



New Zealand Veterinary Journal >

Te Hautaka Tākuta Kararehe o Aotearoa

Volume 59, 2011 - [Issue 1](#): Achieving real change in adoption of new knowledge in the dairy industry

7,251 383

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Feature Series Articles: Achieving real change in adoption of new knowledge in the dairy industry

Economic aspects of mastitis: New developments

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Pages 16-23 | Received 18 Jun 2010, Accepted 29 Oct 2010, Published online: 02 Feb 2011

🗨 Cite this article 🔗 <https://doi.org/10.1080/00480169.2011.547165>

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The advisor cannot expect that measures that are cost-effective are always implemented. Reasons for this are the objectives of the dairy farmer can be other than maximisation of profit, resources to improve the mastitis situation compete with other fields of management, risk involved with the decision, economic behaviour of the dairy farmer, and valuation of the cost factors by the dairy farmer. For all decision-makers this means that, although financial incentives do have an effect on the management of mastitis, it is not always sufficient to show the economic benefits of improved management to induce an improvement of management of mastitis.

Udder hea



A large mass of water is lost by the body

year financially



Optim

Dairy Cows

ureus in

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