University of Wisconsin - Madison Research Participant Information and Consent Form

Study Title: Building Public Trust in the Care and Handling of Dairy Cattle
Principal Investigator: Jennifer Van Os (Phone: 608-262-8896) (Email: jvanos@wisc.edu)

Description of the research: This is a collaborative project being done by UW-Madison and University of Tennessee-Knoxville. You are invited to participate in a research survey about how people perceive the behaviors and practices that personnel on dairy farms use when they interact with cows. You have been asked to participate because we want to understand what people think about interactions that may occur between people and animals on dairy farms. The purpose of this study is to understand how people view interactions between humans and animals on U.S. dairy farms.

You will be asked to watch a series of brief video clips and answer a few questions after each video clip. This study will include adults in the U.S., ages 18 and older, who are able to view video clips, read survey questions, and respond to those survey questions. Survey participants should not be currently working in the dairy industry (i.e., on a dairy farm) or have members of their household who currently work in the dairy industry.

What will my participation involve? You will be asked to watch a series of brief video clips and answer a few questions after each video clip. Your participation will last approximately 25 minutes in 1 session.

Are there any risks to me? There are minimal risks associated with participating in this study. These include: 1. Participants may be upset by aspects of the research, such as when viewing brief video clips of certain human-animal interactions. 2. Participants may unintentionally reveal personal, sensitive, or identifiable information when responding to open-ended questions. 3. There is a risk of a confidentiality breach. For any reason, you may leave at any point during the survey and your responses will be discarded. Should you experience discomfort, you may choose to seek support by accessing the following resources: • Wisconsin Hopeline – immediate emotional support: Text “HOPELINE” to 741741 • National Hopeline Network Phone: (800) 784-2433
Are there any benefits to me? We don’t expect any direct benefits to you from participation in this study.

How will my confidentiality be protected?

We will not collect any information that allows us to identify or contact you individually unless you provide it to us. Neither your name or any other identifiable information will be published. The data you provide will be stored in a secure database and will only be accessible to the research team. De-identified data will be retained indefinitely for possible use in future research. Whom should I contact if I have questions? You may ask any questions about the research at any time. If you have questions about the research after you leave today, you should contact the Principal Investigator Jennifer Van Os at jvanos@wisc.edu. If you are not satisfied with response of research team, have more questions, or want to talk with someone about your rights as a research participant, you should contact the Education and Social/Behavioral Science IRB Office at 608-265-4312. If you decide not to participate or to withdraw from the study, you may do so without penalty.

By clicking below, you are agreeing to participate in this study. Make sure you understand what the study involves before you agree. If you have any questions about the study before you agree to participate, you can contact the research team using the information provided above.

☐ I have been informed about the nature of this study and I agree to take part in this study
☐ I do NOT wish to take part in this study

Introduction

Thank you for agreeing to participate in this survey! We'd like to start by getting to know a little more about you.

Age_filter
Demographics

Which gender do you identify as?

- Male
- Female
- Other

Please specify your ethnicity (check all that apply):

- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian or Pacific Islander
- Other

What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate (high school diploma or equivalent including GED)
- Some college but no degree
- Associate degree in college (2-year)
- Bachelor’s degree in college (4-year)
- Master’s degree
- Doctoral degree
Please indicate the answer that includes your entire household income in 2021 before taxes:

- Less than $10,000
- $10,000 to $19,999
- $20,000 to $29,999
- $30,000 to $39,999
- $40,000 to $49,999
- $50,000 to $59,999
- $60,000 to $69,999
- $70,000 to $79,999
- $80,000 to $89,999
- $90,000 to $99,999
- $100,000 to $149,999
- $150,000 or more

Please select the choice that best describes your political views

- very liberal
- liberal
- somewhat liberal
- middle of the road
- somewhat conservative
- conservative
- very conservative

Which of the following best describes where you have spent most of your life?

- Predominantly urban
- Predominantly suburban
- Predominantly rural

Do you consider yourself a vegetarian?
Do you consider yourself a vegan?

- Yes
- No

Please give us your best estimate as to how often you consume dairy products during a typical week. (*Common dairy products include: milk, cheese, yogurt, ice cream, butter, etc.*)

- None
- 1-3 times per week
- 4-6 times per week
- 7-9 times per week
- 10-12 times per week
- 13-15 times per week
- more than 15 times per week

Knowledge

How knowledgeable would you say you are about the interactions that occur between people and cows on dairy farms in the United States?

Not knowledgeable at all
- Slightly knowledgeable
- Moderately knowledgeable
- Very knowledgeable
- Extremely knowledgeable

General Perception of Industry
Generally speaking, how do you think cows are treated on dairy farms in the United States?

Instructions

**IMPORTANT INFORMATION - PLEASE READ CAREFULLY**

We would like you to watch a series of video clips recorded on actual dairy farms in the U.S. showing a variety of interactions between people and cows. Most of the videos have audio, so please make sure your volume is on and turned up before moving on. We have also provided some very brief background information above the video to help explain what you are seeing. After you have watched the video clip, you will be asked to answer a series of questions about what you saw. **In order to receive compensation, you must watch the entire video before answering the questions that follow.** We realize you may or may not be familiar with dairy farming; this is okay. We just want to know what you think about what you see in the video. The video clips are only a few seconds long. Feel free to watch each video as many times as you like before answering these questions. Once you have answered all the questions for the video you watched, click on the arrow on the bottom right side of the page to advance to the next video/questions.

[Norming video 1 of 2; order randomized between the 2]

This worker is training this cow to be milked for the first time.
| How appropriate would you say the behavior of the person in this video was? |
|-----------------|-------------------|------------------|
| Completely inappropriate | Neither inappropriate nor appropriate | Completely appropriate |
|                   |                   |                   |

| How humane would you say the behavior of the person in this video was? |
|-----------------|------------------|------------------|
| Completely inhumane | Neither inhumane nor humane | Completely humane |
|                   |                   |                   |

| How acceptable would you say the behavior of the person in this video was? |
|-----------------|-------------------|------------------|
| Completely unacceptable | Neither unacceptable nor acceptable | Completely acceptable |
|                   |                   |                   |
If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

<table>
<thead>
<tr>
<th>Very uncommon</th>
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How calm or agitated is the cow in this video?

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How at-ease or distressed is the cow in this video?

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How pleasant or unpleasant does the cow find interacting with the person in this video?

| Very pleasant | Neither pleasant nor unpleasant | Very unpleasant |
|               |                                  |                 |
|              |                                   |                 |

How calm or agitated does the interaction in this video clip make you feel?

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How at-ease or distressed does the interaction in this video clip make you feel?

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</table>
How pleasant or unpleasant was it for you to watch the interaction in this video clip?

- very pleasant
- neither pleasant nor unpleasant
- very unpleasant

[ Norming video 2 of 2; order randomized between the 2 ]

These workers are moving cows into a parlor to be milked.

How appropriate would you say the behavior of the people in this video was?

- completely inappropriate
- neither inappropriate nor appropriate
- completely appropriate

How humane would you say the behavior of the people in this video was?

- completely
- neither
- completely
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How acceptable would you say the behavior of the people in this video was?

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If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

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How calm or agitated are the cows in this video?

| Very calm |          |          | Neither calm nor agitated |          | Very agitated |
|           |          |          |                             |          |              |

How at-ease or distressed are the cows in this video?

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How pleasant or unpleasant do the cows find interacting with the people in this video?

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<th>Very pleasant</th>
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<th>Very unpleasant</th>
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</thead>
</table>
How calm or agitated do the interactions in this video clip make you feel?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed do the interactions in this video clip make you feel?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant was it for you to watch the interactions in this video clip?

- very pleasant
- Neither pleasant nor unpleasant
- very unpleasant

[Order of the following 10 videos randomized]

This worker is trying to get this cow to back out of a chute after a health exam. A chute is a strongly built stall designed to restrain animals for examination or procedures. Animals are restrained to prevent injury to the animal and to personnel.
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<th>How appropriate would you say the behavior of the person in this video was?</th>
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If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

- Very uncommon
- Neither uncommon nor common
- Very common

How calm or agitated is the cow in this video?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed is the cow in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant does the cow find interacting with the person in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

How calm or agitated does the interaction in this video clip make you feel?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?

- Very at-ease
- Neither at ease nor distressed
- Very distressed
How pleasant or unpleasant was it for you to watch the interaction in this video clip?

very pleasant  O  Neither pleasant nor unpleasant  O  very unpleasant  O

Sometimes cows will not stand because they are sick or injured or simply because they do not want to stand. Getting the cow up is important for assessing its health status. The longer a cow stays down the less likely it is for the cow to eventually stand. Moreover, "down cows" as they are sometimes called, interfere with time sensitive daily processes like milking and barn cleaning and maintenance. This worker is trying to get these cows to stand by giving them an electrical shock.

How appropriate would you say the behavior of the person in this video was?

Completely inappropriate  O  Neither inappropriate nor appropriate  O  Completely appropriate  O
How humane would you say the behavior of the person in this video was?

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If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

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This worker is moving cows from their lying stalls to the milking area.
How appropriate would you say the behavior of the person in this video was?

- Completely inappropriate
- Neither inappropriate nor appropriate
- Completely appropriate

How humane would you say the behavior of the person in this video was?

- Completely inhumane
- Neither inhumane nor humane
- Completely humane

How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable
If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

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How pleasant or unpleasant do the cows find interacting with the person in this video?

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How pleasant or unpleasant was it for you to watch the interaction in this video clip?

very pleasant  ○  Neither pleasant nor unpleasant  ○  very unpleasant  ○

This worker is training this cow to be milked for the first time.

How appropriate would you say the behavior of the person in this video was?

Completely inappropriate  ○  Neither inappropriate nor appropriate  ○  Completely appropriate  ○

How humane would you say the behavior of the person in this video was?

Completely inappropriate  ○  Neither inappropriate nor appropriate  ○  Completely appropriate  ○
How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable

If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

- Very uncommon
- Neither uncommon nor common
- Very common

How calm or agitated is the cow in this video?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed is the cow in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant does the cow find interacting with the person in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant
How calm or agitated does the interaction in this video clip make you feel?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?

- Very at ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant was it for you to watch the interaction in this video clip?

- very pleasant
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How appropriate would you say the behavior of the person in this video was?

- Completely inappropriate
- Neither inappropriate nor appropriate
- Completely appropriate

How humane would you say the behavior of the person in this video was?

- Completely inhumane
- Neither inhumane nor humane
- Completely humane

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</tbody>
</table>

How calm or agitated does the interaction in this video clip make you feel?

<table>
<thead>
<tr>
<th>Very calm</th>
<th>Neither calm nor agitated</th>
<th>Very agitated</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td></td>
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<td>O</td>
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</tbody>
</table>

How at-ease or distressed does the interaction in this video clip make you feel?

<table>
<thead>
<tr>
<th>Very at ease</th>
<th>Neither at ease nor distressed</th>
<th>Very distressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td></td>
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<td>O</td>
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<td>O</td>
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</tbody>
</table>
How pleasant or unpleasant was it for you to watch the interaction in this video clip?

very pleasant

Neither pleasant nor unpleasant

very unpleasant

This worker is moving cows from the milking area to their lying stalls.

How appropriate would you say the behavior of the person in this video was?

Completely inappropriate

Neither inappropriate nor appropriate

Completely appropriate

How humane would you say the behavior of the person in this video was?

Completely

Neither

Completely
How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable

If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

- Very uncommon
- Neither uncommon nor common
- Very common

How calm or agitated are the cows in this video?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed are the cows in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant do the cows find interacting with the person in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant
How calm or agitated does the interaction in this video clip make you feel?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?

- Very at ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant was it for you to watch the interaction in this video clip?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

This worker is trying to get this cow to go into this chute for a health exam. A chute is a strongly built stall designed to restrain animals for examination or procedures. Animals are restrained to prevent injury to the animal and to personnel.
How appropriate would you say the behavior of the person in this video was?

- Completely inappropriate
- Neither inappropriate nor appropriate
- Completely appropriate

How humane would you say the behavior of the person in this video was?

- Completely inhumane
- Neither inhumane nor humane
- Completely humane

How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable
If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

- Very uncommon
- Neither uncommon nor common
- Very common

How calm or agitated is the cow in this video?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed is the cow in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant does the cow find interacting with the person in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

How calm or agitated does the interaction in this video clip make you feel?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?

- Very at ease
- Neither at ease nor distressed
- Very distressed
How pleasant or unpleasant was it for you to watch the interaction in this video clip?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

This worker is moving cows into the milking area.

How appropriate would you say the behavior of the person in this video was?

- Completely inappropriate
- Neither inappropriate nor appropriate
- Completely appropriate

How humane would you say the behavior of the person in this video was?

- Completely
- Neither
- Completely
How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable

If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

- Very uncommon
- Neither uncommon nor common
- Very common

How calm or agitated are the cows in this video?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed are the cows in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant do the cows find interacting with the person in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant
How calm or agitated does the interaction in this video clip make you feel?

<table>
<thead>
<tr>
<th>Very calm</th>
<th>Neither calm nor agitated</th>
<th>Very agitated</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
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</table>

How at-ease or distressed does the interaction in this video clip make you feel?

<table>
<thead>
<tr>
<th>Very at-ease</th>
<th>Neither at ease nor distressed</th>
<th>Very distressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
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</tbody>
</table>

How pleasant or unpleasant was it for you to watch the interaction in this video clip?

<table>
<thead>
<tr>
<th>Very pleasant</th>
<th>Neither pleasant nor unpleasant</th>
<th>Very unpleasant</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
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</tbody>
</table>

This worker is moving cows in order to repair the barn.
How appropriate would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
<th>Completely inappropriate</th>
<th>Neither inappropriate nor appropriate</th>
<th>Completely appropriate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

How humane would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
<th>Completely inhumane</th>
<th>Neither inhumane nor humane</th>
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</tbody>
</table>

How acceptable would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
<th>Completely unacceptable</th>
<th>Neither unacceptable nor acceptable</th>
<th>Completely acceptable</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

<table>
<thead>
<tr>
<th>Very uncommon</th>
<th>Neither uncommon nor common</th>
<th>Very common</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

How calm or agitated are the cows in this video?

<table>
<thead>
<tr>
<th>Very calm</th>
<th>Neither calm nor agitated</th>
<th>Very agitated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How at-ease or distressed are the cows in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant do the cows find interacting with the person in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

How calm or agitated does the interaction in this video clip make you feel?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant was it for you to watch the interaction in this video clip?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant
This worker is moving cows from the milking parlor back to their home pen.

How appropriate would you say the behavior of the person in this video was?

- Completely inappropriate
- Neither inappropriate nor appropriate
- Completely appropriate

How humane would you say the behavior of the person in this video was?

- Completely inhumane
- Neither inhumane nor humane
- Completely humane

How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable
If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

Very uncommon

Neither uncommon nor common

Very common

How calm or agitated are the cows in this video?

Very calm

Neither calm nor agitated

Very agitated

How at-ease or distressed are the cows in this video?

Very at-ease

Neither at ease nor distressed

Very distressed

How pleasant or unpleasant do the cows find interacting with the person in this video?

Very pleasant

Neither pleasant nor unpleasant

Very unpleasant

How calm or agitated does the interaction in this video clip make you feel?

Very calm

Neither calm nor agitated

Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?

Very at-ease

Neither at ease nor distressed

Very distressed
How pleasant or unpleasant was it for you to watch the interaction in this video clip?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

Comments

Please feel free to share any additional comments and/or questions you might have about human-animal interactions on US Dairy Farms. Thank you!

Thank you for participating in this research!

Should you experience discomfort, you may choose to seek support by accessing the following resources:

- Wisconsin Hopeline – immediate emotional support: Text “HOPELINE” to 741741
- National Hopeline Network Phone: (800) 784-2433

For more information about our lab’s research on farm animal welfare, please visit:

- [https://animalwelfare.cals.wisc.edu/](https://animalwelfare.cals.wisc.edu/)

To learn more about animal care and quality assurance programs in the U.S. dairy and beef cattle industries, please visit:

- Dairy cattle: [nationaldairyfarm.com](http://nationaldairyfarm.com)
- Beef cattle: [www.bqa.org](http://www.bqa.org)
- Dairy and beef calves: [www.calfcareqa.org](http://www.calfcareqa.org)
- Veal calves: [www.veal.org](http://www.veal.org)
Please click the right arrow to finish the survey and submit your responses

Powered by Qualtrics
Study Title: Building Public Trust in the Care and Handling of Dairy Cattle
Principal Investigator: Jennifer Van Os (Phone: 608-262-8896) (Email: jvanos@wisc.edu)

Description of the research: This is a collaborative project being done by UW-Madison and University of Tennessee-Knoxville. You are invited to participate in a research survey about how people perceive the behaviors and practices that personnel on dairy farms use when they interact with cows. You have been asked to participate because we want to understand what people think about interactions that may occur between people and animals on dairy farms. The purpose of this study is to understand how people view interactions between humans and animals on U.S. dairy farms.

You will be asked to watch a series of brief video clips and answer a few questions after each video clip. This study will include adults in the U.S., ages 18 and older, who are able to view video clips, read survey questions, and respond to those survey questions. Survey participants should be currently working in the dairy industry.

What will my participation involve? You will be asked to watch a series of brief video clips and answer a few questions after each video clip. Your participation will last approximately 15 minutes.

Are there any risks to me? There are minimal risks associated with participating in this study. These include: 1. Participants may be upset by aspects of the research, such as when viewing brief video clips of certain human-animal interactions. 2. Participants may unintentionally reveal personal, sensitive, or identifiable information when responding to open-ended questions. 3. There is a risk of a confidentiality breach. For any reason, you may leave at any point during the survey and your responses will be discarded. Should you experience discomfort, you may choose to seek support by accessing the following resources: • Wisconsin Hopeline – immediate emotional support: Text “HOPELINE” to 741741 • National Hopeline Network Phone: (800) 784-2433
Are there any benefits to me? We don’t expect any direct benefits to you from participation in this study.

How will my confidentiality be protected?

We will not collect any information that allows us to identify or contact you individually unless you provide it to us. Neither your name or any other identifiable information will be published. The data you provide will be stored in a secure database and will only be accessible to the research team. De-identified data will be retained indefinitely for possible use in future research. Whom should I contact if I have questions? You may ask any questions about the research at any time. If you have questions about the research after you leave today, you should contact the Principal Investigator Jennifer Van Os at jvanos@wisc.edu. If you are not satisfied with the response of research team, have more questions, or want to talk with someone about your rights as a research participant, you should contact the Education and Social/Behavioral Science IRB Office at 608-265-4312. If you decide not to participate or to withdraw from the study, you may do so without penalty.

By clicking below, you are agreeing to participate in this study. Make sure you understand what the study involves before you agree. If you have any questions about the study before you agree to participate, you can contact the research team using the information provided above.

- I have been informed about the nature of this study and I agree to take part in this study
- I do NOT wish to take part in this study

Introduction

Thank you for agreeing to participate in this survey! We'd like to start by getting to know a little more about you.

Age_filter
Age:

Industry filter

Are you currently employed in a role related to the U.S. dairy industry? (For example, dairy farm owner, manager, or employee; bovine veterinary practitioner, dairy consultant, etc.)

- Yes, I am currently employed in a role related to the U.S. dairy industry
- No, I am not currently employed in a role related to the U.S. dairy industry

Demographics

What is/are your professional role(s) within the U.S. dairy industry? (Check all that apply)

- Dairy farm owner or co-owner
- Dairy farm managerial or supervisory role
- Dairy farm employee role (including family member working on farm)
- Bovine veterinarian
- Dairy nutritionist
- Dairy consultant (non-nutritionist)
- Extension educator / agent
- Dairy or animal scientist
- Other (please specify):

How often do you directly interact with or handle dairy cattle (cows, calves, heifers, etc.) in your professional role?

<table>
<thead>
<tr>
<th>Never</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Often</th>
<th>Very frequently</th>
</tr>
</thead>
</table>
Which gender do you identify as?

- Male
- Female
- Other

Please specify your ethnicity (check all that apply):

- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian or Pacific Islander
- Other

What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate (high school diploma or equivalent including GED)
- Some college but no degree
- Associate degree in college (2-year)
- Bachelor’s degree in college (4-year)
- Master's degree
- Doctoral degree
- Professional degree (JD, MD, DVM)
Please indicate the answer that includes your entire household income in 2021 before taxes:

- Less than $10,000
- $10,000 to $19,999
- $20,000 to $29,999
- $30,000 to $39,999
- $40,000 to $49,999
- $50,000 to $59,999
- $60,000 to $69,999
- $70,000 to $79,999
- $80,000 to $89,999
- $90,000 to $99,999
- $100,000 to $149,999
- $150,000 or more

Please select the choice that best describes your political views

- very liberal
- liberal
- somewhat liberal
- middle of the road
- somewhat conservative
- conservative
- very conservative

Which of the following best describes where you have spent most of your life?

- Predominantly urban
- Predominantly suburban
- Predominantly rural

Do you consider yourself a vegetarian?

- Yes
- No
Do you consider yourself a vegan?

- Yes
- No

Please give us your best estimate as to how often you consume dairy products during a typical week. *(Common dairy products include: milk, cheese, yogurt, ice cream, butter, etc.)*

- None
- 1-3 times per week
- 4-6 times per week
- 7-9 times per week
- 10-12 times per week
- 13-15 times per week
- More than 15 times per week

**Knowledge**

How knowledgeable would you say you are about the interactions that occur between people and cows on dairy farms in the United States?

- Not knowledgeable at all
- Slightly knowledgeable
- Moderately knowledgeable
- Very knowledgeable
- Extremely knowledgeable

**General Perception of Industry**

Generally speaking, how do you think cows are treated on dairy farms in the United States?
Instructions

IMPORTANT INFORMATION - PLEASE READ CAREFULLY
We would like you to watch a series of video clips recorded on actual dairy farms in the
U.S. showing a variety of interactions between people and cows. Most of the videos have
audio, so please make sure your volume is on and turned up before moving on. We have
also provided some very brief background information above the video to help explain
what you are seeing. After you have watched the video clip, you will be asked to answer
a series of questions about what you saw. Please watch each full clip at least once
before answering the questions that follow. There are no right or wrong answers; we
just want to know what you think about what you see in the video. The video clips are
only a few seconds long. Feel free to watch each video as many times as you like
before answering these questions. Once you have answered all the questions for the
video you watched, click on the arrow on the bottom right side of the page to advance to
the next video/questions.

[Norming video 1 of 2; order randomized between the 2]

This worker is training this cow to be milked for the first time.
How appropriate would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
<th>Completely inappropriate</th>
<th>Neither inappropriate nor appropriate</th>
<th>Completely appropriate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How humane would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
<th>Completely inhumane</th>
<th>Neither inhumane nor humane</th>
<th>Completely humane</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

How acceptable would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
<th>Completely unacceptable</th>
<th>Neither unacceptable nor acceptable</th>
<th>Completely acceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>
If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

<table>
<thead>
<tr>
<th>Very uncommon</th>
<th>Neither uncommon nor common</th>
<th>Very common</th>
</tr>
</thead>
<tbody>
<tr>
<td>○</td>
<td>○</td>
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</tbody>
</table>

How calm or agitated is the cow in this video?

<table>
<thead>
<tr>
<th>Very calm</th>
<th>Neither calm nor agitated</th>
<th>Very agitated</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

How at-ease or distressed is the cow in this video?

<table>
<thead>
<tr>
<th>Very at-ease</th>
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<th>Very distressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>○</td>
<td>○</td>
<td>○</td>
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<tr>
<td>○</td>
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</tbody>
</table>

How pleasant or unpleasant does the cow find interacting with the person in this video?

<table>
<thead>
<tr>
<th>Very pleasant</th>
<th>Neither pleasant nor unpleasant</th>
<th>Very unpleasant</th>
</tr>
</thead>
<tbody>
<tr>
<td>○</td>
<td>○</td>
<td>○</td>
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<tr>
<td>○</td>
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<td>○</td>
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</tbody>
</table>

How calm or agitated does the interaction in this video clip make you feel?

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<tr>
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How at-ease or distressed does the interaction in this video clip make you feel?

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<td>○</td>
</tr>
<tr>
<td>○</td>
<td></td>
<td>○</td>
</tr>
</tbody>
</table>
How pleasant or unpleasant was it for you to watch the interaction in this video clip?

<table>
<thead>
<tr>
<th>very pleasant</th>
<th>Neither pleasant nor unpleasant</th>
<th>very unpleasant</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

How appropriate would you say the behavior of the people in this video was?

<table>
<thead>
<tr>
<th>Completely inappropriate</th>
<th>Neither inappropriate nor appropriate</th>
<th>Completely appropriate</th>
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<tbody>
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</table>

How humane would you say the behavior of the people in this video was?

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<tr>
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<th>Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How acceptable would you say the behavior of the people in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable

If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

- Very uncommon
- Neither uncommon nor common
- Very common

How calm or agitated are the cows in this video?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed are the cows in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant do the cows find interacting with the people in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant
How calm or agitated do the interactions in this video clip make you feel?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed do the interactions in this video clip make you feel?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant was it for you to watch the interactions in this video clip?

- very pleasant
- Neither pleasant nor unpleasant
- very unpleasant

[The order of the following 10 video was randomized]

This worker is trying to get this cow to back out of a chute after a health exam.
How appropriate would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
<th></th>
<th>Completely inappropriate</th>
<th>Neither inappropriate nor appropriate</th>
<th>Completely appropriate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>0</td>
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</tr>
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How humane would you say the behavior of the person in this video was?

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<td></td>
<td>0</td>
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<td>0</td>
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</table>

How acceptable would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
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<tr>
<td></td>
<td>0</td>
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<td>0</td>
</tr>
</tbody>
</table>

If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

<table>
<thead>
<tr>
<th></th>
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<tbody>
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<td></td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

How calm or agitated is the cow in this video?

<table>
<thead>
<tr>
<th></th>
<th>Very calm</th>
<th>Neither calm nor agitated</th>
<th>Very agitated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
How at-ease or distressed is the cow in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant does the cow find interacting with the person in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

How calm or agitated does the interaction in this video clip make you feel?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant was it for you to watch the interaction in this video clip?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

Sometimes cows will not stand because they are sick or injured or simply because they do not want to stand. Getting the cow up is important for assessing its health status. The longer a cow stays down the less likely it is for the cow to eventually stand.
Moreover, "down cows" as they are sometimes called, interfere with time sensitive daily processes like milking and barn cleaning and maintenance. This worker is trying to get these cows to stand by giving them an electrical shock.

How appropriate would you say the behavior of the person in this video was?

- Completely inappropriate
- Neither inappropriate nor appropriate
- Completely appropriate

How humane would you say the behavior of the person in this video was?

- Completely inhumane
- Neither inhumane nor humane
- Completely humane

How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable
If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

- Very uncommon
- Neither uncommon nor common
- Very common

How calm or agitated are the cows in this video?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed are the cows in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant do the cows find interacting with the person in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

How calm or agitated does the interaction in this video clip make you feel?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?
How pleasant or unpleasant was it for you to watch the interaction in this video clip?

Very at ease  
Neither at ease nor distressed  
Very distressed

How appropriate would you say the behavior of the person in this video was?

Very at ease  
Neither at ease nor distressed  
Very distressed

This worker is moving cows from their lying stalls to the milking area.

How appropriate would you say the behavior of the person in this video was?

Completely inappropriate  
Neither inappropriate nor appropriate  
Completely appropriate
### How humane would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
<th>Completely inhumane</th>
<th>Neither inhumane nor humane</th>
<th>Completely humane</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Choice" /></td>
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<td><img src="image" alt="Choice" /></td>
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</tbody>
</table>

### How acceptable would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
<th>Completely unacceptable</th>
<th>Neither unacceptable nor acceptable</th>
<th>Completely acceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Choice" /></td>
<td><img src="image" alt="Choice" /></td>
<td><img src="image" alt="Choice" /></td>
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</table>

### If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

<table>
<thead>
<tr>
<th>Very uncommon</th>
<th>Neither uncommon nor common</th>
<th>Very common</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Choice" /></td>
<td><img src="image" alt="Choice" /></td>
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</tr>
</tbody>
</table>

### How calm or agitated are the cows in this video?

<table>
<thead>
<tr>
<th>Very calm</th>
<th>Neither calm nor agitated</th>
<th>Very agitated</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Choice" /></td>
<td><img src="image" alt="Choice" /></td>
<td><img src="image" alt="Choice" /></td>
</tr>
</tbody>
</table>

### How at-ease or distressed are the cows in this video?

<table>
<thead>
<tr>
<th>Very at-ease</th>
<th>Neither at ease nor distressed</th>
<th>Very distressed</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Choice" /></td>
<td><img src="image" alt="Choice" /></td>
<td><img src="image" alt="Choice" /></td>
</tr>
</tbody>
</table>

### How pleasant or unpleasant do the cows find interacting with the person in this video?
How calm or agitated does the interaction in this video clip make you feel?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?

- Very at ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant was it for you to watch the interaction in this video clip?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

This worker is training this cow to be milked for the first time.
How appropriate would you say the behavior of the person in this video was?

- Completely inappropriate
- Neither inappropriate nor appropriate
- Completely appropriate

How humane would you say the behavior of the person in this video was?

- Completely inhumane
- Neither inhumane nor humane
- Completely humane

How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable
If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

Very uncommon  | Neither uncommon nor common  | Very common
---|---|---
●  |●  | ●

How calm or agitated is the cow in this video?

Very calm  | Neither calm nor agitated  | Very agitated
---|---|---
●  | ●  | ●

How at-ease or distressed is the cow in this video?

Very at-ease  | Neither at ease nor distressed  | Very distressed
---|---|---
●  | ●  | ●

How pleasant or unpleasant does the cow find interacting with the person in this video?

Very pleasant  | Neither pleasant nor unpleasant  | Very unpleasant
---|---|---
●  | ●  | ●

How calm or agitated does the interaction in this video clip make you feel?

Very calm  | Neither calm nor agitated  | Very agitated
---|---|---
●  | ●  | ●

How at-ease or distressed does the interaction in this video clip make you feel?

Very at ease  |Neither at ease nor distressed  | Very distressed
---|---|---
●  | ●  | ●
How pleasant or unpleasant was it for you to watch the interaction in this video clip?

very pleasant  ○  Neither pleasant nor unpleasant ○ very unpleasant ○

Sometimes cows will not stand because they are sick or injured or simply because they do not want to stand. Getting the cow up is important for assessing its health status. The longer a cow stays down the less likely it is for the cow to eventually stand. Moreover, "down cows" as they are sometimes called, interfere with time sensitive daily processes like milking and barn cleaning and maintenance. This worker is trying to get this cow to stand up.

How appropriate would you say the behavior of the person in this video was?

Completely inappropriate ○ Neither inappropriate nor appropriate ○ Completely appropriate ○
How humane would you say the behavior of the person in this video was?

- Completely inhumane
- Neither inhumane nor humane
- Completely humane

How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable

If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

- Very uncommon
- Neither uncommon nor common
- Very common

How calm or agitated is the cow in this video?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed is the cow in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed
How pleasant or unpleasant does the cow find interacting with the person in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

How calm or agitated does the interaction in this video clip make you feel?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?

- Very at ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant was it for you to watch the interaction in this video clip?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

This worker is moving cows from the milking area to their lying stalls.
How appropriate would you say the behavior of the person in this video was?

- Completely inappropriate
- Neither inappropriate nor appropriate
- Completely appropriate

How humane would you say the behavior of the person in this video was?

- Completely inhumane
- Neither inhumane nor humane
- Completely humane

How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable
If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

Very uncommon

Neither uncommon nor common

Very common

How calm or agitated are the cows in this video?

Very calm

Neither calm nor agitated

Very agitated

How at-ease or distressed are the cows in this video?

Very at-ease

Neither at ease nor distressed

Very distressed

How pleasant or unpleasant do the cows find interacting with the person in this video?

Very pleasant

Neither pleasant nor unpleasant

Very unpleasant

How calm or agitated does the interaction in this video clip make you feel?

Very calm

Neither calm nor agitated

Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?

Very at ease

Neither at ease nor distressed

Very distressed
How pleasant or unpleasant was it for you to watch the interaction in this video clip?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

This worker is trying to get this cow to go into this chute for a health exam.

How appropriate would you say the behavior of the person in this video was?

- Completely inappropriate
- Neither inappropriate nor appropriate
- Completely appropriate

How humane would you say the behavior of the person in this video was?

- Completely
- Neither
- Completely
How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable

If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

- Very uncommon
- Neither uncommon nor common
- Very common

How calm or agitated is the cow in this video?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed is the cow in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant does the cow find interacting with the person in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant
How calm or agitated does the interaction in this video clip make you feel?

Very calm  ○  Neither calm nor agitated  ○  Very agitated  ○

How at-ease or distressed does the interaction in this video clip make you feel?

Very at ease  ○  Neither at ease nor distressed  ○  Very distressed  ○

How pleasant or unpleasant was it for you to watch the interaction in this video clip?

Very pleasant  ○  Neither pleasant nor unpleasant  ○  Very unpleasant  ○

This worker is moving cows into the milking area.
How appropriate would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
<th>Completely inappropriate</th>
<th>Neither inappropriate nor appropriate</th>
<th>Completely appropriate</th>
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<tbody>
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<td>☐</td>
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How humane would you say the behavior of the person in this video was?

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<td>☐</td>
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How acceptable would you say the behavior of the person in this video was?

<table>
<thead>
<tr>
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</table>

If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

<table>
<thead>
<tr>
<th>Very uncommon</th>
<th>Neither uncommon nor common</th>
<th>Very common</th>
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<tbody>
<tr>
<td>☐</td>
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</table>

How calm or agitated are the cows in this video?

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<th>Very agitated</th>
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</table>

How pleasant or unpleasant do the cows find interacting with the person in this video?

<table>
<thead>
<tr>
<th>Very pleasant</th>
<th>Neither pleasant nor unpleasant</th>
<th>Very unpleasant</th>
</tr>
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How calm or agitated does the interaction in this video clip make you feel?

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How at-ease or distressed does the interaction in this video clip make you feel?

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How pleasant or unpleasant was it for you to watch the interaction in this video clip?

<table>
<thead>
<tr>
<th>Very pleasant</th>
<th>Neither pleasant nor unpleasant</th>
<th>Very unpleasant</th>
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</table>
This worker is moving cows in order to repair the barn.

How appropriate would you say the behavior of the person in this video was?

- Completely inappropriate
- Neither inappropriate nor appropriate
- Completely appropriate

How humane would you say the behavior of the person in this video was?

- Completely inhumane
- Neither inhumane nor humane
- Completely humane

How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable
If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

Very uncommon

Neither uncommon nor common

Very common

How calm or agitated are the cows in this video?

Very calm

Neither calm nor agitated

Very agitated

How at-ease or distressed are the cows in this video?

Very at-ease

Neither at ease nor distressed

Very distressed

How pleasant or unpleasant do the cows find interacting with the person in this video?

Very pleasant

Neither pleasant nor unpleasant

Very unpleasant

How calm or agitated does the interaction in this video clip make you feel?

Very calm

Neither calm nor agitated

Very agitated

How at-ease or distressed does the interaction in this video clip make you feel?

Very at-ease

Neither at ease nor distressed

Very distressed
How pleasant or unpleasant was it for you to watch the interaction in this video clip?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant

This worker is moving cows from the milking parlor back to their home pen.

How appropriate would you say the behavior of the person in this video was?

- Completely inappropriate
- Neither inappropriate nor appropriate
- Completely appropriate

How humane would you say the behavior of the person in this video was?
How acceptable would you say the behavior of the person in this video was?

- Completely unacceptable
- Neither unacceptable nor acceptable
- Completely acceptable

If you had to guess, how common would you say this behavior is on dairy farms in the U.S.?

- Very uncommon
- Neither uncommon nor common
- Very common

How calm or agitated are the cows in this video?

- Very calm
- Neither calm nor agitated
- Very agitated

How at-ease or distressed are the cows in this video?

- Very at-ease
- Neither at ease nor distressed
- Very distressed

How pleasant or unpleasant do the cows find interacting with the person in this video?

- Very pleasant
- Neither pleasant nor unpleasant
- Very unpleasant
How calm or agitated does the interaction in this video clip make you feel?

Very calm  O  Neither calm nor agitated  O  Very agitated  O

How at-ease or distressed does the interaction in this video clip make you feel?

Very at-ease  O  Neither at ease nor distressed  O  Very distressed  O

How pleasant or unpleasant was it for you to watch the interaction in this video clip?

Very pleasant  O  Neither pleasant nor unpleasant  O  Very unpleasant  O

Comments

Please feel free to share any additional comments and/or questions you might have about human-animal interactions on US Dairy Farms. Thank you!

Thank you for participating in this research!

Should you experience discomfort, you may choose to seek support by accessing the following resources:

- Wisconsin Hopeline – immediate emotional support: Text “HOPELINE” to 741741
- National Hopeline Network Phone: (800) 784-2433

For more information about our lab’s research on farm animal welfare, please visit:

https://uwmadison.co1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_9XJQtNZm63oCCq&ContextLibraryID=UR_85…
To learn more about animal care and quality assurance programs in the U.S. dairy and beef cattle industries, please visit:

- Dairy cattle: nationaldairyfarm.com
- Beef cattle: www.bqa.org
- Dairy and beef calves: www.calfcareqa.org
- Veal calves: www.veal.org

Please click the right arrow to continue to the end of the survey