

## Follow up NTM brainstorm

### Barriers:

- NTM too complicated/theoretic to understand
- Scale issue – high index is not always good (e.g. udder balance, milk yield etc.)
- Farmers want to know phenotypic value of indices
  
- Do not trust in indices/do not believe in NTM.
- Have examples of good cows with low NTM and vice versa. Especially old cows with high lifetime yield and good conformation but low NTM
- Some have had bad experiences especially on smaller farms (not elaborated)
  
- Some farmers want to try something new. Especially young farmers where NTM was used already when their parents owned the farm. Want to try "something new" and NTM is just too old fashioned. It's not that NTM is not working, it's just the way of thinking that they want to do things differently.
  
- Other semen selling companies focus on exterior and on sales- NTM then becomes too complicated as a tool for in meeting the competition.
- Good marketing from the other bull companies
  - Some marked only few bulls per farm, to reduce within farm variation
  
- other interests, maybe like prices, are not interested in breeding, no knowledge or planning what so ever
  
- 95% of the farmers know and believe in NTM. The rest try to find excuses not to believe (ugly cows, bad udders, old fasion, etc)
  - Lisbet Holm elaborated her note, saying that in VikingDenmark they had experienced that for may farmers it was enough knowing that NTM=increased profit. Other farmers would like to know a little more, but in these cases, it was the advisor who informed/talked to the farmer about NTM. And it was always the farmer in the end who decided, what they wanted to do. If they wanted to use specific profile of bulls, progeny tested bulls, or just a few bulls to minimize variation in the herd. But the advisor would then try to explain to the farmer what the consequences were, and why it was good idea to breed for NTM.

### NTM branding ideas

- Important to think of target group in relation to Branding/information
  - Farmers might need some easily accessible information
  - Breeding advisors/AI technicians can have the more detailed information to be able to communicate with farmers, that wants to know more
  - Education material to Agricultural schools
- High/low NTM
  - Also monetary value
- Did you know about NTM/NTM unlocked (not fond of NTM unlocked as it is VGs koncept)
  - Make small text available for SoMe and for different magazines/papers
- Think NTM branding into promotion of genomic test
  - Lisbet argued that promoting genomic test was a great way to get a discussion about breeding strategy on farms, and that NTM naturally became part of that discussion
- Ask those farmers not using NTM, why they do not use it (barrier analysis?)

# Mælkeafgiftsfonden

- Different suggestions that more related to the marketing of bulls/semen more than branding of NTM.
  - It was commented that these things should be done within VG and not by NAV
    - Different bull categories (robot, udder, ...)
    - Lifetime production cows – tell the good stories (could be transformed to a “did you know about breeding – e.g. correlation to longevity or avg. life time production of High and low NTM groups within a birthyear
    - Material on SoMe (film etc.)
    - Case stories
    - Bull dams with information on NTM production etc.