

# Marketing Group Report

Ken Olson Ph.D., PAS  
JDIP Outreach Coordinator

# USAHA 2009 – Action

“Action item 1: The USAHA Johne’s Disease Committee tasks the NJWG to use beef and dairy producer focus groups to identify appropriate strategies to address Johne’s disease and develop a marketing plan based on the information received.”

# Marketing Group

- ▶ Todd Byrem
- ▶ Ernest Hovingh
- ▶ Beth Patton
- ▶ Teres Lambert
- ▶ Jim Carroll
- ▶ Ken Olson
- ▶ Kathy Finnerty

# Areas of uncertainty

- ▶ What exactly do we want to market?
  - VBJDCP
    - Program standards were changing
  - Testing
    - “Generic” testing? Milk ELISA? Other?
  - Management practices
- ▶ What do we know about reaching producers?
- ▶ What do we need to know?

# What is known?

## *National Johne's Dairy Producer Survey*

- ▶ Reasons for participating in program
  - Concern about Johne's in my herd
  - Free or reduced testing costs
  - Direct incentive to herd or veterinarian
  - Increased sales value of animals
  
- ▶ Reasons for not participating
  - Already doing everything I can
  - Don't think I have Johne's, so no value

# What is known?

## National Johne's Dairy Producer Survey

- ▶ Who encouraged participation
  - 33.3% Veterinarian
  - 31.4% No one
  - 8.6% State – Department of Ag or other
  - 6.3% Farm press
  - 5.9% University
  - 2.5% Milk coop

# What is known?

## National Johne's Dairy Producer Survey

### ► Sources of information and reliability

Source	Reported	Very Rel	Somewhat	Poor
Veterinarian	82.5	79.8	16.2	0.9
State Extension	35.4	42.9	35.6	7.4
Coop/Milk buyer	10.5	16.8	36.6	20.5
Other farmers	44.4	11.9	60.5	16.4
Farm Magazine	86.3	31.3	61.7	2.7
Internet	11.7	11.7	42.9	10.0

# What is known?

## ▶ Education – Outreach Impact survey

Type	Format
Non-lab specific information on Johne's	Hard Copy
Well designed management report	Electronic
Management of the disease	Hard Copy
Synopsis of Recent Research	Electronic
Basic Disease information	Hard Copy and A/V
Testing Options and Strategies	Hard Copy
Simplified disease information	Hard Copy
Strategic Plan info	Hard Copy
General Johne's Information	Electronic for on-line use

# Focus group – producer survey

- ▶ Multiple producer groups were asked to invited producers to a Johne's Focus group at World Dairy Expo.
- ▶ There was interest, but participation was low
- ▶ Producers were contacted by e-mail following Expo and invited to complete a survey to provide input, in lieu of the face-to-face focus group

# Focus group – producer survey

- ▶ Total of six participants
- ▶ Herd size range: 250 to 2,000
- ▶ States: WI, IA, OH
- ▶ Holstein and Jersey were primary breeds
- ▶ Equal split between program participants and non-participants
- ▶ At least 2 herds had vaccinated and were proponents of vaccine use

# Potential messages for producers

- \_\_\_\_ Johne's is an important, costly livestock disease that needs to be addressed at the farm.
- \_\_\_\_ Johne's costs the dairy industry over \$200 million per year.
- \_\_\_\_ Johne's is widespread and often invisible, so it's easy to "buy the disease" without realizing it.
- \_\_\_\_ Management practices can be effective in reducing the level of disease in a herd.

# Potential messages for producers

- \_\_\_\_ Milk ELISA is an effective tool to use in managing Johne's disease
- \_\_\_\_ Pooled cow samples and environmental samples are both cost-effective tools for identifying and monitoring herd status.
- \_\_\_\_ Johne's certified veterinarians can help you complete a risk assessment and develop a management plan for your dairy

# Messages rated “best”

## *Most Important*

- ▶ It is easy to buy the disease
- ▶ Milk ELISA is effective
- ▶ Johne’s certified veterinarians can help complete a RAMP

## *Also work*

- ▶ Address the disease at the farm
- ▶ Management practices work

## *Suggested*

- ▶ Be careful when feeding fresh cows milk to calves

# Other observations

- ▶ Who can deliver the message?
  - Best: Veterinarian
  - OK: Extension, DHIA, Magazine
- ▶ How to deliver the message?
  - Best: Personal contact, flyer, meeting
  - OK: Magazine/newsletter, internet class
- ▶ Type of program
  - Part of broader animal health package

# Summary

- ▶ There is interest in addressing Johne's
- ▶ There is limited knowledge of the Strategic Plan or the program guidelines
- ▶ “High touch” is preferred to “High tech”
- ▶ How do we bring the pieces together to most effectively use the resources that are available?

Thank you

Questions ??

