

The National Dairy FARM Program:

Farmers Assuring Responsible ManagementSM



National Dairy FARM Program

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CONNECTIVITY Creates Confusion

- ✓ Consumers increasingly concerned about the food they purchase
- ✓ Sources of information coming from the Internet through sites like YouTube and Facebook with blogs, photos and videos
- ✓ Activists utilize web pages and email to get signatures for petitions and letters to Congress and local governments



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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



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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



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THREE-STEP Approach

- ✓ Education
 - Animal Care Manual, Quick Reference User Guide, Animal Care DVD
 - All materials available online in English and Spanish
- ✓ On-Farm Evaluation
- ✓ Third-Party Verification

Voluntary and available to all producers



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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



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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



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Animal Care DVD

- ✓ Chapter by Chapter to coincide with Animal Care Manual
- ✓ English and Spanish
- ✓ Available online at www.nationaldairyfarm.com

VIDEO

Videos en Español

National Dairy FARM Program



> View Video

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.

Dairy Animal Care

- Chapter 1 - Introduction
- Chapter 2 - On-Farm Evaluations
- Chapter 3 - Management
- Chapter 4 - Newborn Calves
- Chapter 5 - Nutrition
- Chapter 6 - Animal Health
- Chapter 7 - Environment and Facilities
- Chapter 8 - Handling, Movement and Transportation
- Chapter 9 - Special-Needs Animals
- Chapter 10 - Dairy Beef
- Chapter 11 - Third-Party Verification

Chapter 1 - Introduction



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The National Dairy FARM Program was created to demonstrate and verify that U.S. milk producers are committed to providing the highest levels of animal care and quality assurance.



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Evaluator Training

- ✓ Over 50 FARM trainers certified
- ✓ 300+ evaluators certified to complete on-farm evaluations
- ✓ More training sessions to be held in November and December
- ✓ Train-the-Trainer sessions to be scheduled for 2011



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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



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PROGRAM Timeline

October 2009

- ✓ Program launched to industry, customers and consumers

2Q 2010 (on-going)

- ✓ Evaluator training

3Q 2010 (on-going)

- ✓ On-farm evaluations

2011

- ✓ Third-party verification





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Participation

- ✓ Open to cooperatives, proprietary processors and independent producers
- ✓ Fee to cover Third-Party Verification – no checkoff funds
- ✓ 45% of nation's milk supply covered in the program





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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
- ✓ Convened over 45 retailers to talk about animal well-being programs in October 2009
- ✓ Exhibited at the International Dairy Show



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OUTREACH to Retailers



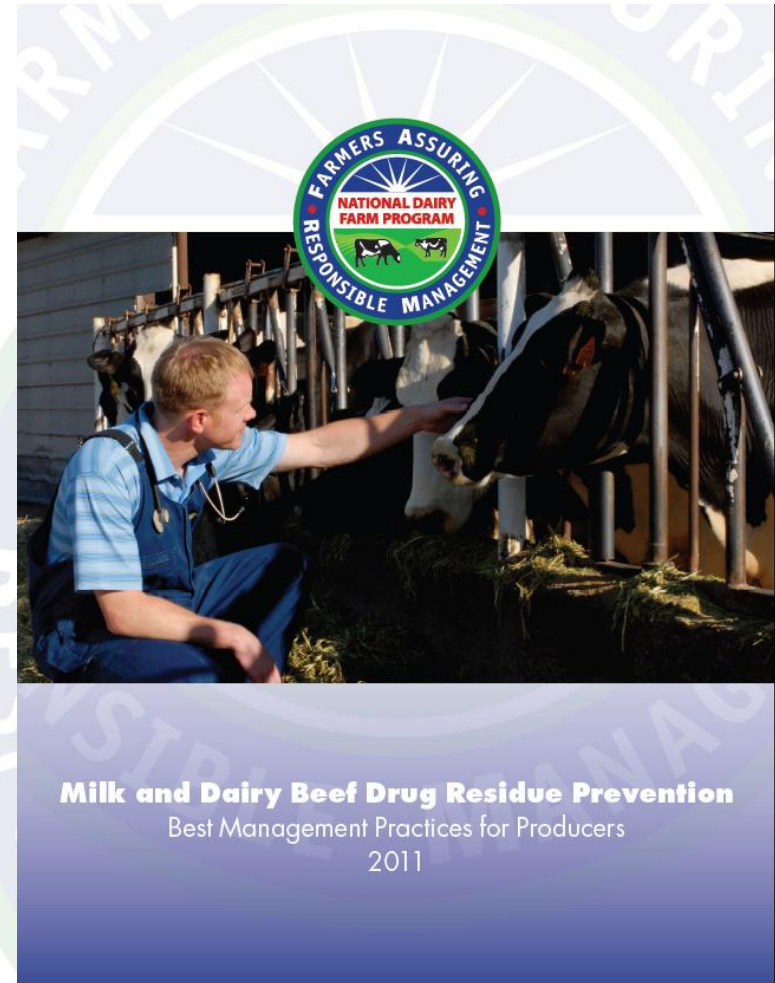


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Milk and Dairy Beef Drug Residue Prevention

- ✓ New educational manual available online
- ✓ Developed by NMPF technical writing group
- ✓ Covers best management practices for use of antibiotics
- ✓ Not produced with check-off funds





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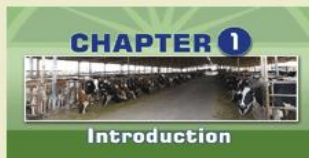
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Latest Videos: Animal Care Program



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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

ManagementTM 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 ProgramTM 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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MORE Information

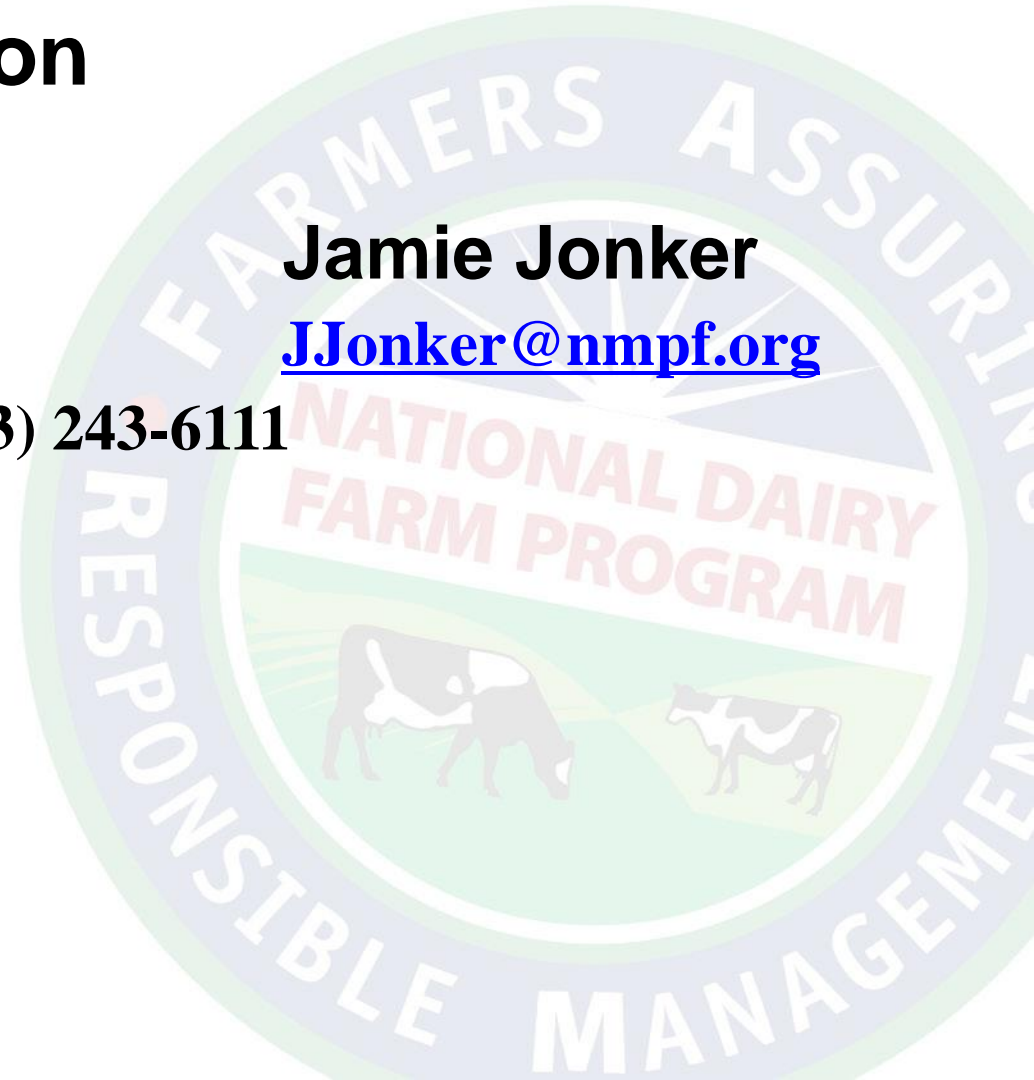
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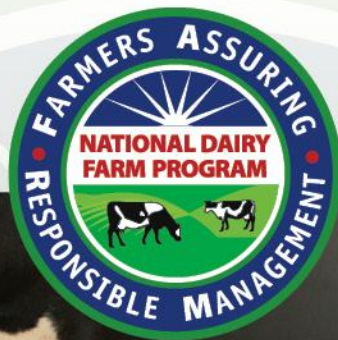
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