

**National Dairy FARM Program**  
Farmers Assuring Responsible Management™

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

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***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 Program

Farmers Assuring Responsible Management™

### 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

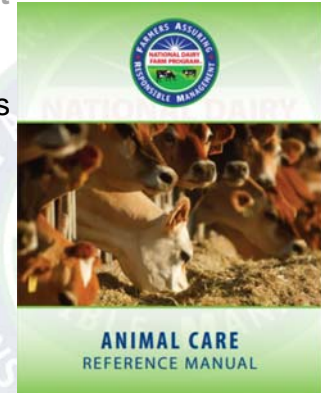


## National Dairy FARM Program

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### 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



Home About FARM Producer Resources **Participant Resources** FARM Proud Blog

Home → Manual & Form Library (Comprehensive)

### Manual & Form Library

#### Animal Care Resources

|   |   |   |  |  |
|---|---|---|--|--|
| <p>2016 Drug Residue Prevention Manual Now Available</p> <p>The 2016 edition of the National Dairy FARM Program: Farmers Assuring Responsible Management™ Milk and Dairy Beef Drug Residue Prevention Manual was published in October 2015 and is the primary educational tool for dairy farm managers on the judicious and responsible use of antibiotics.</p> | <p>2013 FARM Animal Care Reference Manual</p>                     | <p>2013 FARM Animal Care Quick Reference User Guide</p> | <p>2013 FARM Animal Care Reference Manual (Spanish Language)</p> | <p>2013 FARM Animal Care Quick Reference User Guide (Spanish Language)</p> |
| <p>National Dairy FARM Animal Care Fact Sheet</p>   | <p>Sample Veterinarian - Client - Patient - Relationship Form</p> | <p>FARM Animal Care 3rd Party Verification FAQs</p>     | <p>Sample SOPs Gilt Care</p>                                     |  |



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### Conducting: 2<sup>nd</sup> Party Evaluations

- ✓ Conducted by trained evaluators;
- ✓ All evaluators trained by certified FARM Trainers
- ✓ Must recertify annually and pass exam with 80% score





## National Dairy FARM Program Farmers Assuring Responsible Management™

### Confirming: 3<sup>rd</sup> Party Verifications

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



## National Dairy FARM Program Farmers Assuring Responsible Management™

### FARM Program Continuous Improvement

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

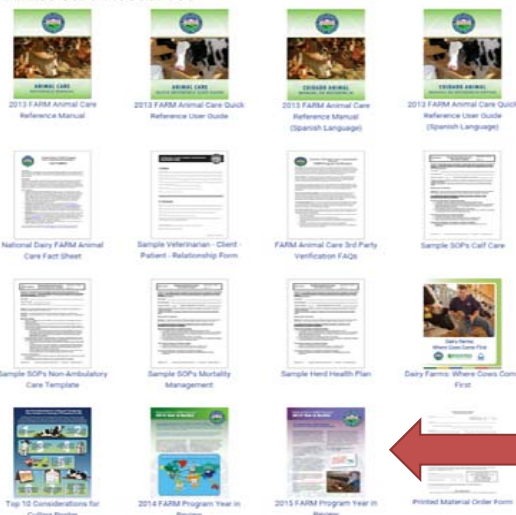


## National Dairy FARM Program Farmers Assuring Responsible Management™

- FARM Program Background
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### Manual & Form Library

#### Animal Care Resources







## National Dairy FARM Program

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### 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** 2<sup>nd</sup> party evaluations completed to date
- > **370** trained FARM Evaluators



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### New FARM Animal Care Partnerships

- Dairy Beef Quality Assurance
- Merck Dairy CARES 365



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

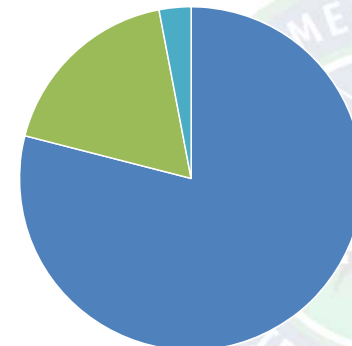
- “Worked on a herd health plan.”
- “Insured that all employees were properly trained in animal care”
- “Bedding frequency increase for hygiene scores”
- “Time for dehorning calves”
- “How we handle down cows”
- “Improved heifer living conditions”
- “Added training”
- “We made a carrier for baby calves.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



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### Does FARM add value to your operation?



■ Yes ■ No ■ Undecided



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## National Dairy FARM Program

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### 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.



## National Dairy FARM Program

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"If farm animals are treated decently and humanely, I have no problem consuming meat, milk and eggs."

Nearly **2 in 3** strongly agree

"U.S. meat is derived from humanely treated animals."

Only **1 in 4** strongly agree

"I would support a law in my state to ensure the humane treatment of farm animals."

Over **half** strongly agree

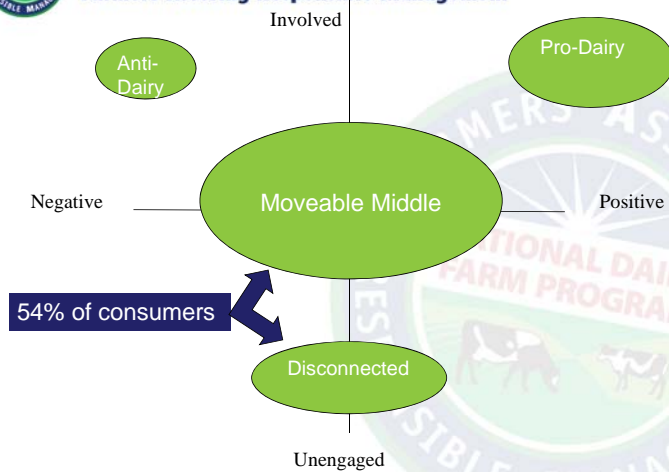


"Support for eating meat, milk and eggs from animals treated decently and humanely is at a seven-year high with 60 percent of consumers strongly agreeing."



## National Dairy FARM Program

Farmers Assuring Responsible Management™





## National Dairy FARM Program Farmers Assuring Responsible Management™

### 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



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Today's consumers expect – and deserve – safe, wholesome food from people who are producing it responsibly. That's why FARM comes in. U.S. dairy farmers have a great track record of excellent animal care. FARM demonstrates your commitment to animal care and shows consumers that you're doing what's right – for your cows and for your customers. FARM raises the bar for the entire industry and creates continuous improvement.

FARM provides resources (below) that set the highest standards in the industry, including the FARM Animal Care Reference Manual that farmers must follow for every calf and cow on the farm – guidelines that evolve with the latest research on quality animal care. Accompanying the manual are a quick reference user guide and animal care videos that highlight the required best practices.

#### FARM Technical Writing Group

The FARM Technical Writing Group helps ensure that the FARM Program fosters a culture of continuous improvement and that the best management practices, which are the cornerstone of the program, evolve with the latest research on animal welfare and humane handling.

Current Technical Writing Group experts include:

1. Dr. Karen Jordan, DVM, Dairy Farmers of America Member, Producer
2. Antione Michelson, Northwest Dairy Association
3. David Dan, Dairy Farmers of America, Inc.
4. John Mahoney, Land O'Lakes, Inc.
5. Kevin Olson, Prairie Farms Dairy, Inc.
6. Gatz Riddell, DVM, American Association of Bovine Practitioners
7. Nigel Cook, DVM, University of Wisconsin
8. Nina Von Keyserlingk, Ph.D., University of British Columbia
9. Cassandra Tudor, Ph.D., University of California-Davis
10. Marcia Endres, Ph.D., University of Minnesota
11. Josh White, National Cattlemen's Beef Association
12. Brandon Treichler, Foremost Farms USA
13. Paul Humphrey, Select Milk Producers, Inc.
14. Ken Retallack, Praedium/Vidibus
15. Steve Maddox, Dairy Management, Inc. Board Member
16. Dr. Richard Osak, DVM, Maryland & Virginia Milk Producers Cooperative Assn.



## National Dairy FARM Program Farmers Assuring Responsible Management™

### 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.



## National Dairy FARM Program Farmers Assuring Responsible Management™

**Saputo**

"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."





## National Dairy FARM Program

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### *Do I have to go through a 3<sup>rd</sup> Party Verification if Selected?*

- Yes. The FARM Program Pledge of Participation states that you are willing to be subject to a 3<sup>rd</sup> 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.



## National Dairy FARM Program

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### *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.

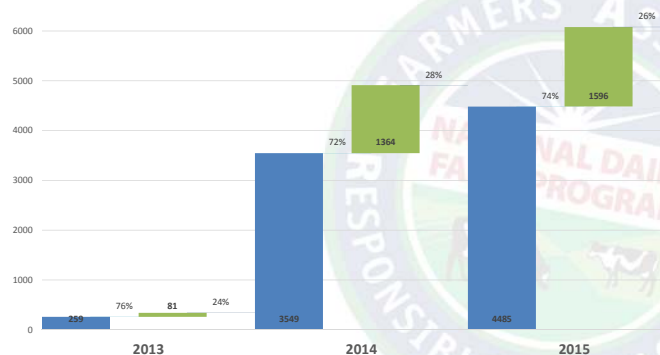


## National Dairy FARM Program

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Tail Docking Analysis  
(Do Farms dock animal tails?)

■ NO ■ YES



## National Dairy FARM Program

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### *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.



## National Dairy FARM Program

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### 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.



Wholesome dairy comes from healthy cows

Our dairy products only come from farmers who are dedicated to the highest standards of animal care.



## National Dairy FARM Program

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### 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



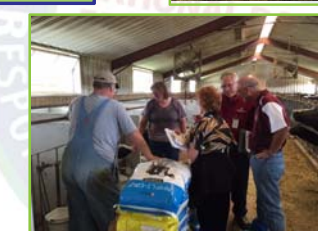
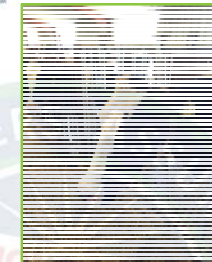
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## National Dairy FARM Program Farmers Assuring Responsible Management™

### 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



## National Dairy FARM Program Farmers Assuring Responsible Management™

### 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



## National Dairy FARM Program Farmers Assuring Responsible Management™

### Unified Dairy Industry: Why it Matters

- Shared Values
- Shared messaging
- Maintain normal milk movement & product distribution
- Protect each other





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**Questions?**



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**MORE Information**

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