ADDRESSING BARRIERS TO VACCINATION

FARMERS TODAY FACE GROWING CONCERNS FROM CONSUMERS, RETAILERS AND FOOD PROCESSORS ABOUT FOOD SAFETY AND PRODUCTION METHODS.

To ensure the wellbeing of their animals and the sustainable production of quality milk and beef, farmers should adapt a comprehensive approach to care.

THIS INCLUDES VACCINATION IN ADDITION TO 
- housing
- nutrition
- hygiene
- ventilation

HOWEVER, A SURVEY OF 1,020 EUROPEAN FARMERS REVEALED A SIGNIFICANT LACK OF KNOWLEDGE ABOUT VACCINES.

- 42% of farmers admit to knowing little to nothing about vaccines
- 50% of farmers who vaccinate plan to continue

MISPERCEPTIONS MAY INFLUENCE A FARMER’S DECISION TO VACCINATE, INCLUDING:
- Denial and trivialization of risk
  - My herd isn’t high risk. Vaccination is an unnecessary cost.
- Low self-efficacy
  - Vaccination is complex and time consuming. I don’t know where to start.
- Lack of perceived improvement
  - My herd is healthy, and there are no diseases on my farm now. Why should I continue to vaccinate?

WHEN INCLUDED IN A FARMER’S PREVENTIVE CARE PLAN, VACCINATION CAN IMPROVE:

- Animal health and welfare
- Herd productivity
- Herd immunity
- Farm profits

AND DECREASE:

- Disease spread
- Animal healthcare costs

HEALTHY ANIMALS ARE IMPORTANT FOR FARMERS AND CONSUMERS.

Many cattle diseases can be prevented with the protection that vaccination offers.

- Calves Scours
- Bovine Respiratory Disease (BRD)
- Bovine Viral Diarrhoea (BVD) in cattle
- Infectious Bovine Rhinotracheitis (IBR)
- Clostridia
- Lungworm and ringworm
- Salmonella
- Foot rot and abortion in sheep

TIME TO VACCINATE is an initiative intended to provide farmers with information and shared experiences about vaccination as a preventive tool. TIME TO VACCINATE connects farmers who have already adopted vaccination with farmers who want to learn more about how it can improve productivity and animal health.

Learn more at www.TimeToVaccinate.com

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