What is FARM?

The dairy industry, through National Milk Producers Federation (NMPF) with support from Dairy Management, Inc. (DMI), initiated a voluntary program named FARM: Farmers Assuring Responsible Management™ in 2009.

- **Program Goal:**
  Provide reassurance to consumers that dairy farmers raise and care for their animals in a humane and ethical manner.
National Dairy FARM Background

- FARM offers a **continuous improvement** process to ensure a high level of on-farm animal care.
- **How?**
  - **Promoting** use of best management practices
  - **Conducting** Second-Party Evaluations on U.S. dairy farms (Beginning of 2016: 38,500 evaluations and more than 94% of the milk supply is enrolled in the program)
  - **Confirming** that producers are providing appropriate care for their animals through Third-Party Verification

Promoting: Best Management Practices

- Created by Technical Writing Group; updated every 3 years
- Cover all aspects of cow’s life, including culling decisions
- Suite of complimentary materials including Milk & Dairy Beef Drug Residue Prevention Guide

Conducting: 2nd Party Evaluations

- Conducted by trained evaluators;
- All evaluators trained by certified FARM Trainers
- Must recertify annually and pass exam with 80% score
Confirming: 3rd Party Verifications

- Statistically significant % of farms 3rd party verified annually
- Aggregate 2nd party data compared to 3rd party data to ensure program integrity
- Results published to ensure transparency

FARM Program Continuous Improvement

- Mandatory Participation
- Willful Mistreatment Protocol
- Action Plans
- Tail Docking Phase-Out

**National Dairy FARM Program**

- FARM Program Background
- FARM Program Successes
  - Common Customer Concerns: Answered!
  - The future of FARM
  - Questions

**Manual & Form Library**

Animal Care Resources:
FARM Program by the Numbers

- 84 Participating Co-ops and/or Proprietary Processors
- Covers 94% of the domestic milk supply in 48 states
- > 38,000 2nd party evaluations completed to date
- > 370 trained FARM Evaluators

New FARM Animal Care Partnerships

- Dairy Beef Quality Assurance
- Merck Dairy CARES 365

What was the most valuable thing you changed on your dairy as a result of your evaluation?

- “Worked on a herd health plan.”
- “Insured that all employees where properly trained in animal care”
- “Bedding frequency increase for hygiene scores”
- “Time for dehorning calves”
- “How we handle down cows”
- “Improved heifer living conditions”
- “Added training”
- “We made a carrier for baby calves. We also have done a better job of putting SOPs into Spanish.”

Does FARM add value to your operation?

- Yes
- No
- Undecided
Why is the FARM Program Important?

• We know that the dairy industry has a great story to tell when it comes to animal care.

• The FARM Program helps provide the data and proof points to back up this positive story about animal care on America’s dairies.

• The FARM Program also helps provide one, consistent, unified program for the entire dairy industry to follow. The FARM Program helps ensure that customers don’t feel the need to develop their own animal care programs.
Who makes decisions about the FARM Program?

- The FARM Program is updated every 3 years by a group of academics, veterinarians, co-op staff and producers that comprise the Technical Writing Group.
- In the interim between these revisions, the National Milk Producers Federation Board of Directors approves any necessary administrative changes to the program.
  - E.g. Mandatory participation, willful mistreatment protocol

What if I don’t want to do the FARM Program?

- Participation in the FARM Program is voluntary for each producer.
- If a co-op or Proprietary Processor agrees to participate in the FARM Program, all of their supplying farms must also participate.
- Many co-ops/processors now require participation in FARM as a condition of membership.

“Industry Standards or Codes of Practice that are recognized by Saputo in the countries where we have operations are: United States of America, Farmers Assuring Responsible Management”

“We require all Great Lakes Cheese suppliers to meet animal care guidelines outlined in the National Milk Producers Federation’s FARM (Farmers Assuring Responsible Management) Program or comparable state programs.”

“Enrollment in FARM (United States Suppliers) or the Red Tractor Scheme (United Kingdom and Republic of Ireland Suppliers) shall be complete by December 31, 2015.”
Do I have to go through a 3rd Party Verification if Selected?

- Yes. The FARM Program Pledge of Participation states that you are willing to be subject to a 3rd Party Verification if selected.

- Third-Party Verifications help ensure the integrity of the Program and thus it is critical that every farm be part of the pool for random selection.

What about tail docking?

- The National Dairy FARM Program has opposed the routine tail docking of dairy cows since the Program started in 2009.

- In 2012, the NMPF Board approved a phase-out time period of 2022. This phase out was recently accelerated by 5 years.

- Customers rank the issue of tail docking as paramount in their animal care concerns for dairy.

- In order to protect the integrity of the Program, it was imperative that the dairy industry act proactively and decisively on this issue.

Can a farm fail the program?

- FARM is a Program of continuous improvement, it was developed to raise the bar collectively for the entire industry, not to be punitive.

- Our Technical Writing Group, NMPF Board of Directors and other advisors find it contrary to animal welfare to exclude producers from the Program. If there’s an issue, we’re better off working together to fix it.

- Currently, the FARM Program is being updated to include several critical control points that would trigger a mandatory corrective action plan.
How can I engage with the FARM Program?

- The FARM Program recently launched a new website, blog and social media properties.
- We’d love it if customer brands would engage with the FARM Program on social media, read the resources on our website.
- We’d also love to host any of your customers and do a “FARM Program deep dive” and farm tour as we’ve done for many brands.

FARM Goes Social

- Launched FARM Program social media to share successes & engage w/ customers:
  - National Dairy FARM Program
  - @FARMProgram
  - @FARMProgram
  - Share your stories of animal care and ask questions using #FARMProud
FARM Program Background

FARM Program Successes

Common Questions: Answered!

The future of FARM

Questions

FARM Version 3.0

Animal Health & Well-being review: Nov. 2015

Draft out for public comment: Dec. 2015

NMPF Staff review comments: Jan. 2016

NMPF Staff update resources: Jan.-Dec. 2016

Evaluations begin Version 3.0: Jan. 2017

FARM Version 3.0 Expected Changes

Heightened focus on pain mitigation

Training & Documented Protocols
  - ALL employees
  - New standards of inquiry

Dairy Beef
  - 4 new metrics
    - 2 of which pertain directly to residue prevention/record keeping
    - FARM/BQA dual Programs

Hygiene Taskforce

Locomotion/Lameness Taskforce

Unified Dairy Industry: Why it Matters

Shared Values

Shared messaging

Maintain normal milk movement & product distribution

Protect each other
Questions?

MORE Information

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