



ENTAIL

EXPLORATORY
PROJECT
2020-2022

Coordination

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Keywords

Animal health

Advisory activity

Reflexivity

Video ethnography

Development of the joint steering of animal health by organic livestock farmers and their veterinarians thanks to video ethnography

This project stems from the observation of communication problems and differences in approaches between organic livestock farmers and their veterinarians, at a time when issues of animal health, well-being and global health are of the utmost importance in the challenges facing us in the decades to come. The general premise is that activities and communication as they are organized today are not fundamentally different from the practices found in conventional breeding, although they would require significant adaptations of the process, the content and the clinical communication due to the different approaches to animal health management.

The project is especially focused on the interactions between livestock farmers and veterinarians to identify the conditions necessary for the joint steering of animal health in organic breeding. The two main challenges are (1) to favor the establishment of a relationship of trust between organic dairy farmers and veterinarians based on a better mutual understanding, and (2) to develop the content of vocational training.

METABIO



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**Participating
INRAE units**

BIOEPAR, Nantes
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AGIR, Toulouse
SADAPT, Grignon

Partners

FoAP, France

*Steering committee in
the process of being
formed*



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The questions addressed can be found at the crossroads of several disciplines: the veterinary sciences, the zootechnics of livestock systems, the education sciences, the management sciences and clinical communication.

The methodology is a research challenge in itself and is based on the follow-up of 10 to 15 pairs of breeders-veterinarians for a period of two years in order to characterize working situations between veterinarians and organic farmers and to guide their reflexivity using videos made during livestock health controls.

This approach will thus contribute to creating knowledge about changes in practices and stakeholder skill acquisition, as well as about the educational support initiatives necessary to develop these skills.

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