

NAPOLI  
13 Marzo 2012

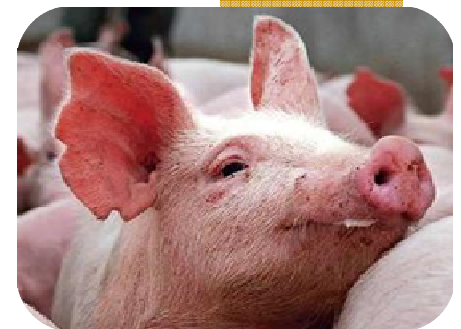
# ITALIAN PIG FARMERS AND SOURCES OF INFORMATIONS

WHICH THEY PREFER?

SCOLLO Annalisa

SUIVET

PhD School of Animal and Food Science, University of Padova



SUIVET - SUIVET-Servizi veterinari per l'allevamento dei suini - Windows Internet Explorer

http://www.suivet.it/

File Modifica Visualizza Preferiti Strumenti ?


Google Effettua la ricerca Altro >> Entra

softonic Cerca SPEED PC TV DEALS Radio... f 662 PiTSi PLAY INFO YouTube 8°C

Preferiti https--docs.psy.unipd Scarica altri add-on AI http--affaritaliani.libero.it... Siti suggeriti AI http--affaritaliani.libero.it... AI http--affaritaliani.libero.it...


SUIVET - SUIVET-Servizi veterinari per l'allevamen... Pagina Sicurezza Strumenti

Home | Chi siamo | Contatti | Mappa Sito



**Tutto sul suino**

- Maternità
- Management
- Trucchi in allevamento
- L'approfondimento di Mario
- Chirurgia
- Casi clinici
- Benessere
- Farmaci e mangimi medicati **NEW!**
- Lavaggio broncoalveolare
- Area studenti UniPD
- Area studenti UniPR
- Recensioni di eventi
- Presentazioni SUIVET



**SUIVET**  
La cultura del suino

**Registrazione & Newsletter**

**Area riservata**

**Nuovi contenuti: chirurgia** 10/03/2012


Publicato da Checco nella sezione dedicata alla **chirurgia** un nuovo intervento che descrive dettagliatamente la procedura di ovario-isterectomia (descrizione corredata da filmato)

**Nuovi contenuti: il cross fostering** 05/03/2012

Nella sezione **maternità**, aggiunta una breve descrizione della tecnica di baliaggio precoce nota come **cross fostering**

**Nuovi contenuti: il PigSAFE Project** 29/02/2012

Nella sezione benessere viene illustrato **PigSAFE**, progetto triennale dell'Università di Newcastle per lo studio e lo sviluppo di strutture alternative alle gabbie-parto.



**Nuova sezione**

**Se questa è la vostra reazione davanti alle norme sul farmaco...**

**Lavaggio broncoalveolare**

**La mission di SUIVET**

**Modulo per PIG FLOW 2012**

**DOWNLOAD Scheda svezamento di suivet**

**DOWNLOAD Modello 12 di suivet**

http://www.suivet.it/farmaci-e-mangimi-medicati.aspx

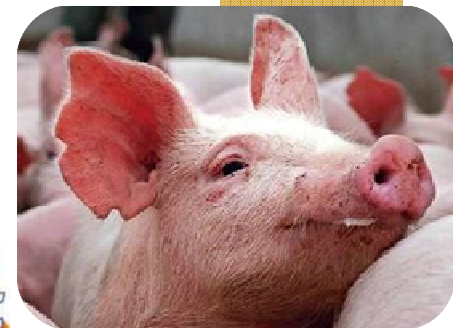
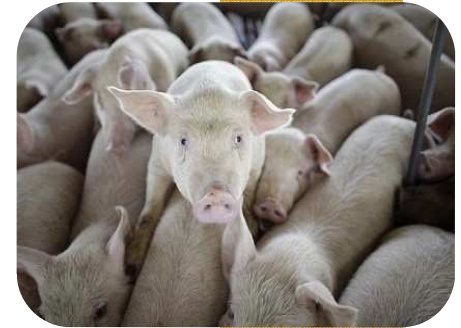
Internet | Modalità protetta: attivata 125%

SUIVET - SUIVET-Ser... Documento1 - Micr... 9.50

# THE SURVEY



- North-east of Italy
  - Year 2010
  - 30 farms
- 
- Anonymous questionnaire





## GROWING

SOURCE OF INFO	%
Farm's vet	<b>38</b>
Agricultural associat.	<b>32</b>
Training course	<b>13</b>
Local health authority	<b>12</b>
Trade journals	<b>3</b>
Conventions	<b>0</b>
Other	<b>2</b>

## REPRODUCTION

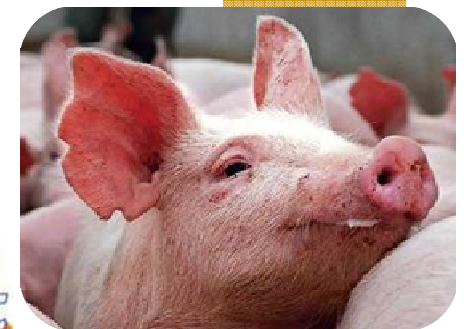
SOURCE OF INFO	%
Agricultural associat.	<b>36</b>
Trade journals	<b>23,5</b>
Farm's vet	<b>19</b>
Local health authority	<b>8,5</b>
Conventions	<b>7,5</b>
Training course	<b>5</b>
Other	<b>0</b>

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## AGRICULTURAL ASSOCIATIONS

average 34%



## GROWING

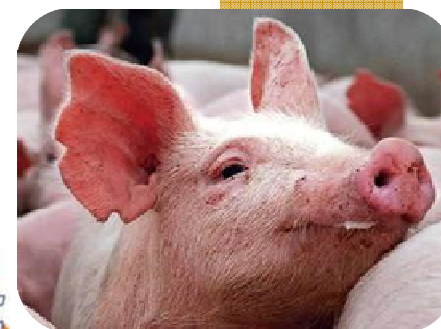
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## FARM'S VET

Average 28,5%



## GROWING

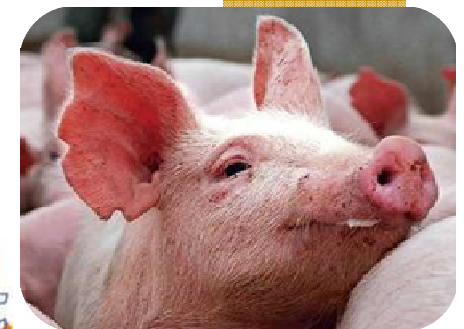
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## TRAINING COURSES

## TRADE JOURNALS





# WHY ?



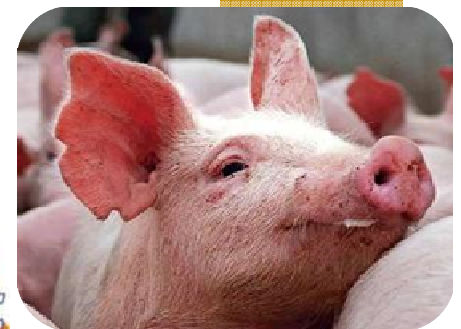
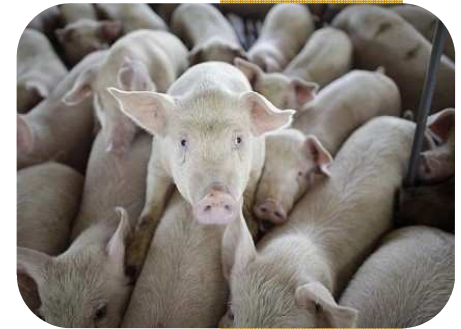
## TRAINING COURSES

- General
- Occasional, spot



## TRADE JOURNALS

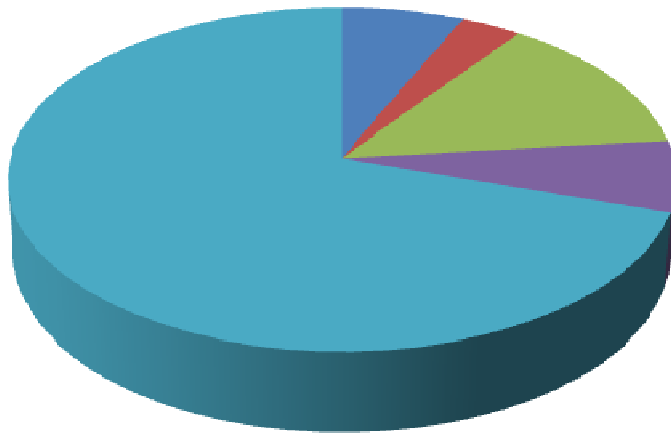
- Specific
- Research of innovation





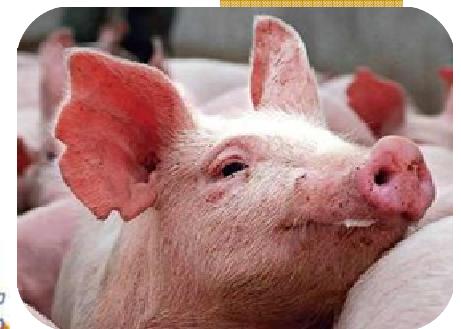
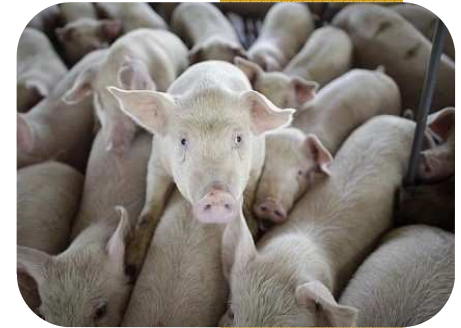
Question to the farmers:

Which person would you like for  
an assessment of your farm?



FARMERS PREFER  
A PERSON  
“ON THEIR SIDE”

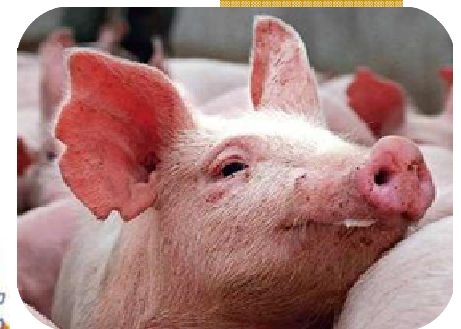
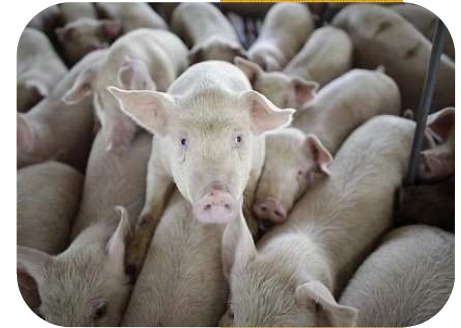
- Agricultural association's technician



## CONCLUSIONS

- Agricultural associations and farm vet's are the main popularizers of information to farmers.
- Growing farmers prefer training courses, reproduction farmers prefer trade journals.

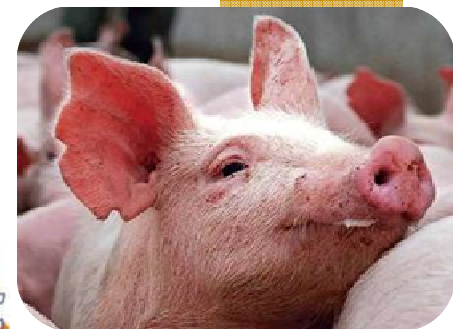
Hypothesis:  
differentiate the informations,  
depending on the end user?



...Thinking about...

Farmers need to feel confident about their informant.

- Complicity
- Trust
- Direct relationship





THANKS FOR THE  
ATTENTION!

...Keep in touch on  
[www.suivet.it](http://www.suivet.it)

