

Animal Care & Wellness **FARM** Program Overview

NW Vets Associates Discussion Group

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St. Albans, VT
January 25, 2011

Agenda

- Animal Care and Wellness: Why Now?
- Overview of the FARM Program
- Gold Standard II
- Discussion and Q & A



Animal Rights Groups Pick Up Momentum



Post-hurricane New Orleans forced to leave pets behind



Pet food recall after cats and dogs were poisoned



Michael Vick's dog fighting conviction

Hallmark-Westland video and record breaking re-call

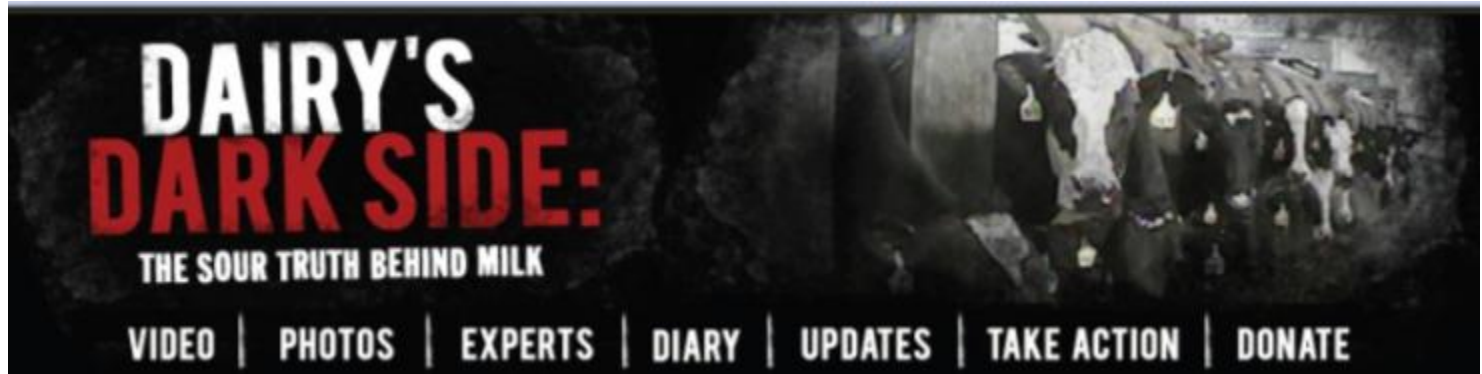


Cause Célèbre

The **Oprah Winfrey** Show



ellen
the ellen degeneres show



Animal Welfare



Consumer Perception

Pending Legislation



People for the Ethical Treatment of Animals (PETA)

\$200,000

\$128,039

64%



Peter

Cows on dairy factory farms often spend years in intensive confinement, forced to stand in feces- and urine-soaked mud as they're repeatedly impregnated and pushed to produce huge amounts of milk that strain their bodies. Eventually, their bodies give out from the strain, and their "thank you" is to be loaded on a truck and sold for slaughter.

Please support PETA's Factory Farming Challenge today. During this challenge, your gift will be doubled to help us stop the hideous abuse of cows.

PLEASE DONATE!



Jerry & Peter

PETA

NEW PETA INVESTIGATION EXPOSES SUFFERING IN DAIRY INDUSTRY



Budget:
\$29 Million

Farm Sanctuary



The Truth Behind
DAIRY

To meet consumer demand for milk, most dairy cows in the U.S. are continually impregnated, fed unnatural diets and intensively confined—their short lives plagued by painful infections, calcium-depletion and lameness. Far from being the “happy cows” the dairy industry markets them to be, these animals endure immense suffering on factory farms.



A VICIOUS CYCLE



It's destroying our atmosphere, our oceans, our forests, our
and it doesn't have to be this way.
Join Farm Sanctuary, and put an end to factory farming. The
Visit www.factoryfarming.com for more information.



A comp

Budget:
\$5.5 Million



Farm Sanctuary Brochure Quotes

- “Factory farmed animals experience a myriad of painful mutilations without anesthesia or pain relief, as they are modified to fit into the factory farming system.”
- “Garbage in, garbage out. Toxic drug residues are another grim fact of the factory farming nightmare. The millions of pounds of chemical stimulants, hormones and antibiotics that don’t end up in the meat on supermarket shelves pass out of the animals, into the waterways, and into the next animal subject.”
- “Worn-out dairy cows, depleted of calcium after years of heavy milk production, often slip and fall en route to slaughter, or are so badly injured, diseased or weak they are unable to walk. These ‘downers’ are typically left to lie in alleyways without food, water or veterinary care, until it is convenient to take them to slaughter, which may be days later.”

Humane Society of the United States (HSUS)



More About Cows

The Welfare of Animals in the Dairy Industry »

The Welfare of Animals in the Veal Industry »

Delicious, Dairy-Free Foods »



“Our goal is the abolition of all animal agriculture.”
- John P. Goodwin,

“We’re first focusing on factory farming, the greatest of all animal abuses.”
- Wayne Pacelle,
HSUS President
and CEO

DONATE >

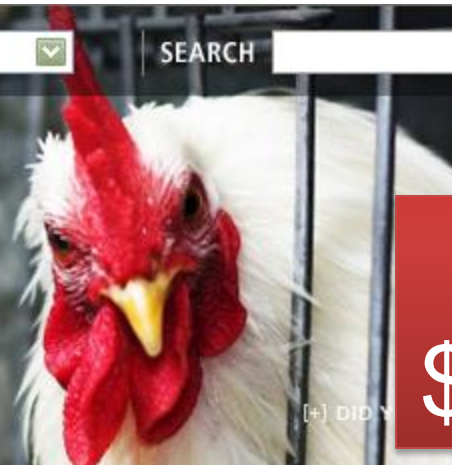
RESOURCES FOR

Select an Option

SEARCH



[Protect Farm Animals]



Budget:
\$100 Million

Humane Society of the United States – Channeling Passion



Wayne Pacelle, CEO HSUS

- Well Funded – 2010 budget ~\$130 million
- Main stream messages – Not PETA
- Confused with local animal shelters
- New structure allows for more lobbying, more litigation
- Pacelle’s goal – create a “National Rifle Association of the animal rights movement.”

Driving a Wedge



You are
here



Antagonists

Reasonable
majority
is here

Antagonists
are there



Animal Rights Groups

Leveraging the gap between public perception and today's farms

What Does It Mean?

*“They don’t care how much
you know until they know
how much you care!”*

- Theodore Roosevelt

Social License

Definition: The privilege of operating with minimal formalized restrictions (legislation, regulation, or market requirements) 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.

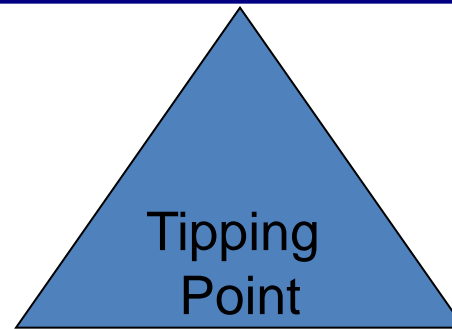
The Social License To Operate

Flexible
Responsive
Lower Cost

Rigid
Bureaucratic
Higher Cost

Social License

- Ethics
- Values
- Expectations
- Self regulation



Single triggering event
Cumulative impact

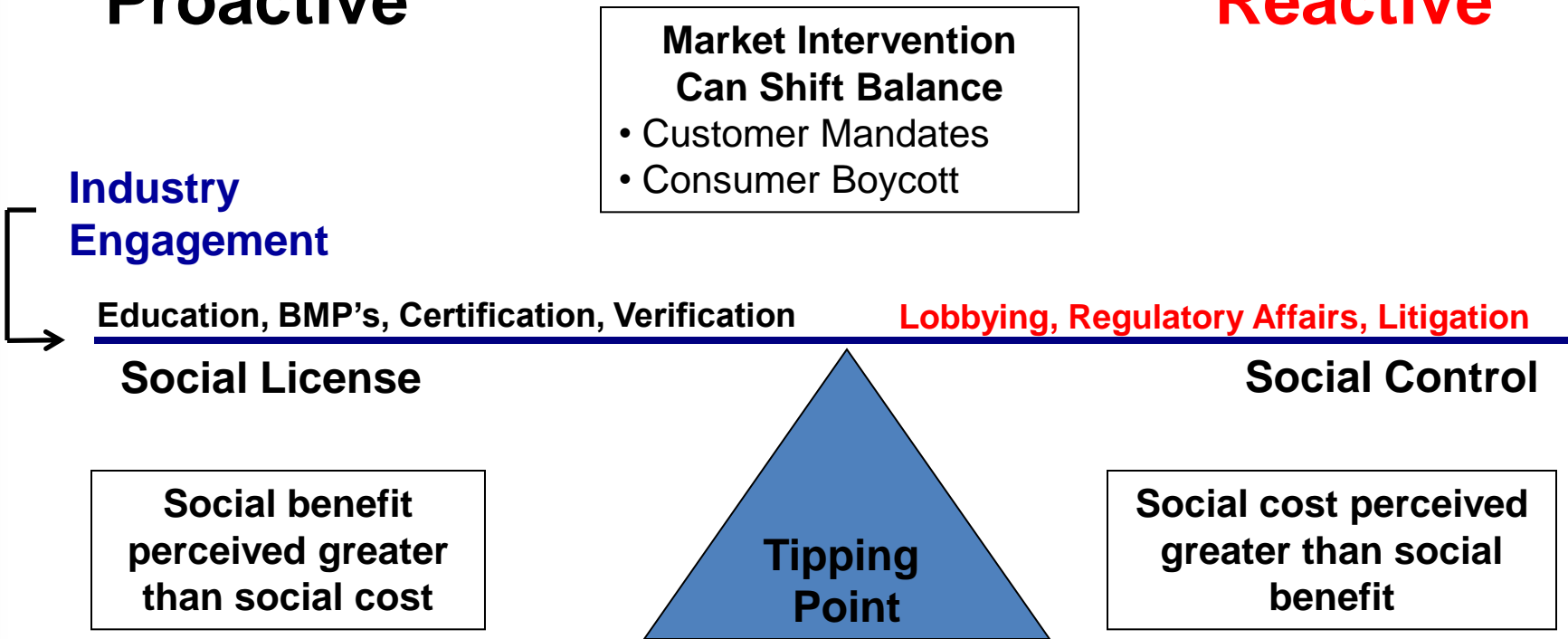
Social Control

- Regulation
- Legislation
- Litigation
- Compliance

The Social License To Operate

Proactive

Reactive



Change in social norms (values, ethics, expectations) can shift tipping point

Milk

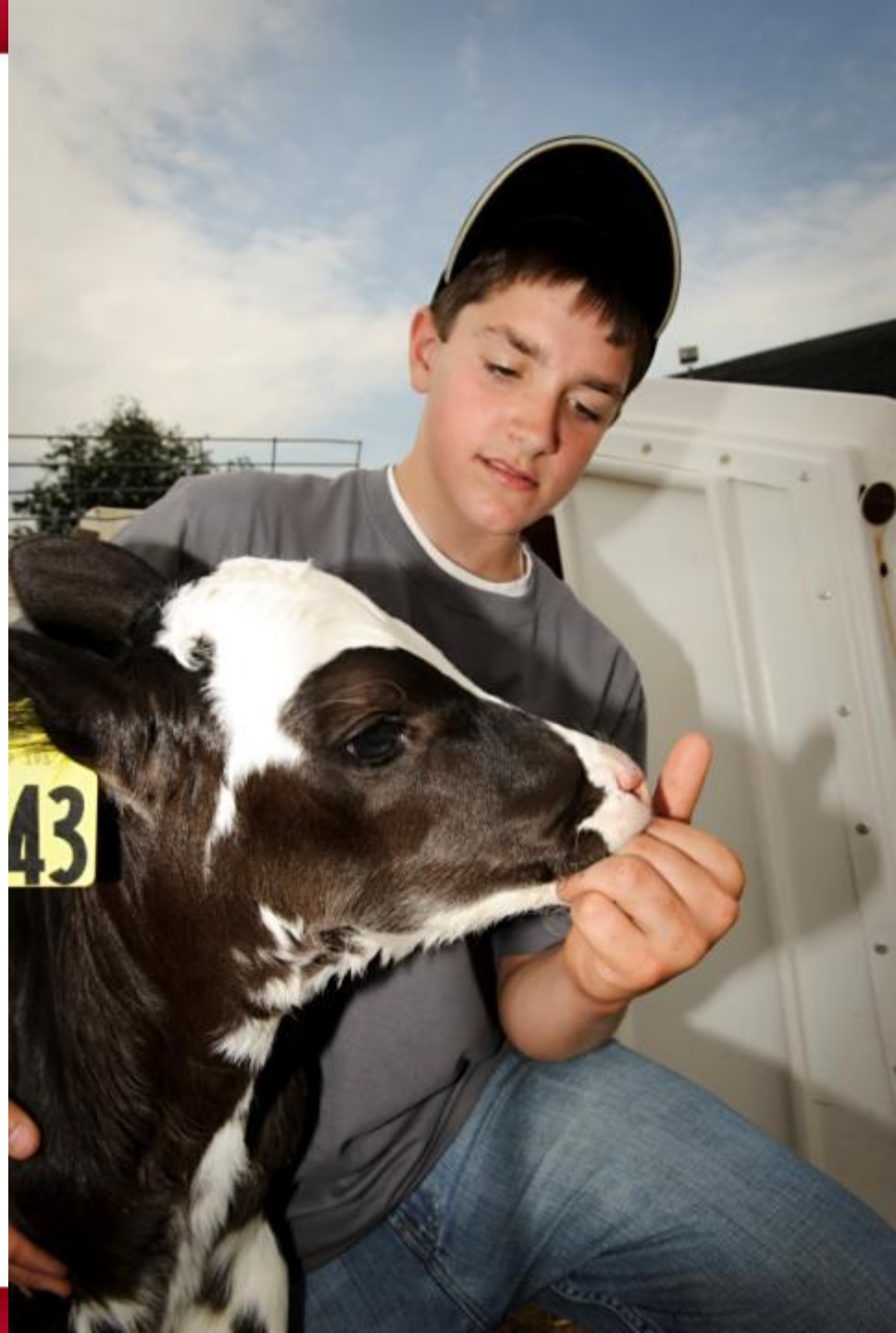
**Compared to 1950 we produce 63% more milk
with 58% fewer cows**

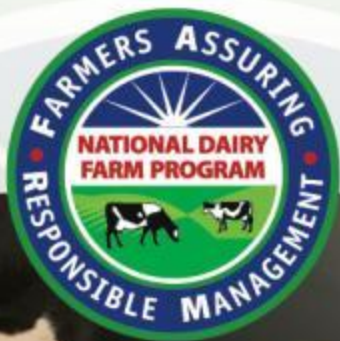


“Everything we do is for the health and safety of our cows and the quality product that ends up on the grocery store shelf.”

- Stephanie Dykshorn, Iowa dairy farmer

Dairy Industry's Response





The National Dairy FARM Program:

Farmers Assuring Responsible ManagementSM

Program Management

- Directed by the National Milk Producers Federation, with support from Dairy Management, Inc.
- Nationwide, verifiable animal well-being program providing consistency and uniformity to best practices in animal care and quality assurance
- 10-member advisory panel named to help guide the program's development



Why National and Why Now?

- Bolster trust and confidence in the U.S. dairy industry and demonstrate the industry's commitment to the highest levels of animal care and quality assurance
 - ✓ Consumers
 - ✓ Food Processors
 - ✓ Retailers
 - ✓ Restaurant Chains



Why Participate?

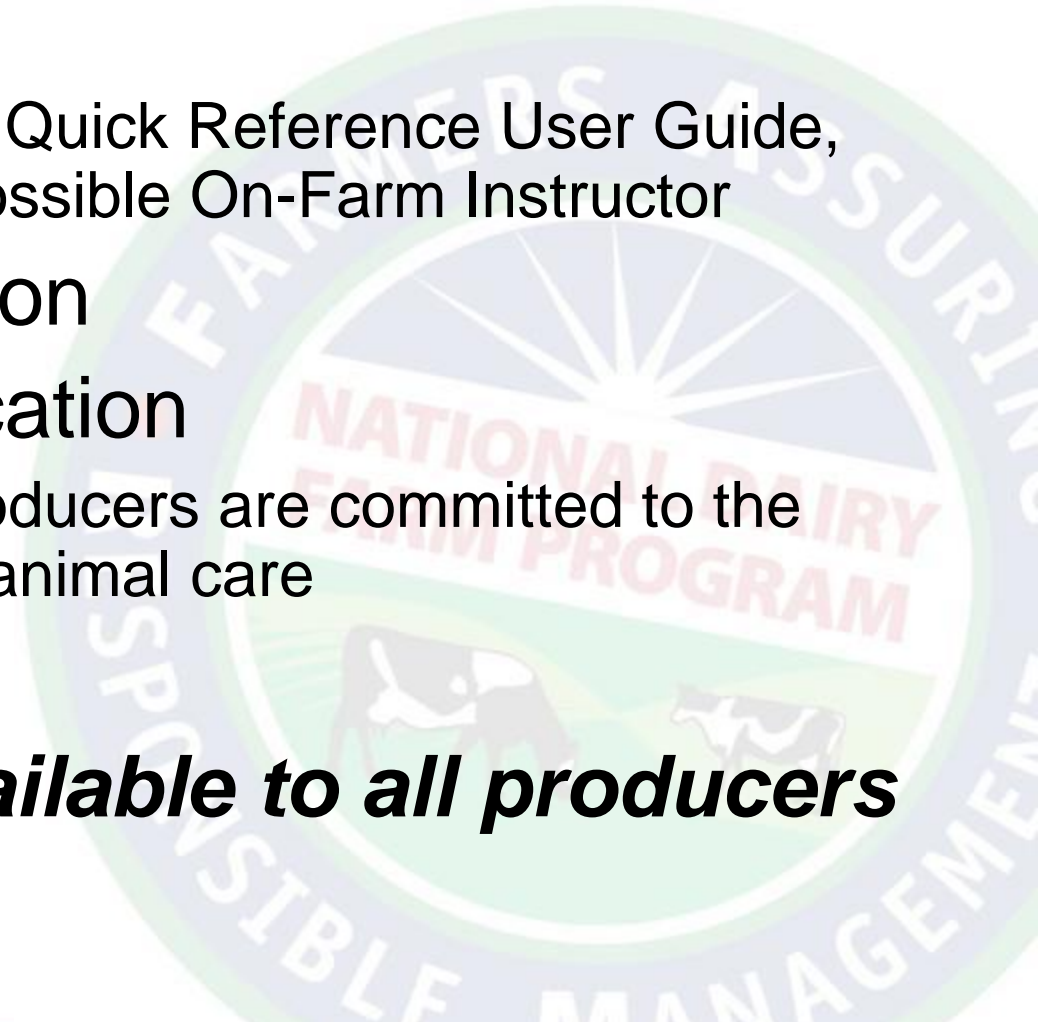
- DairyLea and DFA recognize the need for a consistent message
 - ✓ One survey - One set of standards
- Verifiable results; a must in order for the process to have integrity
 - ✓ Third-party verification



Three Step Approach

- Education
 - Animal Care Manual, Quick Reference User Guide, Animal Care DVD, Possible On-Farm Instructor
- On-Farm Evaluation
- Third-Party Verification
 - Verifies U.S. dairy producers are committed to the highest standards of animal care

Voluntary and available to all producers



Abbreviated Table of Contents

- Chapter 1 – Introduction
- Chapter 2 – On-Farm Evaluations
- Chapter 3 – Management: SOP, Training, Record Keeping
- Chapter 4 – Newborn
- Chapters 5 – 8 Lifecycle from Weaning to Maturity
 - ✓ Nutrition
 - ✓ Animal Health
 - ✓ Environment and Facilities
 - ✓ Handling, Movement and Transportation
- Chapter 9 – Special-Needs Animals
- Chapter 10 – Dairy Beef
- Chapter 11 – Third-Party Verification





Observations: Animal Health

***Field Staff Handbook, Section I
Page 27***



Dairy Farmers of America



Animal Health: Hygiene Observations (Checkpoint 56)

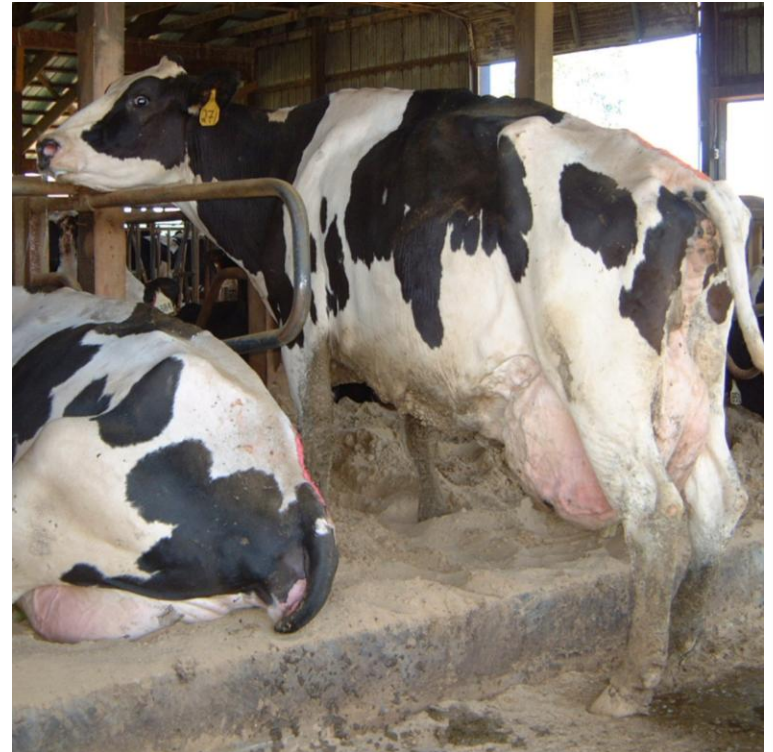
- ***90% or more of all animals in all pens or groups score less than 3 on NMPF Hygiene Scorecard***
- Hygiene Scoring system
 - 1 is very clean
 - 2 has manure/dirt spatters below hock
 - 3 has manure/dirt above hock
 - 4 is “alley cow”

Hygiene Observations



Hygiene Score 2

versus



Hygiene Score 3

Hygiene Observations



Hygiene Score 3

versus



Hygiene Score 4

Hygiene Observations **EXTREMES**



Hygiene Score 1

versus



Hygiene Score 4



Animal Health: Locomotion (Checkpoint 57)

- ✓ ***90% or more of animals in all pens or groups score 2 or lower on locomotion scorecard?***

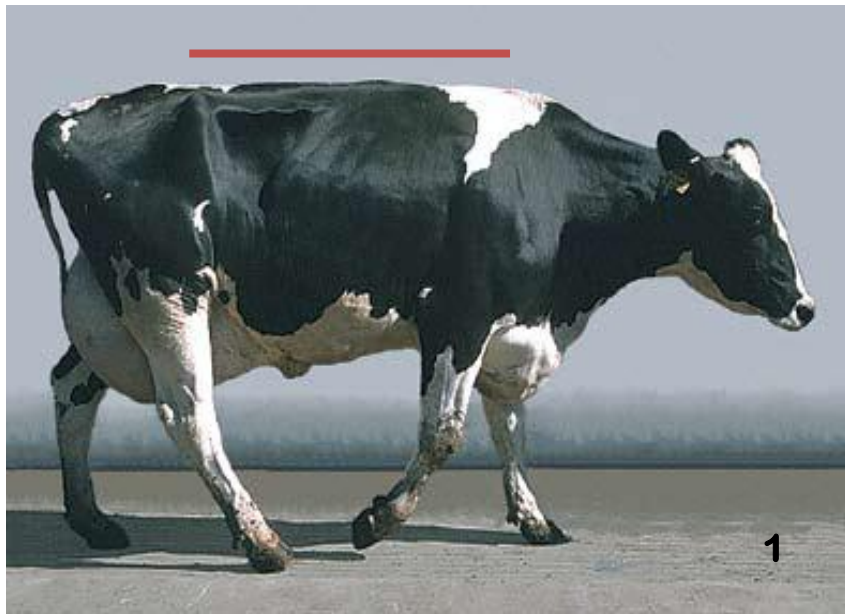
✓ ***90% or more of the herd score 2 or lower on Locomotion Scorecard***

- Locomotion Scoring system
 - 1 = Normal posture & gait
 - 2 = Arches back when walking
 - 3 = Arches back when walking or standing
 - 4 = Arches back continuously; favors limbs
 - 5 = Reluctant to move; tries to avoid bearing weight on affected limbs

Animal Health: Locomotion

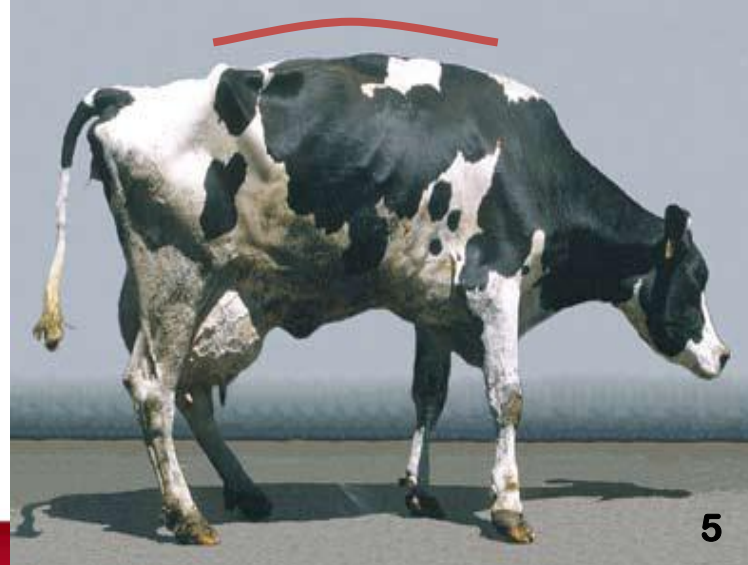
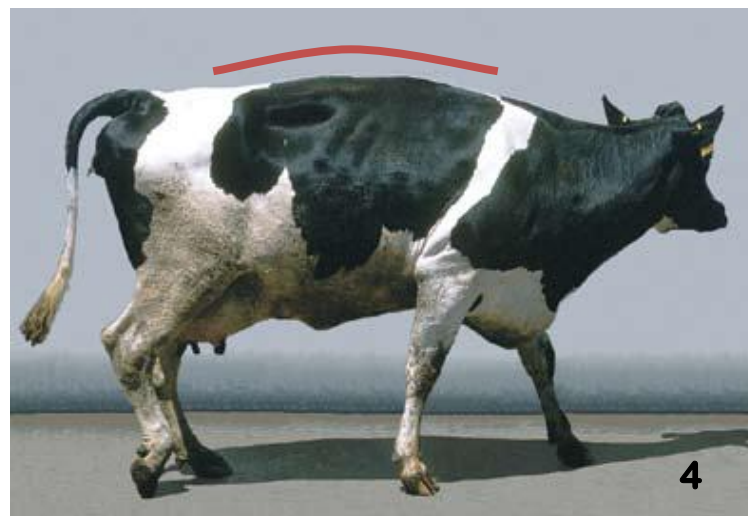
(Checkpoint 57)

EXTREMES



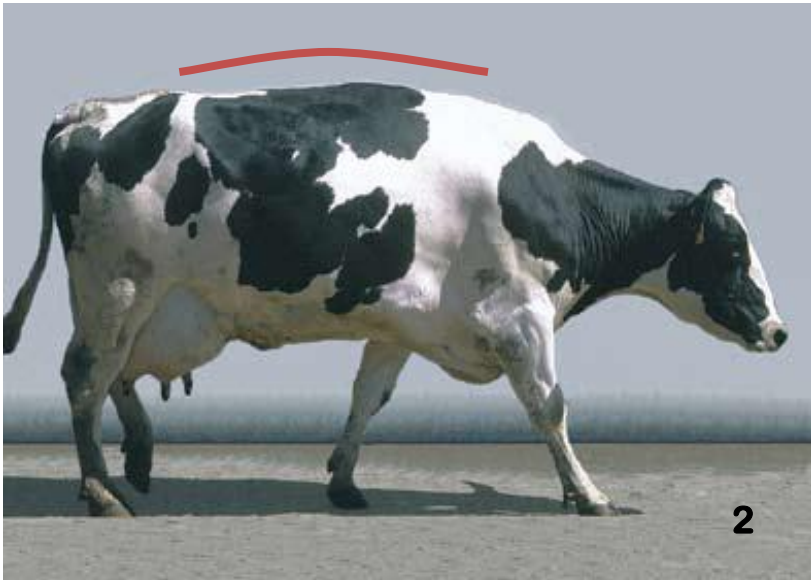
Meets goal: no mark

Does not meet goal: MARK

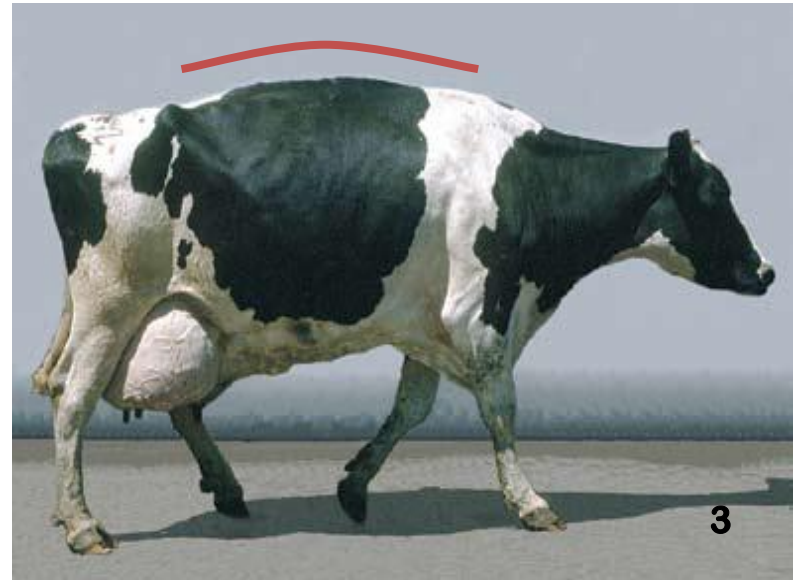


Animal Health: Locomotion (Checkpoint 57)

Critical Control Point



Meets goal: no mark

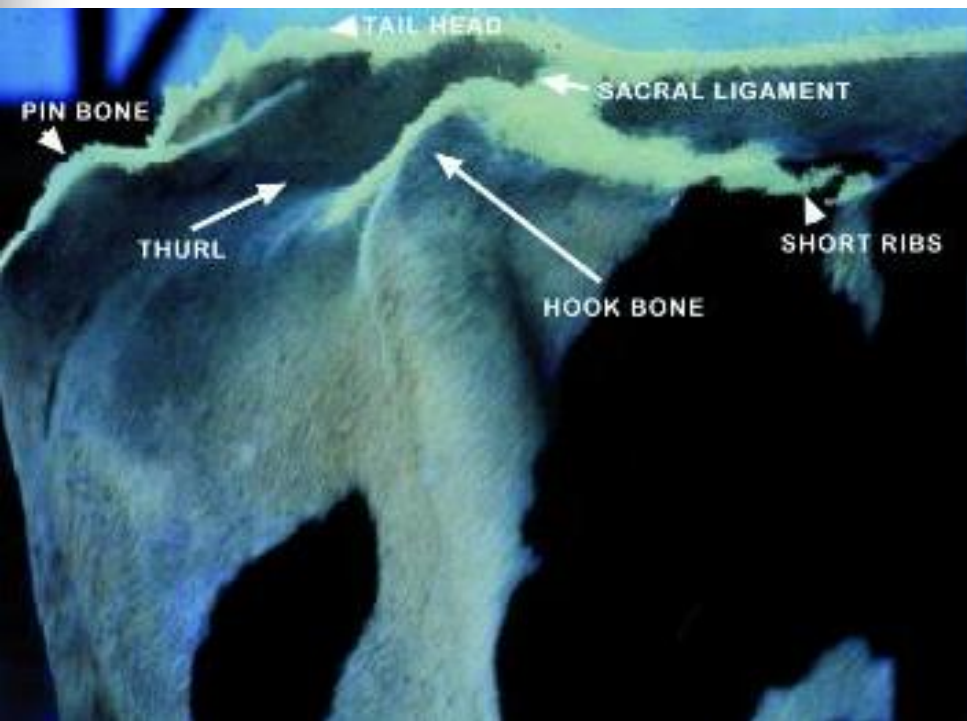


Does not meet goal: MARK

Animal Health: Body Condition

(Checkpoint 58)

- ✓ **90% or more of the herd have body condition scores between 2.0 and 4.0 ($\leq 5\%$ score < 2)**



Body Condition Scoring

- 1 = Gaunt; no fatty tissue around tail head
- 2 = Thin; shallow cavity around tail head
- 3 = Good condition
- 4 = No depression in loin; short ribs cannot be felt
- 5 = Thick layer of fatty tissue around short ribs

Animal Health: Body Condition

(Checkpoint 58)



1



2



3



4



5

EXTREMES



5

vs



1

SOURCE: Penn State University

Animal Health: Leg Lesions (Checkpoint 59)

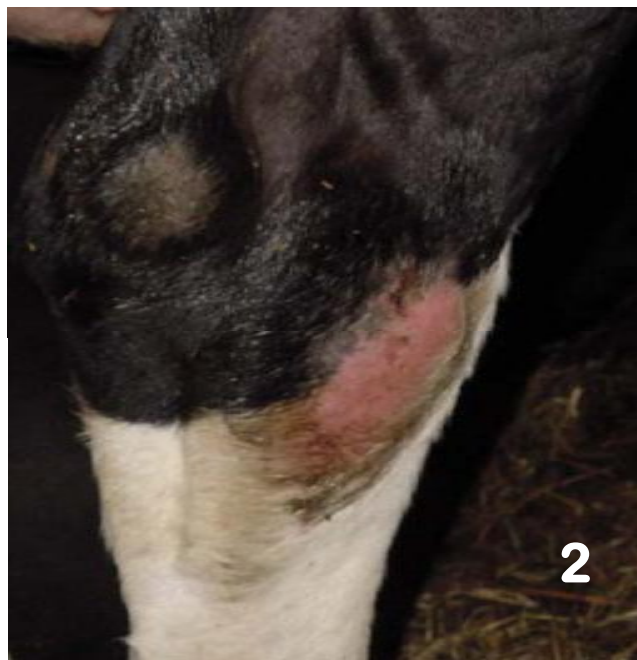
- ✓ **90% of cows score 1**
- ✓ **99% of cows score ≤ 2**



Leg Lesion Scoring system

- 1 = No swelling; no hair loss
- 2 = No swelling; bald area
- 3 = Evident swelling or lesion through hide

Animal Health: Leg Lesions (Checkpoint 59)



Program Timeline

Late 2009

- ✓ Program launch to industry, customers and consumers

Spring/Summer 2010

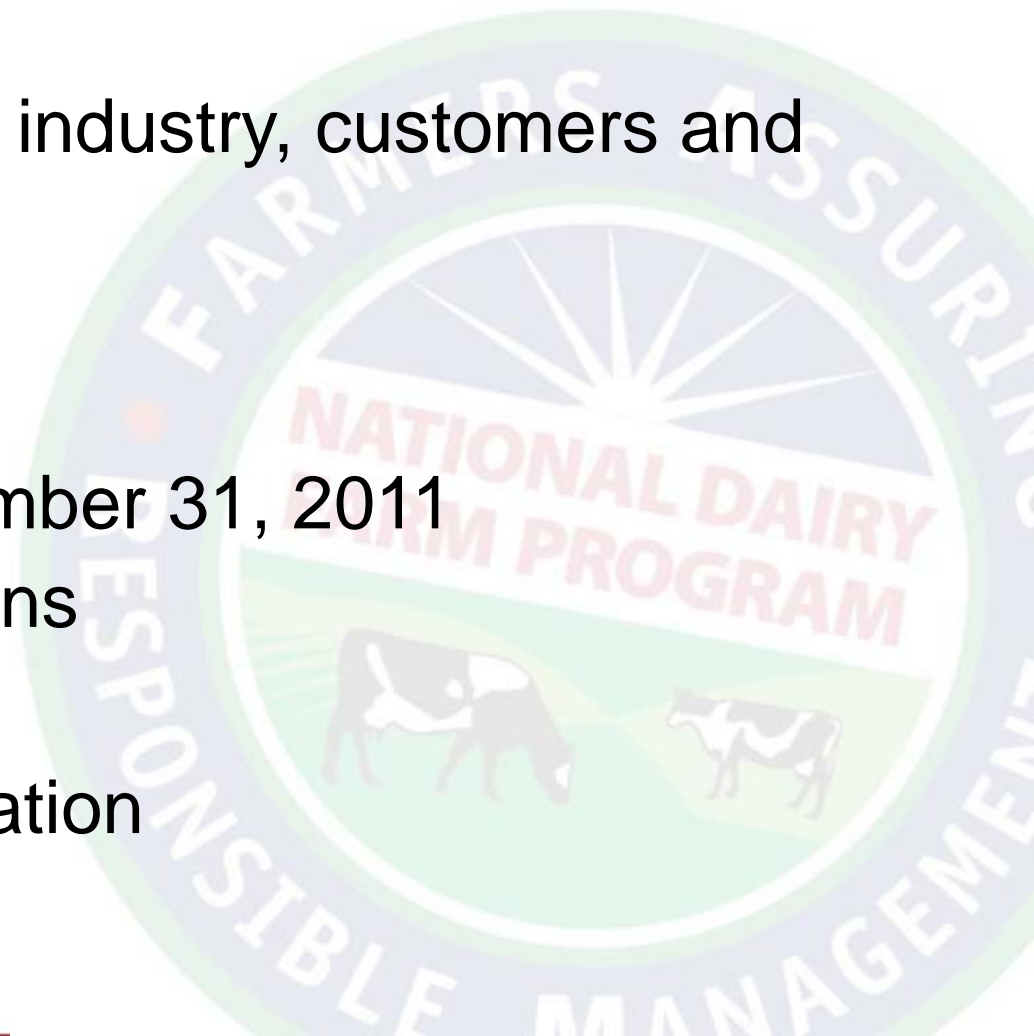
- ✓ Evaluator training

July 1, 2010 thru December 31, 2011

- ✓ On-farm evaluations

Summer 2011

- ✓ Third-party verification





Our Mission

To demonstrate and verify that U.S. milk producers are committed to the highest standards of animal care and quality assurance.

"Our organization whole-heartedly supports programs such as the National Dairy FARM Program. The program further demonstrates that producers consider proper care for dairy animals a moral imperative, and also provides a credible, verifiable framework for producers to demonstrate that commitment to consumers."

- Dr. M. Gatz Riddell, Jr., DVM
Executive Vice President
American Association of Bovine Practitioners

"We need to speak with a unified voice on animal care in the dairy industry so consumers have confidence that our animals are well cared for and that our products are safe. The National Dairy FARM Program can achieve this goal."

- Dr. Karen Jordan, DVM and Milk Producer
Chair of NMPP animal welfare
and technical writing committees



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Latest Videos: Animal Care Program



Click [Here](#) to Learn How to Participate in FARM!

View the Animal Care Video in [English](#) or [Spanish](#)

NATIONAL DAIRY FARM PROGRAM

Consumers want to purchase food from sources they know will take care of animals, and operate in a way that is consistent with their values and expectations. Dairy farmers have a longstanding commitment to doing what is right. The National Dairy FARM Program: Farmers Assuring Responsible

Management™ provides consistency and uniformity to best practices in animal care and quality assurance in the dairy industry.

The dairy industry is committed to ensuring the well-being of the animals in our care. The National Dairy FARM Program™ is a nation-wide, verifiable program that addresses animal well-being. Third-party verification ensures the validity and the integrity of the program to our customers and consumers. The dairy industry has an excellent track record of responsible management practices; this national effort simply brings consistency and uniformity to on-farm care and provides reassurance to consumers.



Our Mission

To demonstrate and verify that U.S. milk producers are committed to providing the highest standards of animal care and quality assurance.

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www.nationaldairyfarm.com

DFA & DairyIlea Gold Standard Dairy Program



Focus on the Consumer While Protecting Member Farms

- Dedicated to being the supplier of choice for customers
- Consumers are increasingly focused on the process used in producing their food
- States independently addressing animal care standards



Gold Standard Dairy Program

- Introduced in March 2007
- A program that
 - Self-assessed current practices
 - Encouraged continuous improvement
 - Recognized participation
- More than 10,000 members participated
- Incorporates FARM third-party verification



Gold Standard II Program

- Components:
 - ✓ Animal Welfare – FARM Program
 - ✓ Environmental stewardship
 - ✓ Personnel management
 - ✓ Demographic information



Frequently Asked Questions

- Why were the FARM and Gold Standard Dairy programs created?
 - ✓ The programs will bolster consumer confidence and will bring consistency to the evaluation of on-farm animal care practices.
- Why is third-party verification needed?
 - ✓ The third-party verification assures that the integrity and credibility of the program is maintained by parties with no financial interest in the farms evaluated.

Frequently Asked Questions

- Who will have access to a farm's evaluation?
 - ✓ No one except the farm itself, the Cooperative and the third party evaluator, should your farm be picked for the review.
- What if a farm already participates in a similar program?
 - ✓ We will still ask that the farm participate in the FARM program so that the data will be included in the survey.



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THANK YOU

QUESTIONS?