



ENTAIL

EXPLORATORY
PROJECT
2020-2022

The development of joint animal health management by French organic dairy farmers and their veterinarians thanks to video ethnography

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Keywords

Animal health
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In the ENTAIL project, we addressed vet-farmers' interactions during the annual herd health check-up to identify the requisites for joint animal health management.

We used a mixed research method including a quantitative telephone questionnaire study and case studies. We video-recorded annual herd health check-ups and then showed the video to the farmer and the veterinarian respectively to explore with them the ins and outs of their decisions made during these check-ups.

The quantitative study reveals a fairly good working relationship between organic dairy farmers and veterinarians. However, time devoted to prevention and to the reduction antimicrobial usage (AMU) during the annual herd health check-up is too short, and treatment protocols are not sufficiently tailored to each case and are of little use to the farmers.

INRAE units

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Partners

FoAP, France

The case studies show that veterinarians face a number of dilemmas when it comes to maintaining:

1. Quality of service;
2. Good interpersonal relations;
3. A sustainable business model.

Veterinarians solve these dilemmas by using different approaches: teaching, coaching, developing partnership.

This results raises perspectives for training veterinarians in:

1. Mastering the entire check-up process;
2. Understanding organic specifications to a larger extent;
3. Communication skills, in relation to motivational interviewing in peculiar;
4. Conducting a better strategic intelligence approach;
5. Enhancing the added value of consulting services.

A first training session on these themes was held in January 2023 for students in veterinary medicine at Oniris VetagroBio Nantes.

METABIO



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