

Motivations for and Experiences of Disease Control on Scottish Beef Farms



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Aims

To explore:

- motivations of Scottish beef farmers to disease control
- the role of vets in facilitating behaviour change

Methods: Semi-structured interviews

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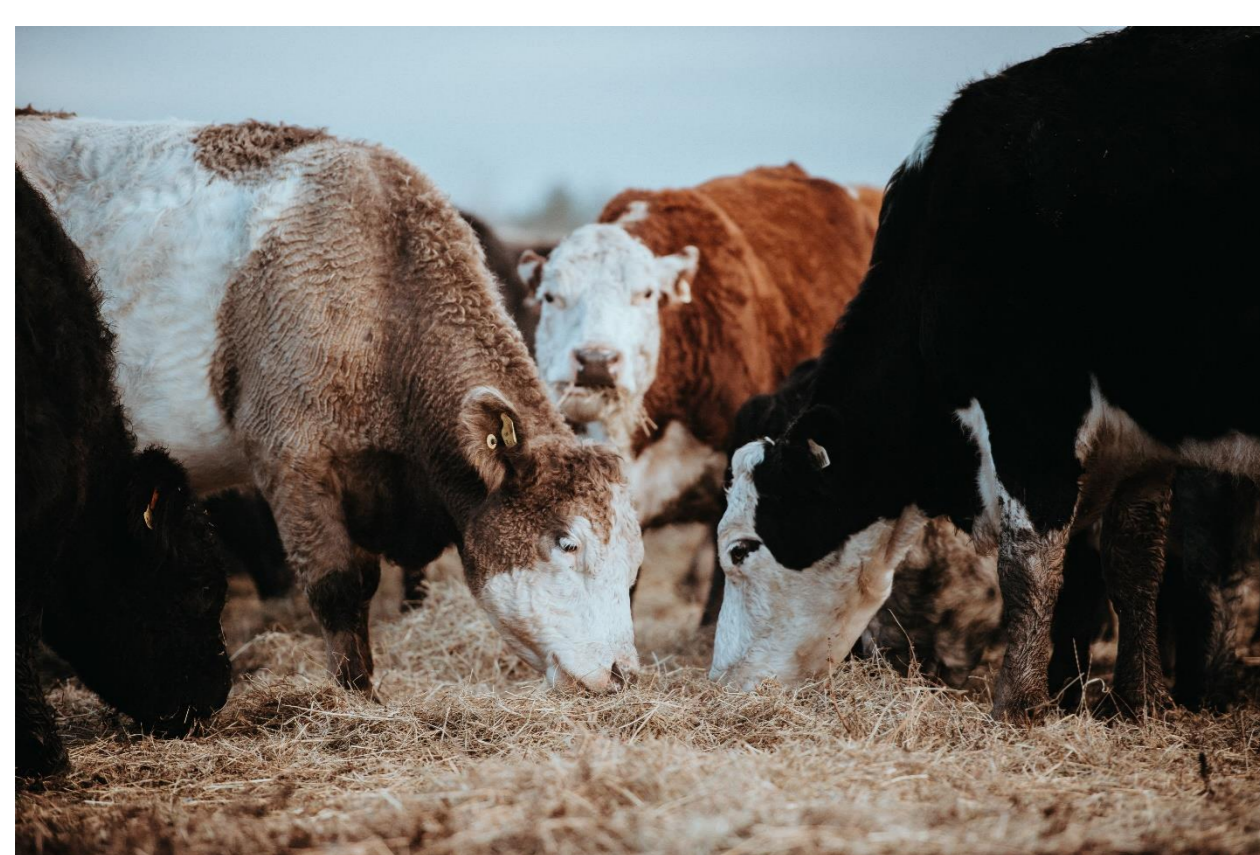
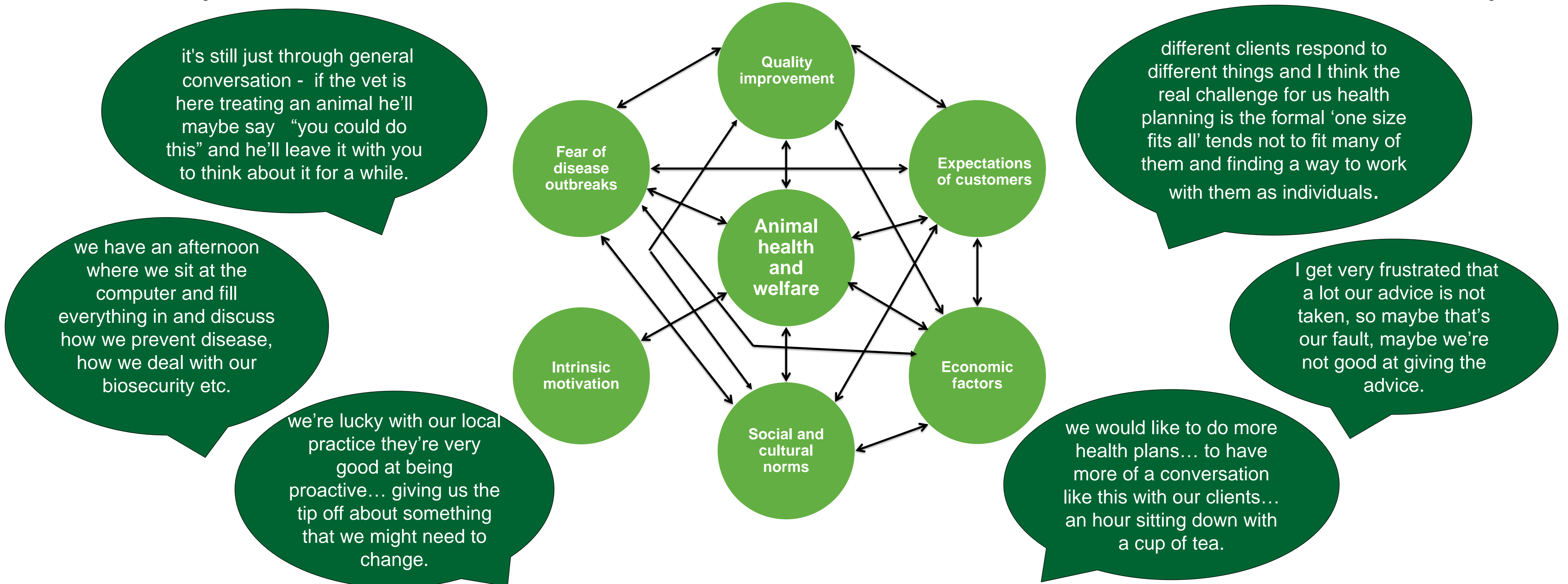
Interviews were recorded, transcribed and thematically analysed using NVivo 12.

Results

A complex web of factors serves to motivate beef farmers to raise healthy productive cattle.

Farmers say:

Vets say:



Ad hoc, informal 'cowside' conversations

The continuum of vet discussions with farmers about making disease control changes

Formal health planning



Conclusions

Different farmers have different attitudes and understanding about what is possible in terms of preventing and controlling disease: some prioritise prevention while others are more reactive, dealing with disease when it occurs.

Vets can be frustrated when farmers do not engage and need tools to aid communication with and motivation of farmers for disease control.

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Map: <https://www.aiace.uk/groups/scotland/> Photo by Annie Spratt on Unsplash: <https://images.unsplash.com/photo-1504868501898-007584e184a5?ixlib=rb-1.2.1&q=85&fm=jpg&crop=entropy&cs=srgb&dl=annie-spratt-367924-unsplash.jpg>