

future dairy farming in 20 years (Figure 1). The role of the public in influencing industry practices was also discussed. For instance, students voiced concerns over bad publicity over controversial topics, but also recognized some changes expected by the public may not always be feasible on farms (e.g., prolonged cow-calf contact).

Some students also expressed uncertainty about what values the public held and the best way to align public and industry values. They suggested that greater transparency on farms, including the use of education and outreach programs as well as financial incentives to promote key changes to contentious practices, could be ways to earn public trust and for better aligning public expectations with the dairy industry.

¹For further information please contact Marina (Nina) von Keyserlingk (nina@mail.ubc.ca) or Dan Weary (danweary@mail.ubc.ca). The results described in this article published in the Journal of Dairy Science. 2021. 104:7984-7995 DOI: <https://doi.org/10.3168/jds.2020-19732>

General funding for the Animal Welfare Program during the time of this study was provided by NSERC Industrial Research Chair program with industry contributions from the Alberta Milk (Edmonton, AB, Canada), British Columbia Dairy Association (Burnaby, BC, Canada), Boehringer Ingelheim (Burlington, ON, Canada), CanWest DHI (Guelph, ON, Canada), BC Cattle Industry Development Fund (Kamloops, BC, Canada), Dairy Farmers of Canada (Ottawa, ON, Canada), Dairy Farmers of Manitoba (Winnipeg, MB, Canada), Intervet Canada Corporation (Kirkland, QC, Canada), Saputo Inc. (Montreal, QC, Canada), SaskMilk (Regina, SK, Canada), and Semex Alliance (Guelph, ON, Canada).

Research Reports

Research Reports is published six times a year by UBC's Dairy Education and Research Centre, part of the Faculty of Land and Food Systems, to share applied aspects of research from published articles in refereed scientific journals. The Dairy Education and Research Centre is used by several research groups on campus including Animal Reproduction, Animal Welfare and Behaviour, and Energy and Nutrient Recovery. Other groups interested in conducting research at the Centre are encouraged to contact Nelson Dinn at nelson.dinn@ubc.ca.