

1 **Speaking Up about Animal Welfare On-farm**

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7 **Abstract**

8 The welfare of dairy cattle is a critical concern for both the agricultural industry and the general public. Consumers, driven by an
9 increasing awareness of animal welfare and ethical food production, have heightened expectations regarding the care provided to
10 livestock. As part of the farm management team, veterinarians play a pivotal role in ensuring that these expectations are met. They are
11 not only responsible for treating diseases but also serve as advocates for the welfare of animals, making them the first line of defense
12 in maintaining and improving dairy cattle welfare on farms. This presentation explores the role of veterinarians in safeguarding dairy
13 cattle welfare, the growing importance of consumer expectations, and the ethical obligation of veterinarians to address welfare
14 concerns proactively.

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16 **Key words:** Animal Welfare, Consumers, Social License.

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19 **Veterinarians' Role in Dairy Cattle Welfare**

20 Veterinarians are trained professionals equipped with the knowledge and expertise to diagnose, treat, and prevent diseases in dairy
21 cattle. However, their role extends beyond disease management to encompass the overall welfare of the animals. Welfare includes
22 ensuring the physical, mental, and emotional well-being of cattle, which is integral to maintaining healthy, productive herds.

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24 **Education and Training for Farmers**

25 Veterinarians serve as educators, providing farmers with guidance on best practices for animal care. They also assist in implementing
26 welfare standards and protocols, including those mandated by government agencies, third-party certifications, or industry guidelines.
27 These standards often involve assessments of housing conditions, handling practices, and indicators of animal welfare such as body
28 condition scoring and behavior.

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30 **Ethical Responsibilities and Advocacy**

31 While veterinarians are often employed by or contracted to farms, they have an ethical responsibility to advocate for the animals' best
32 interests. This responsibility can place them in difficult positions, particularly if welfare issues arise due to economic pressures or
33 management decisions that may not prioritize the well-being of the cattle. In such instances, veterinarians must speak up and offer
34 solutions that balance both animal welfare and farm productivity. The role of the veterinarian as an animal advocate is particularly

35 critical when welfare issues are systemic or ingrained in farm practices. By bringing attention to these issues and encouraging change,
36 veterinarians uphold their professional ethics and contribute to the overall improvement of the dairy industry.

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38 **Consumer Expectations and Animal Welfare**

39 In recent years, consumers have become increasingly aware of the conditions under which their food is produced. The rise of social
40 media, documentaries, and advocacy groups has shed light on various farming practices, prompting consumers to demand higher
41 welfare standards. Dairy products are no exception, with many consumers expecting that the animals involved in their production are
42 treated humanely. Meeting these expectations is not only an ethical imperative but also a business necessity, as consumers are willing
43 to pay a premium for products that align with their values.

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45 **Veterinary Role in Public Perception**

46 Veterinarians, as trusted authorities on animal health and welfare, have a significant impact on public perception. When veterinarians
47 actively advocate for welfare improvements and are visible members of the farm team, they contribute to a positive image of the dairy
48 industry. Conversely, failure to address welfare concerns can result in reputational damage to both the farm and the profession.
49 Veterinarians can also serve as intermediaries between the public and the farm by providing transparency into welfare practices and
50 reassuring consumers that the animals are well cared for. This role has become increasingly important as consumers demand more
51 information about the origins of their food.

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53 **Collaborative Efforts in Welfare Improvement**

54 Effective dairy cattle welfare requires a team effort, and veterinarians are key members of the farm team. Collaboration between
55 veterinarians, farmers, nutritionists, and other stakeholders is essential to developing and maintaining high welfare standards.

56 Veterinarians provide a scientific and ethical perspective that complements the practical knowledge of farmers. Open communication
57 is critical in these collaborations. Veterinarians must feel empowered to speak up when they observe welfare issues, even if doing so
58 may challenge the status quo or lead to difficult conversations with farm management. By fostering a culture of openness and mutual
59 respect, veterinarians and farmers can work together to improve welfare outcomes.

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61 **Conclusion**

62 Veterinarians are essential to ensuring the welfare of dairy cattle on farms. Their expertise in animal health, commitment to ethical
63 practices, and ability to educate and collaborate with farmers make them invaluable members of the farm team. As consumer
64 expectations for animal welfare continue to rise, veterinarians must play an active role in safeguarding cattle welfare and advocating
65 for improvements where necessary. By speaking up about welfare issues and working in partnership with farmers, veterinarians can
66 help the dairy industry meet the growing demand for humane and ethical food production, benefiting both the animals and the industry
67 as a whole. In summary, veterinarians are not only caregivers for individual animals but also stewards of broader welfare standards,
68 serving as the first line of defense in protecting and promoting the well-being of dairy cattle

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