

# **National Dairy Animal Well-Being**

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Initiative 

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# National Dairy Animal Well-Being Initiative

- ▶ The face of animal agriculture has changed
  - The well-being of livestock is an important issue to animal agriculture's customers and industry stakeholders
- ▶ Animal rights groups are growing in membership and power
- ▶ The animal agriculture industry is receiving mounting pressure from animal rights groups to change production practices
  - Note recent developments in swine and poultry industry regarding crates and cages

# National Dairy Animal Well-Being Initiative

- ▶ Customers of animal agriculture are also receiving mounting pressure from animal rights groups to change production practices
  - Adopting crate-free and cage-free policies for their suppliers and making other demands on production practices.
    - Smithfield Foods
  - Recent announcements made by:
    - Wolfgang Puck
    - Burger King
    - Wendy's
    - Dean Foods
    - Kroger
    - Safeway

# National Dairy Animal Well-Being Initiative

- ▶ Societal expectations placed on the industry have changed as well
  - Consumers are far removed from production agriculture
  - The concept of trust has changed
- ▶ Agriculture must add ethics and values to science
  - Science-based answers are no longer the only answer
  - Recent survey indicates value similarity and ethics drive consumer trust

# National Dairy Animal Well-Being Initiative

- ▶ Producers must demonstrate they are ethical and socially responsible as well as scientifically grounded in the care of their:
  - Animals
  - Operations
  - Employees
  - Environment

# National Dairy Animal Well-Being Initiative

- ▶ Although dairy animal well-being is not top-of-mind with consumers the dairy industry is aware of this growing disconnect between consumers and producers
- ▶ The dairy industry must protect the high level of trust currently held by consumers
- ▶ To enhance this trust The National Dairy Animal Well-Being Coalition was formed and developed the National Dairy Animal Well-Being Initiative

# What is the Coalition?

- The Coalition is comprised of a broad-based group of leaders from across the country
  - Group reflects the diversity and strength of the Industry
- Coalition members represents all facets of the Industry:
  - Producers, processors, co-ops, allied industry, academics and associations
- Coalition members possess the same goal:  
To provide assurance the dairy industry is meeting its obligation to provide appropriate care for dairy animals

# Who is the Coalition?

## Organizations Participating in the Coalition include:

- ▶ Alto Dairy
- ▶ American Association of Bovine Practitioners
- ▶ American Farm Bureau Federation
- ▶ Animart
- ▶ American Foods Groups
- ▶ Cornell University
- ▶ Dairy Farmers of America
- ▶ Dairy Management Inc.
- ▶ Elanco Animal Health
- ▶ Foremost Farms USA
- ▶ Grande Cheese Company
- ▶ International Dairy Foods Association
- ▶ Land O' Lakes, Inc.
- ▶ Milk and Dairy Beef Quality Assurance Center Inc.
- ▶ Morgan&Myers
- ▶ National Milk Producers Federation
- ▶ Northeast Dairy Producers Association
- ▶ Organic Valley
- ▶ Pfizer Animal Health
- ▶ Professional Animal Auditor Certification Organization (PAACO)
- ▶ Professional Dairy Managers of Pennsylvania
- ▶ Professional Dairy Producers of Wisconsin
- ▶ Rabobank
- ▶ Rosenholm Wolf Dairy LLP
- ▶ Safeway, Inc.
- ▶ Smithfield Beef Group
- ▶ United Dairymen of Arizona
- ▶ University of Arizona
- ▶ University of California – Davis
- ▶ University of Wisconsin–Madison
- ▶ Validus
- ▶ Washington Dairy Products Commission
- ▶ Washington State Dairy Federation
- ▶ WestfaliaSurge, Inc.
- ▶ Wisconsin Livestock Identification Consortium
- ▶ Wisconsin Milk Marketing Board
- ▶ Wisconsin Pork Producers Association

# Why is this Important?

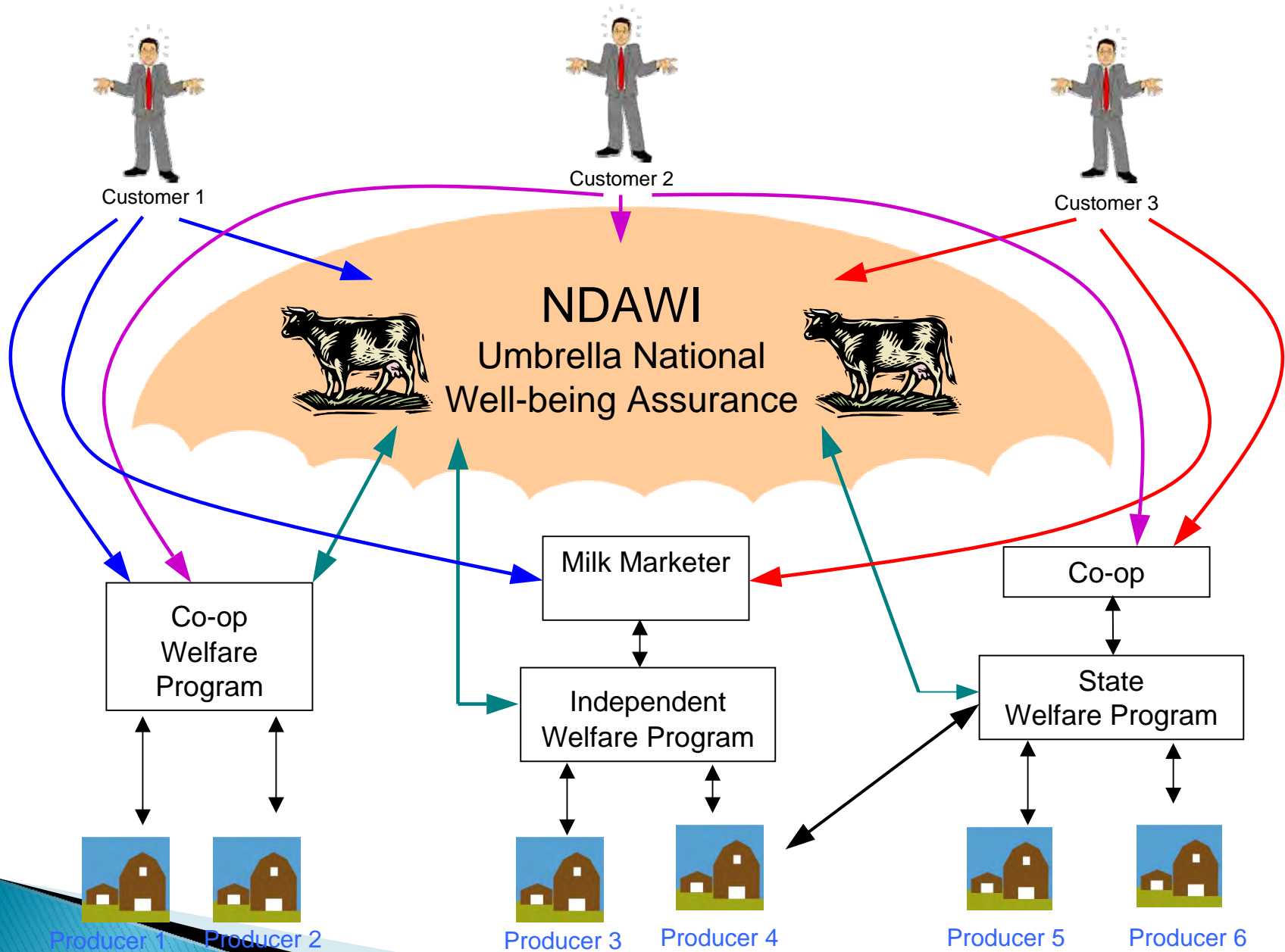
- ▶ The Initiative demonstrates the dairy industry's commitment to “do the right thing” regarding animal welfare
  - An opportunity to control its destiny
  - Protect its freedom to operate
  - An opportunity to protect markets and preserve market access
- ▶ The Initiative provides customers, policy makers and other stakeholders assurance that the dairy industry is meeting its ethical obligation to care for its animals.

# How will the Initiative Work?

- ▶ The Coalition drafted broad Principles and Guidelines that any dairy welfare program should include to meet their moral and ethical obligation to provide for the well-being of their animals.
  - In a sense a uniform national umbrella of Principles and Guidelines that ensures program consistency across the country

# How will the Initiative work?

- ▶ The Initiative is not another on-farm animal welfare program
  - The Initiative will help validate the strength of individual on-farm animal welfare programs
- ▶ The Initiative asks producers to show their support by signing an endorsement form and by participating in an existing on-farm animal welfare program that incorporates the animal well-being Principles and Guidelines
  - Simply put, the Initiative reiterates the dairy industry's ethical obligation to consumers



Customer 1

Customer 2

Customer 3

**NDAWI**  
Umbrella National  
Well-being Assurance

Co-op  
Welfare  
Program

Milk Marketer

Co-op

Independent  
Welfare Program

State  
Welfare Program

Producer 1    Producer 2

Producer 3    Producer 4

Producer 5    Producer 6

# What is the Timetable for the Initiative?

- ▶ The Initiative was launched at October 4, 2007 at World Dairy Expo
- ▶ Draft version of the Principles and Guidelines is available for industry review through July 1, 2008
- ▶ Final document of Principles and Guidelines will be unveiled at the 2008 World Dairy Expo

# How will Success be Measured?

- ▶ The Coalition and Initiative are paving the road to success by taking steps to protect the industry's social license and its freedom to operate by demonstrating our commitment through the National Dairy Animal Well-Being Initiative
  - Within one year of introducing the Initiative, the Coalition's goal is to have:
    - A majority of the milk and a majority of producers endorsing the program.

# How are the Coalition or Initiative Funded?

- ▶ To date the work has been completed by leader volunteers devoted to the betterment of the Industry
- ▶ Volunteers have attended the development meetings at their own cost
- ▶ Some industry leading organizations have provided funding to support the launch
- ▶ Additional assistance is needed to help ensure producers are well informed and engage in the review process

# Endorsements

- ▶ Alto Dairy Cooperative
- ▶ Associated Milk Producers Inc.
- ▶ Aurora Organic Dairy
- ▶ Bongards' Creameries
- ▶ California Dairies, Inc.
- ▶ Center for Dairy Excellence
- ▶ Dairy Business Association
- ▶ Dairy Farmers of America, Inc.
- ▶ Dairy Management Inc.
- ▶ Dairylea Cooperative Inc.
- ▶ Ellsworth Coop Creamery
- ▶ Family Dairies USA
- ▶ Foremost Farms USA
- ▶ Land O' Lakes, Inc.
- ▶ Manitowoc Milk Producers Cooperative
- ▶ Maryland and Virginia Milk Producers Cooperative Association
- ▶ Michigan Milk Producers Association
- ▶ Milwaukee Cooperative Milk Producers
- ▶ National Milk Producers Federation
- ▶ North Harbor Dairy
- ▶ Northeast Dairy Producers Association
- ▶ Northwest Dairy Association/Darigold
- ▶ Pennsylvania Dairy Stakeholders
- ▶ Professional Dairy Managers of Pennsylvania
- ▶ Professional Dairy Producers of Wisconsin
- ▶ REM-JEM Dairy
- ▶ United Dairymen of Arizona

# NDAWI Web Site

- ▶ [www.dairywellbeing.org](http://www.dairywellbeing.org)
- ▶ Web presence with complete information on NDAWI
- ▶ Ongoing updates
- ▶ How industry stakeholders can get involved
- ▶ Producer feedback mechanism

# Summary

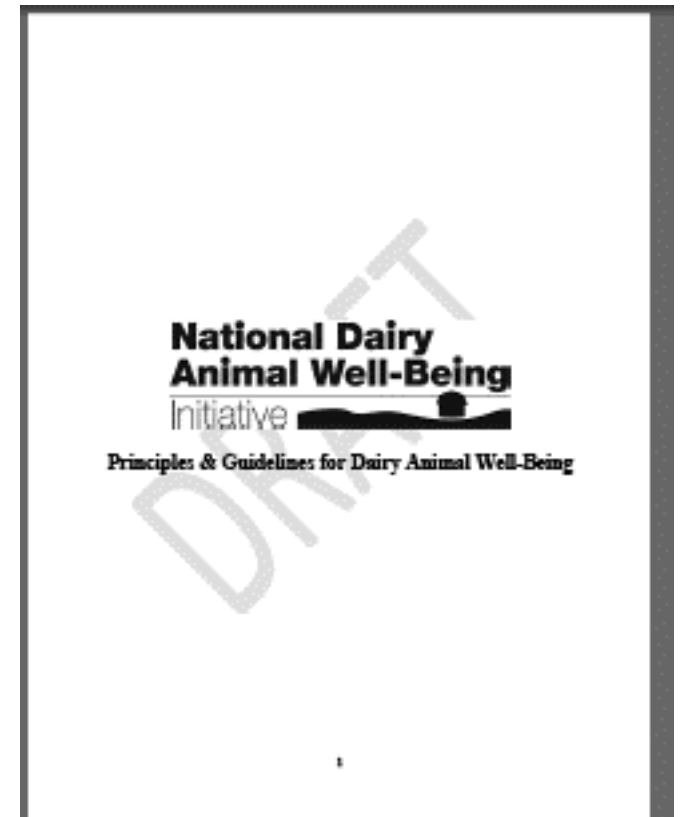
- ▶ The goal of the Coalition is to continue to build consumer trust and confidence in the dairy industry
- ▶ Accomplishing this goal through the Initiative
  - With a unified voice and
  - A set of Principles and Guidelines demonstrating the commitment of the dairy industry to care for their animals
- ▶ Your help is needed to protect the dairy industry's social license and freedom to operate
  - “Control your own destiny or someone else will.”

*–Jack Welch*

# Principles and Guidelines Overview

# Principles and Guidelines

- ▶ Drafted by a committee comprised of industry stakeholders including: producers, animal scientists, educators, and allied industry
- ▶ Currently under review
- ▶ Available on the website [www.dairywellbeing.org](http://www.dairywellbeing.org)



# Principles and Guidelines

- ▶ Comprised of:
  - Executive Summary
  - Introduction
  - Summary of the Process
  - Principles and Guidelines
- ▶ Principles and Guidelines include:
  - Nutrition
  - Animal Health
  - Management
  - Housing and Facilities
  - Handling, Management and Transportation
  - Third Party Oversight

# Nutrition

- ▶ *Guiding Principle:* Animals and animal groups should always have non-competitive access to a nutritionally adequate diet and clean, fresh water.
- ▶ *Guideline for Newborn Calves:* Calves should receive colostrum or equivalent and be fed in a way that promotes health and minimizes the risk of disease.
- ▶ *Guideline for Weaned Calves and Growing Heifers:* Weaned calves and growing heifers should receive adequate nutrition and water to achieve a proper body condition score and be fed in a way that promotes health and minimizes the risk of disease.
- ▶ *Guideline for Adult Cows:* Adult cows should receive adequate nutrition and water to achieve a proper body condition score and be fed in a way that promotes health and minimizes the risk of disease including metabolic diseases.
- ▶ *Guideline for Dairy Bulls:* Bulls should receive adequate nutrition and water to achieve a proper body condition score and be fed in a way that promotes health and minimizes the risk of disease.

# Animal Health

- ▶ *Guiding Principle:* The health of all animals and animal groups should be maintained through preventive care programs augmented by rapid diagnosis and treatment when necessary.
- ▶ *Guidelines:* Dairy operations should have:
  - ▶ A valid Veterinary–Client–Patient Relationship (VCPR)
  - ▶ A current herd health plan
  - ▶ Appropriate euthanasia guidelines and training
  - ▶ Management protocols for painful procedures and conditions
  - ▶ Management protocols for special needs animals

# Management

- ▶ *Guiding Principle:* To promote animal well-being animal caretakers should be appropriately trained, follow protocols and have access to record systems.
- ▶ *Guidelines:* The operation should have a herd health plan as well as training and protocols for handling, transporting and caring for special-needs cattle including euthanasia. The plan should include:
  - ▶ Training for new employees plus refresher training for existing employees
  - ▶ Standard operating procedures to be reviewed annually and revised as necessary
  - ▶ An emergency management plan
  - ▶ Record keeping
  - ▶ Management effectiveness

# Housing and Facilities

- ▶ *Guiding Principle:* Facilities should be designed, constructed and maintained to provide and promote animal health, comfort and safety.
- ▶ *Guidelines for Calves (Birth to Weaning or Sale) and Young Stock (Weaning to Parturition or Sale):* Calves and young stock should be given adequate space to stand, lie down, and turn around without difficulty, provided bedding that is clean and dry and be protected from seasonal weather extremes.
- ▶ *Guidelines for Adult Animals:* Adult animals should be given adequate space to stand and lie down, be provided bedding that is clean and dry and be protected from seasonal weather extremes. Facility design and maintenance should be adequate to prevent injury and the development of leg lesions.
- ▶ *Guidelines for Herd Bulls:* Herd bulls should be evaluated under the same guidelines as young stock.

# Handling, Movement and Transportation

- ▶ *Guiding Principle:* All animals and animal groups should be handled, moved and transported in a manner that minimizes behavior modification and the potential for injury, discomfort or disease.
- ▶ *Guideline:* Facilities should be designed and maintained so animals can be moved in a manner that prevents slips, falls and collisions. Employees should be trained to follow appropriate handling, movement and transportation protocols.

# Third Party Oversight

- ▶ *Guiding Principle:* Verifying on-farm dairy animal well-being requires third party oversight.
- ▶ *Guideline:* Dairy animal well-being programs should include third party oversight to verify the program meets the principles and guidelines established by the National Dairy Animal Well-Being Coalition to demonstrate our commitment to meeting our ethical obligation to provide for the well-being of animals in the U.S. dairy industry.

# Next Steps

- Nine-month review of document launched at World Dairy Expo
- Producers are encouraged to submit comments to their member dairy organization or coop. Organizations are asked to consolidate comments and submit to Jamie Jonker, co-chair principles and guidelines committee, at [jjonker@nmpf.org](mailto:jjonker@nmpf.org) by July 1, 2008
- Upon completion of the review, comments will be compiled and circulated to members of the Principles and Guidelines committee for final revisions
- A final Principles and Guidelines document will be unveiled at the 2008 World Dairy Expo
- Spring 2008 a sub-committee of the Principles and Guidelines group will identify the organization which will evaluate the various welfare programs to see if they meet the Principles and Guidelines

# Questions?

**National Dairy  
Animal Well-Being**  
Initiative 

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