

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

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Nordisk Avlsværdis Vurdering • Nordic Cattle Genetic Evaluation



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”

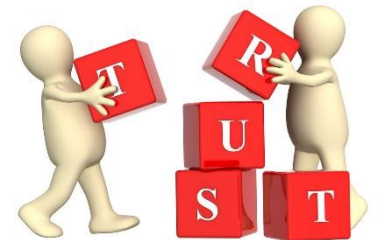
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”Current” status: knowledge and trust

- 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%



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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

