To determine the role of farmers’ socio-demographic factors in dairy farmers’ preferences for breeding traits and to identify clusters of farmers with common breeding goal traits.

**MATERIAL & METHODS**

I. Focus groups
- 30 participants
- farmers’ needs and look
- attitudes towards genomic selection
- the design of the total merit index
- preferences in breeding goals

II. Online survey
- 212 participants
- Likert scale 1 to 7:
  - Production
  - Reproduction
  - Health and animal welfare
  - Environment
  - Linear-type traits
  - Functional traits
  - Meat production
RESULTS

Animal health, welfare and reproductive traits

Environmental and meat traits
RESULTS

Three groups of farmers:
- Functionality-focused
- Production-focused
- Resilience-focused

Understanding farmers' attitudes is critical to developing new breeding goals in dairy production.