Public Perceptions of Shade Provision for Dairy Cows: Silvopastoral and Agrivoltaic Systems

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INTRODUCTION & AIM

To align dairy industry with public opinion, it is essential to understand perceptions of natural living versus animal welfare. One sustainable farming practice is the use of photovoltaic panels for dual purposes: generating electricity and providing shade to dairy cows.

This study explores public perceptions regarding shade provision for dairy cows raised on pasture.

METHODS

Online questionnaire: sociodemographic questions and a 3-point Likert scale

Southeastern Brazil

200 responses from the general public

Conflicting situations

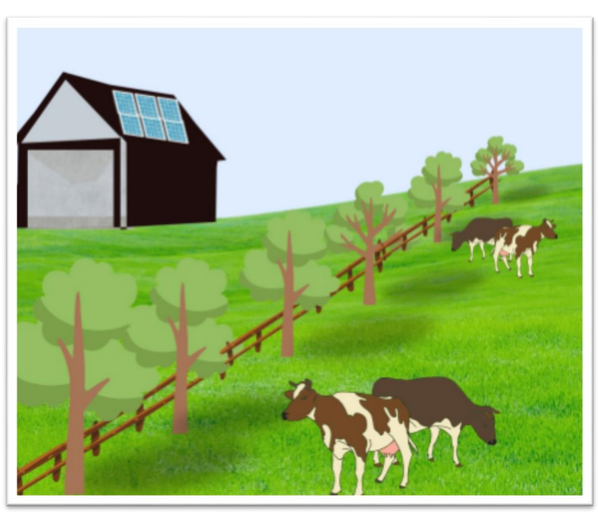

Figure 1. Silvopastoral System

x

Figure 2. Agrivoltaic System

Data were analyzed descriptively, and results are presented as percentages.

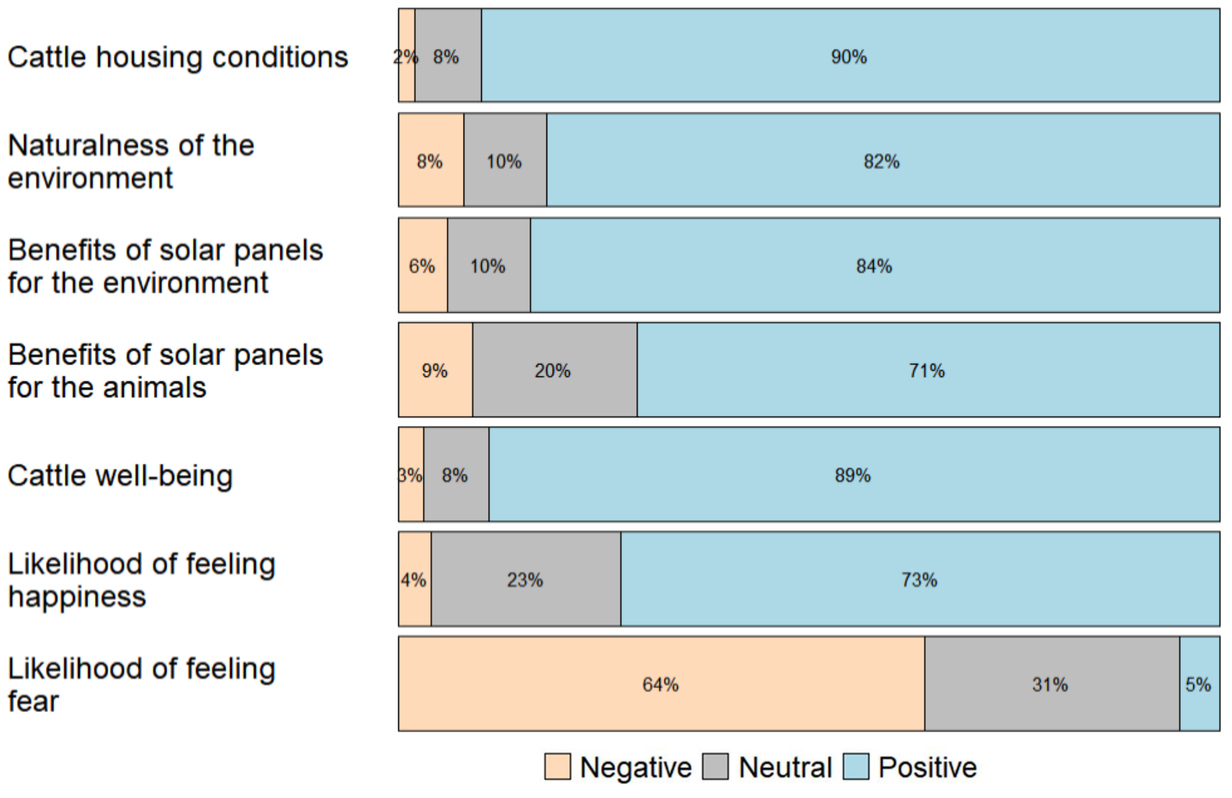

Figure 3. Participants' attitudes to silvopastoral system.

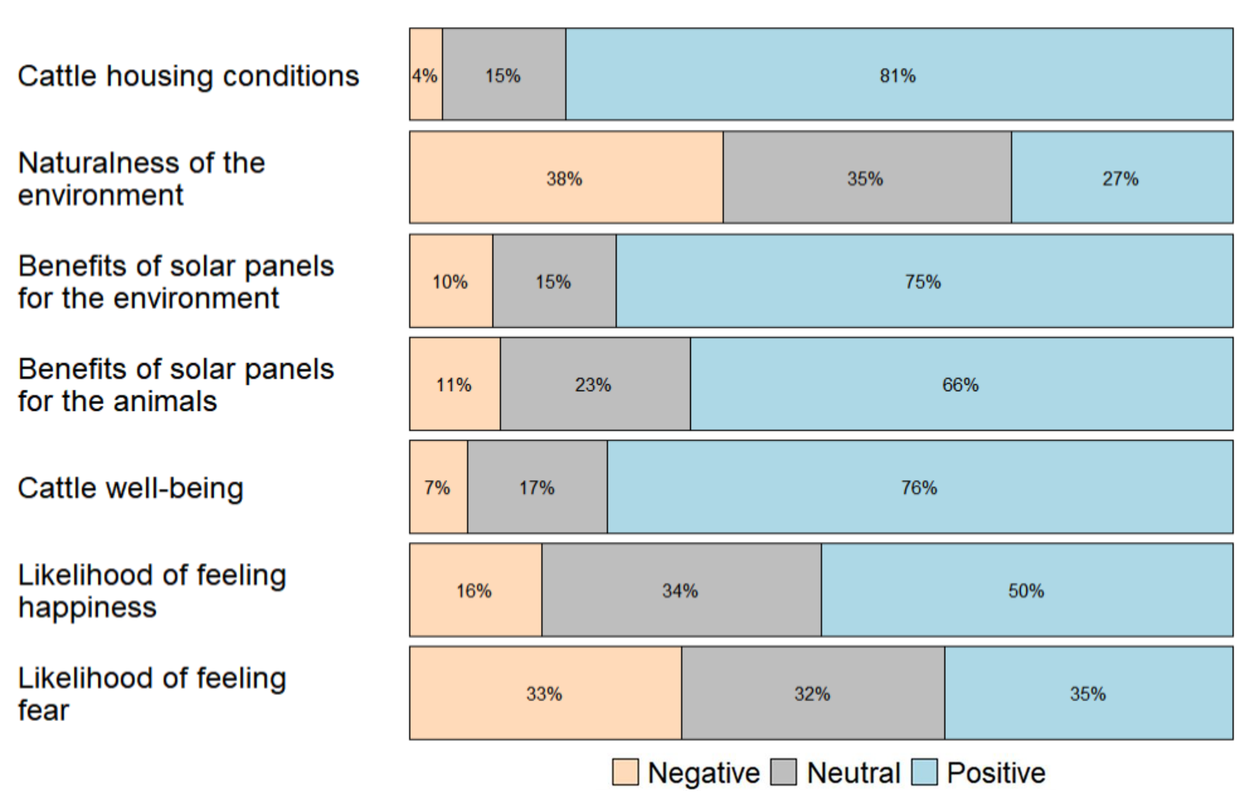

Figure 4. Participants' attitudes to agrivoltaic system.

CONCLUSION

Brazilian participants value access to shaded pasture but prioritize the natural environment provided by trees, as it is associated with positive emotional experiences.

RESULTS & DISCUSSION

Participants were 52% women, 53% aged 18–35, 90% had an undergraduate degree, and 85% lived in an urban area.

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