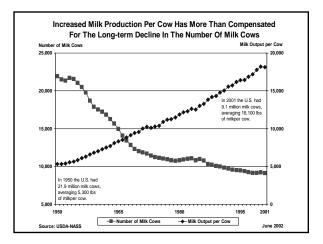
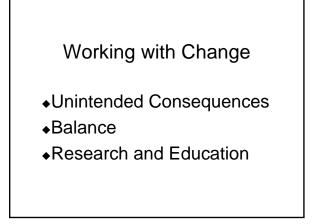


The Dairy Efficiency Story		
Cow #'s:	<u>1955</u> 21.5 million	<u>2005</u> 9.04
Milk /cow:	5,900 lbs	19,576
Tot Milk/Yr	120.1 billn lbs	176.9





Current issues... Future issues...



- Food safety, wholesomeness
- Antibiotic and chemical use
- Sustained industrialization
- Animal well-being
- Environment
- FADs and agroterrorism



Social License

Definition: The privilege of operating with minimal formalized restrictions (legislation, regulation, or market driven) based on maintaining public trust by doing what's right.

Public Trust: A belief that activities are consistent with social expectations and the values of the community and other stakeholders.

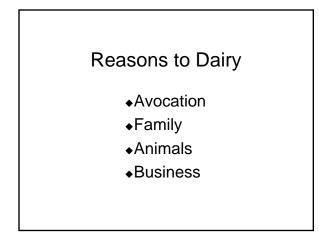
Charlie Arnot - Center for Food Integrity

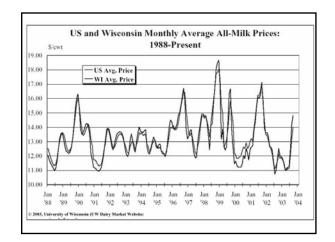
Social license to operate

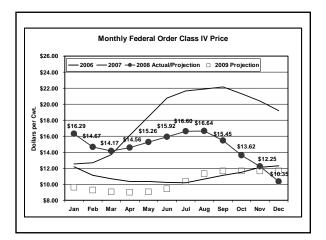
- Ethics, Values
 - ♦Value similarity
- Competence understood
- Expectations shared
- Trust established / maintained
- ♦ Social License
- Freedom to operate
- ♦ Self regulation

Social Control of operation

- Understanding diminished
- Values apparently not shared
- Suspicion, not trust
- Regulation, legislation
- ◆Litigation
- Compliance







Business focus

- Preeminent force for change
- ♦Is that bad?
- Business models
 - ♦Low cost business
 - Total quality management

Business focus

- Low Cost
 - How do I get costs as low as possible?
- Investment quality
 - ♦How do I run the highest quality business to get the best return on investment?
 - ◆Quality first cost second

Total Quality Management

- Constancy of purpose toward improvement of product and service
- End awarding business on basis of price alone
- Institute modern methods of training for all employees
- Institute leadership
- Take action

Quality is never an accident; it is always the result of intelligent effort.

Source: John Ruskin, 1819-1900, English art critic and historian, Seven Lamps of Architecture

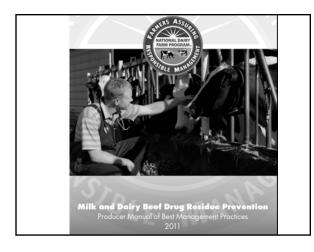
Antibiotic residues vs antibiotic resistance

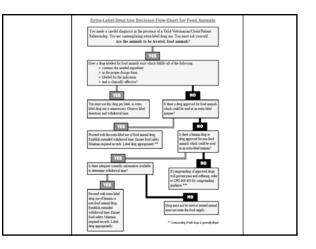
- Residues associated with individual animal drug treatment error
- Resistance develops from population treatments over time

Antibiotic residues vs antibiotic resistance

- Residues represent danger in the tissue
- Resistance represents danger from infection with dangerous microbes







FDA/FSIS

 Work with USDA to monitor meat, poultry, milk for unapproved or unsafe drug residues

FSIS residue data 2008

- + 34.7 million total cattle harvested
- Cull dairy cows = approx 50% of 5.6 million nonfed cattle
- Tests positive 0.0007% bob veal calves, 0.0004 % dairy culls
- ♦ Numbers low BUT-
 - Dairy culls = 67% of all cattle positives
 - ♦Bob veal = 24% of positives
- Animals leaving dairy farms = problems
- Much higher than steers, swine, special fed veal, poultry

Dairy Drug Residues

- Only 7.7% of animals slaughtered in US are dairy
- ♦Represent 67% of tissue residue violations

Causes of Drug residue violations

- +Failure to maintain treatment records
- Failure to identify treated animals
- Failure to follow withdrawal times
- Increased dosage
- Increased length of treatment
- Administration by unapproved route

Key underlying problems that lead to residues

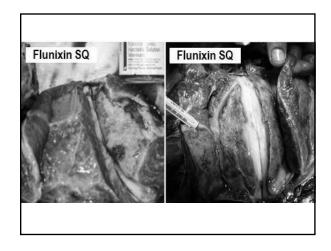
- The person(s) in charge of treating the cows are not working under a valid veterinary/client/patient relationship.
- Employees are not trained properly and continuously in treatment protocols and maintaining written records.
- The producer does not review all treatment records for veterinarian-recommended withdrawal times prior to marketing milk or meat.

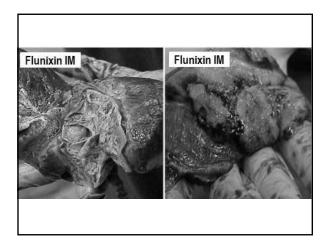
Grade A Pasteurized Milk Ordinance

- Tankers tested for specific antibiotics
 beta lactams
- Many other drugs used on farms
- New target testing includes 25 different drugs
- Targets producers who have had previous slaughter tissue violations

Target testing at slaughter

- Animals apparently treated
- ◆Tissue blemishes
- From producer with previous violation
- New tests for drugs that were previously not monitored





Recommendations

- •View the problem realistically
- •View the problem positively
- Work with your veterinarian
- Understand the rules
- Develop a system that prevents problems

"Whatever you are, be a good one."

Abraham Lincoln