Basic Human Values of Canadian and United States Dairy Producers

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Why did we do this study?

• Basic values may influence producers’ participation and adoption of management practices, agricultural policies, and research programs.
• Schwartz’s 10 basic human values drive decision making (Figure 1).

Hypothesis

• Basic human values are different between Canadian and US dairy producers.
• Dairy producers have distinct basic human values from the general population.
• A cluster of dairy producers more open to research and policies can be identified.

Material and methods

“How much like you is this person?”

• 20-item questionnaire evaluating 10 basic human values (Figure 1), two items for one value
• Producers ranked items by their relatability.

Results

• CA and US producers were more open to new things/risks with more desire for achievement/power than the general population (Figure 2).
• CA and US producers that worked in larger farms were more open to changes & desire for achievement/power.
• We identified a cluster of producers more open to change and taking risks in each country, but clustering was not associated with demographics (e.g., State/province, farm size, age).

Conclusions

• CA and US dairy producers are more open to new things/risks with more desire for achievement/power than the general population.
• Farm size is an indicator of producers more open to change and taking risks.
• Human values should be considered to better design/implement policies, changes in management practices, and/or research.

Figure 1. Relations among 10 Schwartz’s basic human values and their motivations (Schwartz, 2005)

Figure 2. Mean scores of 10 basic human values of CA and US dairy producers and the general populations