

Norwegian University  
of Life Sciences



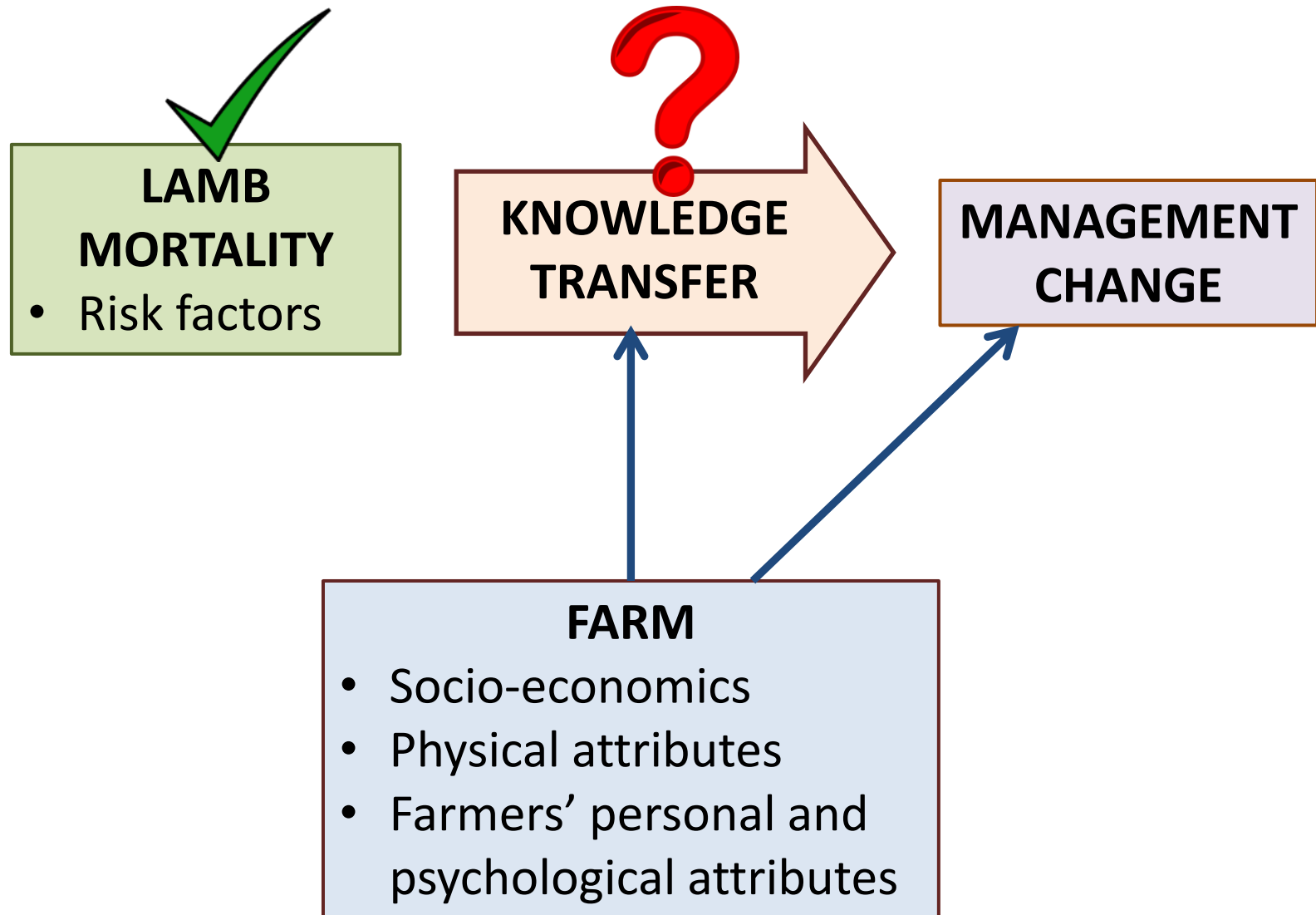
[www.animalwelfareinorway.com](http://www.animalwelfareinorway.com)

# Identifying the obstacles for achieving improvements in lamb mortality rates

Ingrid H. Holmøy and Karianne Muri

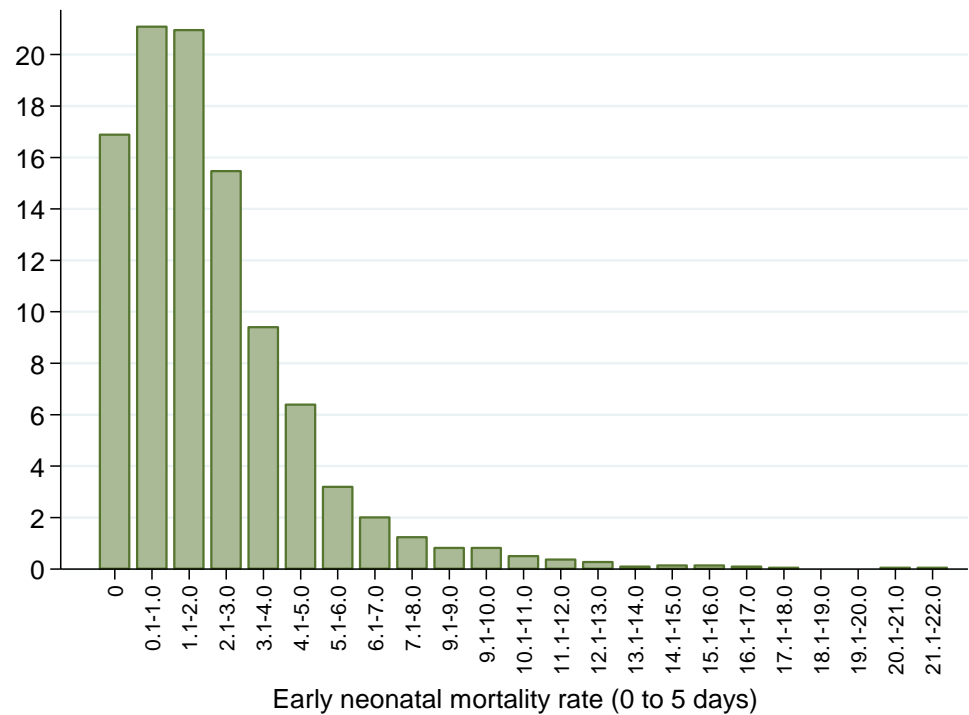
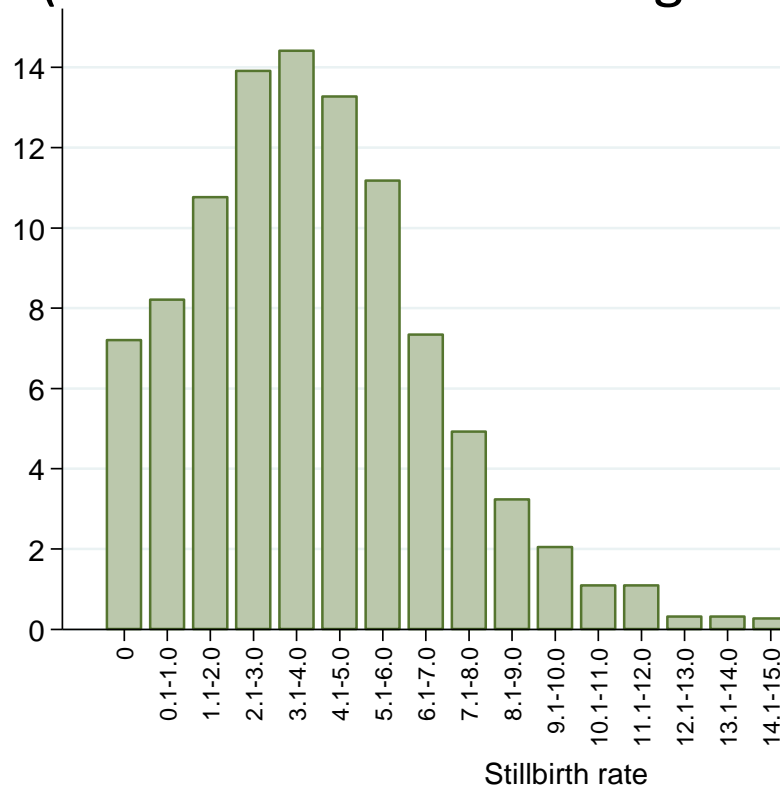


# Outline



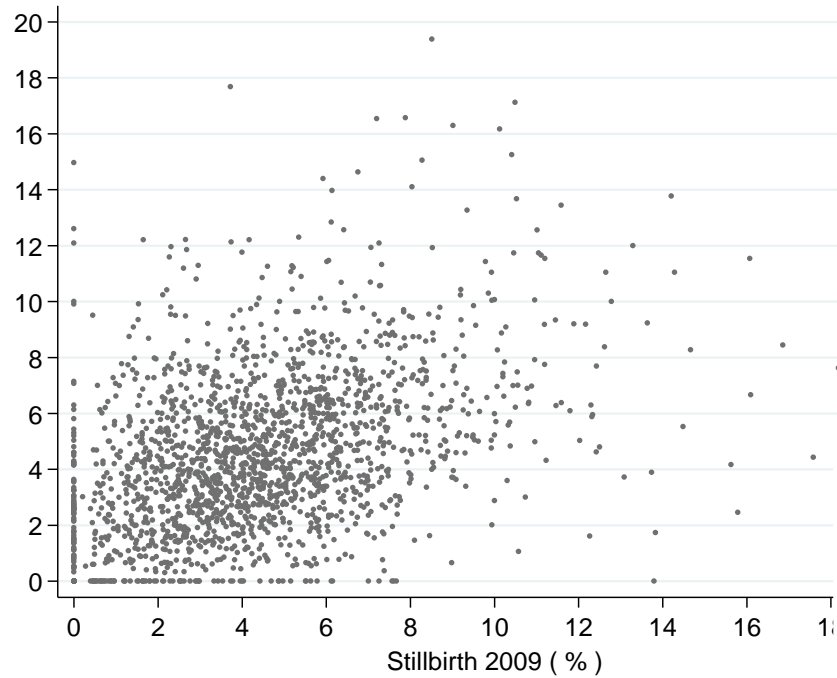
# Stillbirth rates and early neonatal mortality rates in NSRS flocks

(2153 flocks >50 lambing ewes in 2010)

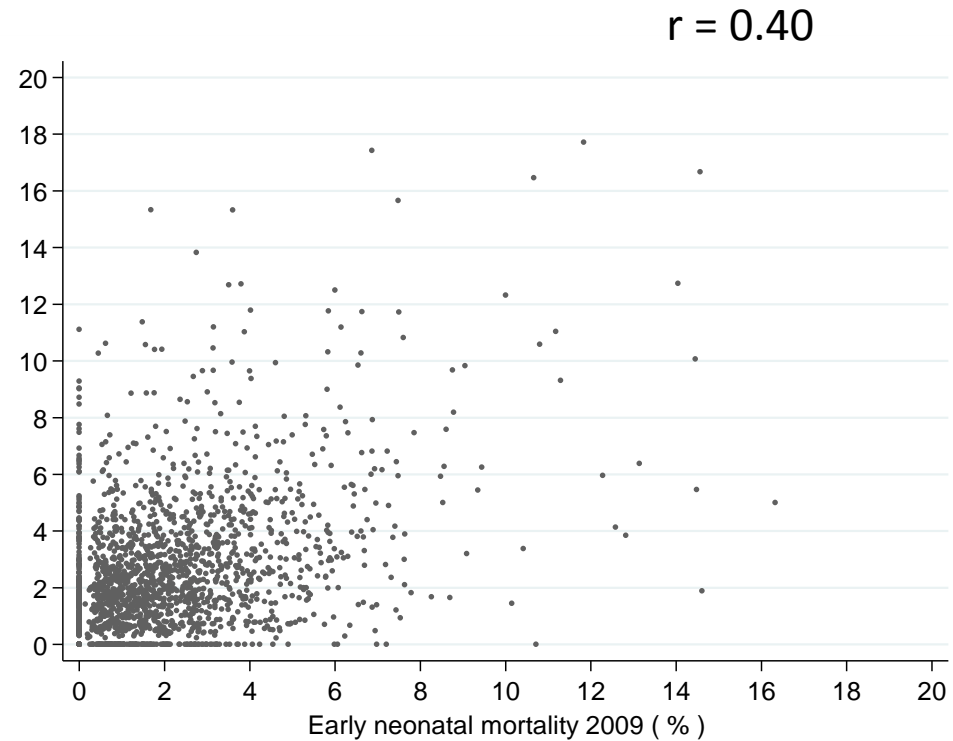


# Stillbirth rates and early neonatal mortality rates in NSRS flocks

(1928 flocks >50 ewes in 2009 and 2010)



$r = 0.43$



# Flock level preventive factors identified

## **Norway (Holmøy et al. 2010)**

- Continuous monitoring and ewes and lambs
- Active support to ensure sufficient colostrum intake
- Feeding a combination of hay and silage
- Supply roughage more than once daily
- Farmer – more than 15 years experience in sheep farming

## **UK (Binns et al. 2002)**

- Housed at lambing
- Less than 900 ewes
- Treat sick lambs with electrolytes
- Provide new bedding for lambing pens daily

# Knowledge transfer

## Communication skills

(Kristensen and Jakobsen, 2011)

- Caring and empathy
  - Dedication and commitment
  - Competence and expertise
  - Honesty and openness
- 
- Influencing is a proactive process - requires persuasion skills
  - Identify common motivations

## Communication strategy

- Tailored according to attributes of decision-maker:
  - Goals and values
  - Psychological factors



# Farmers' goals and values

Goals and values of farmers (Gasson, 1973):

- Instrumental: income
- Social: family, belonging, recognition
- Expressive: pride, self-respect
- Intrinsic: enjoyment, lifestyle, independence

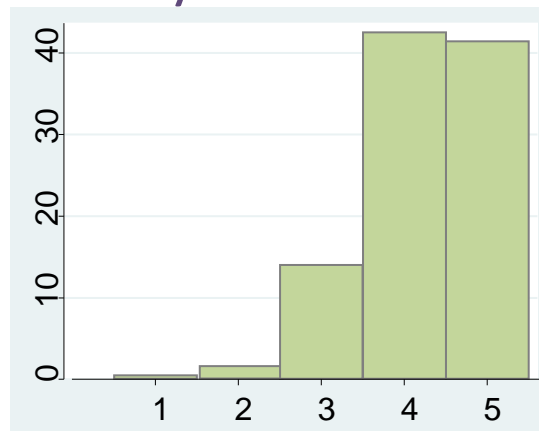


Predominantly intrinsic: way of life, independence, performance

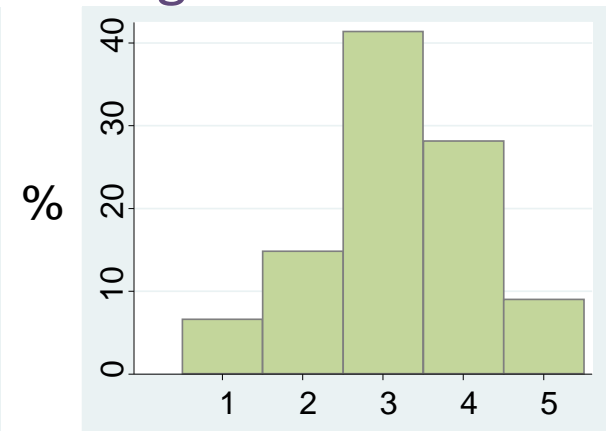
Motivation of Norwegian sheep farmers, 2014:

[www.animalwelfareinorway.com/sheephouse-f-rebygg](http://www.animalwelfareinorway.com/sheephouse-f-rebygg)

Lifestyle

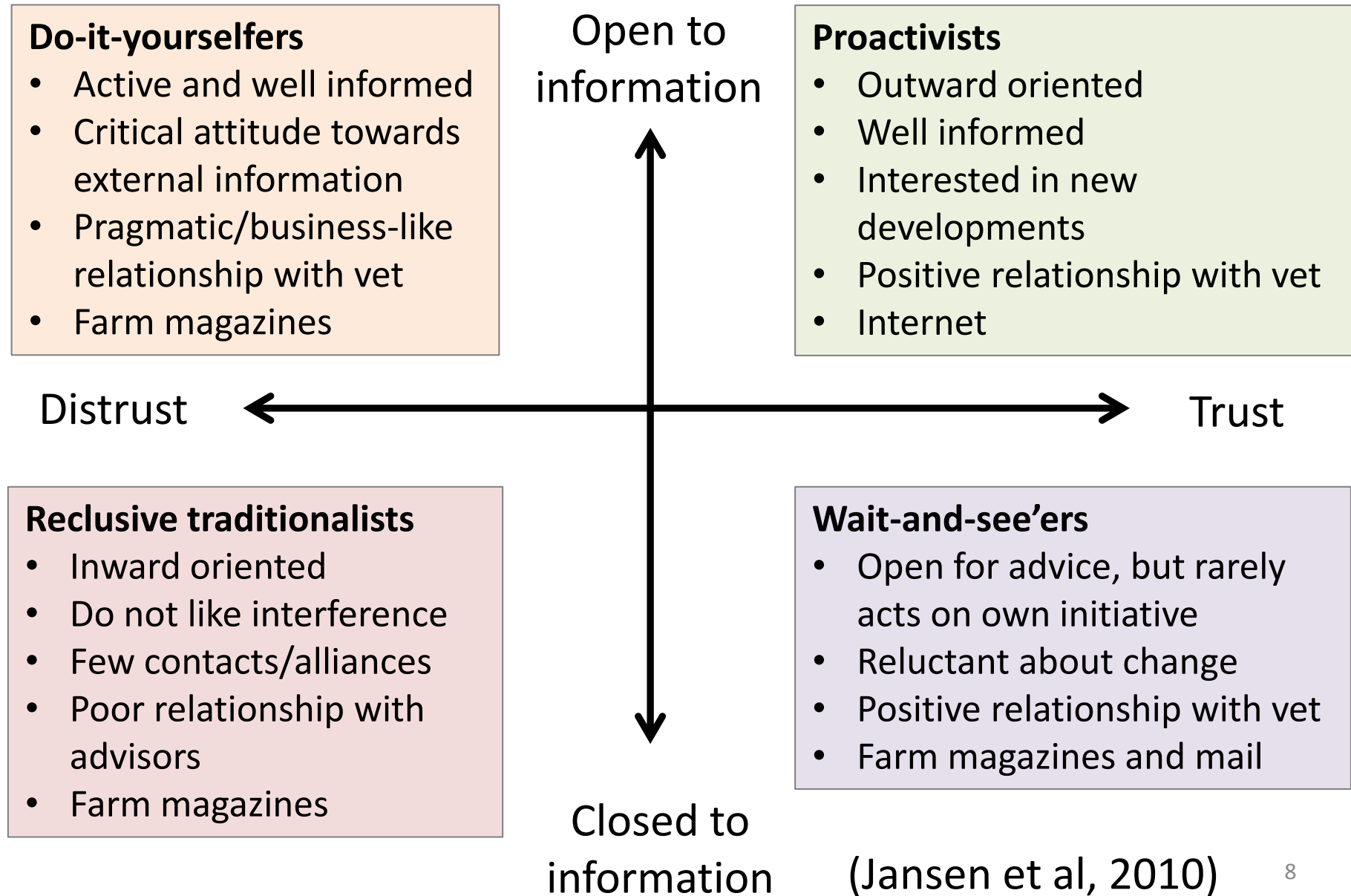


High income



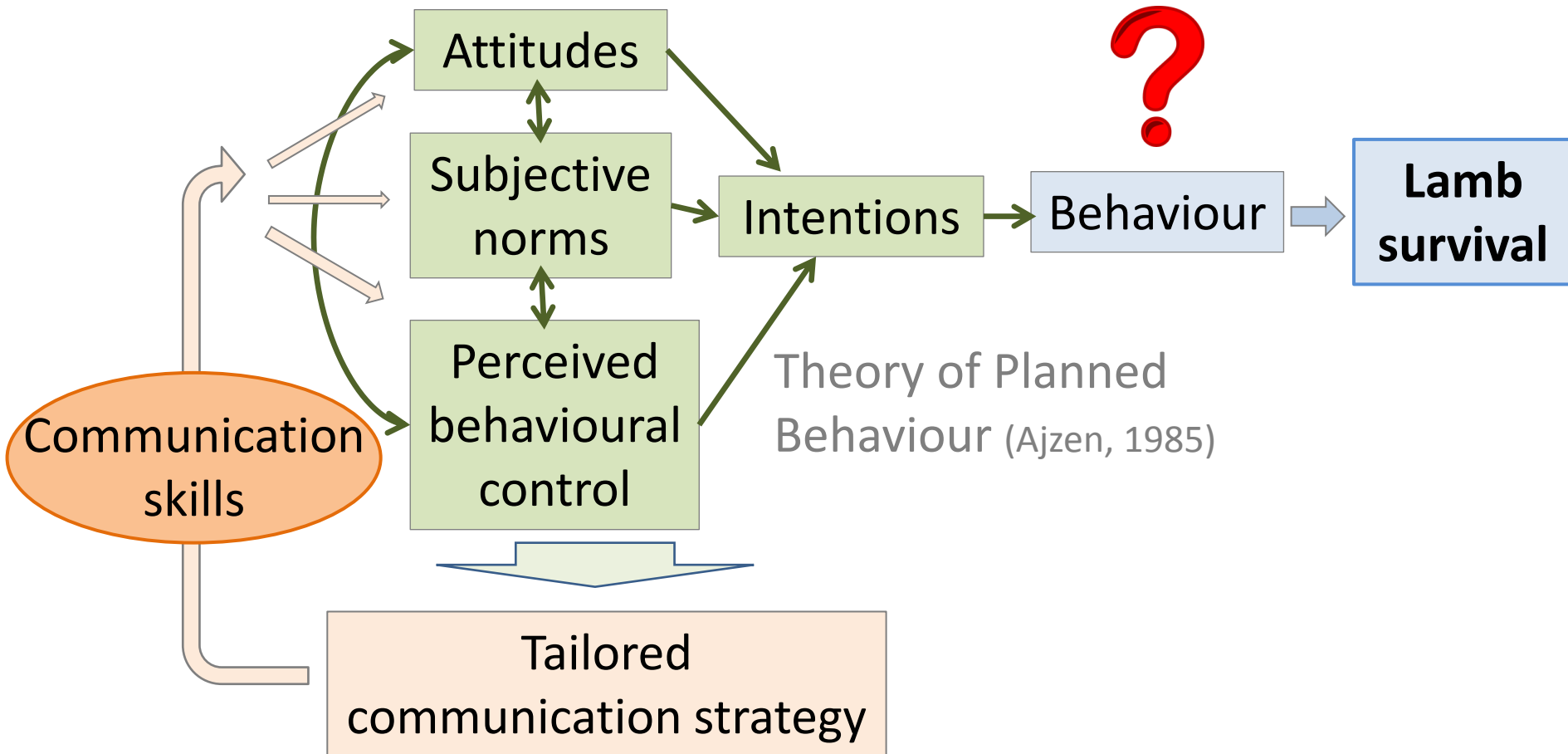
1 = not important - 5 = very important

# Qualitative approach





# Quantitative approach



Thank you for your attention!



Photo: Grethe Ringdal, Animalia

# Literature:

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