



SLOVENIAN DAIRY FARMERS' VIEW ON BREEDING GOALS

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GOAL

To determine the role of farmers' socio-demographic factors in dairy farmers' preferences for breeding traits and to identify clusters of farmers with common breeding goal traits.



MATERIAL & METHODS

I. Focus groups



- 30 participants
- farmers' needs and look
- attitudes towards genomic selection
- the design of the total merit index
- preferences in breeding goals

II. Online survey

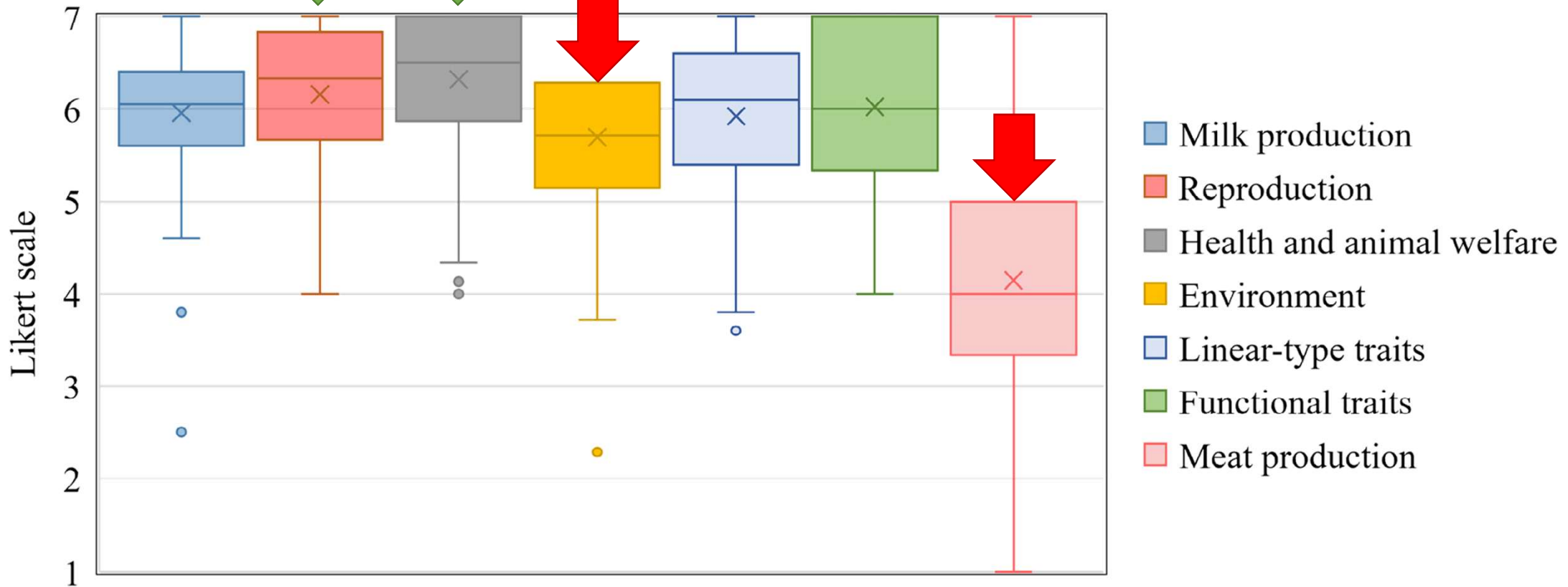


- 212 participants
- Likert scale 1 to 7:
 - Production
 - Reproduction
 - Health and animal welfare
 - Environment
 - Linear-type traits
 - Functional traits
 - Meat production

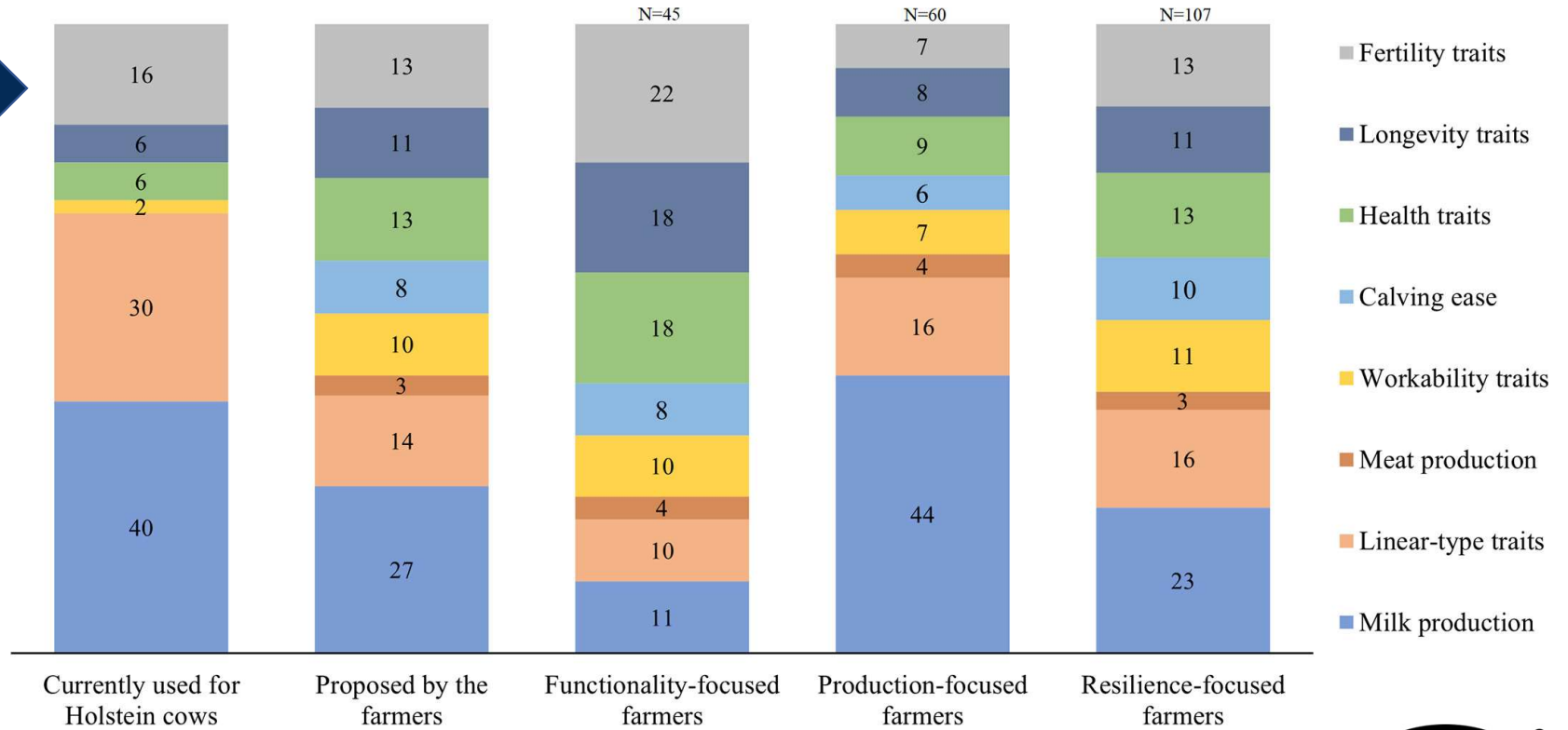
RESULTS

Animal health, welfare and reproductive traits

Environmental and meat traits



RESULTS



CONCLUSION

Three groups of farmers:

- Functionality-focused
- Production-focused
- Resilience-focused



Understanding farmers' attitudes is critical to developing new breeding goals in dairy production