Motivation of Dairy Farmers to Improve Mastitis Management. By Valeeva et al., page 4466. Factors motivating farmers to improve mastitis management were examined. Factors that are internal to farm performance and the individual farmer provided more motivation than external factors, implying esteem and awareness of the whole dairy sector performance. Internal nonmonetary factors relating to internal esteem and taking pleasure in healthy cows were as motivating as monetary factors affecting farm economic performance. Quality penalties tended to be more effective in motivating farmers than quality premiums. Analysis of individual farmer motivations resulted in 3 distinct farmer groups. The findings can be used to modify current incentive and educational programs aimed at improving mastitis management.