



“NOT ON MY WATCH!”

a newsletter for the dairy that is actively **In Charge** of animal care

Project

“In Charge”



Event Title: Cows Kicked, Stabbed and Dragged on Evening News!

Open Letter to Dairy Managers

Animal activists use the evening news to create the false impression that all food producers abuse all animals (including dairies). The scenes on the news are not typical. A dairy that respects their cows does not beat their animals. Implements featured on the news could even be smuggled on to the dairy for news impact.

However, *Project “In Charge”* principles are violated as no responsible person appears to be in charge to stop the violations of common dairy animal care guidelines.

Use the example of this “event” to pull your management team together, you may view video clips on YouTube and follow the discussion guide. The results will lead to an evaluation of your supervision, employee training and protocols in place on your dairy.

DQ Center

Attitude

Your mental attitude is reflected by your actions. Harsh words only promote anger and aggressive actions from employees and your animals. Calming words create a mental atmosphere of care, comfort and respect. NOTE: activists promote animal media events to shake consumer confidence in food production. The video was tied to a prominent food supplier and widely viewed by consumers. Targeted food producers can be of the best reputation. Branded food suppliers have lost marketing advantages due to these events.

Treating cows with dignity

Dairy cows deserve to be treated with respect and dignity. Animal care should be based on gentle cow management. Sometimes this should lead to euthanasia. The modern dairy has a plan for making sure employees respect the cows’ dignity. Employees can be coaxed to ignore protocols in place. Under the existing circumstances they were not treating the cows with dignity. Keep in mind a situation may be staged on your dairy for a video.

Food Production

Dairy cows give milk and are harvested for meat. Our social license requires that animal caretakers should respect the cow and use gentle animal handling practices. Cows that are fearful will be uncooperative. Bruises and injection sites or open cuts will reduce the carcass quality for the marketed cow. Any time animal abuse is publicized the consumer turns the event into a food safety issue. Many consumers would feel that the abuse clearly violates consumer expectations and the meat is unsafe.

Transparency

All food production practices are now under review by society. Animal care, health and treatment should be managed as if the practice was going to be on the six o’clock news. Transparency should communicate high quality animal care from birth to market. Pre-harvest actions are as important as actions in a packing plant. If unusual activities do not follow protocols, a supervisor needs to be notified immediately.

Additional sources of information for SOPs for your dairy are:

- 1 - Down Cow SOP Animart (866) 986 -9404
- 2 - Dairy Animal Care, Pennsylvania Page 44 & 45
- 3 - Downer Action Plan California Dairy Quality Assurance Program
- 4 - AABP Position Statement Non-ambulatory Cattle - AABP

email us if you know of additional sources at InCharge@agri-ed.com