Every dairy production system can be sustainable

Source: Created by Dr. Jude L. Capper, 2016
Sustainability comprises three factors: environmental, economic & social.
Social acceptability and consumer trust is key to the sustainable future of cattle production.
Social acceptability and consumer trust is key to the sustainable future of cattle production.

Source: Created by Dr. Jude L. Capper, 2017.
Social acceptability and consumer trust is key to the sustainable future of cattle production.

Source: Created by Dr. Jude L. Capper, 2017.
How have we changed over time?

The internet has become an integral part of our lives

- 93% of people surveyed have internet access.
- 87% use it daily.
- 68% use it for social media.

99% of people aged 16-44.

TV is still the most popular news source – but the internet is not far behind.

“Which of the following platforms do you use for news?”

- TV: 79%
- Internet: 64%
- Radio: 44%
- Papers: 40%

16-24 year-olds far more likely to use the internet for news

Which of the following platforms do you use for news?

- Internet: 82%
- TV: 57%
- Radio: 24%
- Papers: 21%

Our biggest challenge is to keep dairy in the diets of future food purchasers.

Source: Created by and photo from Dr. Jude L. Capper, 2019.
Positive posts help consumers feel connected to farmers and confident about food choices

jerseycowgirl • Following
Lodge Farm, Jersey - The Houzé Family

jerseycowgirl Love this photo of Beverly 😊
Every morning we add clean straw to the heifers pens, cow comfort is a high priority at Lodge Farm. It is always fun to see the girls get excited when dropping the straw in, with all their four feet and my two we can shuffle it evenly round the pen in now time!
#GeneCountessBeverly

Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Instagram
Positivity isn’t just national – it’s global

Send a Cow 🐮 @SendaCow · Jun 1
This girl is thoroughly enjoying her milk this #WorldMilkDay! Her aunt is part of our Inka Nziza project in Rwanda, supported by @JerseyOAC. Her cows have been bred with the Jersey breed, meaning it’s creamy and higher in nutritional benefits - plus the children love it!

Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Twitter.com
Has choosing dairy become a controversial issue?

“The dairy industry is more cruel and horrible than the meat industry… dairy is truly a pleasure and I really feel guilty.”

Victoria Coren Mitchell

Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Apple Podcasts app, photo from: https://www.radiotimes.com/
Four major processes influence consumer decision-making:

- Bad News Bias
- Bounded Rationality
- Confirmation Bias
- Cultural Cognition

Bad news bias – we need five positive news items to overcome each negative article

Mail Online

Viewers' outrage over harrowing scenes of day-old calves being lined up and shot DEAD just because they're male

- Three Jersey calves were filmed being killed on the Channel 4 programme featuring farmer Jimmy Doherty
- Nearly 60 people complained about the graphic scenes aired at 9.30pm on Tuesday

By Paul Revoir for MailOnline
Published: 23:29, 30 May 2012 | Updated: 10:55, 31 May 2012

Harrowing scenes of newly-born dairy calves being lined up and shot dead simply because they are male have left television viewers sickened.

The images of three Jersey calves being killed were filmed to highlight the grim reality of the dairy industry.

When talking to consumers, it's impossible to justify killing male dairy calves on the basis of economic cost.

Showing that we are making industry-wide positive changes will improve consumer trust.

In case you've missed it, we also wanted to share some good news. In the UK @morrison are making moves to stop male dairy calves being killed at birth, and to stop them being exported from the UK too. Instead they will be making sure that they are raised in the UK in higher welfare conditions. We believe that once born all farm animals should be able to have a life worth living, so steps like these are really important and help to reduce suffering.

Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Instagram.
Bounded rationality - we don’t have time to research, so need quick, simple explanations

WorldMilkDay
@WorldMilkDay

Not only is milk refreshing but it is also an incredible way for athletes to replenish nutrients after a workout! The nutrients are rapidly absorbed through the body to promote continued bone and muscle health.

#Healthydiets #Nutrition #Fitness

Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Twitter.
Confirmation bias – highlighting our long tradition of British farming to inspire confidence

abireader1 • Following

Sheep farming for meat, wool & milk dates back to almost 9000BC. Here’s my first efforts in the 80s
Sister on right with her first pet lamb Hercules
Me on left with my pet lamb Turkey 😊
Whatever age you get into farming you always remember your first efforts! #LoveLambWeek #teamsheep #livestock #farm24 #proudtoproduce #farmerto #petlamb #sheep #meat #wool #milk #history #culture

5h

Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Instagram.
Cultural cognition – we trust people with whom we share values and wish to emulate.

England rugby player credited <3 week recovery from broken leg to drinking 2 pints of milk per day

There's a social media site for everybody

- Networking?
- Consumer interaction?
- What do you want from social media?
- Brand building?
- Friends and family?

There's a social media site for everybody

Make sure you pick the right one!

Think before you post!

- Is it true?
- Is it kind?
- Is it necessary?

5 easy tips for positive communication

- Share your values
- Stay positive, polite and personal
- Keep it short, simple and see-through
- Focus on the important
- Know when to walk away

We nurture our cows, give them the best food, bedding and comfort in order that they’re free of stress, fear and discomfort. Regardless of what you feel motivates us, the vast majority of Farmers do it because they love their animals ❤️ (more than they love their family!)
5 easy tips for positive communication

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We need to communicate with consumers who don’t yet have fixed opinions of agriculture.

Focus here

Opinion of Issue X

Angry
Happy

Source: Created by Dr. Jude L. Capper, 2017
Do we believe all that we read/see?

Source: Created by Dr. Jude L. Capper, 2019. Photo from: https://s7197.pcdn.co/wp-content/uploads/2018/03/harvest-1.jpg
Do we believe all that we read/see?

 TRACEY ALISON
@TRACEYALISON1

This calf is about to be killed with a bolt gun. Give a 🎭 & go #vegan

Source: Created by Dr. Jude L. Capper, 2019. Screenshot from Twitter.
5 easy tips for positive communication

- Share your values
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- Keep it short, simple and see-through
- Focus on the important
- Know when to walk away

Having a social media presence isn’t all fun and games…

Source: Created by Dr. Jude L. Capper, 2019, Photo from Twitter.com
It’s easy to be positive about dairy

Source: Created by and photos from Dr. Jude L. Capper, 2019.
Who should I follow?

Peter Hyres @PeterHyres85 Grass based Dairy Farmer, Kayaker, with 3 daughters and a fabulous wife @pattyhyres4 #FOTY17 #FarmingIndependentColumnist #TackletourFeelingsAmbassador

Becky Leach @beckyleach Yorkshire lass, passionate about all things Agriculture. Probably still a bit of a control freak & known to be occasionally bossy. All views are of course, my own.

Liz Haines @lizhaines Wife of Nick, Mum of George and Rory, Spring calving Contract Farmer, @flarnerweelky_OPinionColumnist, @H4C6,Dairy Board Member

William Maxwell @wmmaxwell Christian, Father of 2 wonderful kids, husband of 1 fantastic wife. Dairy Farmer. AI technician. All views are my own. #سفیدر#رویسلاس

Katie @kathyferwick Cheese arranger and raconteur.

Sarah Tomlinson @sarahjtomlinson Farm wkTB advisory eradication board for England member and TB advisory service advisor, mth to 3

James Robinson @jdfrobinson Organic 5th gen dairy farmer. Married dad. All together happy with life. acumunriancowman.blogspot.com jones.michelle2@icloud.com

Stuart Russell @stuartjduyver British firm vet, cow & data geek. Speaks fluent American. Welfare independent of system. #IDC305 #Megadairy #FeedTheFish #行動主義者#flyinbays

Neil Baker @neilbaker2 Bakers of Haslbury Pucklechurch are dairy farmers, the business is run by the Baker Family. Neil Baker is the Farm Manager.

David Baker @DavidBakerB The husband / father. Mixed farm-aholic, intensive Conservationist. Farmer's Weekly writer, BAOS, farmingaholic blog @bigsoil team.

Chris Whittend @chriswhittend In a JV in sunny Oxfordshire with my wife and son. Views are my own. IT's not an endorsement. Looking to be the second mouse in the bucket of cream!

Chris Webbs @chriswebbs Keen new entrant to farming from a high-tech business background, decision #dairy#milk#argon now running a call-rearing & beef unit in N Shropshire

Helen Richards @helenrichards Rumenation - independent dairy & beef nutrition consultancy, passionate about progressive agriculture - feed the woollll

Rachael Porter @rachaelporter Freelance journalist and editor of Cow Management - the magazine for progressive dairy producers.

Liz Wyman @lizwyman Newly appointed bull stud vet for Genus ABS. Still call health obsessed! All views my own.

Graham Wilkinson @gwilks2 Senior Director of member relations at Arla UK, passionate about farming and all things Dairy. All views expressed are my own.

Jon Reader @jonreader1

Garragh Callanan @GarraghCallanan Dairy farmer from the west of Ireland. @GarraghCallanan

Liz Hoggerth @lizhoggerth Bute Islay North of England & Scotland caller, rear Angus from calves to big stores and lamb 550 sheep at home. Love Agt!

James Robinson @jdfrobinson Organic 5th gen dairy farmer. Married dad. All together happy with life. acumunriancowman.blogspot.com jones.michelle2@icloud.com

Sarah Boll @sarah2711 Membership Development Manager with @KingshayFarming - MTS in Animal Behaviour, SSic Agric, Founder member of @thornyinDairy. All views expressed are my own.

Cath Smith @cath.farmingMMA Farrier, training farmers and vets on farm management software, iMAC graduate. Wrote a book recently - A traction engine called Lucy.

Phil Ellis @PhilElliott Farm vet, formerly employed, BCVA council, BVA council, 1/4 of @maclellanfodcast & former ITT rugby player.

James Robinson @jdfrobinson Organic 5th gen dairy farmer. Married dad. All together happy with life. acumunriancowman.blogspot.com jones.michelle2@icloud.com

Jan Price @janprice6 Organic Dairy Farm in beautiful Staffordshire #amidairy #MrFarmer

Hailey @DairyWhitesley General dogs body, wife & mum of 3 future fed carous. Importing and selling tall paints &CameToPaints &ProudDFarmer #BackinBlackFarming