives. Prior to his current role, Chase was Public Policy Intern in NCBA's Washington, DC office. Chase earned his bachelor's in Animal Science from UC Davis and attended Cal Poly, San Luis Obispo for graduate school where his research focused on consumer perceptions of beef animal welfare programs. He currently lives in Denver, Colorado with his wife Anna.

Extension
UNIVERSITY OF WISCONSIN-MADISON

Emily Yeiser-Stepp

Ms. Yeiser-Stepp is the Senior Director of the National Dairy FARM Program. In this role, she is responsible for the management of strategic initiatives for the US dairy industry's social responsibility program that encompasses animal care, antibiotic stewardship, environmental stewardship and workforce development. She also leads the day-to-day work related to animal care. Ms. Yeiser-Stepp has been with National Milk Producers Federation since 2016. She received a Bachelor of Science degree in Animal Science with a minor in Agribusiness Management from Penn State University, where she was an active member of the Dairy Science Club, member of the collegiate dairy judging team, a sister of Alpha Zeta Fraternity and President of the American Dairy Science Association-Student Affiliate Division. Ms. Yeiser-Stepp then worked for ABS Global Inc. as their Young Sire Program Specialist in the Mid-Atlantic region. She obtained her Masters of Science degree in Dairy Science from Virginia Tech, where her research focused on how mastitis and metabolic diseases impact on dairy cow behavior. Ms. Yeiser Stepp then served as the Dairy Initiatives Manager for the Center for Dairy Excellence in Harrisburg, Pennsylvania for 4 ½ years, where she was responsible for the execution of on-farm resource programs and the development and outreach to the industry's next generation through the Center's Foundation. Immediately preceding her role with the FARM Animal Care Program, she served as the Dairy and Beef Extension Coordinator at the University of Maryland.

Extension
UNIVERSITY OF WISCONSIN-MADISON

0

What is FARM & BQA

1

FARM

2

Program Goal

Assure Consumers & Customers that dairy farmers care for their animals, workforce and land in a humane and ethical manner.

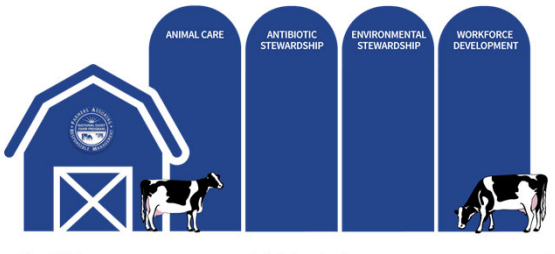
3

Program History

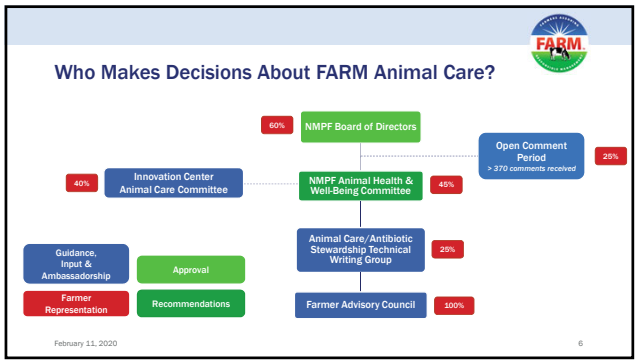
The dairy industry, through National Milk Producers Federation with support from Dairy Management, Inc. initiated a voluntary program named FARM: Farmers Assuring Responsible Management in 2009. Through the Innovation Center, the dairy community has aligned behind FARM as the industry-wide social responsibility program.

DMI DAIRY MANAGEMENT INC. | NMPF | INNOVATION CENTER FOR U.S. DAIRY. HEALTHY PEOPLE • HEALTHY PRODUCTS • HEALTHY PLANET

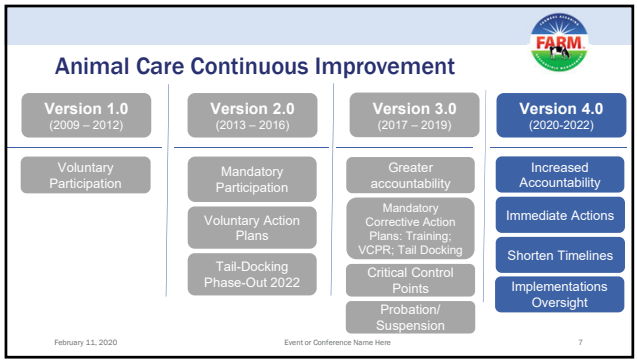
4



5


Who Makes Decisions About FARM Animal Care?
60%
NMPF Board of Directors
Open Comment Period
> 370 comments received
25%
40%
Innovation Center Animal Care Committee
NMPF Animal Health & Well-Being Committee
45%
Animal Care/Antibiotic Stewardship Technical Writing Group
25%
Guidance, Input & Ambassadorship
Approval
Farmer Representation
Recommendations
Farmer Advisory Council
100%
February 11, 2020
6

6


Animal Care Continuous Improvement
Version 1.0
(2009 – 2012)
Voluntary Participation
Version 2.0
(2013 – 2016)
Mandatory Participation
Voluntary Action Plans
Tail-Docking Phase-Out 2022
Version 3.0
(2017 – 2019)
Greater accountability
Mandatory Corrective Action Plans: Training; VCPR; Tail Docking
Critical Control Points
Probation/ Suspension
Version 4.0
(2020-2022)
Increased Accountability
Immediate Actions
Shorten Timelines
Implementations Oversight
February 11, 2020
Event or Conference Name Here
7

7


FARM Animal Care by the Numbers
~130 participants.
98% of the United States domestic milk supply in 49 states.
>60,000 2nd party evaluations completed to date.
> 450 certified FARM animal care evaluators.
February 11, 2020
Event or Conference Name Here
8

8

Program Components

Best Management Practices

Second-Party Evaluations

- Prep with Producer
- Protocol Review & Verification
- Animal Observations
- Facility Observations
- Closing Interview
- Follow-up; Action Plans

Third-Party Verifications

9

FARM Animal Care Focus Areas

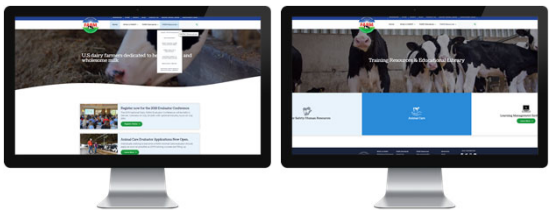
- Veterinarian Relationship
- Pre-weaned calf
  - *Disbudding & Pain Management*
- Non-ambulatory Animals
- Euthanasia
- Fitness of transport
- Continuing education for family & non-family employees
- Record Keeping

10

Producer Resources

11

FARM Website

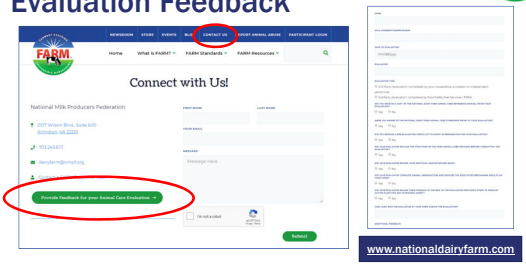


www.nationaldairyfarm.com

February 11, 2020 Event or Conference Name Here 12

12

Evaluation Feedback



www.nationaldairyfarm.com

February 11, 2020 Event or Conference Name Here 13

13

www.nationaldairyfarm.com

Beef Quality Assurance

MERCK Animal Health

February 11, 2020 Event or Conference Name Here 14

14

BQA

15

BQA Mission Statement

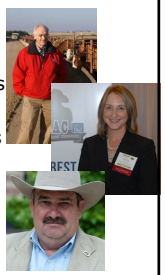
The Beef Quality Assurance Program's mission is to ***maximize consumer confidence*** in and acceptance of beef ***by focusing the producer's attention to daily production practices that influence the safety, wholesomeness and quality of beef and beef products*** through the use of science, research and education initiatives.

16

Advisory Group

- Provide direction
- Review relevant industry research
- Discuss and determine potential action on industry topics related to BQA

- Veterinarians
- Cow-calf Producers
- Meat Scientists
- Dairy Stakeholders
- Feedlot Operators
- Beef Packers
- Animal Scientists
- Auction Markets



17

BQA Network

- Facilitate trainings
- Tailor state programs
- Advise local beef producers

- State Cattlemen's Associations
- State Beef Councils
- Land Grant Universities
- tors

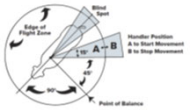
18

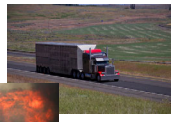
18

BQA Online Modules

LAUNCHED FEB. 1ST

- Behavior and Handling
- Biosecurity
- Herd Health and Management
- Transportation
- Record Keeping
- Nutrition
- Environmental Quality Control
- Worker Safety
- Emergency Action Planning





19

19

Resources, Training, and Certification

- National Manual
- Producer Self-Assessments
- Online Training Modules
- In Person Trainings

20

20

National Beef Quality Audit

- Provide a snapshot measurement of beef industry
- Measures and enables improvement
- Benchmarking tool

Next Audit in 2021

21

Customer Engagement

February 11, 2020 Event or Conference Name Here 22

22

Ensure leading food chain companies are aware of, connected with and supportive of U.S. Dairy's vital role and progress in a global and sustainable food system; nourishing people, communities and the planet.

U.S. Dairy STEWARDSHIP COMMITMENT Innovation Center for U.S. Dairy

February 11, 2020 Event or Conference Name Here 23

23

Dairy Customer Engagement

- To date, **78% of the Top 25+ Customers** have formal support of the National Dairy FARM Animal Care Program
  - *What does support look like?*
    - Listed as a supplier requirement
    - Listed in the customer CSR report
    - Listed on the customer website
    - Via conversations direct with the customer
- Growing interest in other dairy social responsibility initiatives
- Increased customer membership and involvement in Dairy Sustainability Alliance

24

2020 U.S. Dairy Food Chain Outreach Efforts on Social Responsibility

25

Emerging and Ongoing Customer Concerns

Animal Care
- Prevalence of Polled Genetics
- Disbudding Practices
- Use & Timeliness of Pain Management
- Housing Method Concerns
- Cow-Calf Separation
- Prevalence of Animal Abuse on Dairy Farms

Environment
- Carbon Disclosure/GHG Tracking
- Possibilities of Net Zero or Carbon Positive on Dairy Farms
- Water Conservation
- Nutrient Management

Antibiotic Use
- Reduction & Responsible Use
- No Antibiotics Ever
- Antibiotic Resistance

Workforce Development
- Concerns on Employee Safety and Employee Deaths on Farm
- Lack of Training and Supervision
- Quality and Availability of Labor
- Program participation verification

26

Quality Assurance Programs' Scope

27

Quality Assurance Programs' Scope

Does	Does Not
Framework and foundation for on-farm animal care	Ensure a culture
Create a culture of continuous improvement	Replace supervision & management of employees
Outcomes, science based, facility and size neutral	Guarantee BMPs are followed
Snapshot of farm management practices	Eliminate threats to consumer trust
Requires producer monitoring, oversight and active participation on-farm	

28

29


BEEF
IT'S WHAT'S FOR DINNER.
Thank you
Chase DeCoite
National Cattlemen's Beef Association,
a contractor to the Beef Checkoff
cdecoite@beef.org
(303) 850-3369

30

Taking the pain out of disbudding

Dr. Charlotte Winder
University of Guelph, Canada

Dr. Charlotte Winder

Dr. Winder received her DVM from the University of Guelph then worked in private practice for 6 years. She then obtained her DVSc from the University of Guelph, followed by conducting research as a postdoctoral fellow in the Department of Population Medicine. Dr. Winder joined the faculty of the Ontario Veterinary College at the University of Guelph in 2018. Her research focuses on improving the health and performance of ruminant species, primarily dairy cattle and small ruminants. She is a clinician with the ruminant ambulatory practices and teaches in the DVM program. Dr. Winder also sits on the board of the Ontario Association of Bovine Practitioners.

Extension
UNIVERSITY OF WISCONSIN-MADISON

Charlotte Winder, DVM, DVSc
Dept. of Population Medicine, University of Guelph
winderc@uoguelph.ca

Best practices for disbudding

Globally, quality assurance programs in the dairy industry are increasing requirements surrounding pain mitigation for disbudding. Pain control has been identified as a key animal welfare issue by dairy industry stakeholders, and freedom from pain has shown importance in consumer surveys. As a result, pain mitigation for disbudding is not only important for the individual calf, but also at the industry level.

Recent changes to FARM Animal Care include moving the requirement of calves to be disbudded prior to 8 weeks of age to fall under a Mandatory Corrective Action Plan (MCAP). Additional requirements under the Continuous Improvement Plan (CIP) include the expectation that pain mitigation is used with all methods of disbudding, and that the producer work with their veterinarian to determine an appropriate pain mitigation strategy.

When disbudding calves less than 8 weeks of age, either cautery (burning, iron-disbudding), or caustic paste are appropriate methods. Surgical amputation (gouging) is unnecessary in calves of this age, and has been shown to be more stressful for calves of this age compared to cautery, even when pain control was given.

Little research has compared cautery to caustic paste disbudding. Either method can be effective, but requires operators are trained in the appropriate technique. As caustic paste remains active after application, it can potentially cause accidental injury if the paste is rubbed off or smeared onto another calf.

For **both** cautery and caustic paste disbudding, the scientific evidence shows that the most effective pain control protocol is the use of a local anesthetic nerve block (freezing or numbing, e.g. lidocaine), and a non-steroidal anti-inflammatory drug (NSAID). Using these together is more effective than either drug on its own. The local anesthetic works to prevent the acute pain of the procedure, and should be given at least 5 minutes prior to disbudding. For cautery disbudding, an effective block is very noticeable – the calf shouldn't react at all when the iron is applied. With caustic paste, depending on how the paste is applied, calves may not react until 10-20 minutes post-application. However, a number of studies have shown that a local anesthetic block is still very effective for caustic paste. Technique is important when administering a local block in order for the block to work. Your herd veterinarian can provide training in how to administer this safely and effectively. Our research group has shown that even a single, short training session is enough to instill confidence and teach producers how to administer an effective local block.

While local anesthetics work in short term after disbudding, when they wear off, calves still show signs of pain. This is due to the inflammatory response that occurs after the horn bud tissue has been damaged. When an NSAID is given (e.g. flunixin or meloxicam), this pain response is substantially reduced, even up to two days following disbudding. This has been shown both for cautery and caustic paste disbudding. Most NSAIDs are easy to administer. While in the United States, there are no currently approved NSAID drugs with an indication to provide analgesia associated with disbudding, recent guidelines from the American Association of Bovine Practitioners state that AMDUCA regulations allow extra-label drug use provided a valid Veterinarian-Client-Patient Relationship exists, and the drug selection process, records, and withholding times outlined in AMDUCA regulations are followed.

A recent survey of Wisconsin dairy producers suggested that practices are changing on American dairy farms. Over half of respondents reported changes to their disbudding pain mitigation protocol in the past 10 years, with three-quarters of those citing their herd veterinarian as influential in this decision making. Evidence from Canada suggests that changes to industry standards have helped to improve pain control use for disbudding; a survey in 2014 reported similar numbers of producers (and also veterinarians) reporting changes in their pain control methods for disbudding since 2004.

While use of polled genetics is increasing, disbudding remains a common practice on farm, and is likely to continue to be prevalent for many years to come. Ensuring appropriate pain mitigation is used for disbudding not only improves animal welfare on an individual level, but also helps support sustainability of the dairy industry as a whole.

Notes

Notes

Exploring the behavior and management components of beef cattle welfare

Dr. Courtney daigle
Texas A&M University
Department of Animal Science

Dr. Courtney Daigle

Dr. Daigle is an Assistant Professor in the Department of Animal Science at Texas A&M University, where she is also a faculty advisor for the Texas A&M Animal Welfare Judging Team and the Texas Aggie Cattlewomen. She received a Bachelor of Science in Zoology from Oklahoma State University, then worked in the zoo industry for several years before receiving a Master of Science in Zoo & Aquarium Management and a Doctor of Philosophy in Animal Science from Michigan State University. Dr. Daigle then worked as a Postdoctoral Research Associate in the Center for Animal Welfare Science at Purdue University. Her research specializes in developing and quantifying the impact of management practices designed to optimize animal health, productivity, and welfare.

Extension
UNIVERSITY OF WISCONSIN-MADISON

Exploring the behavior and management components of beef cattle welfare

Courtney Lynd Daigle, Ph.D. | Department of Animal Science | Texas A&M University

Beef cattle welfare is as complex and dynamic as the creatures themselves.

Specific examples from beef cattle management research will be reviewed to address three larger issues impacting beef cattle welfare. The issues impacting beef cattle welfare could be considered to be animal psychology oriented, stockperson oriented, or production oriented (Figure 1). These issues areas are not mutually exclusive even though one may be emphasized more or less depending on the sector of the beef industry being addressed. However, at no point during the beef production chain are any obsolete. Beef cattle management requires managers to be active and dynamic with regards to cattle temperament, local culture, employee management, and environmental conditions. I will provide an overview of recent and relevant research regarding each topic, and then will explore some of the challenges we are currently seeing with regard to securing a sustainable and stable workforce in animal agriculture.

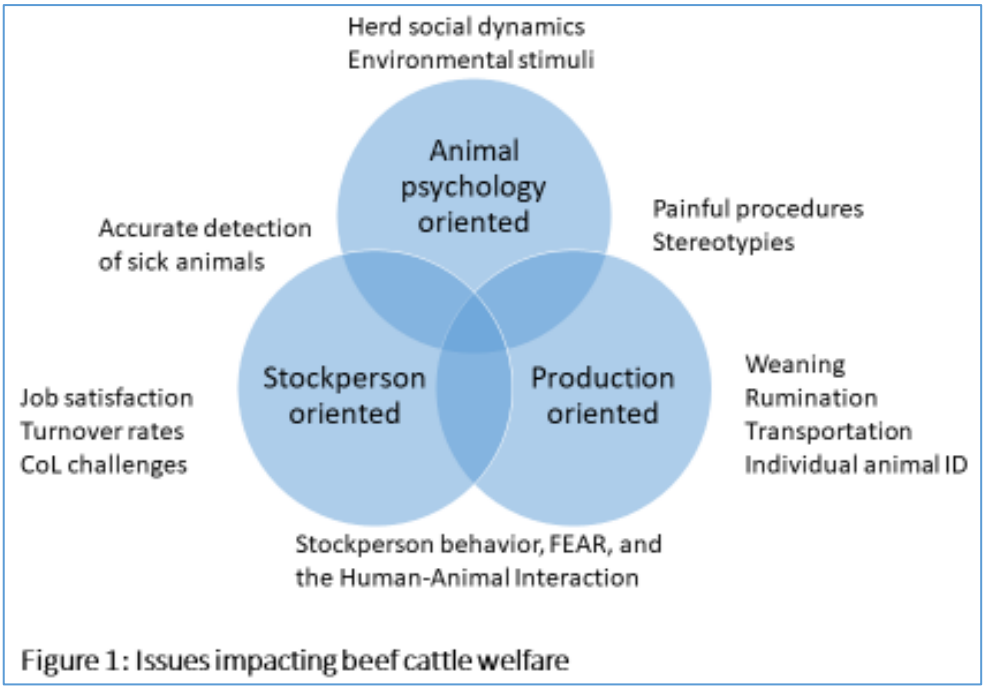


Figure 1: Issues impacting beef cattle welfare

Environmental Enrichment

Consumers are increasingly concerned about how agricultural animals are housed and managed. Feedlot housing is simplistically designed to maximize optimal efficiency but these motivators result in an environment that provides limited environmental diversity or interactive features to cattle. Animals without the opportunity to interact with their environment may experience frustration, apathy, and stress; therefore, increasing the diversity of stimuli animals experience and providing them control over their environment has been documented to enhance their welfare through the expression of highly motivated behaviors (Pelley et al., 2005; Kohari et al., 2007; McConnachie et al., 2018). The implementation of environmental enrichment (EE) is described as the effort to improve biological

functioning or the quality of life for an animal by providing environmental stimuli that promotes the performance of species appropriate behaviors (Newberry, 1995; Fraser, et al., 1997; Reinhardt and Reinhardt, 2003).

Feedlot steers provided with environmental enrichment spent less time bar licking and tongue rolling. They also performed fewer headbutts, fewer mounts in the afternoons, over 85% of animal use the brush daily, and social status was observed to not influence accessibility or usage of a fence-mounted brush. The presence of the brush did not influence productivity, efficiency, product quality, or hair cortisol concentrations.

Tongue rolling

Stereotypies are repetitive behaviors performed in effort to relieve behavioral frustration or cope with a sub-optimal environment. Cattle are hypothesized to cope with the unnatural diets fed in confinement by using oral stereotypies in the form of non-nutritive oral behaviors (NNOB). Diets fed in confinement have less roughage compared to the forage-only diets they consumed while on pasture. These changes in diet composition, presentation, and time required to consume elicit physiological changes in the rumen and require the cattle to spend less time engaged in oral behaviors (e.g., mastication of the cud, using the tongue to grasp and pull on grass) – factors that could contribute to NNOBs. A systematic literature review and empirical research suggests that roughage inclusion is the most influential contributing factor to the performance of tongue rolling in cattle.

Social mixing

There is a dearth of empirical evidence regarding the impact of commingling on cattle health and welfare, and inexperience with commingling may be detrimental to cattle welfare. Enhancing the social responsibility and acceptability of beef production requires a comprehensive understanding of how animal management impacts animal welfare.

Social mixing (i.e., commingling) of cattle is a common management practice across all sectors of the beef and dairy industries. Social mixing occurs when: (1) individually raised animals are housed together to form a group, (2) when different groups of animals are mixed together to form a new group, or (3) when individuals are added into a pre-existing group. Mixing strategies are highly variable within and between the different sectors of the dairy and beef industries and between the industries themselves. Further, social mixing can occur in close temporal proximity to other stressors (e.g., transportation, weaning, calving) and is performed on cattle of all ages. Social mixing destabilizes social structures and socially mixed individuals will engage in physical and nonphysical agonistic interactions to establish and reinforce dominance relationships (Peden et al., 2018; Grant and Albright, 2001). In addition, social mixing may increase the risk of disease (Proudfoot and Habing, 2015). Thus, while social mixing reduces variation within a group, social mixing can alter behavior and increase risk of disease and potentially negatively impact an animal's welfare.

Social mixing strategies across the beef and dairy industries are highly variable within and between the different sectors. Social mixing strategies vary depending upon management, space availability, infrastructure, number of animals, intended animal purpose, age of the animals, resource availability (e.g., pasture, water, etc.), and weather. Social mixing strategies can also change over time if there are changes in management, personnel, or infrastructure. Thus, social mixing strategies drastically vary

across operations and industries. Current research efforts at TAMU suggest that commingling cattle 50/50 from two sources – independent of transportation, weaning, and diet stress – may have a limited impact on gain, feeding, or lying behavior. Further, repeated handling of cattle may lengthen the duration of time required to establish dominance hierarchies.

Painful procedures

Castration, dehorning, and branding are three common management practices use in beef cattle management that are painful. In a study by Marti et al. (2017a,b), calves were castrated either surgically or by band at either one week of age, two months of age, or four months of age. Knife- and band-castrated calves did not exhibit indicators of chronic pain or distress when calves were younger than 2 mo of age at time of the procedure. Both knife- and band-castration methods elicit behavioral and physiological indicators of acute pain, however, 2-mo-old calves that were banded had few behavioral changes and had no physiological changes associated with acute pain. Calves that were branded at 120 days of age, exhibited signs of pain at site of brand for up to 10 weeks post-branding, and the administration of pain mitigation at time of branding does not impact healing duration or long term pain sensitivity (Tucker et al., 2014). Pain mitigation should be used when performing painful procedures to improve animal welfare, especially when castrations are performed in calves older than 2 mo of age independent of the method of castration.

Employee attitude and perception

Stockmanship is the physical manifestation of animal welfare, yet producers face challenges in recruiting and retaining stockpeople. The human population is increasingly urban, fewer people are working in agriculture, there is limited awareness in urban communities that stockmanship is a potential occupation, the current agricultural workforce is aging, and smear campaigns present a negative public perception of agricultural animal handling that neither provides an accurate representation of the occupation nor inspires those wanting to work with animals to enter into this profession.

Compensation for stockpeople must increase, the workload needs to be critically evaluated, and the pay strategy should change. Stockpeople can become overwhelmed by the number of animals they are responsible for monitoring, they work long hours for little pay, and can suffer from exhaustion and compassion fatigue. These challenges contribute to high turnover rates (up to 35%) in animal operations.

When there is a change in stockperson, the animals notice and the human-animal relationship is disrupted. Employee turnover is associated with the loss of institutional knowledge regarding the operation's infrastructure, standard operating procedures, and the behavior and health history of individual animals. These factors can result in inconsistencies in animal care, and forces the operation to devote more resources to training new personnel.

A survey was administered to Texas cattle feedyard employees (n = 111) from 31 different operations measuring stockperson perception, job satisfaction and socioeconomic status using Likert statements and multiple-choice questions. Differences among employment roles (manager, pen rider, processor, doctor) were evaluated using a Kruskal-Wallis test followed by a Multiple Comparison procedure. Mangers more strongly agreed that "beef cattle are not dirty" than doctors ($P = 0.03$) and that "cattle behavior is affected by the way we treat them" than pen riders ($P = 0.002$) or processors ($P = 0.01$).

Managers were less likely than doctors, pen riders and processors to believe they have too many cattle to look after ($P = 0.05$, $P = 0.006$ and $P = 0.01$, respectively). Pen riders reported less confidence in performing euthanasia than doctors ($P = 0.02$) and managers ($P = 0.02$), and, along with processors, agreed that cattle were not always euthanized in a timely manner ($P = 0.02$ and $P = 0.02$, respectively). While all roles viewed Holstein cattle unfavorably ($P < 0.001$), processors viewed them more positively than pen riders ($P = 0.05$) and managers ($P = 0.001$).

Socioeconomic results showed that Texas feedyards have a dedicated, passionate work force, with 43% of participants having worked in the industry for 9+ years and 49% of participants working at cattle feedyards because they enjoy working with animals. Unfortunately, it was evident that stockpeople are underpaid (57% of participants making between $10-15/hr) and overworked (76% of participants working 50+ hrs/wk). Survey responses identified critical role-dependent knowledge gaps and biases. A disconnect was observed among compensation, workload, and the duration of time stockpeople spend interacting with cattle. Increasing industry investment in feedyard employees and providing breed-specific and employee role-specific education may promote an encouraging workplace that ensures cattle experience good welfare.

The complexity of beef cattle management includes not just addressing welfare challenges specific to the animal, but also concerns the welfare of the stockpeople caring for these animals. The choices that stock people make can have long-lasting consequences on beef cattle productivity and welfare. Therefore, effort should be made to identify and implement strategies that promote a welfare-friendly culture and that incentivizes good decision making and good cattle welfare.

Notes

Notes

Corkskrew claw syndrome – A new twist on an old hoof lesion

Dr. Nigel Cook
University of Wisconsin - Madison
School of Veterinary Medicine

Dr. Nigel Cook

Dr. Cook is a Professor in the Food Animal Production Medicine section of the University of Wisconsin-Madison, School of Veterinary Medicine. He qualified as a veterinarian in 1992 and worked in a large food animal clinic in Southern England for four years before moving to the Royal Veterinary College, Hertfordshire, where he spent three years as lecturer and head of the Large Animal Ambulatory Clinic. Since 1999 he has been in Wisconsin, teaching veterinary students, performing research and developing outreach to improve dairy cattle well-being. His particular interests include lameness prevention, cow comfort and improving facility design. He developed The Dairyland Initiative – a resource to drive the creation of welfare friendly cattle housing in 2010. He is currently Chair of the Department of Medical Sciences, Past President of the American Association of Bovine Practitioners and was awarded the WVMA Veterinarian of the Year in 2019.

Extension
UNIVERSITY OF WISCONSIN-MADISON

1

Traditional Corkscrew Claw

- Typically the rear lateral claw first reported in 1950s
- Genetic and environmental components suggested
- Not really seen in well managed dairy herds with regular hoof care suggesting genetic component is weak …. neglect?
- Lateral (outer) rear claw is typically overgrown with bony swelling of the abaxial coronary band
- Presents often in older cattle 3.5-5 yrs

2

Cork Screw Claw

3

This is NOT what we are talking about!

4

Corkscrew Claw Syndrome or 'Reverse Corkscrew'

- The rear medial claw first reported late 1990s
- Not associated with overgrowth, but seen with increased wear in lactating cows
- Observed in heifers from breeding age upward in well managed herds with low rates of lameness and excellent hoof care
- Rear and front medial claws are corkscrewed and take more weight than the outer claw
- Significantly alters gait of cow

5

Dismissed by many (incl. me!) as a minor inconvenience, not a serious lameness concern……

6

7

Front medial claw corkscrew associated with rear medial claw corkscrew

8


9


10

Wide legged walking

11

Shifting weight off the rear limbs over the front feet leads to splaying of digits …

12

Problem Herd Signalment

- 1,982 rolling average # cows last 12 months (increasing in herd size to ~ 2,400)
- Average 80 lb milk per cow per day, no BST use
- 40% first lactation heifers, turnover rate 32%, death rate 6%
- Average 24 months age at first calving – raised in a modified facility which was remodeled ~ 3 years ago
- Housed in freestalls, milked 3X D32 Delaval parallel parlor
- Converted to recycled sand ~ 6 months ago

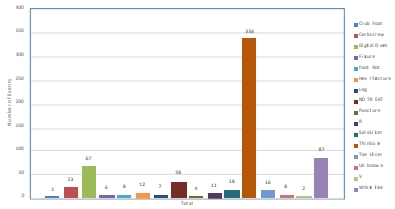
13

The Problem

- Lameness increasing in prevalence
- Thin soles – especially recognized in first lactation heifers over the past 1-1.5 years

14

Count of All TRIM events (12 months)



Thin soles by far the most common lesion recorded.

15

First lactation heifer examined on the day of the visit

16

Dorsal hoof wall too short, medial claw enlarged and sole too thin

17

Toe ulcer in an enlarged medial claw – completely underrun and horn removed

18

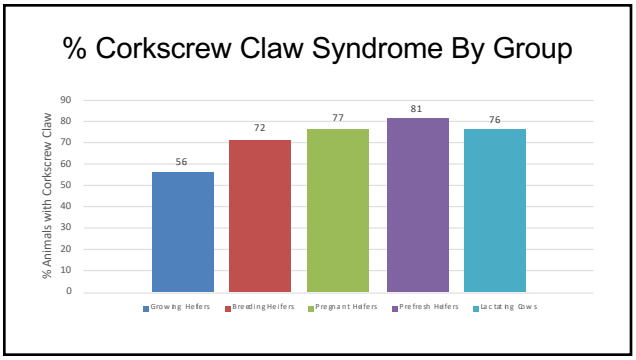
Diagnosis

- All the examined animals had thin soles!
- The majority of first lactation heifers exhibited some signs of Corkscrew Claw Syndrome
- If you only have one claw to walk on, the sole is going to wear more rapidly!

19

20

21



22

23

High traction floor with wide 1" grooves – too wide for small heifer feet

Coupled with recycled sand = enhanced traction and wear last 6 months

24

Corkscrew Claw Syndrome

- There are NO PUBLISHED SCIENTIFIC reports of this condition
- Hoof trimmers have recognized an increasing problem for 5+ years

25

Theory for Development

- A growth wear issue caused by abnormal forces on the skeleton while cows are eating

26

27

Permanent skeletal changes already present in heifers in early lactation

28

29

Why is it such a problem now?

- Improved fertility programs
- Too many heifers!
- Overstocking of existing facilities
- Increased use of sand bedding
- Reliance on headlock use for handling and breeding
- Limit feeding strategies applied to overstocked facilities
- Hoof trimming practices

30

2017 Corkscrew Claw Syndrome Study

- Trained DVM students Adam Strebe and Kyle Karlen in Michigan with hoof trimmer Travis Buckman
- Selected high and low risk herds from Dairyland Hoofcare Institute Trimmers and Roger Olson (Zinpro)
- Visited 43 herds and assessed heifers and lactating cows for CCS along with environmental risk factors on a single visit

31

Best way to score feet ….

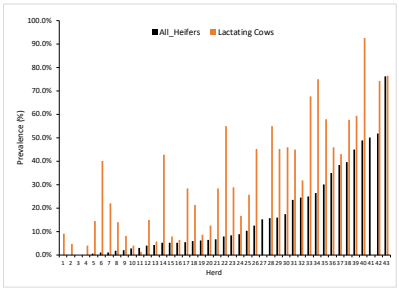
32

Corkscrew Claw Scoring System

Severity Score		
0	1	2
Slight rotation of the axial wall horn capsule and slight flaring of the axial wall into the lateral claw	Moderate rotation of the axial wall horn capsule with swelling of the medial heel bulb. Abaxial wear present on medial claw wall.	Severe rotation of the axial wall horn capsule with obvious swelling of the medial heel bulb. Metatarsal bones 'bow' inward.
		

33

Herd Prevalence of Corkscrew Claw Syndrome

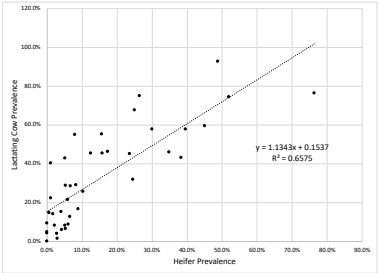


Mean Lactating Cow = 32.8%

Mean All Heifers = 16.2%

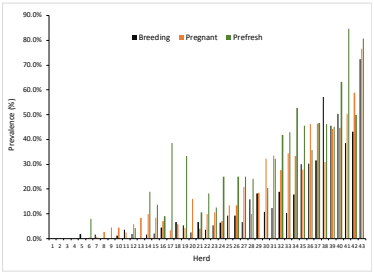
34

Heifer and Cow Prevalence Related



35

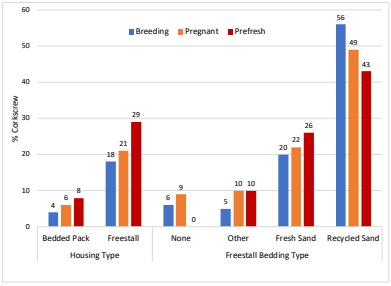
Heifer Prevalence of Corkscrew Claw Syndrome



Breeding = 13.5%
Pregnant = 18.1%
Prefresh = 22.7%

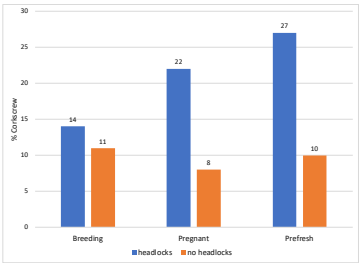
36

Type of Housing and Bedding



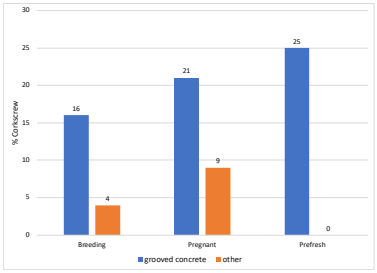
37

Use of Feed Bunk Headlocks



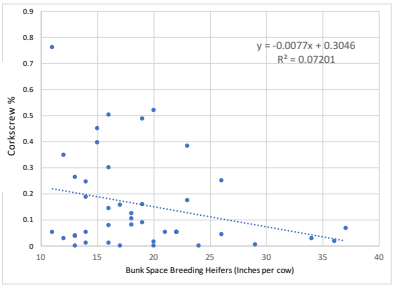
38

Use of Grooved Concrete



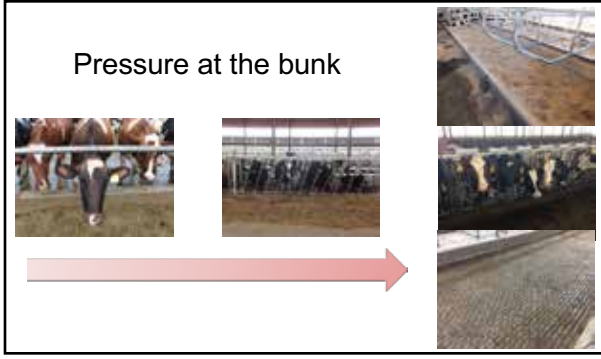
39

Heifer CCS and Breeding Age Bunk Space



40

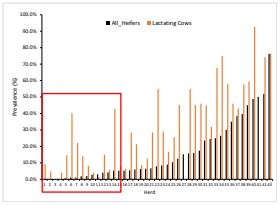
Pressure at the bunk



41

We can see this in adult cattle without a problem in the heifer population

- Recycled sand bedded facilities
- Headlocks at the feed bunk
- Heavily overstocked pens
- Feeding to empty bunks
- Poor hoof-trimming technique



42

Removal of axial wall in the toe region exacerbates corkscrew

43

Important Risk Factors

- Freestalls
- Sand bedding (especially recycled sand)
- Use of headlocks
- Grooved concrete
- Limit feeding/overstocking

44

Recommendations in Problem Herds

1. Deep bed with manure solids mixed with sand (20:1)
2. Limit the use of grooved concrete
   - Rubber flooring at feed bunk
   - Mini-grooves in new facilities?
3. Mix post and rail and headlock feed bunks (may need to handle cattle through a chute rather than in the pen)
4. Feed to greater refusal with frequent push ups and add straw extender to ration
5. Avoid trimming the axial wall and adapt trimming technique in affected cattle

45

TRIM Technique for Corkscrew Claw Syndrome Heifers and Cows

- Remove the dorsal hoof wall buckle – straighten out
- Shorten the medial toe to 3" along the dorsal hoof wall or match the outer claw
- Don't trim the heel of the outer claw
- Large modeling of the axial region of the medial (larger) claw
- The sole is thin – proceed with caution!

46

Trim the opposite way!

47

Thank you!

48

Notes

Notes

The Right Way is the Only Way! A Consumer's View of Cattle Production, Highlighting Beef Quality Assurance

Chase DeCoite
Beef Quality Assurance Programs

The Right Way is the Only Way!

A Consumer's View of Cattle Production,
Highlighting Beef Quality Assurance

Chase DeCoite

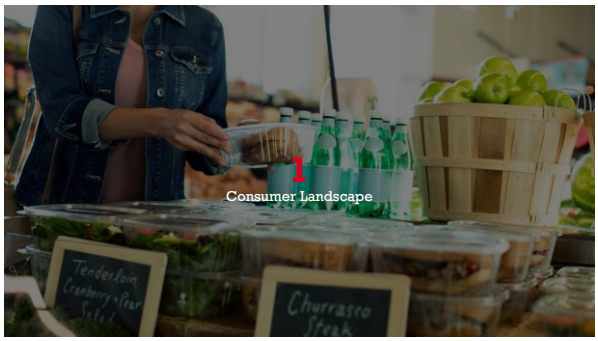
- Director, Beef Quality Assurance Programs
- Lead day-to-day programing for BQA
  - State Coordinator Relations
  - Program management
- California Guy
  - UC Davis, Student Feedlot Manager
  - Cal Poly, research on consumer perceptions of animal welfare programs
- NCBA DC Intern

CHECKOFF PROGRAM STRUCTURE

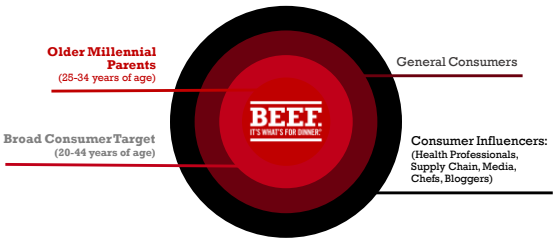
- Managed by National Cattlemen's Beef Association, as a contractor to the Beef Checkoff
- Presented to Checkoff Committees
- Funding determined by Beef Promotion Operating Committee

- beefboard.org for more information

3

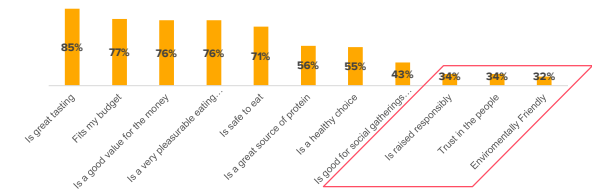


Target Audiences



Protein Consideration – Dining Out

Protein consideration is driven most by taste, followed by things like value and safety

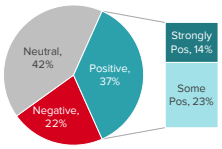


Source: Consumer Beef Tracker April-June 2019 Data

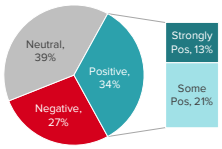
Production Perceptions

When it comes to production perceptions, beef outperforms chicken

Beef Production Perceptions



Chicken Production Perceptions



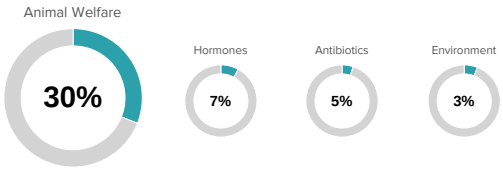
Source: Consumer Beef Tracker April-June 2019 Data

7

Unaided Concerns with Cattle Production

Had a Concern

Unaidedly, animal welfare issues rise to the top of concerns with cattle production, specific topics are low



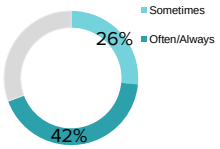
Source: Consumer Beef Tracker April-June 2019 Data; coded open end verbatims from consumers

8

Consumers Want Info

Familiarity with How Cattle are Raised

Consider How Food Was Raised/Grown



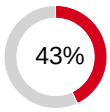
Source: Consumer Beef Tracker based on June 2018 – April 2019 Data

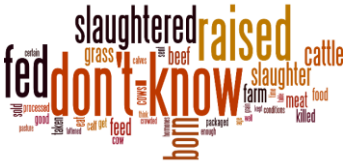
9

Low Knowledge Level

A portion of consumers believe cattle live in confinement all of their lives, and most consumers have little knowledge of how cattle are raised

Confined Conditions





Source: 2018 Responsible Beef Exploration

10

Issues For Consumers

Animal Treatment

Crowded conditions

Overall, consumers want a high quality of life for "happy" animals

Hormones & Antibiotics

Key concern was impact on humans

What They Eat

Concerns and confusion surrounding animal feed

For many, the more "natural" approach is grass-fed

Source: 2018 Responsible Beef Exploration

Issues For Consumers

General consensus is there are large scale farms/ranches that operate like "corporations" and then, there are small family farms

Focused on money

Large scale

Inhumane treatment, crowding, overuse of ABX

Current state of food production

Smaller, family-owned farms

Higher quality, better conditions

Dying breed

Niche Markets

Source: 2018 Responsible Beef Exploration

BQA MATERIALS EVALUATED

DESCRIPTION

Beef Quality Assurance (BQA) is a certification program that educates beef farmers and ranchers on best management practices for raising cattle. These include Care and Well-Being Guidelines, Animal Handling Principles, Transportation Guidelines, Antibiotic Use guidelines, etc. The program emphasizes responsible cattle management to improve beef safety and quality.

FACTS

80% of beef cattle are raised under BQA guidelines during their lifetime.

BQA provides robust guidelines on a variety of topics. For example, the program includes a 14 point antibiotic use guideline, ensuring farmers and ranchers judiciously use animal health products.

There are currently over 180,000 verified beef producers that participate in BQA.

The BQA program has a network of hundreds of state coordinators and trainers, as well as online modules, designed to educate farmers and ranchers on the program.

For 30 years, the program has remained steadfast in reviewing the latest research in cattle health and well-being in an effort to remain relevant and impactful in continuously improving beef quality and safety.

14

Consumers react favorably to the BQA description, though some are skeptical

Thoughts/Feelings About Program After Reading Description

Beef Quality Assurance (BQA) is a certification program that educates beef farmers and ranchers on best management practices for raising cattle. These include Care and Well-Being Guidelines, Animal Handling Principles, Transportation Guidelines, Antibiotic Use guidelines etc. The program emphasizes responsible cattle management in an effort to improve beef safety and quality.

It sounds like a good program to ensure cattle are raised and treated correctly.

Great! But education is one thing, having it practiced and implemented is another.

A great program to ensure cattle are taken care of properly.

This is a good program. It educates farmers and keeps consumers safe upon purchasing beef.

B1. What are your initial thoughts or feelings after reading about this program? Please be as specific as possible.

15

BQA Response

Consumers realize BQA is not a consumer-facing program: “Does this exist?” “Is this real?” and “Why haven’t I heard of this before?”

There are varying levels of details that consumers desire

VS

Source: 2018 Responsible Beef Exploration

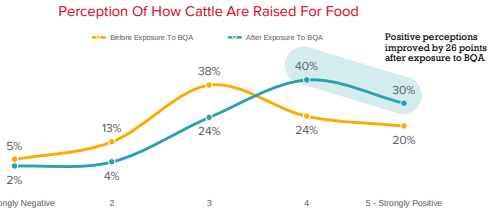
Impact of BQA

Learning about BQA made consumers more confident in safety and animal welfare, while also showing potential to represent the industry

Source: 2018 Responsible Beef Exploration

17

Perceptions of How Cattle are Raised Improved



C1a. What is your perception of how cattle are raised for food? Please select one response.
D8. Now, after everything you have read about the Beef Quality Assurance Program, what is your perception of how cattle are raised for food?

Source: 2018 Responsible Beef Exploration

18

Many consumers are happy simply knowing about the program's existence, others want more clarity

Others want more detail regarding animal treatment and who runs the program.

Things Would Like To Know About BQA Program To Understand It More

B9. What would you like to know about the Beef Quality Assurance Program to understand it more? Please be as specific as possible.
Source: 2018 Responsible Beef Exploration

19

BQA Video Test

Background: Better understand consumer reactions and feedback on video ads focused on introducing BQA to consumers.

Methodology:

- Online Surveys with interest tracking
- 700 beef consumers viewed the video, balanced to major demo's

20

Beef Perception Shift

Consumers felt better about how cattle are raised after watching the video

+18%

-13%

-5%

Source: Responsible Beef Video Test n=700

22

What is your perception of how cattle are raised for food in the U.S.

Overall Sentiment

The majority of consumers like the video with almost all having a positive initial reaction

82% had a positive overall sentiment towards the video

had a positive comment in initial reactions to the video

"This video portrayed the raising of beef in a serene and welcoming way. It showed how people are choosing to raise cattle because they are already trying to do it the best they can."

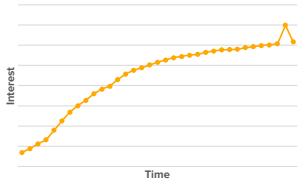
Source: Responsible Beef Video Test n=700

23

Considering everything you saw, how much did you like or dislike the ad?

Interest Tracking

The video had a consistent increase in interest with a jump at the BIWFD slogan and Rodeo music



Source: Responsible Beef Video Test n=700

24

Interest Tracking

Animal welfare scenes increased interest the most for consumers while the majority had nothing that decreased it.

- 32% Animal Welfare
- 9% Right Way is the Only Way
- 8% Room to Roam
- 5% BIWFD

72% Nothing

Source: Responsible Beef Video Test n=700

25

Thinking about the ad you just saw, what part did your interest increase the most

Brand Awareness

Awareness is high after watching the video

38%

46%

Source: Responsible Beef Video Test n=700

26

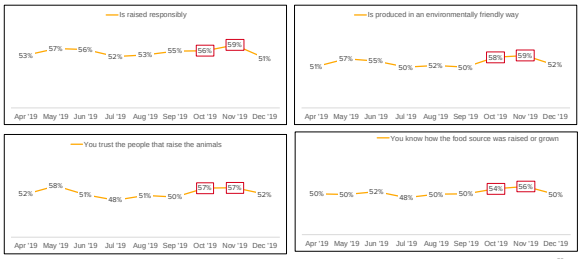
What brand was this ad for?

Campaign Results Summary

- Successfully addressed consumer concerns about animal welfare and production
  - During the peak campaign period (six-week flight), consumer perceptions of beef production were positively impacted.
- Drove record increase in BQA certifications
  - Online certifications during the key months of the campaign were the highest ever recorded for those months, totaling nearly 10,000

28

Beef Tracker Data - Agreement



29

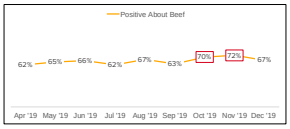
Source: Consumer Beef Tracker

Beef Tracker Data - Agreement

30

Source: Consumer Beef Tracker

Beef Tracker Data - Agreement



Source: Consumer Beef Tracker

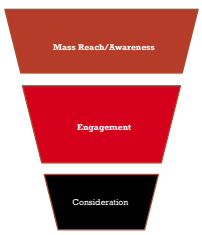
31

Campaign Key Performance Indicators

- 12 million BQA/BIWFD video views
- 58.6 million media impressions of BQA/BIWFD ads
- 10.5 million audio listens of BQA/BIWFD radio ads
- 4 million social media engagements
- 15,000 MBA grads received information about campaign
- 150 business-decision makers registered for supply chain webinar
- 146 media outlets received press release with an audience of 178 million
- 16 radio interviews from radio media tour, airing more than 700 times and reaching more than 22 million consumers

32

Mass Scale Marketing Funnel



Audio (Streaming Audio, Podcasts)
Video (Connected TV, Pre-Roll, YouTube, Native Video)

Social

Paid search, social community management, organic social conversation

33

Creative Overview - Video

Beef Quality Assurance: Certified :06

Beef Quality Assurance: The Right Way :06

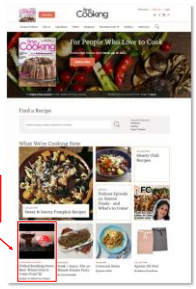
The Right Way is the Only Way :15

Raising the Bar on Raising Cattle :30

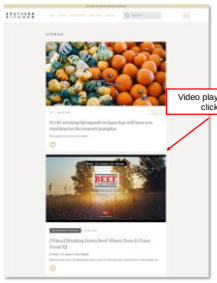
34

Nativo

Beef Quality Assurance Certified :6s



The Right Way is the Only Way :15s



Video plays post click

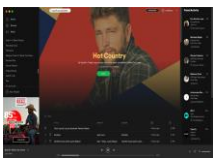
Impression (video not playing) Once user clicks video opens

35

Creative Overview – Audio

Audio :30s Brad

Audio :30s Brandi



36

Creative Overview – Social

BQ&A

Consumer Advertising Results at a Glance

- Advertising Flight: 10.14.19 - 11.30.19
- Total Impressions: 61,689,846
- Total Video Views: 12,480,743
- Total Audio Listens: 11,021,321
- Total Social Media Engagements: 21,884
- Total Web Site Visits: 37,462
  - Time on BQA Page: 1:39

38

Consumer Campaign Highlights

1. **Audience Targeting:** Capitalizing on previous campaign investment and platforms with the ability to target delivers **strong view rates, engagements and cost efficiencies**
2. **Video Generated Higher CTRs:** This campaign produced **higher click-through rates on video** than what we have seen in the past campaigns, suggesting that this form of storytelling is engaging to consumers.
3. **Social Media:** Social media helped to **drive stakeholder awareness and feel-good moments** overall for the industry.
   - Twitter resulted in some of the highest view rates for the BQA campaign leveraging the 6 second spots on pre-roll.

39

Trusted Sources for Beef

TRUST:

- **Grocery Stores/Restaurants** with solid reputation for higher quality meat and produce
- **Butcher** – either independent butcher shops (hard to find) or knowledgeable butcher at a grocery store
- **Online resources** like chefs, food bloggers etc.
- **Farmers** – not considered "part of the problem"

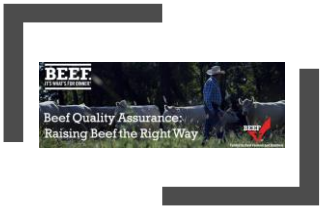
DO NOT TRUST AS MUCH

- **FDA** – many express concerns regarding their ability to monitor so many large industries
- **USDA** – considered more of a "quality-tiering" program
- **"Big Corporations"** – most are unable to name big beef companies, the "corporate" and "money-making" part of the industry

Source: 2018 Responsible Beef Exploration

40

Action Items



- BQA Certification
- Masters of Beef Advocacy
- Improve and Share!

41

Notes

Animal Protein in the Global Marketplace

Dr. Henry Zerby
VP of Protein Procurement and Innovation

Dr. Henry Zerby

Henry joined Quality Supply Chain Co-op (QSCC) in 2016. His team is responsible for the supply chain development and acquisition of all animal protein products on the Wendy's menu. Henry also provides guidance and thought leadership to the American Beef Initiative (ABI) and serves as a member of Wendy's Animal Welfare Council.

Prior to joining QSCC, Henry served as Chair of the Department of Animal Sciences at The Ohio State University. Henry's research program focused on treatments and technologies that enhance the efficiency of food animal production while simultaneously improving the inherent qualities of the resulting meat products.

Henry previously served as consultant to Wendy's Quality Assurance team from 2005 through 20016. In that role he provided technical expertise related to meat products, performed 3rd-party Animal Welfare, Product Quality, and Food Safety audits in harvest and further processing facilities for all animal protein products in the Wendy's system.

Henry obtained his Ph.D. and M.S. in Meat Science from Colorado State University and his Bachelor of Science in Dairy and Animal Science with Minors in Poultry Technology and Management and International Agriculture from Pennsylvania State University.

Extension
UNIVERSITY OF WISCONSIN-MADISON

Notes

Notes

Public concerns about cattle welfare: What we know, why it matters, and implications for communication

Dr. Beth Ventura
University of Minnesota
Department of Animal Science

Dr. Jesse Robbins
Iowa State University
College of Veterinary Medicine

Dr. Beth Ventura

Dr. Ventura is the Animal Behavior and Welfare Teaching Assistant Professor in the Department of Animal Science at the University of Minnesota. Originally from San Diego, California, Dr. Ventura obtained a PhD in animal welfare from the University of British Columbia in Vancouver, Canada, where her research sought to understand stakeholder priorities and concerns in the dairy industry, with the goal of identifying policy solutions that work for both farmers and animals. She holds a BS in Animal Science from Michigan State University and an MS in Animal and Avian Science from the University of Maryland, College Park. Dr. Ventura's teaching program equips students with the foundational skills to navigate the issues facing the animal industries in a rapidly changing society. She aims to engender her students with the knowledge of both the science and values that affect the practice of raising and keeping animals for companionship, food, entertainment, and science. Dr. Ventura founded the university's first Animal Welfare Judging and Assessment Team and has created opportunities for student exchange, study abroad, and other chances for students to gain international perspectives on the issues explored in the classroom.

Extension
UNIVERSITY OF WISCONSIN-MADISON

Dr. Jesse Robbins

Dr. Robbins earned his BS in Agricultural Science and Environmental Ethics from The Evergreen State College in Olympia, WA, where he also managed a small lambing operation. He then worked as Program Director for the Washington State Dairy Federation representing the state's dairy farmers on issues ranging from immigration and environmental stewardship to animal welfare. During his tenure there, Dr. Robbins also served as Project Manager for Washington Dairy Industry Research and Education Program. Dr. Robbins earned his PhD from the University of British Columbia Animal Welfare Program. His research spans both the biological and social sciences. His primary research interest is in applying psychological theory and methods to the study of diverse human-animal interactions and issues of agricultural sustainability. To date, Dr. Robbins has studied the relationship between farm size and indicators of animal welfare; factors affecting public trust in the US food system; the effects of non-therapeutic surgeries (i.e. tail docking and ear cropping) on perceptions of both dogs and their owners; and attitudes towards the creation of genetically-modified animals. Dr. Robbins currently works as a post-doctoral fellow in the College of Veterinary Medicine at Iowa State University, where he is conducting behavioral research on social bonding between suckler beef calves in addition to developing animal welfare training curriculum for veterinary students.

Extension
UNIVERSITY OF WISCONSIN-MADISON

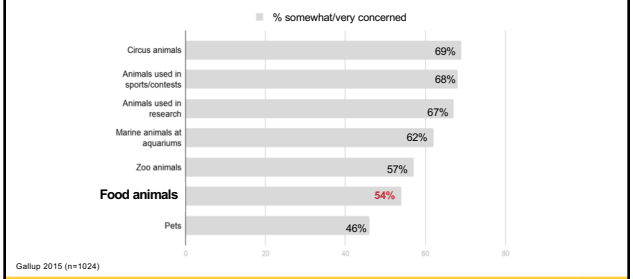
Public concerns about cattle welfare:
What we know, why it matters, & implications for communication

Wisconsin Beef & Dairy Well-Being Conference (Feb 21, 2020)

Jesse Robbins, PhD
Iowa State University

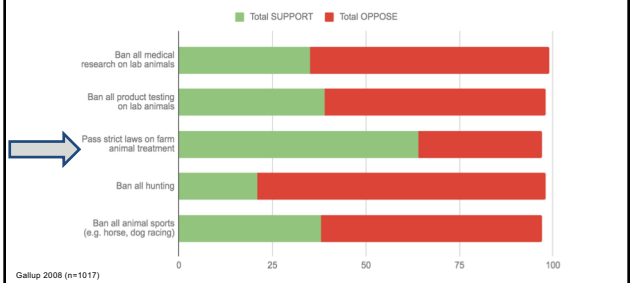
Beth Ventura, PhD
University of Minnesota

Americans' concerns with animal treatment



Gallup 2015 (n=1024)

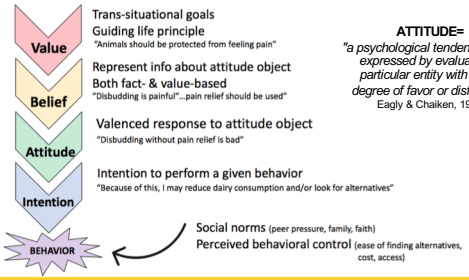
Americans' concerns with animal treatment



Gallup 2008 (n=1017)

Why social science?

Theory of Planned Behavior (Azjen 1991)



Trans-situational goals
Guiding life principle
"Animals should be protected from feeling pain"

Represent info about attitude object
Both fact- & value-based
"Disbudding is painful"...pain relief should be used"

Valenced response to attitude object
"Disbudding without pain relief is bad"

Intention to perform a given behavior
"Because of this, I may reduce dairy consumption and/or look for alternatives"

Social norms (peer pressure, family, faith)
Perceived behavioral control (ease of finding alternatives, cost, access)

ATTITUDE=
"a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" ~
Eagly & Chaiken, 1993

Measuring animal attitudes, values & behavior

Surveys
Interviews
Focus groups
Behavioral observations

"Citizen"

- Generalized attitudes to animals via Animal Attitude Scale (Herzog 1991)
- Species-specific views (beliefs in sentience, intelligence)
- Ranking humaneness of practices/procedures

"Consumer"

- Willingness-to-pay studies
- Purchasing & voting behavior

What we know & why it matters

Sociodemographics associated with concern for animals

- Age (Ormandy and Schuppli, 2014)
- Belief in animal mind (Phillips et al 2005)
- **Gender** (Herzog, 2007)
- Ethnicity (Kellert, 1984)
- Living environment (Kendall et al 2006)
- Marriage & children (Peek, et al 1996; 1997)
- Religiosity (Kendall et al 2007)
- Socioeconomic status (Kendall et al 2007)
- **Politics** (Deemer & Lobao 2011; McKendree et al 2014; De Backer & Hudders 2015)
- **Pet ownership** (Driscoll, 1992; Auger & Amiot, 2019)
- Species (Herzog and Galving, 1997)

Public awareness & knowledge of specific farm animal welfare issues is generally low

CNN US Chocolate milk definitely doesn't come from brown cows -- but some adults think otherwise

By Nancy Coleman, CNN

Updated 4:55 PM ET, Fri June 16, 2017

Here are some brown cows that, shockingly, produce regular milk.

(CNN) -- Some adults don't know where chocolate milk comes from, and we're a little concerned.

A survey from the Innovation Center for U.S. Dairy found that 7% of American adults think chocolate milk comes from brown cows. And if that percentage sounds small enough to be reasonable, hang onto your hats: 7% of American adults is about 17.3 million people.

Information source(s) about ag?

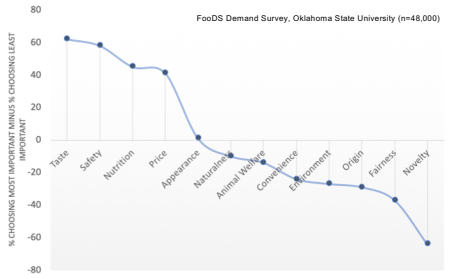
Majority report having no source Cummins et al 2015, McKendree et al 2014

Animal advocacy rated highest McKendree et al 2014

Inverse relationship between perceived credibility & self-interest Dentoni et al 2014

Farmers often least trusted Dentoni et al 2011

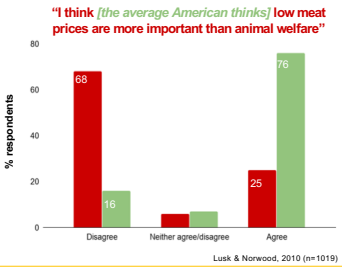
Consumer food values



On paper, consumers are WTP for higher welfare...

But not currently reflected in their actual decisions in the market. Why?

- Social Desirability Bias
- Economic reality



Lusk & Norwood, 2010 (n=1019)

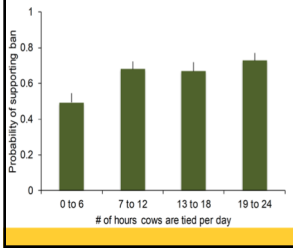
Public concerns about dairy cattle welfare

RESEARCH ARTICLE

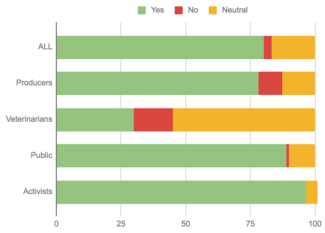
Factors influencing public support for dairy tie stall housing in the U.S.

Jesse A. Robbins, Caitlin Roberts, Daniel M. Weary, Becca Franks, Marina A. G. von Keyserlingk*

Animal Welfare Program, Faculty of Land and Food Systems, University of British Columbia, Vancouver, British Columbia, Canada

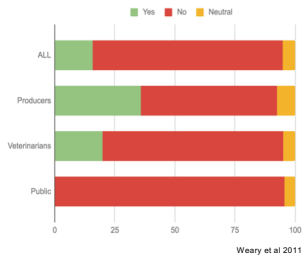


Should dairy cows be provided access to pasture?



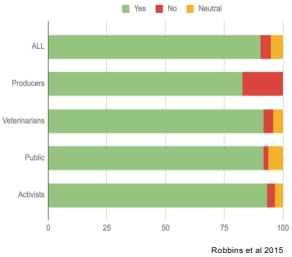
Schuppli et al 2014

Should we continue to tail dock dairy cows? n=178



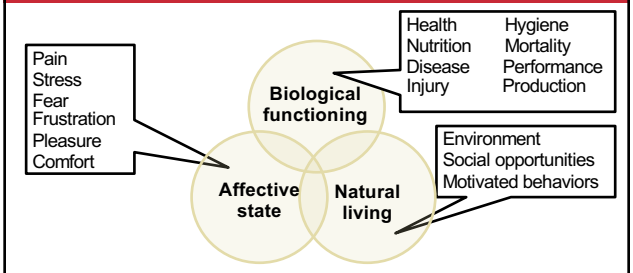
Weary et al 2011

Should we provide pain relief during disbudding? n=354



Robbins et al 2015

Understanding animal welfare values



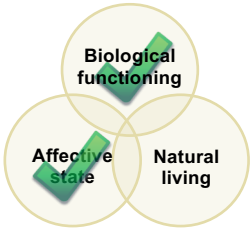
Fraser et al. 1997

Intersection of stakeholder values

Producers & public:

Shared emphasis on: good health, avoidance of pain

Opportunities to achieve more alignment with nature



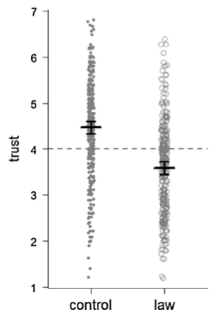
Implications for communication

Restricting transparency is not the way forward

Food Policy
Volume 61, May 2016, Pages 121–125

Awareness of ag-gag laws erodes trust in farmers and increases support for animal welfare regulations

J.A. Robbins, B. Franks, D.M. Weary, M.A.G. von Keyserlingk



Trust in farmers decreases when people learn about ag-gag laws.

Robbins et al. 2016

Why one-way education is insufficient

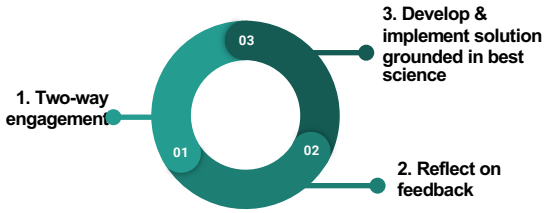
Learning more, even through immersive education, has variable effects on perceptions of animal husbandry practices.

(n=50) Ventura et al. 2015

1/4 improved
1/2 didn't change
1/3 became more critical

Skills & expertise (competence) improve public trust in agriculture, but values-similarity matters much more.

Adaptive transparency



More to learn...

- What does the public actually know?
- Where exactly is the beef?
- Which factors impact opposition & support?
- How likely are attitudes to translate into behavior?
- Identification of niche market opportunities for AW
- Optimizing crisis response strategies
- Worker behavior & attitudes relative to animal behavior & efficacy of training

In summary:

- Public concern for farm animal welfare is increasing, but knowledge & awareness remain low
- Concerns do not translate well to consumer purchases but predict voting behavior
- One-way education alone is likely insufficient in alleviating concern
- We must get serious about engaging in hard discussions about our values if progress is to be made
- Communication should emphasize shared values but this must be accompanied by action to improve welfare

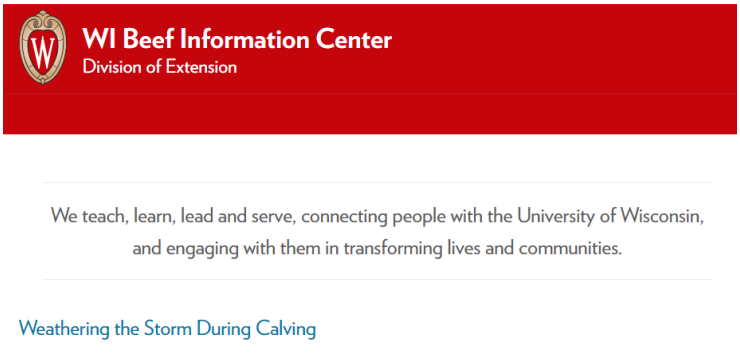
Thank you!

Contact:
Beth @ bventura@umn.edu

Jesse @ robbinsj@iastate.edu

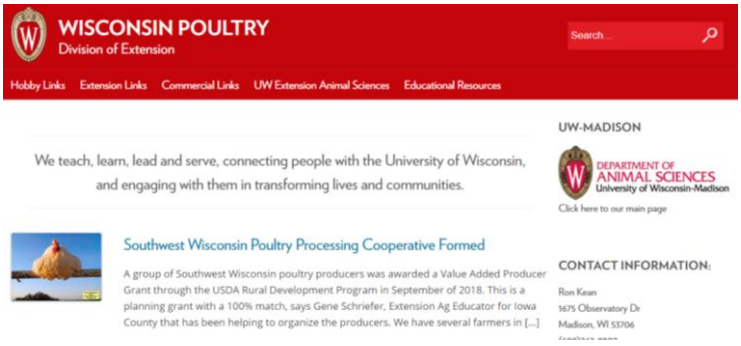
Visit the Extension Livestock Resources On the Web

Your source for research based unbiased information



https://fyi.extension.wisc.edu/wbic

https://fyi.extension.wisc.edu/horse



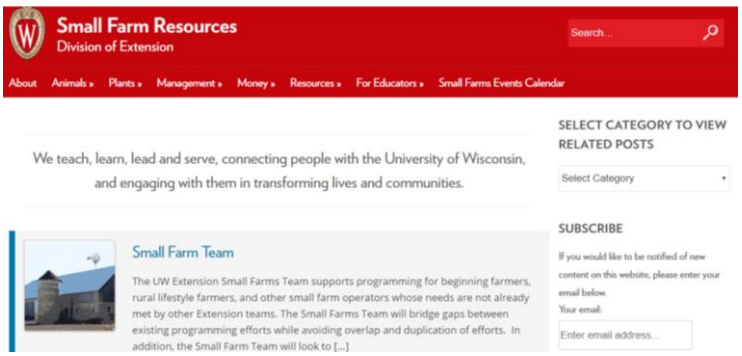
https://fyi.extension.wisc.edu/poultry/

https://fyi.extension.wisc.edu/youthlivestock/

Extension
UNIVERSITY OF WISCONSIN-MADISON

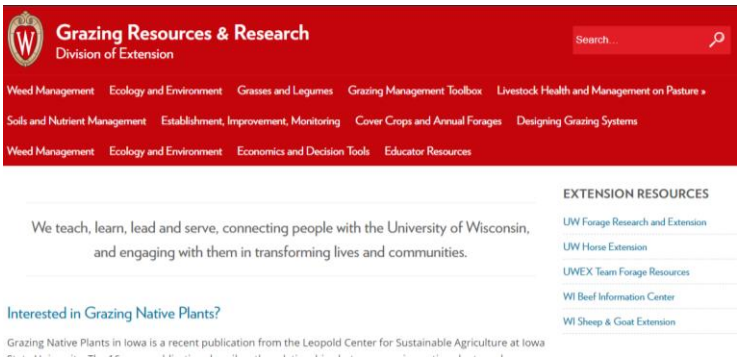
Visit the Extension Livestock Resources On the Web

Your source for research based unbiased information

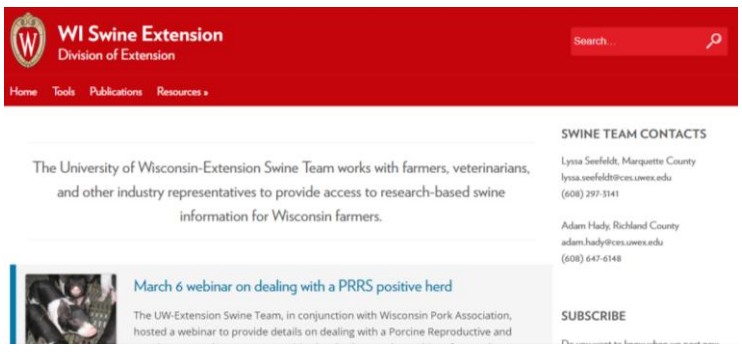


https://fyi.extension.wisc.edu/smallfarms/

https://fyi.extension.wisc.edu/wisheepandgoat/



https://fyi.extension.wisc.edu/grazres/

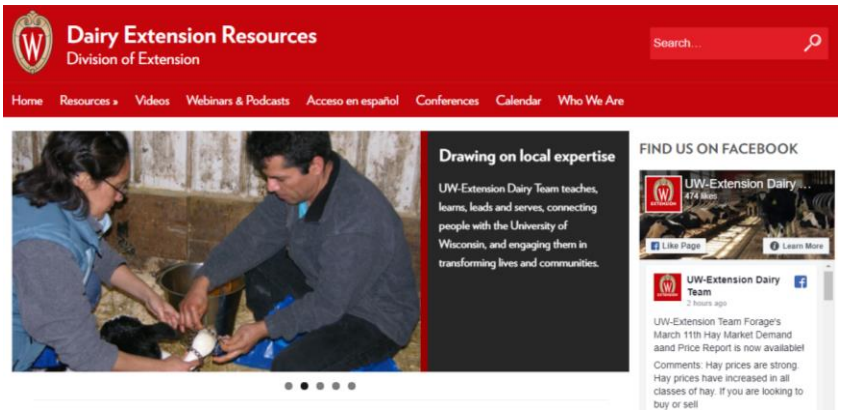


https://fyi.extension.wisc.edu/swineextension/

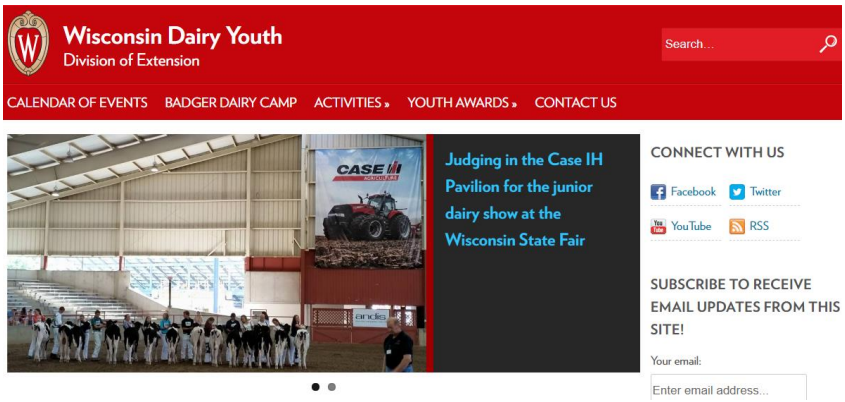
Extension
UNIVERSITY OF WISCONSIN-MADISON

Visit the Extension Dairy Resources On the Web

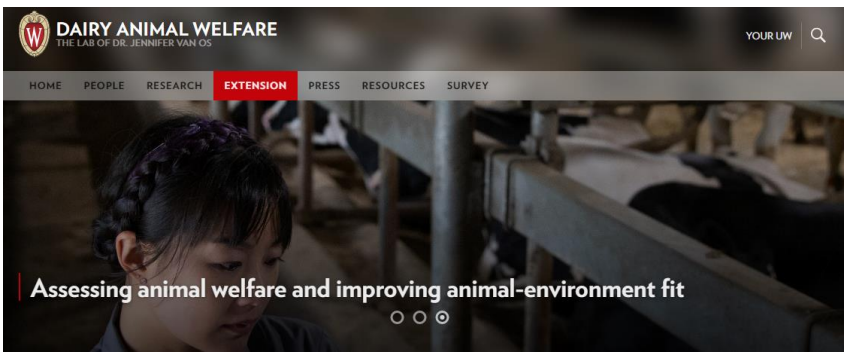
Your source for research based unbiased information



https://fyi.extension.wisc.edu/dairy/



https://fyi.extension.wisc.edu/dairyyouth/



https://animalwelfare.cals.wisc.edu/

Extension
UNIVERSITY OF WISCONSIN-MADISON

Wisconsin Dairy and Beef Wellbeing Conference--2020

Thank you for attending. Your feedback and input are important.

Please complete for each session you attended.

Topic/Speaker	Level of knowledge "*before*" attending this program					Level of knowledge "*after*" attending this program					What management practices do you expect to add or change as a result of what you learned today?
	Poor	Below AVG	Average	Above AVG	Excellent	Poor	Below AVG	Average	Above AVG	Excellent	
BQA and FARM Updates **Emily Yeiser-Stepp** BSc MSc, National FARM and **Chase DeCoite** Director, Beef Quality Assurance Program											
Taking the Pain Out of Disbudding **Dr. Charlotte Winder** University of Guelph, Canada											
Exploring the Behavior & Management Components of Beef Cattle Welfare **Dr. Courtney Daigle** Texas A&M University											
Corkscrew Claw Syndrome **Dr. Nigel Cook** UW-Madison School of Veterinary Medicine											
BQA Discussion **Chase DeCoite** Director, Beef Quality Assurance Program											
Animal Protein in the Global Marketplace **Dr. Henry Zerby** Wendy's											
Public Concerns about Cattle Welfare **Dr. Beth Ventura** University of Minnesota and **Dr. Jesse Robbins** Iowa State University College of Vet Med											

Please turn over to complete back side

After attending this conference, what is the primary "take home message" for you today?

Please share what could be improved for this conference:

Planning Committee

Jackie McCarville
Co-Chariperson
Agriculture Extension Educator
Green County
jaclyn.mccarville@wisc.edu
608-328-9440

Sandy Stuttgen
Co-Chariperson
Agriculture Extension Educator
Taylor County
sandra..stuttgen@wisc.edu
715-748 - 3327

Aerica Bjurstrom
Agriculture Extension Educator
Kewaunee County

Sarah Grotjan
Agriculture Extension Educator
Outagamie County

George Koepp
Agriculture Extension Educator
Columbia County

Ashley Olson
Agriculture Extension Educator
Vernon County

Amber O'Brien
Agriculture Extension Educator
Calumet County

Heather Schlesser
Agriculture Agent
Marathon County

Lyssa Seefeldt
Extension Educator
EauClaire County

Maria Jose Fuenzalida Valenzuela
Agriculture Extension Educator
Dane County

Jim Versweyveld
Agriculture Extension Educator
Walworth County

Mark Hagedorn
Dairy Extension Outreach
Program Manager

Megan Nelson
Livestock Extension Outreach
Program Manager

Jennifer Van Os
UW Madison Dept of Dairy
Science, Animal Welfare
Specialist