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
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

THREE-STEP Approach

- Education
  - Animal Care Manual, Quick Reference User Guide, Animal Care DVD, Possible On-Farm Instructor

- On-Farm Evaluation

- Third-Party Verification

Voluntary and available to all producers
ANIMAL Care Manual

- Developed by Technical Writing Group
  - Overseen by NMPF Animal Health and Welfare Committee

- Industry-wide Review
  - Cooperatives, Producer Associations, Processors
  - AABP Animal Welfare Committee
  - AVMA Animal Welfare Committee
  - Beef Quality Assurance Program
  - American Humane Certified Scientific Advisory Committee
  - Dr. Temple Grandin, Colorado State University

Reflects:

- Current best practices
  - Animal health from birth to end of life
  - Environment and facilities
  - Nutrition
  - Transportation and handling

- Innovations and technology
CHAPTER 1 Introduction

✓ Program
✓ Mission
✓ Background
  ➢ NDAWI Principles and Guidelines
✓ Definitions
CHAPTER 2 On-Farm Evaluations

✓ External review of animal care practices using management checklists
  ➢ Completed by a veterinarian, extension agent, co-op field staff
  ➢ Provides a status report and action plan for improvement if necessary
  ➢ Used for third-party verification
  ➢ Subsequent on-farm evaluations, at least once every three years

✓ Management checklists
  ➢ Key on-farm practices for program
  ➢ Specific practices by chapter
  ➢ Sole basis for on-farm evaluation

✓ Checklists are the foundation for the Quick Reference User Guide
CHAPTER 3 Management: SOP, Training and Record Keeping

✓ Veterinarian/Client/Patient Relationship
✓ Standard Operating Procedures
✓ Employee training
✓ Emergency Plan
✓ Animal ID and recordkeeping
✓ Milking routine

CHAPTER 4 Newborn Calves

✓ Nutrition
  ➢ Colostrum, milk replacer, feed and water
✓ Animal Health
  ➢ Navel dipping, animal ID and health records, vaccinations and medical procedures
✓ Environment and Facilities
  ➢ Clean, dry, adequate space, protection from weather extremes
✓ Handling, Movement and Transportation
  ➢ Personnel training, lifting or walking, clean vehicles
CHAPTER 5 Nutrition

✓ Water
  ➢ Clean, tested, protected from freezing
  ➢ Continuous access or provided at least twice per day or as necessary to maintain proper hydration

✓ Feed
  ➢ Provide nutrients for physiological life-stage
  ➢ Testing, not mixed with other species feed
  ➢ Cows not without feed for more than 4 hours

CHAPTER 6 Animal Health

✓ Herd Health
  ➢ VCPR and Herd Health Plan

✓ Animal Observation — daily requirements

✓ Sanitation
  ➢ ≥ 90 % of animals score less than 3 (Hygiene Scorecard)

✓ Locomotion
  ➢ ≥ 90 % score 2 or better (Locomotion Scorecard)

✓ Body Condition Scoring
  ➢ ≥ 90 % between 2.0 and 4.0 and ≤ 5 % below 2.0 (BCS Scorecard)

✓ Hock Lesions
  ➢ ≥ 90 % cows score 1 and ≥ 99 percent score 2 or less (HL Scorecard)
CHAPTER 7 Environment and Facilities

✓ Animal Environment
  ➢ Minimize environmental extremes
  ➢ Minimize airborne dust
  ➢ Adequate lighting for inspection of animals
  ➢ Avoid quick movements and alarming sounds

✓ Facilities
  ➢ Routine observations
  ➢ Stanchions/tie stalls
  ➢ Freestalls
  ➢ Open lots and pastures

CHAPTER 8 Handling, Movement and Transportation

✓ Handling and Movement
  ➢ Flight zones and flight distances
  ➢ Controlling animal movement in lanes, alleyways, and other parts of the complex

✓ Transportation
  ➢ “Top 10 Considerations for Culling and Transporting Dairy Animals” used in handling and transportation decision-making
TOP 10 Culling List

1. Nutrition
   - Access to clean water
   - Balanced rations

2. Animal Health
   - Non-ambulatory animal care
   - Euthanasia protocols

3. Environment and Facilities
   - Segregation of sick or injured animals

4. Handling, Movement and Transportation

CHAPTER 9 Special-Needs Animals

✓ Nutrition
  - Access to clean water
  - Balanced rations

✓ Animal Health
  - Non-ambulatory animal care
  - Euthanasia protocols

✓ Environment and Facilities
  - Segregation of sick or injured animals

✓ Handling, Movement and Transportation
CHAPTER 10 Dairy Beef

- Culling
  - “Top 10 Considerations for Culling and Transporting Dairy Animals” used in culling, handling, and transportation decision-making
- Dairy Bull Calves and Freemartin Heifers
  - Receive colostrum or colostrum replacer soon after birth
  - Fed milk or milk replacer until marketed
  - Balanced diets when kept beyond weaning
  - Continuous access or provided water at least twice a day or as necessary to maintain proper hydration

CHAPTER 11 Third-party Verification

- Participating farms chosen through statistical sampling
- Designed to demonstrate the integrity of the program
- Provide statistically verified data confirming that proper animal care is expectation
- Annual process
PROGRAM Timeline

Late 2009
✓ Program launch to industry, customers and consumers

2010
✓ Evaluator training
✓ On-farm evaluations

2011
✓ Third-party verification

OUTREACH Efforts

Summer 2009 – Initial outreach
✓ Cooperatives, Proprietary Processors, State Producer groups, Retailers

Fall 2009 – Rollout of Manual
✓ World Dairy Expo

Winter 2010 – Enroll Participants
✓ Cooperatives, Proprietary Processors, Independent Producers
OUTREACH to Retailers

Working with Center for Food Integrity (CFI)

- established in 2007 to increase consumer trust and confidence in the contemporary U.S. food system
- five focus areas are health and nutrition, food safety, worker care, the environment, and food animal well-being
- Convened over 45 retailers to talk about animal well-being programs in October 2009
National Dairy FARM Program
Farmers Assuring Responsible Management

www.nationaldairyfarm.com

NATIONAL DAILY PROGRAM

Customers want to purchase food from people they know will care of animals, and operate in a way that is consistent with their values and expectations. Dairy farmers are committed to ensuring the well-being of their animals and the quality of their products.

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

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MORE Information

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