



National Dairy FARM Program

Farmers Assuring Responsible Management™

FACT SHEET

Our Mission

The National Dairy FARM Program: *Farmers Assuring Responsible Management™* was created by the National Milk Producers Federation (NMPF), with support from Dairy Management, Inc. (DMI), to demonstrate and provide verification over time that U.S. dairy farmers are committed to providing a high level of animal care and quality assurance.

The Program

More now than ever, consumers want to know that dairy products are safe, wholesome and nutritious, and that animals receive the highest level of care. The National Dairy FARM Program™, available to all producers, establishes an on-farm animal well-being program and third-party verification system that demonstrates that commitment. Third-party verification ensures the validity and the integrity of the program to our customers and consumers. Our 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.

Dairy FARM Facts

- **Animal Care Reference Manual and Reference Guide:** At the heart of the National Dairy FARM program are the National Dairy FARM Animal Care Quick Reference User Guide and the National Dairy FARM Animal Care Manual. The user guide highlights key on-farm practices that should be in place on participating dairy farms. The manual details best management practices for a variety of animal care issues including animal health from birth to end of life, facilities/housing, nutrition, transportation and handling. NMPF worked with dairy animal care experts to update the documents to reflect current practices, animal-health concerns, innovations and technology. These materials are available for download on the website in both English and Spanish.
- **Supplemental Training Materials:** Producers can access educational materials that include a comprehensive animal care manual, a quick-reference user guide, an animal care videos, and other educational materials (materials are available, in English and Spanish, at www.nationaldairyfarm.com).
- **Third-Party Verification:** Third-party program verification assures the program's credibility and demonstrates effectiveness. Third-party verification protects the integrity of the program and provides quantifiable verification that producers are meeting their ethical obligations to provide appropriate care for their animals.
- **Additional Initiatives:** The FARM Program will introduce other efforts over time designed to protect the quality, safety and wholesomeness of dairy products. The most recently added area of focus is residue prevention. The *Milk and Dairy Beef Drug Prevention Protocol* manual is available online, free of charge, at www.nationaldairyfarm.com. No checkoff funds were used in the development of this manual.
- **Management:** National Dairy FARM is directed by NMPF with support from DMI. A National Dairy FARM Advisory Panel helps guide the program's development.
- **Program Launch:** The National Dairy FARM animal well-being program was formally launched to the industry, customers and consumers in October 2009.

For more information on the National Dairy FARM Program contact Betsy Flores at the National Milk Producers Federation at (703) 243-6111 or BFlores@nmpf.org or visit www.nationaldairyfarm.com.