

Consumer perspectives on interventions affecting calf microbiota

Amer AIT SIDHOUM

amer.ait-sidhoum@luke.fi



HoloRuminant – The survey



1. The interventions

Interventions	Description
1	Use of colostrum to treat diseases in calves
2	Provide probiotics to calves in the form of a powder mixed with the milk they drink
3	Provide probiotics to calves by adding yoghurt or kefir
4	Keeping calves with their mothers

2. Attitudinal variables

Familiarity with farming practices; Food safety; Environmental awareness; Animal welfare; Cost considerations and social standards.



HoloRuminant – Characteristics of the sample



		Finland		France		Ireland		Poland	
		n	%	n	%	n	%	n	%
Gender	Male	399	49.1%	387	48.2%	321	40.1%	390	48.6%
	Female	408	50.2%	414	51.6%	479	59.8%	413	51.4%
	Prefers not to say	6	0.7%	2	0.2%	1	0.1%	0	0.0%
Education	> primary education	0	0.0%	7	0.9%	2	0.2%	4	0.5%
	Primary education	31	3.8%	14	1.7%	9	1.1%	26	3.2%
	Secondary education	179	22.0%	187	23.3%	190	23.7%	345	43.0%
	Vocational education	175	21.5%	224	27.9%	135	16.9%	80	10.0%
	University education	428	52.6%	371	46.2%	465	58.1%	348	43.3%
Area of residence	City center	179	22.0%	286	35.6%	162	20.2%	321	40.0%
	Town or suburb	478	58.8%	258	32.1%	409	51.1%	315	39.2%
	Rural area	156	19.2%	259	32.3%	230	28.7%	167	20.8%
Income	€0-€10 000	57	7.0%	87	10.8%	45	5.6%	146	18.2%
	€10 001 - €20 000	89	10.9%	128	15.9%	79	9.9%	279	34.7%
	€20 001 - €40 000	155	19.1%	294	36.6%	207	25.8%	253	31.5%
	€40 001 - €60 000	184	22.6%	169	21.0%	179	22.3%	68	8.5%
	€60 001 - €80 000	128	15.7%	61	7.6%	126	15.7%	20	2.5%
	€80 001 - €100 000	104	12.8%	27	3.4%	89	11.1%	10	1.2%
	€100 001 - €150 000	80	9.8%	25	3.1%	49	6.1%	11	1.4%
	€150 001 or more	16	2.0%	12	1.5%	27	3.4%	16	2.0%
Dairy consumption	No	69	8.5%	79	9.8%	111	13.9%	52	6.5%
	Yes	744	91.5%	724	90.2%	690	86.1%	751	93.5%
Meat consumption	No	125	15.4%	73	9.1%	95	11.9%	49	6.10%
	Yes	688	84.6%	730	90.9%	706	88.1%	754	93.90%
Children at home	No	701	86.2%	559	69.6%	530	66.2%	518	64.51%
	Yes	112	13.8%	244	30.4%	271	33.8%	285	35.49%
Number of observations		813		803		801		803	



HoloRuminant – Results on the acceptance of measures



¿En qué medida está usted de acuerdo con que la siguiente intervención es aceptable? Seleccione sólo una opción.

Intervención 1	Totalmente de acuerdo	de acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo	No lo sé
Uso del calostro para tratar enfermedades en terneros						



HoloRuminant – Results on the acceptance of measures

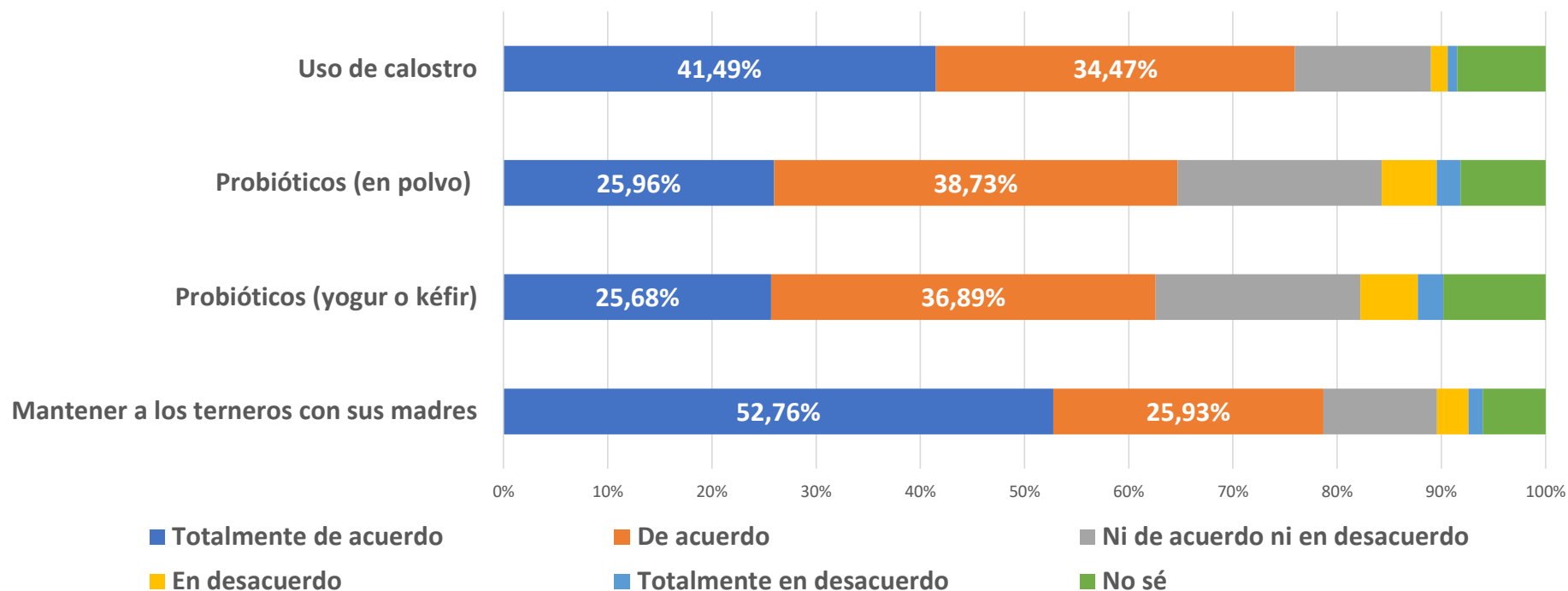


Figure 1. Respondents' response to the statement “After reading the information on impacts, to what extent do you agree that the following intervention is acceptable” for four measures included in the survey (N=3220 respondents)?



HoloRuminant – Results on the acceptance of measures



Use of colostrum to treat disease in calves

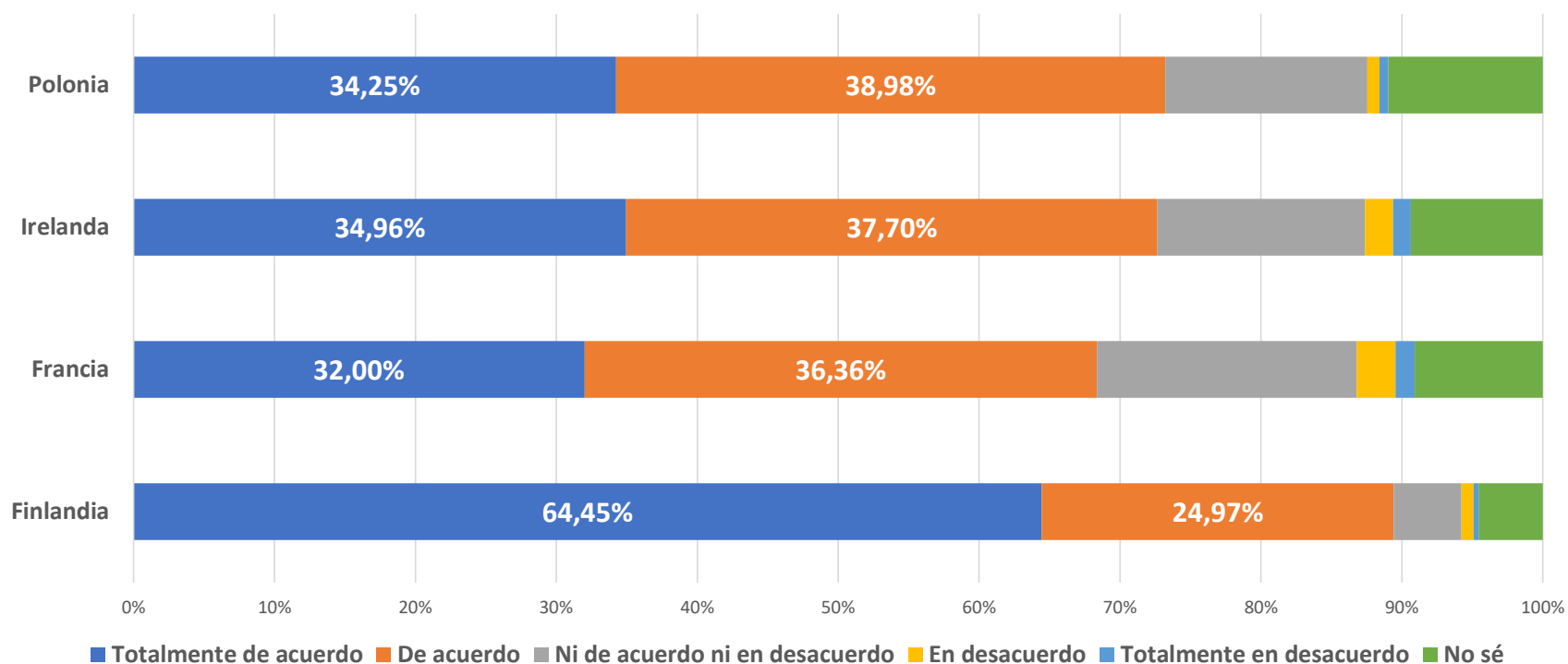


Figure 2. Respondent response (N=3220) to the statement 'After reading the information on impacts, to what extent do you agree that the following intervention is acceptable'? Use of colostrum to treat disease in calves



HoloRuminant – Results on the acceptance of measures



Provide probiotics to calves in powder form.

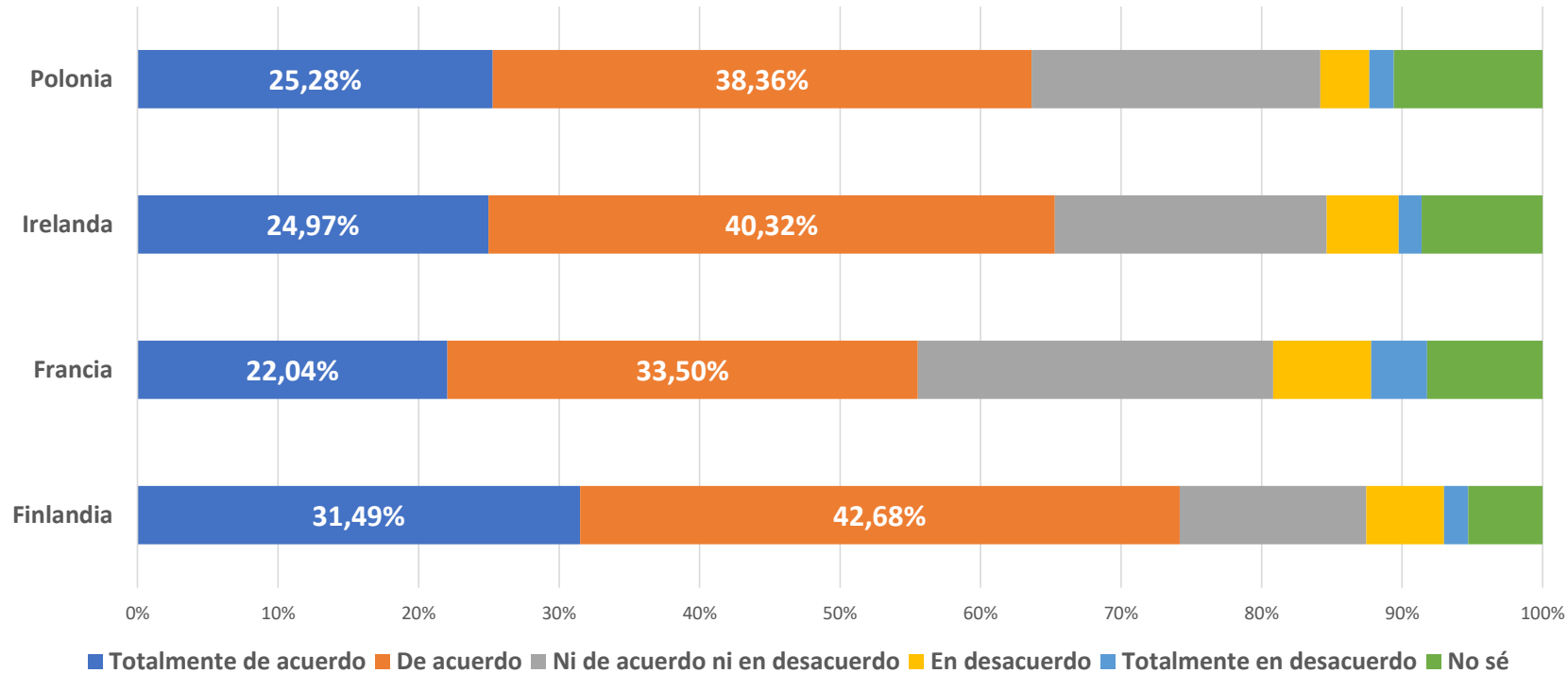


Figure 3. Respondent response (N=3220) to the statement ‘After reading the information on impacts, to what extent do you agree that the following intervention is acceptable?’ Provide probiotics to calves in powder form.



HoloRuminant – Results on the acceptance of measures



Provide probiotics to calves by adding yoghurt to their feed.

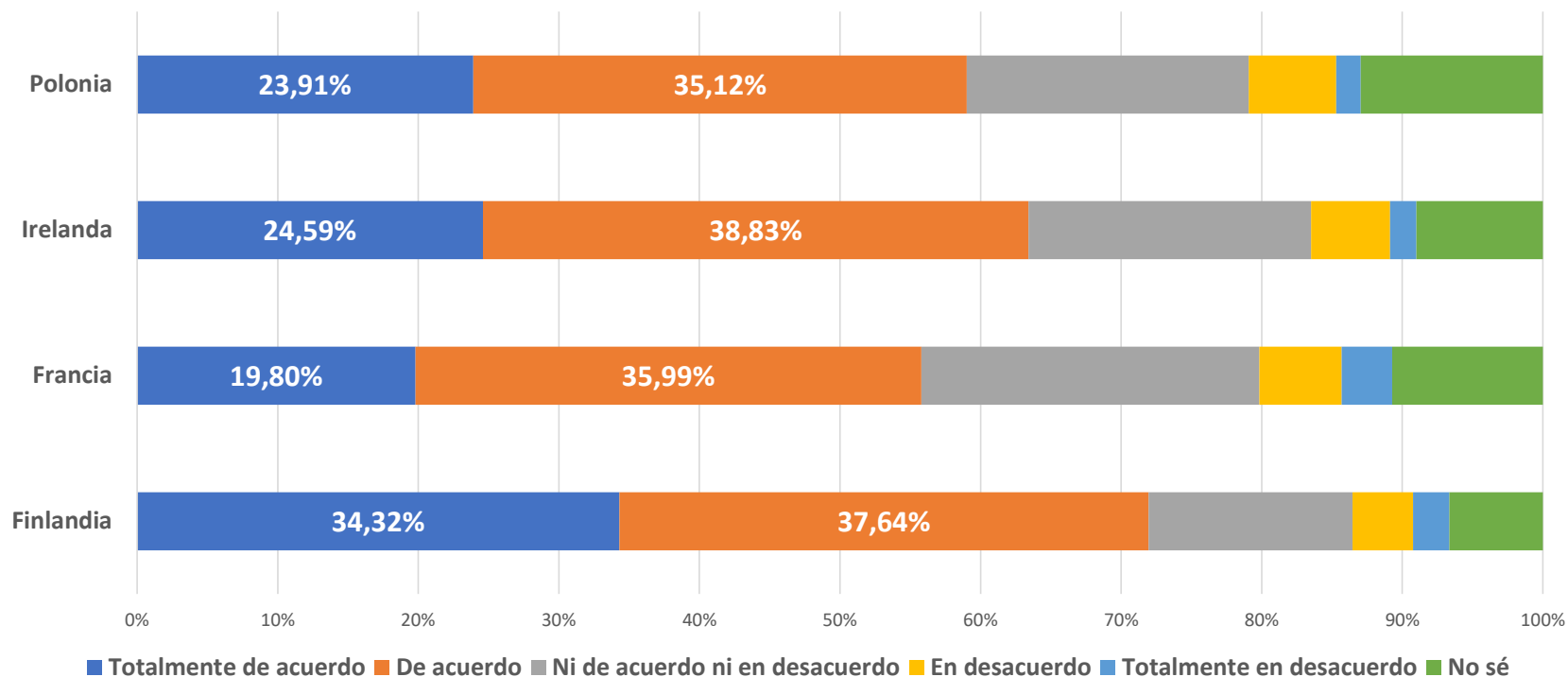


Figure 4. Respondent response (N=3220) to the statement ‘After reading the information on impacts, to what extent do you agree that the following intervention is acceptable?’ Provide probiotics to calves by adding yoghurt to their feed.



HoloRuminant – Results on the acceptance of measures



Keeping calves with their mothers

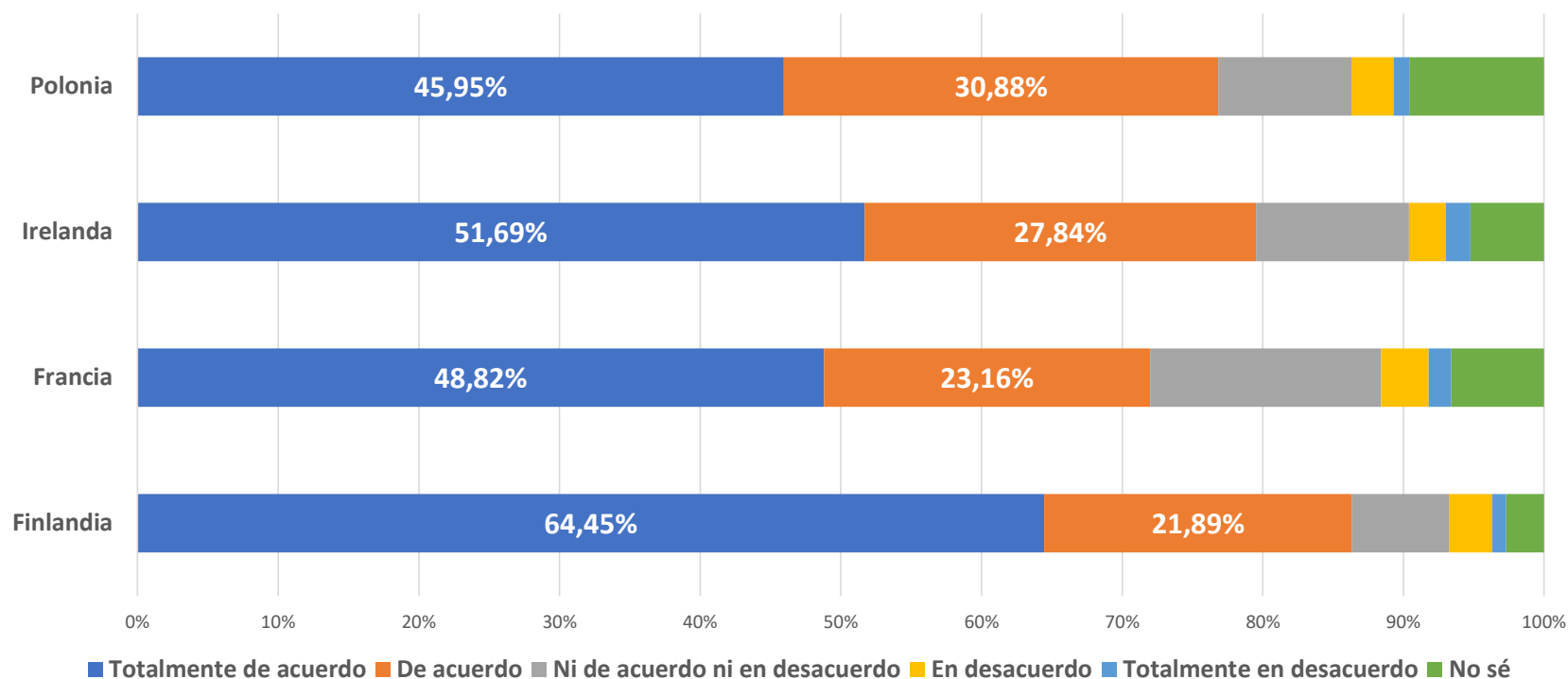
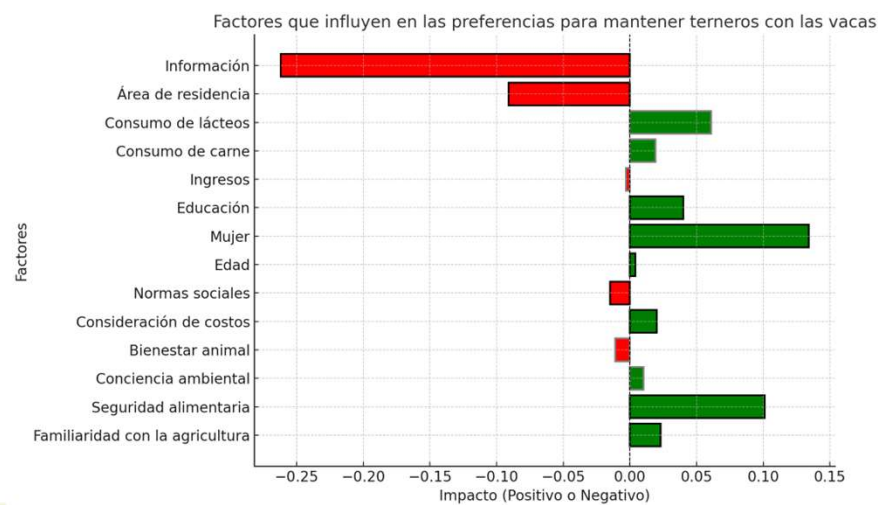
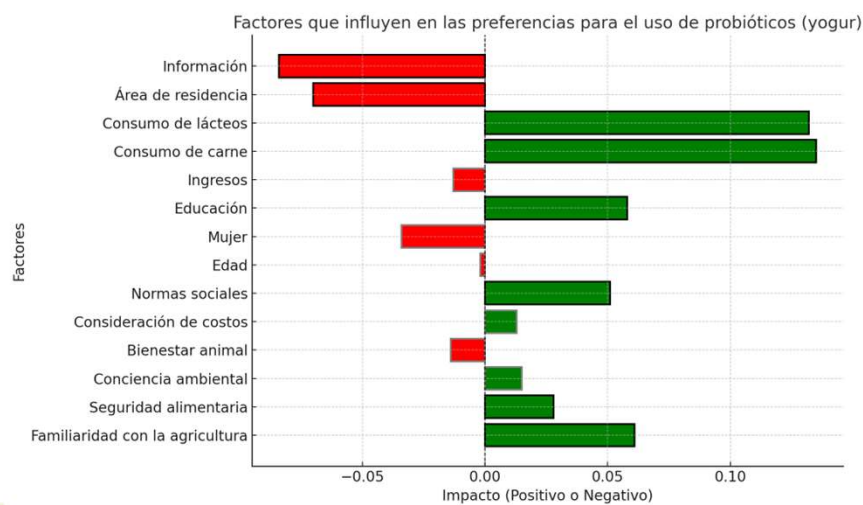
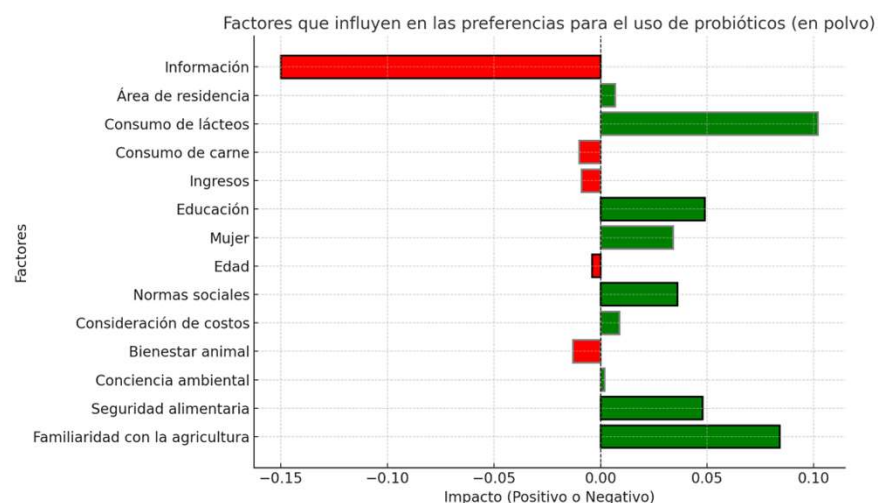
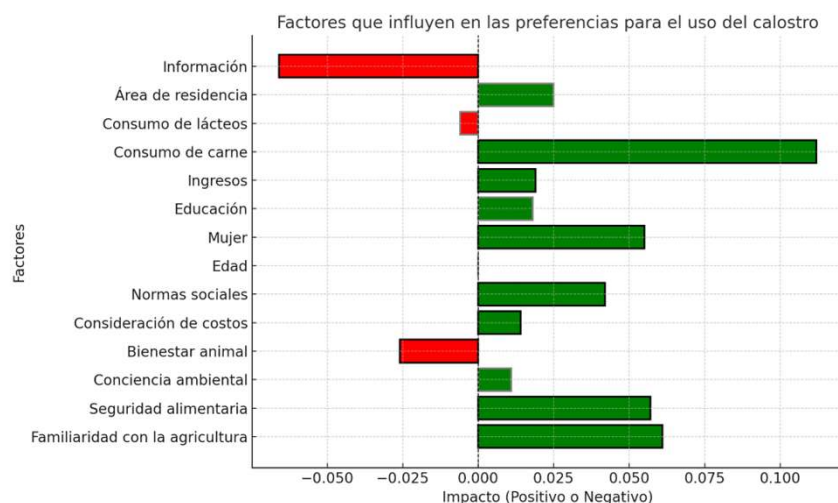


Figure 5. Respondent response (N=3220) to the statement 'After reading the information on impacts, to what extent do you agree that the following intervention is acceptable'? Keeping calves with their mothers



HoloRuminant – Factors influencing the acceptability of interventions.



HoloRuminant – The role of knowledge and information



Group 1

Intervención 1	Totalmente de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo	No lo sé
Uso del calostro para tratar enfermedades en terneros	-	-	-	-	-	-



HoloRuminant – The role of knowledge and information



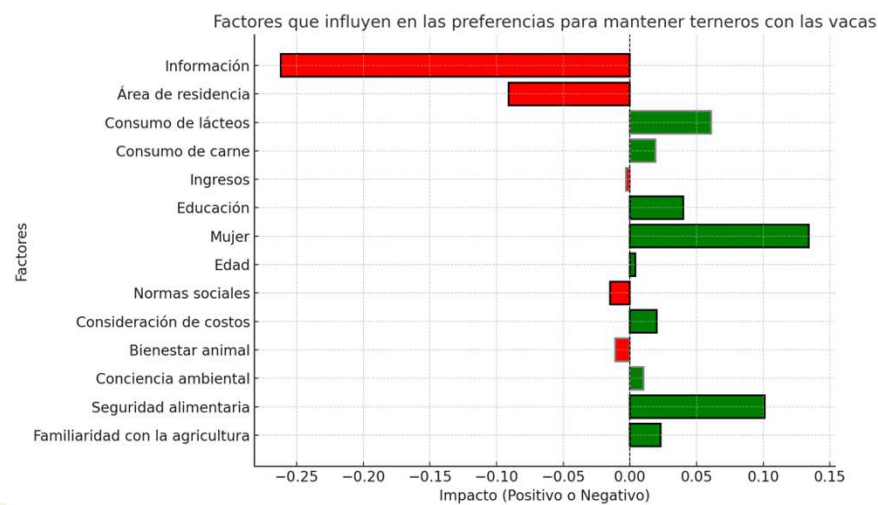
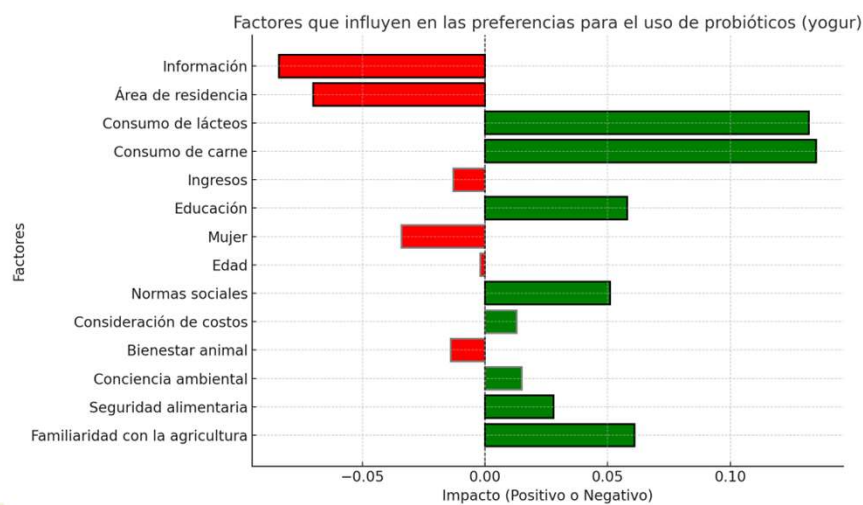
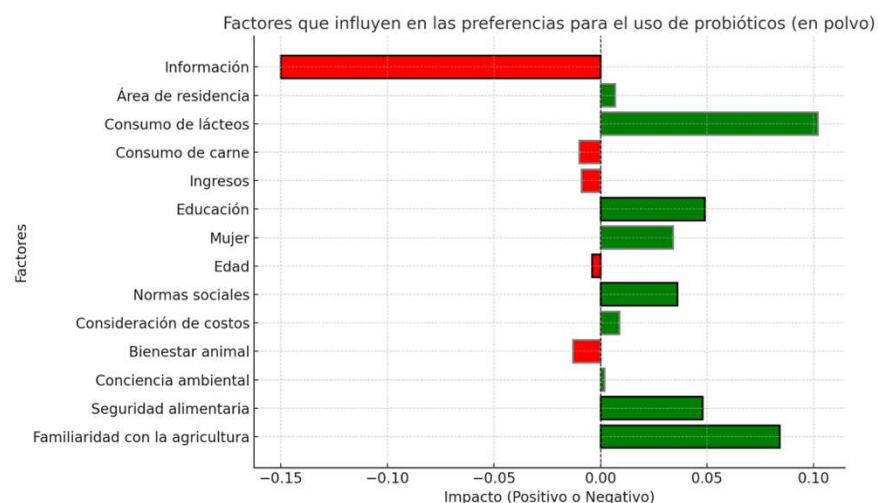
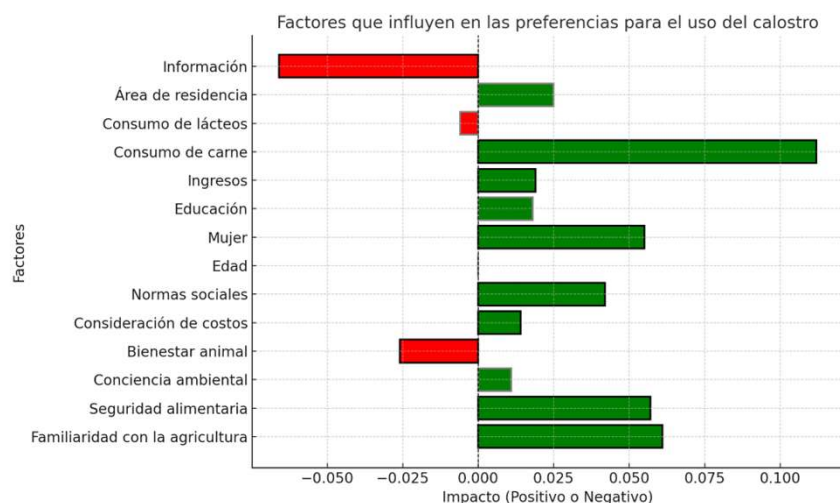
Group 2

Intervención 1	Totalmente de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Totalmente en desacuerdo	No lo sé
Uso del calostro para tratar enfermedades en terneros	-	-	-	-	-	-

Criteria	Possible impacts
Calf health and welfare	Proven efficacy when combined with other treatments, but does not eliminate all health problems
The quality of dairy and meat products	No known risks
Environmental impact	Neutral: reduced milk powder production, increased storage of colostrum in farm freezers.
Effect on production	Increased storage costs, reduced veterinary costs for calves, no substantial effect on labour use.
Cost of milk and dairy products to consumers	No effect



HoloRuminant – Factors influencing the acceptability of interventions.





Thank you for your attention

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amer.ait-sidhoum@luke.fi

www.holoruminant.eu

