

Heading: New *Mooving cows™* Interactive Game Offers Unique (and science-backed) way to practice animal care skills – and get credit for it

Subheading: Playing through all topics within the app qualifies for yearly continued education requirements through the FARM program.

Date:

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Audience: All Dairy Members



Mooving Cows™ is a new, interactive educational game that is available for free use and download on any touchscreen device that enables farm employees to hone their herdsmanship skills – and get a FARM Program credit for it. The app, created by faculty members at the University of Wisconsin-Madison, is designed to simulate animal care techniques and situations for people interacting with livestock on the farm. It allows players to practice animal handling and learn about cows' behavior.

Getting Credit

One of the benefits of using this program is that it is certified by the National Dairy FARM Program and counts toward employees' yearly continued education (CE) requirements in stockmanship. As someone goes through all the topics and skills, they can receive a certificate for continued education credit. For most people, it takes around 30 minutes to complete. To receive credit and a correct certificate, be sure to provide your full name at the start of the game.

Reduced Risk

For both new and experienced livestock handlers, this app offers a unique opportunity to gain or practice animal welfare skills and requirements in a safe, realistic way. In the game, players focus on practicing routine cow movement in a simulated milking parlor, pasture, and free stall pen environments. Players learn how their actions affect cow behavior, stress and milk production. Proper cow handling is essential to ensure personnel safety while minimizing cow stress and injury and maximizing milk production and parlor efficiency.

Research-Backed Design

The game was designed by University faculty along with input of over 60 dairy farmers, veterinarians and other experts in Wisconsin and is based on decades of research in animal care practices. Utilizing this resource offers an opportunity to practice moving cows, handling them, and other care protocols to encourage positive experiences for cows in real life situations. The University of Wisconsin-Madison website states, “Calm cows produce more milk and behave more predictably, reducing the risk of injury to both them and their human caregivers.”

The benefits of this app are unique in teaching strategies for specific situations and personal practice that can be reflected directly into the player's daily work. Having this kind of practice and training could create a calmer environment for the cows, meaning increased milk production and safety.

The app is also bilingual; you can select English or Spanish for the game, and you can change your preferences at any time.

This is a unique opportunity to make animal welfare information more accessible and applicable for your operation and employees. Check it out and download today.

[Animal Welfare Science @ UW-Madison \(wisc.edu\)](http://www.moovingcows.org)

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