Organic and Conventional Dairy Farmers Prefer Different Improvements in Breeding Goal Traits

Aim
Characterize farmers' preferences in breeding goal traits for Holstein cows

Conclusions
- Heterogeneity
- Link between preferences and herd characteristics
- Organic dairy farmers put more emphasis on production traits

Implications
- Customized breeding indices at farmer level
- Different breeding goals at population level

Organic
- Higher preference for production traits
- Lower milk yield and disease incidences
- Two production-based clusters, one robustness-based cluster

Conventional
- Higher preference for disease traits and cow mortality
- Production-based cluster, health-based cluster and survival-based cluster

Material and methods
- Online preference survey using 1000Minds sent to Danish dairy farmers
- Cluster analysis