

Public images of dairy production systems among urban dwellers in Bogotá, Colombia

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Conclusion

- In Colombia, the public image of dairy production systems reflects traditional manors and peasant farms
- Norms & values associated with dairy products & production diverge
- Socio-technical images are not congruent with current modernization trends
- Industrial dairy farms are rejected because of concerns for the environment, animal welfare & peasant livelihoods.
- Further studies are necessary to identify how to incorporate traditional production aspects into the modernization process

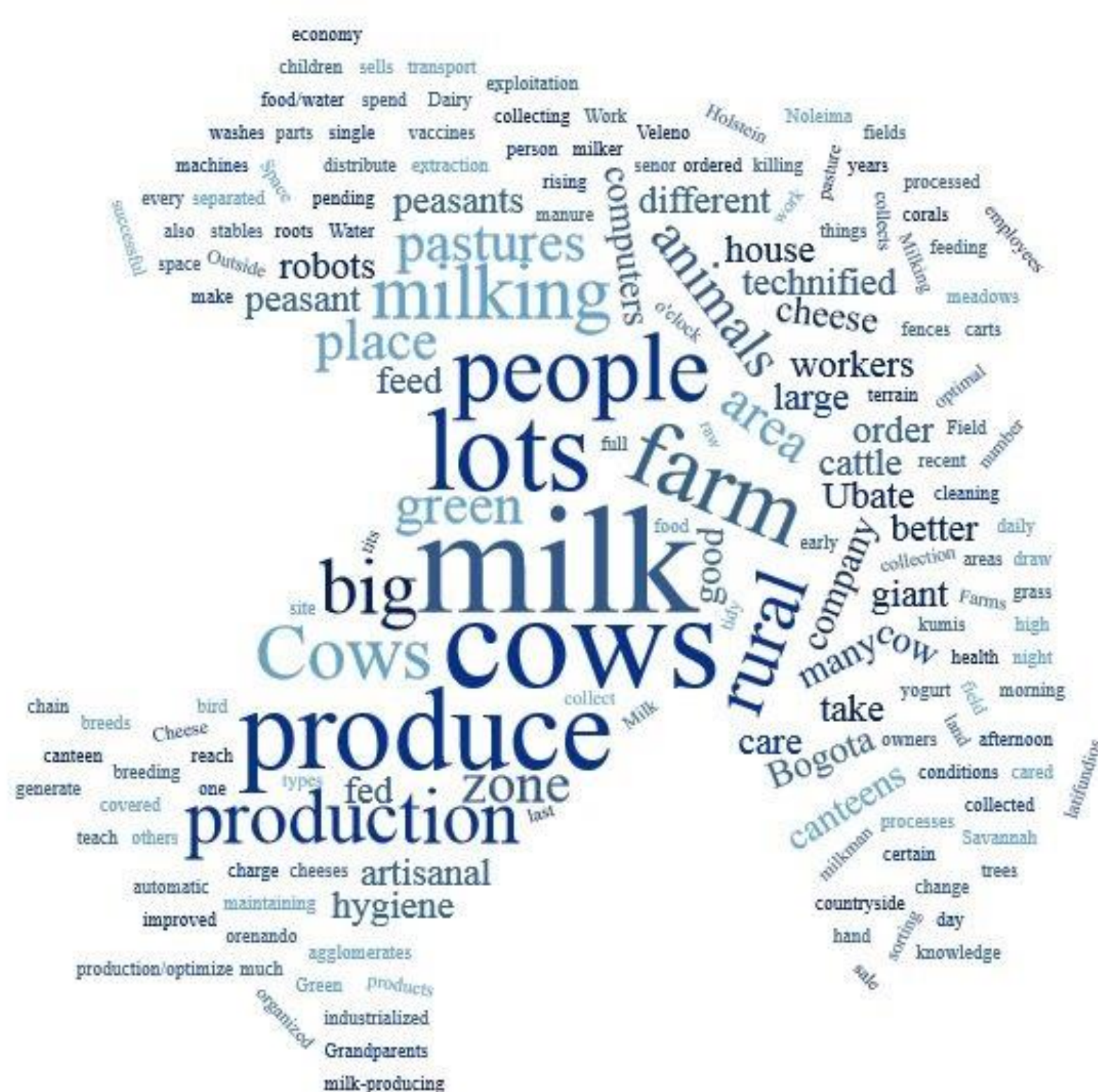
Introduction

- Dairy consumption is steadily rising, increasing global milk production (OECD/FAO, 2019)
- Intensive dairy production is accompanied by ethical dilemmas: This is expected to happen in newly industrializing countries, too (Fraser, 2014)
- Peasants are under pressure, because Colombia invests in the development of industrial milk conglomerates (DNP, 2010)
- The socio-cultural sustainability of the dairy sector in Colombia is at stake
- To date, little is known about the socio-technical image of dairy farms among urban dwellers in Colombia

What type of dairy production systems are culturally sensitive and socially acceptable in Colombia?

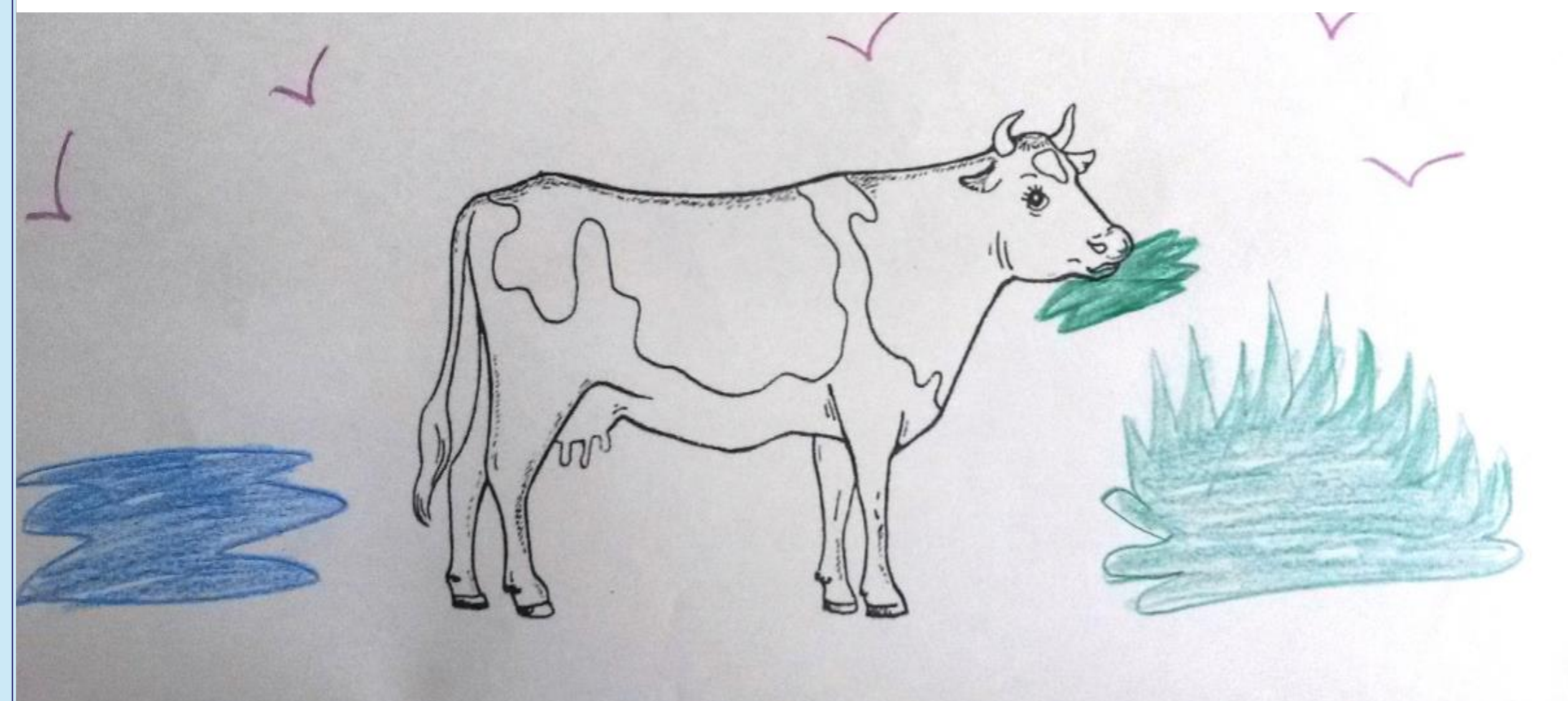
What words do you associate with the term dairy farm?

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

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)