What words do you associate with the term dairy farm?

15/30 respondents associated words related to traditional dairy farms

Only 7/30 respondents associated words related to industrial dairy farms

How do you imagine a dairy farm to look like?

26/30 respondents drew the cow in an outdoor space

“*The idea is that they are in a rural environment, meaning completely natural, not technified. Because you know there are also farms ... how are they called? They have very little space to develop. I do not agree with that style. They need to have a positive environment with a lot of grass, with a lot of sky so they feel tranquil and so they can produce their milk well*” (I. 8)

Method

➢ Qualitative and explorative case study in Usaquén, district of Bogotá, Colombia

➢ 30 randomly selected participants using theoretical sampling

➢ Triangulated method: Word association; Drawing exercise; Semi-structured interview

➢ Analysed using interpretative content analysis methods

References:


15/30 respondents associated words related to traditional dairy farms

Only 7/30 respondents associated words related to industrial dairy farms

23/30 respondents stated that the current developments in the dairy sector do not conform to their norms and values

“*My grandparents had a farm. It was very beautiful, familiar, and the animals were well looked after. New industrialized farms are very impersonal; they do not take good care of the cows*” (I. 15)