



Event Title: Union Allegations

Open Letter to Dairy Managers

It is in vogue to use large food companies with a well-established brand to attack a market for your milk and/or dairy beef. In this event the goal apparently is to force farm employees to join a union. If not, several petitions will be presented to the prominent retailer. (Walmart, Safeway, and Albertsons) This attack borders on blackmail. The big loser is the dairy owner/manager.

Project **"In Charge"** guidelines are for you to quickly understand the motive of the attack.

Special Note - no identification is provided of where or even when the photos were taken. Were they staged?

These circumstances indicate the photos were bogus! However, use this "event" to pull your management team together, view the photos on a computer or a cell phone and follow the Discussion Guide.

Look for an opportune moment to evaluate supervision on your dairy -- do not assume that this type of crisis couldn't occur on your dairy.

DQ Center

Attitude

Be open minded -- your dairy can be attacked especially if you have a high profile. (Better the dairy, the more likely the attack). Unions can easily borrow from the vegan community and use the same tactics to make the claim that you abuse animals. Branded food suppliers (Walmart, Safeway, and Albertsons) want and expect you to protect their brand. You do that by protecting your own brand.

Treating cows with dignity

Project **"In Charge"** demands that all animals be treated with dignity. The facts presented in these charges are lacking. Animals injure themselves, accidents happen. The take-home message from your middle management discussion is:

- Train supervision personnel
- Uphold a zero tolerance for animal injury or disease
- Always set the positive example on your dairy

Food Production

Note the union tied the fact an animal was bleeding to their claim that the milk was unsafe. Their goal is to convince your market to force unionization of your employees. Do not underestimate the power of the market place to demand safe food.

Transparency

You need to present society with the opportunity to know the true story of food production on your dairy. Yes, every dairy -- don't rely on the farm down the road to tell your story for you.

Additional sources of information for SOPs for your dairy are:

- 1 - Your herd veterinarian
- 2 - Listen to your staff to help evaluate employee attitude
- 3 - Study and update your written Animal Care Plan
- 4 - Review one or more state quality assurance programs.
- 5 - AABP website

(Texas, Pennsylvania, California,
Dairy Quality Center, FARM, etc.)

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