Intro to group work II

How can we market NTM and strengthen the Nordic breeding work further?

NAV workshop, 19th January 2016
NAV communication group
NTM – a powerful tool for Nordic dairy farmers

- Increased profit by optimal inclusion of all economically important traits.
- Balanced breeding goal for improved health, fertility, production and functional conformation.
- Based on your valuable and unique registrations and Nordic production conditions.

But farmers makes different choices

- Wish from NAV board – part of NAV strategy: “Increased understanding of the economical value of NTM”
”Current” status: knowledge and trust

• Some examples from on web survey about NTM in 2013
  • Danish (117) and Finnish (315) farmers

• How much do you know about NTM?
  • Quite a lot to very much – FIN: 80%
  • Enough info about NTM’s economical value?
    • YES – DNK: 79%, FIN: 78%

• How reliable do you think NTM is?
  • Quite to extremely – FIN: 50%

• Recommend others to select sires based on NTM?
  • YES – DNK: 53%, FIN: 37%
Scope for improvement – how?

• Give farmers accurate **information** about NTM and EBVs
  • Main focus so far in NAV communication group

• New strategy/tools needed to increase the **trust** in NTM
  • Joint group NAV – Växa Sverige/Viking Denmark/Faba- VG

We need your help to reach this goal!
Group work II

- Same groups, chairman, secretaries and rooms as before
- With background from this intro + previous speakers
- Short group work – brainstorming until 14.15
  - Shortly discuss and answer questions – all ideas welcome but try to give clear examples
  - Secretary send this via e-mail to Emma.Carlen@vxa.se
- Your input will be used in “joint” communication group

1. How can we better document that NTM works in practice?

2. What activities would you suggest to efficiently market NTM?

3. OPTIONAL – IF TIME LEFT…
   What are the most common views for and against NTM?