

## **Beliefs, Intentions, and Beyond: A Qualitative Study for the Adoption of Sustainable Parasite Control in Flanders' Cattle Industry**

Anthelmintic drugs are a cornerstone of worm control in cattle. To slow down the emerging anthelmintic resistance, sustainable worm control strategies should be adopted by the industry, including the use of diagnostic methods to support informed treatment decisions. To predict the uptake of sustainable parasite control strategies, we need to understand farmers' beliefs, motivations, intentions and gaps in the adoption process. For this purpose, semi-structured in-depth interviews with 20 Flemish dairy and beef cattle farmers are performed. The objectives of this study are twofold. Firstly, the study will identify intrinsic beliefs to further enrich a previously developed adoption framework for sustainable parasite control (Vande Velde et al., 2015). The results will include motivations and barriers for using diagnostics, as well as important influencers, perception of control, and perception of the risk for anthelmintic resistance. Although this method is now commonly used in the field of preventive veterinary medicine and has provided meaningful insights, a gap is emerging that should be addressed. Nearly all theories model farmers' behaviour in the cognitive perspective and are set up to predict behaviour intention. However, intention is not the sole predictor of behaviour. The study of Vande Velde et al. (2015) presented a strong intention to adopt diagnostic methods on dairy farms, but in practice diagnostics are seldom being applied. Accordingly, the second aim of this study focuses on the intention gap, providing insights in the black box between intention and behaviour. This will not only help herd health professionals with advising and communicating on sustainable parasite control, it offers an opportunity for social and economic science in animal health to evolve from strictly cognitive models to new frameworks with more integrated approaches, providing an answer for the final question 'where should we go'.