

# Improving producer participation

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# My producers

- 19 dairy clients....8 participating
- 3 beef clients.....2 participating
- Dairy size – 20 to 500 average 160
- 3 participating herds market their own milk

# Biggest challenge to getting producers to participate

- ( my opinion is..

- The attitude of the herd veterinarian!!
- This person has the biggest influence on adoption of any new “program” in the herd health arena that occurs on a dairy.
- The herd health veterinarian has to always have a “futuristic” view...concerned about the what if .....

- I have had to push the program, the merits of the program to my clients.
- Only one called and requested to participate.
  
- .....versus

- A colleague recently told me.. “I can see doing the risk assessment but I tell my clients you don’t want to test because then you just document that you have the disease on your farm.”
- ( pretty discouraging to hear)

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- Currently in NC we have money to pay for risk assessments and testing.
- If no \$..

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- The attention getter for dairymen is..SHOW ME THE MONEY
- Need economic data showing the inefficiency of an animal infected with disease

# Changing attitudes of the veterinary community??

- Need a progressive attitude, attack the disease, look at the “what if” of future public health issues
- Need an attitude adjustment
- Executive director of AABP and the AABP Committee on Food quality, safety and security have membership on the NJWG and the strategic planning committee

# Need a better test

- Same old story
- Would be nice to be able to explain the testing method in one sentence.
- Dairymen don't really have confidence in the test (because using multiple tests to find a positive...gives some insecurity)

# Certified raw milk

- Participating the Johne's control program could become part of the requirement to participate in selling certified raw milk

# Cow inventory list on the risk assessment

- Is this necessary?