

# Nurturing the animal health coach model: an animal health systems analysis of the pork production sector

Cristina Rojo-Gimeno <sup>1,2</sup>, Jeroen Dewulf <sup>2</sup>, Dominiek Maes <sup>2</sup>, Erwin Wauters <sup>1,\*</sup>

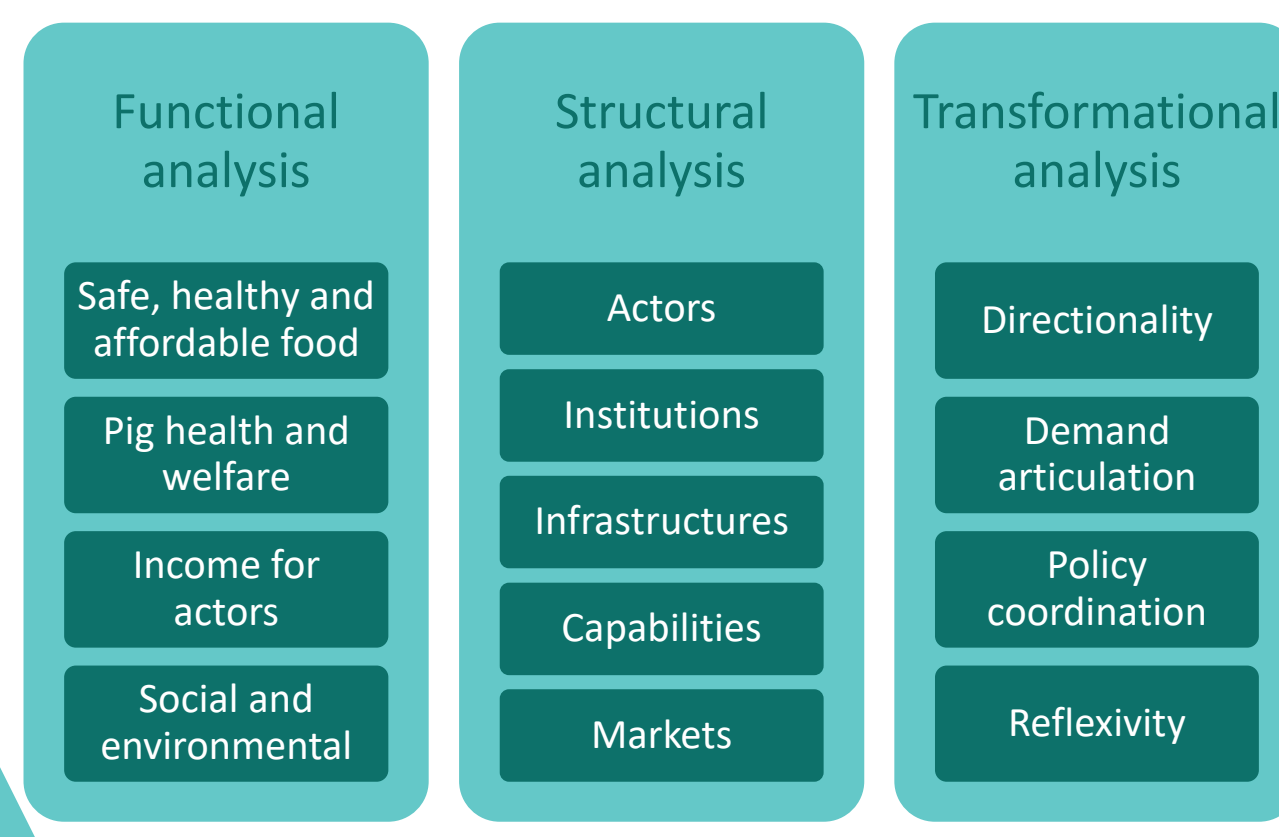
## 1. Research rationale

Recent trends such as precision livestock farming and the desire to evolve from curative to preventive health management call for different health advisory systems, in which vets or other advisors become farm health coaches. We need to know how we can nurture the evolution to such health coach business models.

<sup>1</sup> Flanders research institute for agriculture, fisheries and food – Social Sciences Unit, Merelbeke, Belgium  
<sup>2</sup> Ghent University – Department of Reproduction Obstetrics and Herd Health, Ghent, Belgium  
 \* Presenting author

## 2. Materials and method

Approach: structural-functional-transformational analysis  
 Data collection: in-depth interviews (n = 33); document analysis  
 Data analysis: hybrid thematic analysis



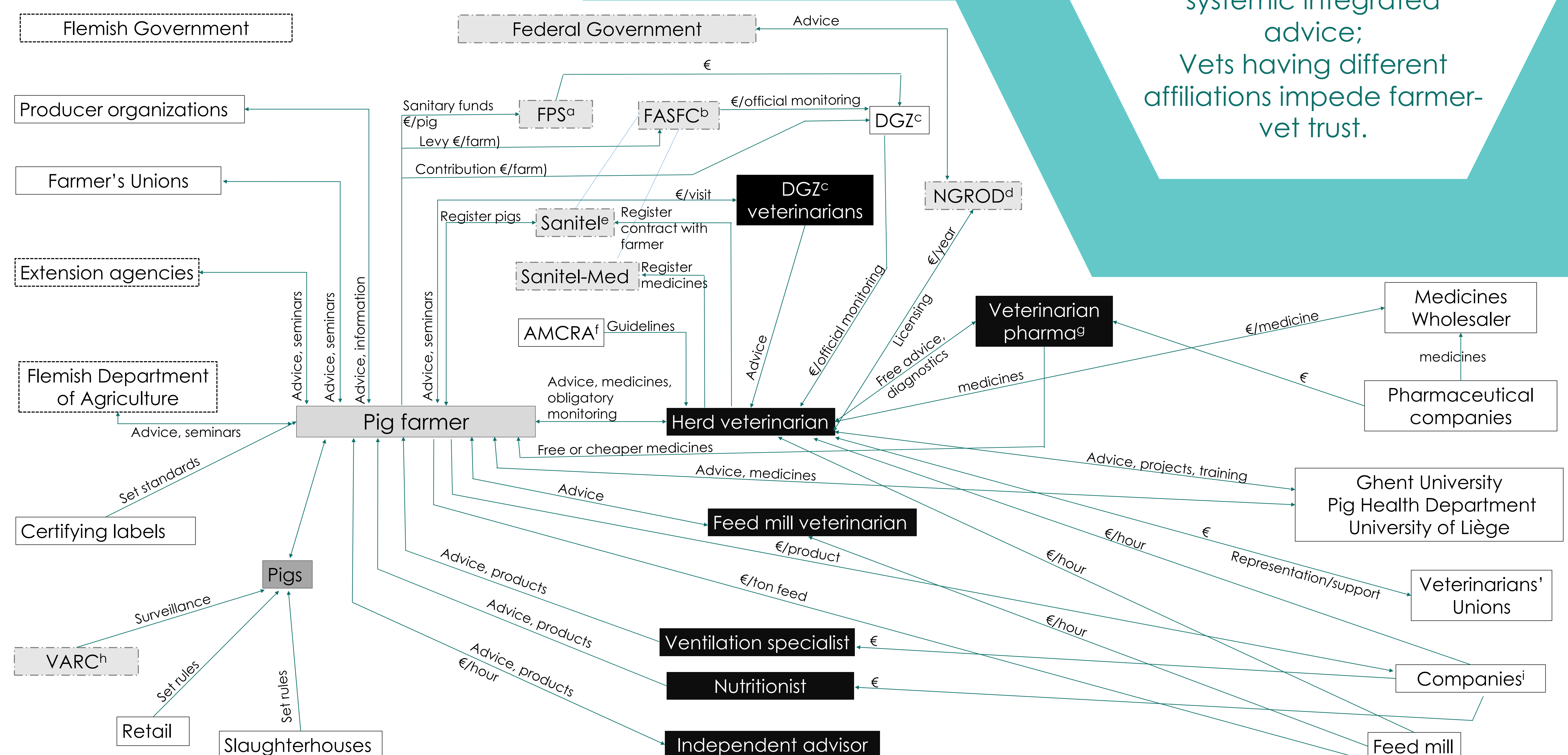
## 5. Implications

Specific training for farm advisors to become health coach;  
 More systemic integrated advisory services;  
 Better and more integrated farm-level data;  
 Concentration in the feed sector;  
 More coherence between policy levels and responsibilities.

## 4. Selected findings

Vets attract >60% of their income from sale of medicines;  
 High competition among feed mills leads them to provide 'free' advice;  
 No single advisor provides systemic integrated advice;  
 Vets having different affiliations impede farmer-vet trust.

## 3. Results



<sup>a</sup> Federal Public Service Health, Food Chain Safety, Environment; <sup>b</sup> Federal Agency for the Safety of the Food Chain; <sup>c</sup> Animal Health Care Flanders; <sup>d</sup> The Dutch Speaking supreme council of veterinarians; <sup>e</sup> Sanitel is a governmental database which contains data on the number of housed animals per farm; <sup>f</sup> Centre of Expertise on antimicrobial resistance in animals; <sup>g</sup> Veterinarian working for the pharmaceutical company; <sup>h</sup> Veterinary and Agronomical Research Centre; <sup>i</sup> Breeding companies, artificial insemination centres, etc.

