In investigating violations, VS officials spend at least 7 hours securing compliance through ongoing on-site inspections. These cases resulted in 19 license revocations, 34 license suspensions, and 32 cease-and-desist orders. Civil penalties came into play for the first time in 1979 and amounted to a total of $2,950, the largest of which was $1,400. Since 1972, the number of actions completed, resulting in imposition of $93,470 in monetary penalties, the largest of which was $6,000. The principal benefit of these penalties lies in alerting the regulated industries that violations can have serious consequences.

**Future Developments**

Future developments in animal welfare regulation depend fundamentally on how much our society is willing to pay for — or sacrifice for — animal rights. There is a greater overall consciousness of these rights, and people are more willing than before to use the Congress, the courts, and the news media to secure improvements for animals. Yet our society is equally concerned about the limitations of resources. How much taxpayers are willing to pay for animal welfare enforcement still remains to be seen.

Society does have options for securing animal rights without resorting to expensive government programs — namely by using the marketplace to promote change. Animal welfare basically is a consumer concern, and it can be solved much like concern over the composition of chicken soup. Some time ago, consumer activists secured legislation requiring soup manufacturers to disclose how much chicken meat they put in chicken soup. As awareness of the problem grew among the general public, soup manufacturers responded by voluntarily putting more chicken in the soup. Similarly, humane activists are focusing on (among other issues) the lack of care given to puppies sold as pets. Eventually, the industries involved will feel consumer pressure to make the improvements that the public desires.

We believe that the biggest contribution that government will continue to make to animal welfare is in giving people a chance to express their concerns and seek cooperation from the rest of society. We expect to see increased legal rights for animals, limited financing for enforcement of these rights by agencies like VS, and increasing pressure on industry groups to bring about needed changes from within.

Progress so far has been hard and slow, mainly because animal welfare laws are at the beginning of their development. Future generations will deem what we have accomplished so far as crude and limited. That happens with everything new. However, we can’t be complacent. The expansion of the number of animals covered by the law and the benefits they will receive depends on how well we use the relatively limited regulations that we are beginning to enforce.

We think that the developing social desire for improved animal care will be reflected in career choices of thinking and socially motivated young people.

They will express their love of animals by choosing careers in animal protection and will find increasing moral and monetary support from the rest of society. As a result, institutions to support the social desire will be expanded. At present at least 12 universities offer animal rights courses, and Kansas State University is teaching a short course in humane and effective management of dog breeding farms. We think the day will come when most people will accept animal rights as part of the natural order.

**The Psychological Relationship Between Dairy Cows and Dairy Cowmen and its Implications for Animal Welfare**

**Martin F. Seabrook**

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The great English novelist Thomas Hardy, as he wandered through the Dorset countryside, observed the animals and people who inhabited those lovely woods and valleys. He saw the shepherd with his sheep, the ploughman with his horses and the cowman milking his cows by hand in the dimly lit shippon. In a number of novels he makes mention of the little things the cowman and dairy maids did to keep their animals placid and happy. There is no doubt that these skills were handed on from generation to generation as the younger workers sat around the fireside with the ‘old hands’ on winter nights. These men recognized that the relationship between the milker and the cows was a vital part of the milk extraction process. As hand milking gave way to machine milking the need for this relationship was seen by many to have diminished, although no doubt some were still acutely aware of its importance.

While no one could ever say that the conditions for animals and people were ideal in the days of hand milking, the question of animal welfare was less pressing as man was at ease and in balance with nature. Only as units became larger, and machine milking took the place of the cowman’s or dairy maid’s hand, did we have to worry about whether man was exploiting this animal species.

The obvious way of dealing with animal welfare problems is to legislate on the space required per animal, the best temperature for animals and the best feed. Our thinking is very much dominated by this concept of fulfilling physical requirements. However, it is probably true to say that because this approach fails...
to examine the important relationship between human and animal, it fails to deal effectively with the question of animal welfare.

To reduce stress on the dairy cow, we must get the relationship between man and cow right. In other words, cows can be under stress in a well-designed system if they cannot develop a good relationship with their cowman. Their well-spaced cubicles may seem a vast, insecure jungle if they cannot relate to the person who tends them, but the close packed yard may be a place of real security and comfort if they see their cowman in this environment as a friend.

It is perhaps surprising when one considers the large amount of research on dairy cows that so little is known about the important cowman and the way he relates to his cows. Perhaps the growing interest in animal welfare will make people more aware of the subject since there is little doubt that it is the most critical factor in this sector of animal welfare. Let’s get our priorities right: less research on parlors and more on the people who tend cows!

The Behavior of the Cowman

Studies by Seabrook (1972, 1975, 1978) on homogenous herds as defined by similar feeding policy, feeding levels, breed and genetic potential, grazing management and climate demonstrate the effect of the cowman’s behavior and personality. The highest performance cowmen, in terms of milk yield for a given level of input, have the following traits: considerate; patient; independent; persevering; grumpy; difficult to get on with; forceful; confident; suspicious of change; not easygoing; undependable; not meek; not modest; not a worrier; not talkative uncooperative; unsociable.

In summary, they are confident introverts. Some of these traits may seem to be socially undesirable, but it is the cow’s and not another human’s reaction which is critical. The men with these traits were more stable and had an air of confidence, enabling them to develop a relationship with their cows which positively influenced the animals’ performance.

Building on this work, Reid’s study (1977) of high achievement herds both in America and England yielded some important results. Reid concluded that the highest production cowman was able to minimize output of adrenalin by the cow; he thus obtains a higher percentage of the milk yield which her genetic capacity permits than others would obtain from the same cow under similar conditions. The high production herdsman achieves this by constant attention to the behavior patterns or performance of each individual cow in the herd. Other interests of Reid’s “confident introverts” included vegetable growing, but the most startling fact was that they also grew either roses, gladiolus, or chrysanthemums, species not easygoing; undependable; not meek; not modest; not a worrier; not talkative uncooperative; unsociable.

The Implications for Animal Welfare

The animals in the herd where there is a good relationship between cowman and cow produce more milk, as they release less adrenalin to block milk let-down. The cows are less jumpy, more settled and stable in an environment created by a confident cowman. The pertinent point, from an animal welfare point of view, is that these are not necessarily the best equipped herds technic-ally, e.g., in parlor design. In other words, cows can be under stress in a well-designed system if they cannot develop a good relationship with their cowman. Similarly, they may be in a poor system technically, but may be content and under little stress if they have confidence in and a good relationship with the person who tends them.

Efficient dairy management and animal welfare would both be served by selecting cowmen who have the correct traits and then further training them to develop this critical relationship.
I develop a relationship with their animals and so ensure that the animals are able to live in an environment where stress is reduced to a minimum. Design of a system from a welfare perspective is only part of the solution. The most important factor in determining stress is the behavior and attitude of the cowman.

References

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