

NON-REPLACEMENT CALF PATHWAYS

Pilot Project Summary

This project is co-funded by Dairy Australia and the Government of New South Wales. It will be undertaken as part of a wider suite of projects under the NSW Sector Development Grant proposal 'De-risking the NSW Dairy Industry for a sustainable future'.

The project aims to facilitate the design and commercialisation of socially and economically sustainable alternatives to early life slaughter of non-replacement calves at a regional level. The project will be conducted in two phases:

Phase 1 of the project will use a 'collaborative design framework', whereby a local group of industry stakeholders will participate in a series of facilitated workshops. Using a Design Thinking approach, the industry group will consider community attitudes (undertaken as separate focus groups), local barriers and opportunities for reducing early life calf slaughter as well as the body of social and natural science research. Through deliberation, the group will be facilitated to arrive at their own solutions for socially and economically viable alternatives to early life slaughter that are tailored to the local region. This approach prioritises feasible actions, buy-in from stakeholders and ownership of the problem.

Phase 2 of the project provides funding to implement the solutions arrived at in Phase 1, leading directly to change in the commercial environment.

Following a successful pilot, this project will look to deliver a similar model in other regions of Australia based on identified need.