


# Animal Welfare: Perceptions and Realities

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# The reality

- 
- Dairy farmers work hard to take good care of their land, their animals and their employees
  - They strive to do their best and produce the best possible product



Coenen Dairy | Mt. Vernon, Texas





Hicks Dairy Farm | Corinth, Maine





Regli Jerseys | Ferndale, Calif.





Haskins Farm | Butler, Ohio





Oregon Dairy, Lititz, Pa.





Noblehurst Farms | Linwood, N.Y.






Dairy Research and Education Center | Lewisburg, Tenn.

**Also our reality:**

**Consumers  
today are less  
connected to the  
farm than ever  
before**






**But they are  
increasingly  
interested in  
where their food  
comes from**

# They have interest in farm practices

- Animal care
- Tail docking
- Disbudding
- rbST
- Antibiotics
- Water management
- Nutrient management
- Fertilizer management
- Renewable energy
- Employee training
- Farm safety
- GMOs





**They are not  
getting closer to  
our farms, but  
they are getting  
information...**

# The perception

- Dairy farmers are in it just for the money
- Treat cows as milk machines just to make money
- Don't really care about the animal
- Don't even care about the consumers
  - Hence the use of antibiotics, hormones, GMOs





Hundreds of leaders from fast-food chains, marketing agencies and poultry production companies recently gathered in North Carolina for the 2017 Chicken Marketing Summit to [play golf](#) and figure out how to make you eat more animals.

One session focused on marketing chicken to millennials. Richard Kottmeyer, a senior managing partner at Fork to Farm Advisory Services, explained to the crowd that millennials are "lost" and need to be "inspired and coached." His reasoning? Because there are now "58 ways to gender identify on Facebook." Also, because most millennial women take nude selfies, the chicken industry needs to be just as "naked" and transparent.

What?

## COW SCIENCE: CATTLE ARE INTELLIGENT, EMOTIONAL AND THEY HAVE EUREKA MOMENTS—SO SHOULD WE BE KILLING THEM?

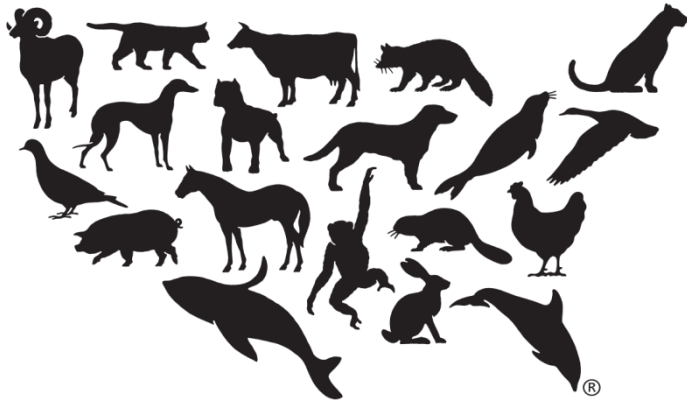
There are brains in the barnyard, according to a literature review published this week about cattle intelligence. The paper summarized a selection of peer-reviewed research that demonstrated bovine cognition, and determined that the animals can have “Eureka” moments, can be optimistic or pessimistic, are affected by painful experiences, protect their calves, and can recognize their friends.

The peer-reviewed paper, called *The Psychology of Cows*, was published in the journal Animal Behavior and Cognition and was funded by the animal-welfare-education endeavor The Someone Project. The Someone Project describes itself as “Farm Sanctuary’s latest effort to introduce people to who farm animals are.”





# Forming and feeding the perceptions...



**THE HUMANE SOCIETY**  
OF THE UNITED STATES



**PETA** 

# Factory Farming: Misery for Animals



On today's factory farms, animals are crammed by the thousands into filthy, windowless sheds and stuffed into wire cages, metal crates, and other torturous devices. These animals will never raise their families, root around in the soil, build nests, or do anything that is natural and important to them. Most won't even feel the warmth of the sun on their backs or breathe fresh air until the day they're loaded onto trucks headed for slaughterhouses.

The factory farming industry strives to maximize output while minimizing costs—always at the animals' expense. The giant corporations that run most factory farms have found that they can make more money by squeezing as many animals as possible into tiny spaces, even though many of the animals die from disease or infection.





# Carton of Cruelty

## BEHIND BIG DAIRY'S CLOSED DOORS

## New COK Video Pours out Painful Truth about Dairy

In a heartbreaking new undercover video, Compassion Over Killing reveals violent abuse of gentle mother cows at Mason Dixon Farms, a massive dairy factory farm in Pennsylvania with more than 2,500 animals.

Mason Dixon supplies some of the biggest names in dairy, including Dairy Farmers of America and Land O'Lakes.

One of the largest dairy facilities on the East Coast, Mason Dixon was the first in the US to implement milking of cows by machines, known as "robo-milking." Approximately half of the 2,500 cows on this factory farm are now "robo-milked."

Though Mason Dixon touts itself as a leading example in the dairy industry, the footage taken by COK's investigator who worked inside the facility uncovers a different reality that includes:

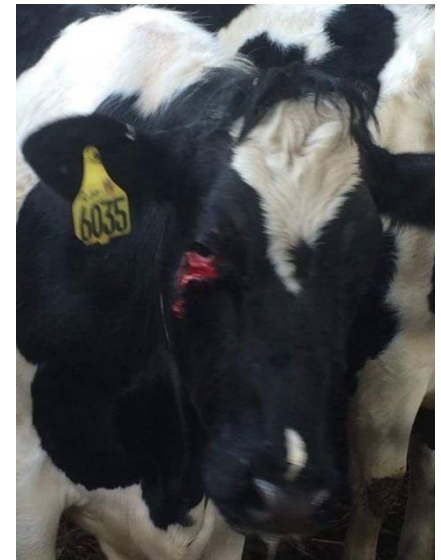
- **egregious cruelty to animals:** including cows being kicked in the face, punched in their sensitive udders, excessively shocked with an electric prod, jabbed with pens or elbows, and having their tails twisted or bent by workers
- **cows living in hazardous conditions,** routinely getting stuck on water troughs or inside stalls
- **worker safety concerns:** workers handling formaldehyde throughout the facility with no protective clothing or masks.

COK submitted evidence of animal cruelty to local authorities, calling for prompt enforcement action. **According to Dairy Farmers of America, which Mason Dixon supplies, Mason Dixon has fired one employee in response to the acts of animal cruelty documented in this footage.**



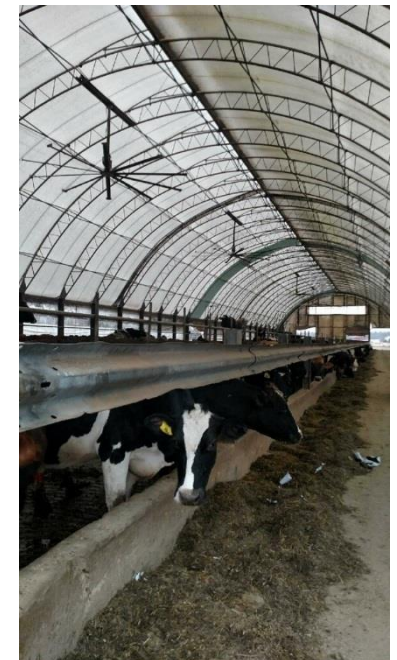
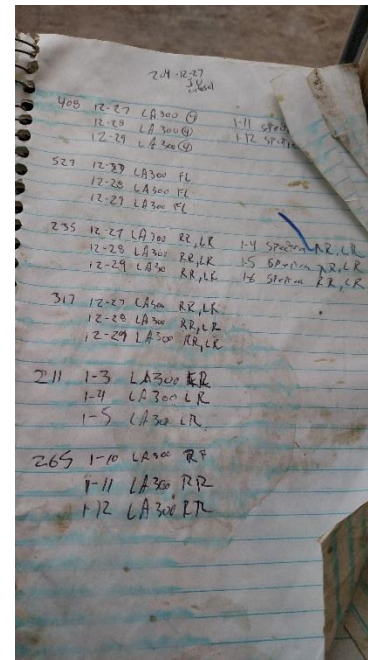
- E-mail to CEO of one of our largest customers
- “PETA’s Cruelty Investigations Department has received reports alleging the cruel treatment of cows at XXX...”
- Allegations of abuse on a 3,500-cow member farm
  - 100 to 200 injured cows
  - Beating cows with canes
- Pictures of injured cows

August 25, 2016



- E-mail to local police
- “received a report that cows routinely confined amidst massive accumulations of excrement, mud and water...”
- Allegations of abuse on a 150-cow member farm
- Pictures of a dead animal and less than ideal conditions

February 14, 2017



# Jessica Marie Buck



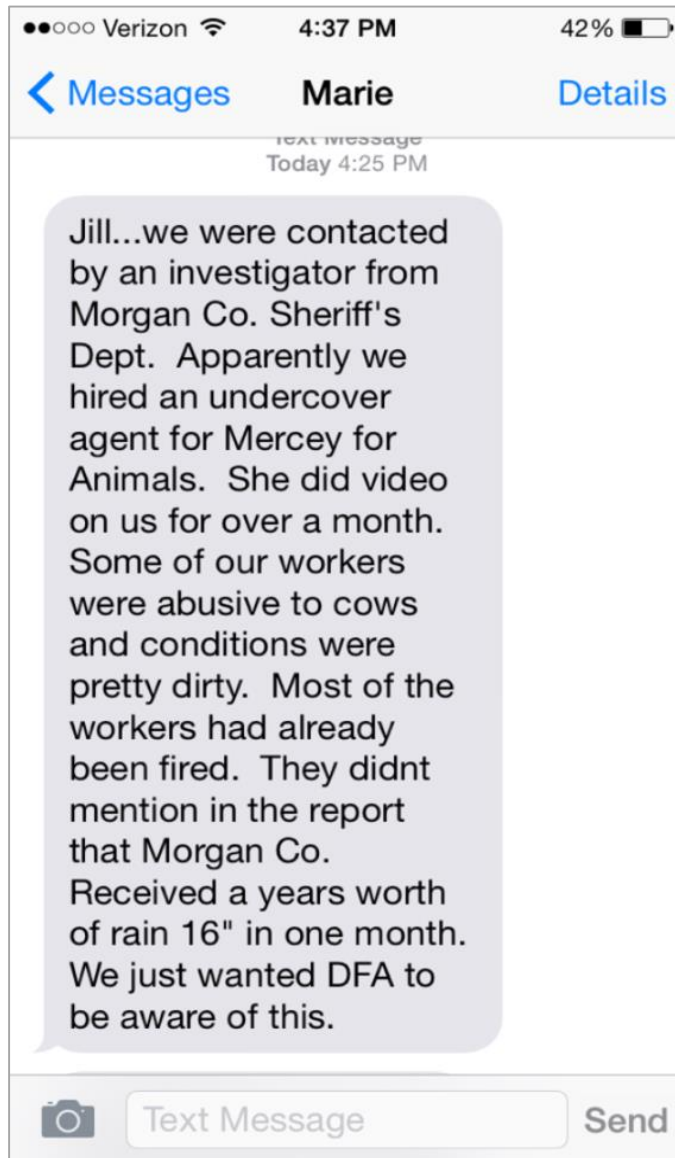
- Applied to several area farms
- Worked 4pm-12am shift as a milker
- Wore “button” camera
- Previously filmed undercover hog and poultry video.



# Cactus Acre Holsteins

- Family owned and operated since 1950s
- Owned by Mary Ann Goedert
  - Operated by son Jim and Marie Goedert
- 2,500 milking, 5,000 head on facility
- Predominantly open-lot
- Building 1200 head free stall barn
- Known as conscientious operators by our field personnel

# Initial contact





**And in this  
environment of  
increasing  
scrutiny and  
attacks there is  
opportunity...**



# **We have a great story to tell**

- **Great quality milk**
  - Safe, affordable, abundant
- **Family farm ownership and management**
- **Multi-generational businesses**
- **Strong emphasis on animal care**
- **Stewards of the land and environment**



**We are  
committed to  
doing the right  
things...**

# Doing the right things

- Our approach

- Member-centric
- Engage with customers
- Openly share what you do, and how you do it
- Defend and grow markets for your milk





# FARM Animal care by the Numbers

- 106 Participating Co-ops and/or Proprietary Processors
- Covers 98% of the domestic milk supply in 49 states
- Over 45,000 2<sup>nd</sup> party evaluations completed to date
- Over 370 trained FARM Evaluators



# Cactus Acres

- Immediately diverted milk from customers
- **Gather information/start investigation**
  - All names and contact information for farm
  - General synopsis of farm history and operations
  - Copy of Gold Standard Evaluation completed in February

# Cactus Acres

- Put farm on probation awaiting audit results
- Work with F.A.R.M. program who
- Call in third party validation
- Began in depth documenting with producers
- Customer engages - Leprino Animal Care Policy Review
  - Two Leprino employees and two outside professionals



# Cactus Acres

## Validus follow-Up

- **Herd Health Plan**
  - Address pain intervention for calves
  - Written hoof care protocols
- **Euthanasia Protocols**
  - End of life decisions
- **Posted parlor protocols**
- **Animal Welfare Policy**
- **Caretaker training records**
- **Signs posted for visitors**

# Documentation

- Animal Care and Wellness Policy

## EMPLOYEE AGREEMENT



**I confirm my commitment to the highest standards of animal care and protection through the *See it? Stop it!* initiative.**

In accordance with the *See it? Stop it!* values, I agree that:


1. Animal abuse, neglect, harm and mishandling are unacceptable and will not be tolerated.
2. Proper animal care is the responsibility of every individual who is around animals, including me.
3. I have an obligation to immediately report any signs of deliberate animal abuse, neglect, harm or mishandling to a supervisor or other individual responsible for enforcement of proper animal care.

I pledge my support of, responsibility for and commitment to the values of the *See it? Stop it!* initiative.

Name (printed): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Documentation



## Standard Operating Procedures

### Herd Health Plan

Cactus Acres Dairy  
Fort Morgan, Co

Date Issued: 10/28/2010  
Date Revised: 6/15/15  
Page 1 of 13

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**Scope:** All dairy personnel

**Responsibility:** Dairy owner, herd manager, unit supervisor

**Purpose:** To ensure that all animals will be handled humanely at all times, to outline the procedures for prevention/treatment of animal disease and to provide an effective nutrition program that ensures end-product safety

**Principles:**

1. Animals will be given preventative care in the form of vaccines, etc., as directed by the herd veterinarian, to promote health and reduce incidence of disease.
2. All livestock with a treatable disease will be treated according to protocols based upon recommendations of a veterinarian with a valid Veterinarian-Client-Patient Relationship (VCPR).
3. All standard operating procedures involving herd health will be reviewed on a periodic basis by management in consultation with the herd vet.
4. Records involving antibiotics and other substances (including anthelmintics) requiring mandatory withdrawal times will be maintained for one year.
5. All feedstuffs (including medicated) will have the proper receiving, storage, handling and feeding protocols.
6. All animals will receive clean water sources.
7. All non-ambulatory animals will receive comfort and therapeutic support.
8. Any animal determined not salvageable is to be humanely euthanized.

- Herd Health Plan
  - Calf pain management
  - Lameness protocols



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**Cactus Acres:  
Meanwhile, the  
public side of the  
story plays out...**

# The pattern

- Dairy industry would learn about MFA's intent to release a video
- Industry (DMI) would work directly with related parties on response
- We'd wait for release
- We'd respond
- This time we moved to a proactive stance
- Media jacking – owned the abuse and the story

# The activist story...

GREENLEAF, Wis. (WITI) — An animal rights group is accusing workers at an area dairy farm of abusing cows.

We feel that Americans have a right to know where their food comes from. Unfortunately, these factory farms thrive in secrecy,” Matt Rice with “Mercy for Animals” said.

The “factory farm” that Rice says these images came from is the sprawling Wiese Brothers farm complex in Greenleaf.

WLUK showed the video to bovine veterinarian Bill Koffman without explaining where it came from or its context. “I can tell that’s a bunch of people that don’t know how to take care of cows. The equipment they are using – such as the hip lift – they are over-lifting those animals. They’re beating on an animal that can’t get up. I’m not comfortable with that at all,” Koffman said.

The Wiese Brothers farm video is already impacting business. The Wiese Brothers farm used to supply its milk to the Baraboo-based cooperative Foremost Farms USA. It supplies dairy products to Nestle, which makes DiGiorno pizza. The Wiese Brothers farm has now been dropped at Nestle’s request.



# DAIRY HERD

June 12, 2015

MANAGEMENT

## ••• DFA shows how it's done with ••• abuse videos



### **DFA taking on MFA**

Yes, Mercy for Animals (MFA) may have finally met its match. A 2,500-cow Fort Morgan, Colo., Dairy Farmers of America (DFA) patron was the latest example in the long string of publicity-seeking “abuse” videos aimed against dairy farms. But, seemingly immediately, DFA fought back. They must have had a plan ahead of time, and so far it is working brilliantly.

## NEWS

### Colorado authorities investigating dairy cow abuse video; workers fired



Undercover video filmed at a Fort Morgan dairy farm has led to the firing of five workers and prompted a criminal investigation.


The recordings of Cactus Acres Holsteins, filmed by a member of an animal rights group posing as an employee, shows workers apparently stabbing cows with pencils, screwdrivers and dairy equipment. The video also shows cows being kicked and hit and workers failing to care for their injuries.

Seven other employees at the farm about 80 miles northeast of Denver have been disciplined and retrained. Mercy For Animals, the Los Angeles-based activist group, [released the footage Wednesday night](#).

“We are appalled that these incidents took place here and have taken disciplinary action against all of the employees involved, including several prior to our knowledge of the video as part of our normal dairy management,” Jim and Marie Goedert, owners of the business, said in joint a statement. “We take great pride in our family farm and in the care we provide to our animals.”



Fort Morgan dairy workers were seen allegedly abusing cows in a video provided by Mer

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**We still have work to do in our fight against the activists and, in the area of continuous improvement in the industry.**





**Also a reality:  
concerns over  
“acceptable”  
farm practices**

# Facts of our industry

- There will always be incidents that challenge us
  - Animal care
  - Drug residues
  - Manure handling
  - Employee relations
- Everyone here in on the front lines, and must consider how to be engaged



# We need to communicate our expectations

How we train our  
employees

How we establish procedures

Relationships with our veterinarians





**We need to  
work together**



# Customers interests in farm practices and animal care continues to increase



# Positioning ourselves as a customer resource

- Animal care and wellness
- Animal handling
- Milk quality
- Employee training
- Workplace safety
- Environmental stewardship
- Biosecurity
- Emergency procedures

# Our relationships with top companies benefit everyone

Walmart 



CHOBANI<sup>®</sup>

*Saputo*



# Food Business News.

## Kraft Heinz commits to higher animal welfare standard

Oct. 27, 2017 - by Rebekah Schouten

CHICAGO — The Kraft Heinz Co. is expanding its animal welfare commitments to include higher standards for treatment of broiler chickens in its U.S. supply chain.



Michael Mullen, senior vice-president of corporate and government affairs at Kraft Heinz

"When we issued our global animal welfare policy earlier this year, we underscored our commitment to the humane treatment of animals and said we would prioritize continuous animal welfare improvements throughout our supply chain," said Michael Mullen, senior vice-president of corporate and government affairs at Kraft Heinz. "Today, we're delivering on that promise by

joining the food industry in an effort to advance the well-being of broiler chickens in our supply."





# Food Business News®

## Nestle makes animal welfare pledge

Oct. 16, 2017 - by Rebekah Schouten

VEVEY, SWITZERLAND — Nestle USA has committed to support better treatment of the animals in its supply chain. The company has pledged to source all the broiler chickens used as ingredients in its U.S. food portfolio from sources meeting a higher standard of animal welfare by 2024.

Nestle USA's animal welfare policy will meet global animal partnership (GAP) standards that include the following:

- Ending the use of lower-welfare breeds
- Ending extreme crowding and providing each chicken more floor space (6 lbs per square foot)
- Keeping chicken litter clean enough to prevent eye sores, flesh burns and respiratory distress
- Improving lighting standards, including at least six hours of darkness each night and sufficient light during the day to decrease illness and disease
- Ending live-shackle slaughter in favor of the less cruel method of controlled-atmosphere stunning



# We need to balance conflicting perspectives



## Producers

- We are caving to activist groups.
- Why are practices being mandated?
- I know the best ways to care for my animals and train my employees.


## Customers

- Why are there only three items that require action plans?
- Why does it take a year to address an action plan?
- It's surprising that all farms don't already do these things.

# Many factors can complicate the discussion

- Member vs. member competition
- Cooperative vs. cooperative competition
- Brand vs. brand competition
- Consumer vs. supply chain pressure
- Different state and national guidelines and regulations
- Distorted reality presented by activists groups

# Finding a balance

- 
- How far is too far?
  - Where to push back, and where to negotiate
  - What do we have to do to maintain markets?
  - If we don't, what if someone else does?





**We all need to take  
responsibility to  
evolve  
appropriately...**