

The National Dairy FARM Program:

Farmers Assuring Responsible ManagementSM



National Dairy FARM Program

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THREE-STEP Approach

- ✓ Education
 - Animal Care Manual, Quick Reference User Guide, Animal Care DVD
 - All materials available online in English and Spanish
- ✓ On-Farm Evaluation
- ✓ Third-Party Verification

Voluntary and available to all producers

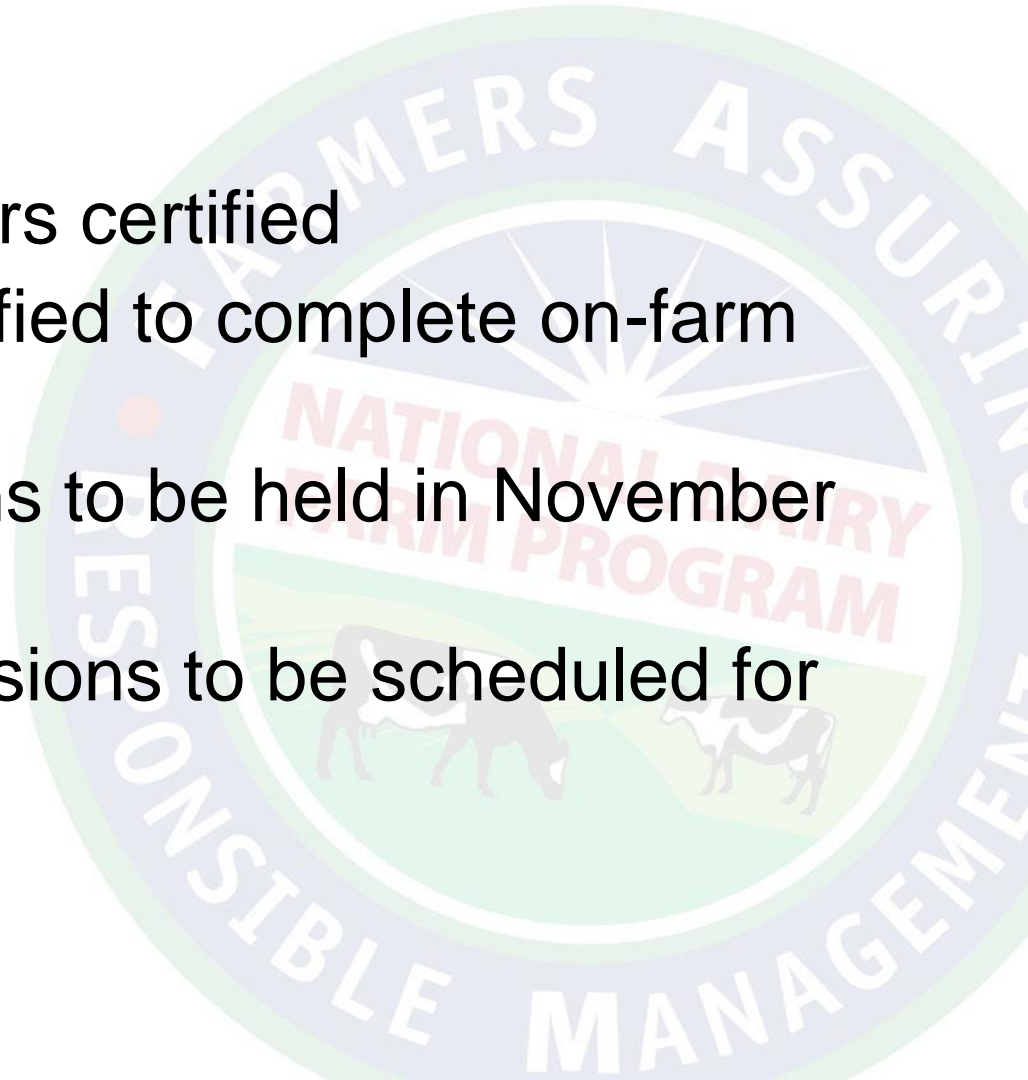


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Evaluator Training

- ✓ Over 50 FARM trainers certified
- ✓ 300+ evaluators certified to complete on-farm evaluations
- ✓ More training sessions to be held in November and December
- ✓ Train-the-Trainer sessions to be scheduled for 2011





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PROGRAM Timeline

October 2009

- ✓ Program launched to industry, customers and consumers

2Q 2010 (on-going)

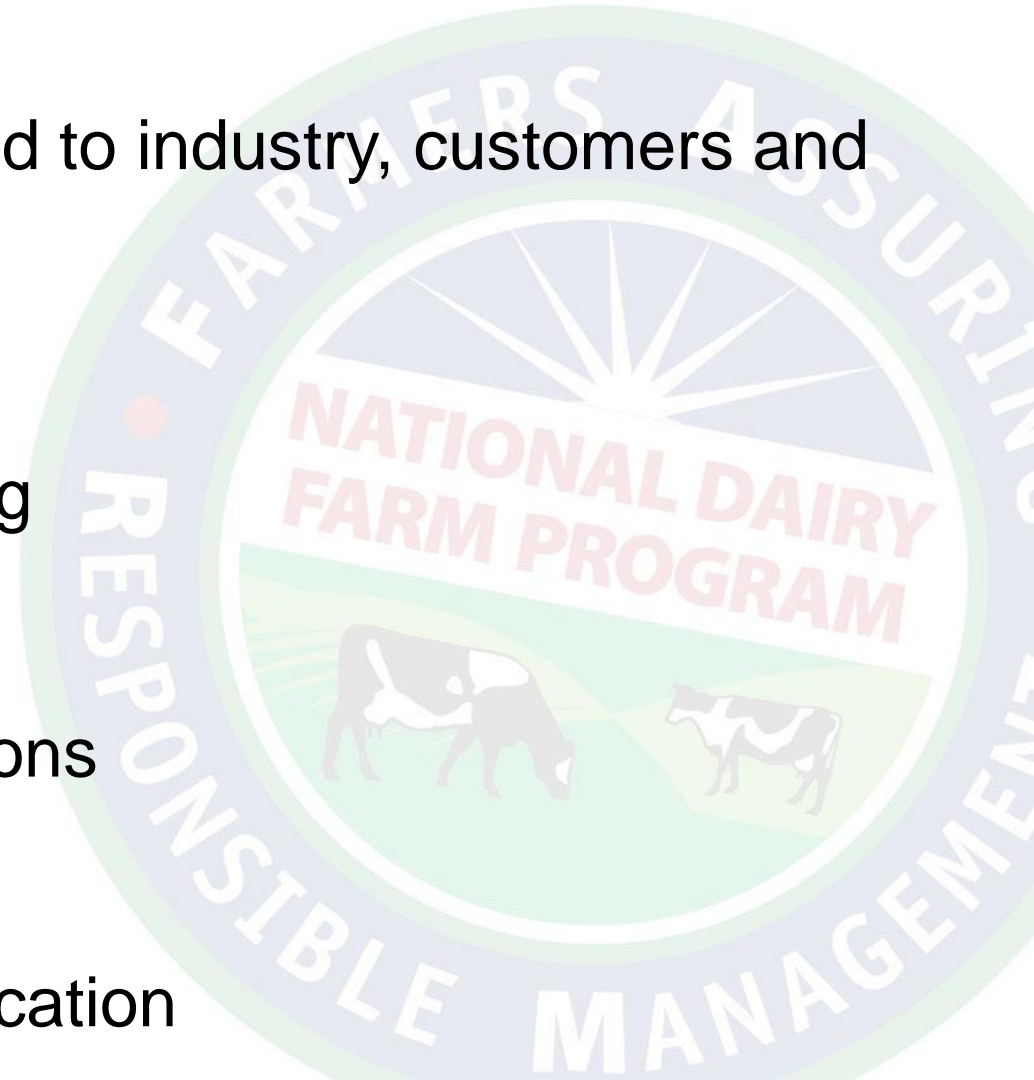
- ✓ Evaluator training

3Q 2010 (on-going)

- ✓ On-farm evaluations

2011

- ✓ Third-party verification





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Participation

- ✓ Open to cooperatives, proprietary processors and independent producers
- ✓ Fee to cover Third-Party Verification – no checkoff funds
- ✓ 45% of nation's milk supply covered in the program



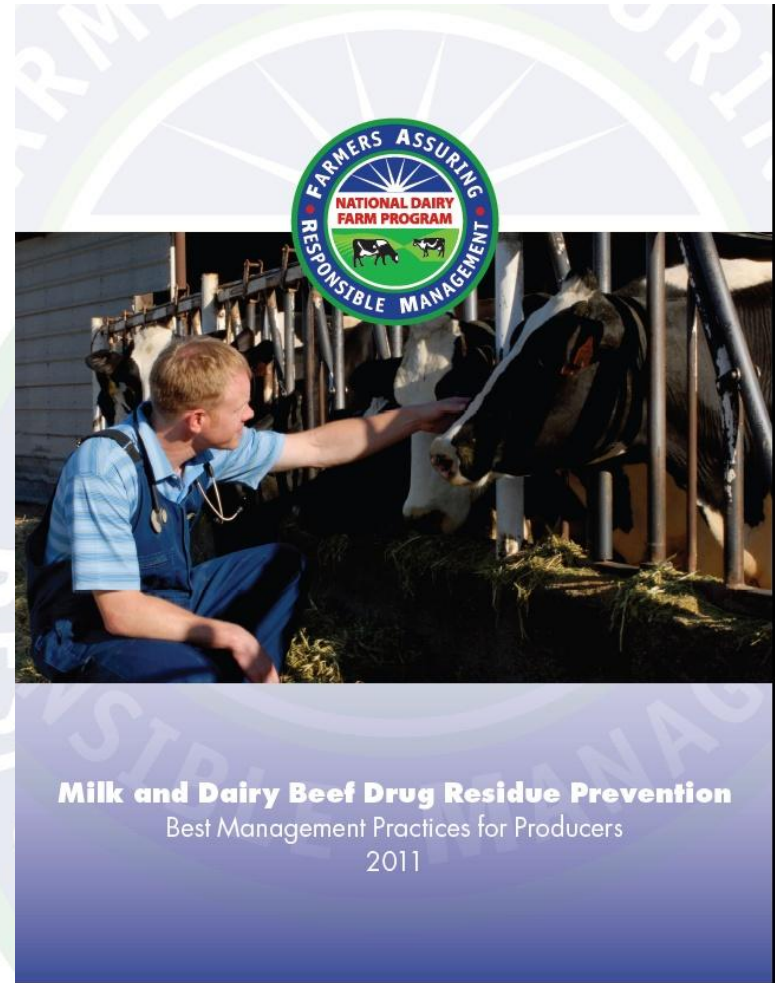


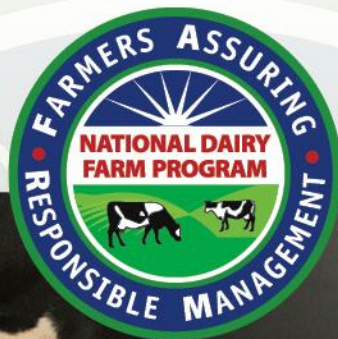
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Milk and Dairy Beef Drug Residue Prevention

- ✓ New educational manual available online
- ✓ Developed by NMPF technical writing group
- ✓ Covers best management practices for use of antibiotics
- ✓ Not produced with check-off funds





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