New Mexico’s Dairy Quality Assurance Program

NJWG Meeting,
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How important is dairy in New Mexico:

Source: http://dairy.nmsu.edu - Importance of the New Mexico Dairy Industry
NM and TX – 3rd largest milkshed!

(milk production in millions of lbs)

- #1 California: 39,512
- #2 Wisconsin: 25,239
- New Mexico and Texas: 16,744
- #3 New York: 12,424
- #4 Idaho: 12,150
- #5 Pennsylvania: 10,551
- #6 Minnesota: 9,019
- #7 Texas: 8,840
- #8 Michigan: 7,968
- #9 New Mexico: 7,904
- #10 Washington: 5,561

New Mexico and Texas combined: #3 nationally!

Source: February 2010 Milk Production Report, USDA
**Impact to the NM state economy**

- **Direct:** $1.15 billion
- **Indirect:** $0.49 billion
- **Induced:** $0.59 billion
- **Value added:** $0.50 billion
- **Total:** $2.74 billion

Source: New Mexico State University
Where is the dairy industry in NM?

Source: NMSU Dairy Extension Data
Eastern New Mexico – West Texas Dairy Industry

Approximate Size:

- 2300 cows/operation
- 400,000 cows
- 174 producers
- 8 billion lbs of milk
- 4.4% of US milk
- 75% of NM milk
- 47% of TX milk
Producers wanted a DQA program

- Grassroots, proactive;
  - Look at herd health issues
  - Look at animal well being issues
  - Look at biosecurity issues
  - Look at management practices

- Mantra: “Don’t tell me I have a problem, tell me how I can manage out of it”
NMDQA – What is it?

- In response to continuously increasing consumer concerns and demands for quality dairy products, NMSU Dairy Extension is proud to announce the launching of a New Mexico specific Dairy Quality Assurance program (NMDQA). The program which is supported by the New Mexico Livestock Board (NMLB) and Dairy Producers of New Mexico (DPNM), consists of an on-dairy evaluation of management practices by NMSU Extension against dairy industry standards.

- The program is based on the widely accepted US Animal Health Johne’s Assessment, but also includes an animal well being evaluation like National Milk Producers Federation (NMPF) FARM program and uses standards such as provided by the Dairy Calf & Heifer Association (DCHA), and others.

- The NMDQA program is specifically designed to evaluate management styles and practices of the large dry-lot dairies in the Southwest, and evaluates current management practices against industry standards in areas of animal health and care, bio security, and worker safety, while focusing on production practices that target economically sustainable production levels of the highest quality dairy products.
NMDQA – What is it?

- The primary goal of the program is to be able to send a unified message to consumers that New Mexico dairy producers utilize management practices that allow them to produce safe and wholesome dairy products, while sustaining natural resources such as land, water and air, while simultaneously providing excellent care for their animals and a safe working environment for their employees.

- Animal health, nutrition, husbandry and welfare, use of medication, milking procedures, and bio-security are just some of the many topics which will be covered during the evaluation and on farm training. Once accomplished the farm will be certified and accredited through the Livestock Board, and awarded a sign the operator can display at the entrance of his premises indicating he is doing all he can to produce dairy products of the highest quality, while ensuring the best animal care and stewardship.
Animal Health and Well Being Assessment

[This is a longer explanation of the assessment that gives folks specific instructions on how to take the assessment and add features and benefits.]

YOUR ASSESSMENT PROGRESS:
You may still have incomplete pages and you may still change your answers. Click on the links below to update or complete your responses for each page of the assessment.

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NMDQA – What is it?

- On-line assessment program
  - (on-line/offline software)
- Entered on a touch screen
- Creates a XML file for dairy
- Data flagged for different purposes
  - (FARM, Gold Standard, TB)
NMDQA – What is it NOT?

- NOT a self-evaluation or audit!

- NOT an environmental stewardship evaluation! Why?
  
  - Environmental issues regarding air, water and nutrient management are currently changing fast and there is a moving target

- Case in Point; NAEMS, CAFO Ruling, New NMED Dairy regulations, GHG Emissions, Cap & Trade, and on and on……
NMDQA – For who is it?

- All New Mexico Dairies (150-160)

- Why? To be able to say as a state/trade association:
  - “We have evaluated management practices and animal care for our dairies and collectively we can certify that…….”
NMDQA – Who performs it?

- NMSU Dairy Extension
  - Francisco Rivera (graduate student) will perform the evaluations
  - Robert Hagevoort will make recommendations based on the evaluations
  - Scheduling will be done through DPNM, DFA and Select offices
  - Certification will be done through the NMLB
  - Select Milk Producers has endorsed the program
  - DFA has endorsed the program
  - Third party evaluation and oversight
NMDQA – What if?

What if something can be improved or changed?

- NMSU Dairy Extension prepares a report indicating suggested changes, improvements, or adaptations of BMP’s, protocol’s etc.

- The producer decides *if and when* he wants (and can) adopt hose changes

- Once made the dairy can be re-evaluated and certified.
NMDQA – Certified for what?

Certified that this dairy *knowingly and willingly* implements those practices sound science has indicated that:

- minimizes the presence of things such as Johne’s, Salmonella, Coli, and others,
- applies BMP’s to produce milk with the highest possible quality,
- puts animal care and welfare as a top priority,
- puts employee care and safety as a top priority,
- is willing to adopt new management practices as they develop and become available in the best interest of animal care, employee safety and long term sustainability.
Data is confidential except for:

- TB assessment – data to NMLB and USDA-APHIS
- Select producers – data pushed out to FARM
- DFA producers – data pushed out to DFA
NMDQA – What does it take?

- About 3-4 hrs of a producers time.
- Appointment scheduled through Select, DFA or DPNM.
- The owner/manager needs to be present for the evaluation.
- We encourage the herd veterinarian to be present.
- We start with core questions in office.
- We ask for a DHIA sheet for simple number questions.
- We will walk the dairy with you while doing the evaluation.
- Funding from NM Livestock Board and NM Dept. of Homeland Security and Emergency Management.
Questions?