

# Personality and attitudes of farm managers of large-scale commercial dairy farms correlates with cow longevity and culling rates

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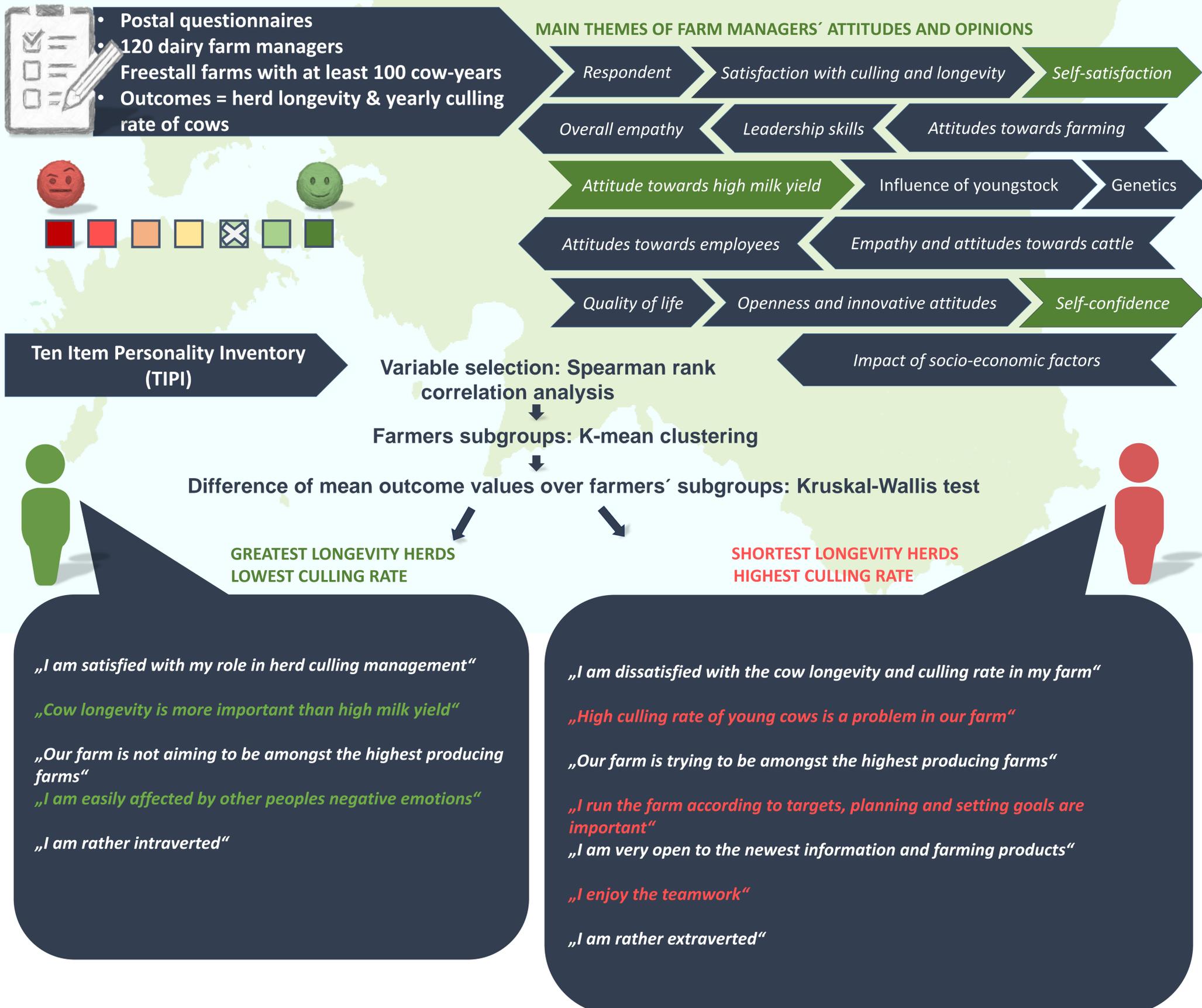
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AIM was to explore farm managers' personality traits, attitudes towards cow culling, longevity, milk yields and farming in general and to investigate the associations between these traits and cow longevity and culling rates in large commercial dairy farms.

## CONCLUSIONS

- Farm managers were dissatisfied with cow longevity and culling rates in dairy farms.
- Despite agreeing that longer life span of cows is economically profitable it was rarely favoured over high milk yields.
- Milk production-oriented and ambitious management and extraverted character were associated with shorter cow longevity and higher herd culling rates.
- Providing economic figures on economic viability of longevity to farm managers could influence their attitude and entail favourable trends in cow longevity.



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