

# “NOT ON MY WATCH!”

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

Project

“In  
Charge”



## Event Title: Alleged Abuse on Wisconsin Dairy Leads to Change

<https://www.youtube.com/watch?v=yVGDYSS5H4e4>

### Open Letter to Dairy Managers

The animal activists used a video to create the false impression that all dairies abuse all animals. The scenes are not typical. A dairy that respects each cow does not have implements with which to beat their animals. Implements used in the video are commonly found on a dairy.

However, changes were made including Animal Welfare Standards being recognized, making changes to protect milk cows. Originally Project “In Charge” principles were violated as no responsible person appeared to be in charge to stop the animal treatments/violations of common dairy animal care guidelines.

Use the example of this “event” to pull your management team together, view the 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. . . before your dairy can be “featured” on an undercover video clip. 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: the video was tied to a prominent food supplier and widely viewed by consumers. The dairy was dropped as a supplier by their milk market.

### 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. These employees may have ignored 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. The employees in the video clearly violated the expectations of any consumer. Any time animal abuse is publicized the consumer turns the event into a food safety issue. Many consumers would feel that the meat and milk 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 - Pennsylvania Dairy Animal Care . . . . . Page 44 & 45
- 3 - Downer Action Plan . . . . . California Dairy Quality Assurance Program
- 4 - AABP Position Statement . . . . . Non-ambulatory Cattle - AABP