The dairy industry needs mechanisms to allow for discussion of contentious topics. The CowViews web platform provides opportunities for us to debate topics like providing animals relief during painful practices.

### The CowViews site

Participants could choose “Yes,” “No,” or “Neutral” and either provide their own reasons or select reasons written by previous participants.

### The participants

- **200 people participated in 5 different groups**
- Responses varied by demographic group (e.g., 64% of producers voted “Yes” vs. 90% of veterinarians)
- The majority argued that pain control was required within every demographic group

### Reasons

#### “Yes, because...”

- It is our responsibility
- It is humane for the calf
- It is easier on producers
- It is cheap and effective

“There is pain involved and the means are readily available to address the pain. We have the responsibility to treat production animals as co-existent beings”

“certainly we should not want to cause pain. However, the original problem is a mistaken premise. We should not be dehorning or disbudding dairy calves in the first place.”

#### “No, because...”

- It is temporary pain and less important than other issues
- Is it really effective?
- It requires additional drug use
- Who will shoulder the cost?

“the pain is short term and we should be more concerned about long-term health issues, like lameness”

Farms that do not routinely provide pain control for these procedures appear to be out of step with the values of people (including dairy producers) participating in these web forums.

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