



“NOT ON MY WATCH!”

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

Project

“In Charge”



Agri-Education, Inc.

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Event Title: Crated Cruelty

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 on calf care are not typical. A dairy that respects each calf does not neglect health issues or beat their animals. Implements featured on the news could even have been smuggled in to the calf facilities for news impact.

As depicted however, *Project “In Charge”* principles are violated. These calves do not appear to be healthy, they are listless and weak. Poor housing conditions appear as well as lack of respect for the animals. The calf’s life might not have had the right start. The “right start” focuses on the milk producer. Feeding colostrum and other treatments prior to being sold are the responsibility of the milk producer, not the veal grower.

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 calf care protocols in place on your dairy.

The DQ Center feels the dairy is partially responsible for the calf - while at the calf ranch or even after sale.

DQ Center

Attitude

Your mental attitude is reflected by your employees’ actions. Anger and aggressive actions from employees towards your animals is unacceptable. Calming words and actions create a mental atmosphere of care, comfort and respect. NOTE: activists seek out baby animal media events to alarm and traumatize consumers destroying their confidence in food production. The video has been publicized, promoted and widely viewed by consumers in Canada to promote a vegan lifestyle. Branded food suppliers can lose marketing advantages due to these events. Every dairy has their own brand.

Treating calves with dignity

All animals deserve to be treated with respect and dignity. Baby animal care should be based on gentle and correct calf management protocols. Sometimes this means correctly euthanizing sick animals. The modern dairy/calf operation needs a plan for making sure employees respect the animals’ dignity. Employees can be coaxed to ignore protocols in place. Under the video circumstances employees were not treating the calves with dignity or respect. Proper euthanasia is not depicted. Keep in mind a situation may be staged at your facility for video impact.

Food Production

Dairy cows give birth to your calves. Your actions within the first few hours may well cause what appears to be animal abuse in the veal barn. The heifer and bull calves both need ample colostrum (4 quarts or more) immediately. Navels need to be treated. Calves should be placed in a clean, dry environment free of drafts and not leave the dairy until 2-3 days of age. A healthy calf will not show up on a media video being abused. As a calf producer you are first to illustrate transparency in the veal calf production system. Your baby calves can be marketed as food.

Transparency

All food production practices are now under review by society. Calf 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 - Dairy Animal Health and Husbandry Pages 37 & 38, Pennsylvania Dairy Animal Care
- 2 - Non-ambulatory (Downer Cattle) Page 44 & 45, Pennsylvania Dairy Animal Care
- 3 - Downer Action Plan California Dairy Quality Assurance Program
- 4 - Practical Euthanasia of Cattle American Association of Bovine Practitioners (AABP)
- 5 - Calf Management University of Wisconsin - Extension (online)

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