

One Voice for Dairy Welfare

In developing the Dairy Cow Welfare Strategy all main organisations who represent British dairy farmers have come together to promote how their members are continually striving to improve the welfare of the animals within their care.

The strategy's aims are:

1. To raise the standard of welfare for all dairy cows and reduce the welfare impacts of endemic diseases.
2. To establish an industry agreed set of welfare priorities to guide future policy development, research and on-farm improvement initiatives.
3. To set welfare goals and identify industry responsibility for improving dairy cow welfare.
4. To bring about a recognition and acceptance that welfare is dependent on the quality and standard of husbandry and stockmanship in any system.
5. To generate greater consumer awareness and understanding of welfare standards to ensure a continued positive public perception of dairy cow welfare in Britain.



The strategy acknowledges current welfare performance, promotes industry achievements, examines the drivers for improvement and importantly, identifies where the potential and responsibility for further improvement exists throughout the dairy supply chain.

This leaflet highlights the Top 10 Priority Areas for Dairy Cow Welfare as recognised within the strategy. Actions and responsibilities have been assigned to individual organisations for each priority recognised, and these have been colour coded as follows:

Red: Begin work immediately and review progress in 2011

Amber: Aim to be underway in 2011 and review progress in 2012

Green: Ongoing aspiration to achieve lasting change in behaviour

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Dairy Cow Welfare Strategy

Summary

Developed for industry by



in conjunction with



CHAWG
Cattle Health and Welfare Group



DairyCo

holstein UK
holstein & british friesland



	Action	Outcome	Organisations	Current situation	Target	Measure
Priority 1: Better on-farm recording and use of aggregate data	Increase in the number of farmers recording production, health and welfare data	The benefit of understanding and recording production, health and welfare trends on-farm cannot be underestimated Farmers should know the baseline situation on-farm to understand if, and how improvements can be made	NMR, CIS, NFU, DairyCo, RT Dairy, Retailers, CDI, Breed Societies	No accurate information on number of farmers recording on-farm data	All dairy farmers recording the incidence of mastitis and lameness, and the reasons for culling as a minimum and aggregate data shared with industry	NMR data, CIS data, ADF data, BCMS data NFSCo data
	Development of a national system to collate dairy cow production, health and welfare trends and measures	A centralised recording system for cattle health and welfare trends to allow industry to identify how the actions within the strategy are improving welfare	DairyCo, RT Dairy, BCVA, VLA, NMR, Retailers, CDI, HUK	No central body for information collation	Data set analysed in 2011	Industry wide data set available
Priority 2: Mastitis: Improvement, recognition, treatment, prevention & control	Expansion of the DairyCo Mastitis Control plan or similar	Increased number of veterinary surgeons and consultants trained on mastitis prevention, control and treatment	DairyCo, BCVA, BVA, Farmers, Retailers, Breed Societies	146 people trained with 354 farms enrolled on scheme	750 farm plans by 2012	DairyCo data Other scheme data
Priority 3: Lameness: Improvement in recognition, treatment, prevention & control	Develop and launch DairyCo Mobility programme	Veterinary surgeons, foot trimmers and farmers trained on lameness prevention, control and treatment	DairyCo, BCVA, BVA, Farmers, Breed Societies	Under development	2011 launch	DairyCo data Other scheme data
	Increase in the number of qualified foot trimmers	Ensure training and continued CPD of foot trimmers	DairyCo, NACFT	Website and training set up. 102 foot trimmers registered.	200 foot trimmers on NACFT website	NACFT website
Priority 4: Understanding Infertility	Lead an advisory campaign on understanding fertility problems	More effective communication of current information and new research to farmers	BCVA, Breed Societies	No industry co-ordination of materials and key messages at present	Campaign / programme to be scoped and developed by 2012	BCVA, AI Companies, Other data sources
Priority 5: Cow Nutrition	Increased use of Cow Body Condition scoring	Promotion of Body Condition Scoring as a tool for measuring dairy cow welfare	DairyCo, RT Dairy, BCVA, Retailers, Processors	Some retailers stipulate that farmers Body Condition Score	10% of British dairy farmers regularly Body Condition scoring their herds	Retailer data RT Dairy data DairyCo survey
	Increased farmer guidance on feeding the modern dairy cow	Organise and promote industry workshops on feeding the dairy cow	DairyCo, Farmers, Consultants, BCVA	Certain events but variation regionally	10% of dairy farmers attending DairyCo Feeding + events by 2012 (or similar)	DairyCo data, Industry data
Priority 6: Addressing welfare through Farm Assurance	Ensuring conformance with RT Dairy standards are maintained at all times	Corrective programmes developed for farmers who are non-compliant at RT Dairy inspections	RT Dairy, AFS, Certification Bodies, Dairy UK	Data on non-compliances and high risk farms available	Reduction in number of farmers classified as High Risk by RT Dairy	RT Dairy standards
	Future standards to incorporate welfare outcome measures	Farm inspectors will be able to measure against more specific welfare standards	RT Dairy, BCVA, RSPCA	Standards reviewed every 18 months	Incorporation of welfare outcomes measures in future review	RT Dairy standards
Priority 7: Improving welfare through Breeding Programmes	Promoting breeding as a tool for improved welfare	Improve industry understanding, availability and use of genetic information for the benefit of dairy cow welfare	DairyCo, Breeding Societies, AI Companies	Information available through DairyCo Breeding+	All farmers aware of Breeding+	Increase number of knowledge transfer events on breeding
Priority 8: Informing and educating the Consumer	Promotion of consumer facing website on British dairy farming	Proactive, factual and positive information available to consumers and heightened consumer awareness of the welfare standards achieved by British dairy farmers www.thisisdairyfarming.com	DairyCo, Dairy Council, Dairy UK, NFU	Consumer website launched	Website promoted by all stakeholders	Cross-industry promotion
	Consumer-facing dairy welfare literature and point of sale information	Retailers, processors and industry organisations should promote the current achievements of the British dairy sector to consumers	NFU, DairyCo, Retailers, Dairy UK, RSPCA	Very little positive literature of dairy cow welfare.	Improvement in consumer knowledge of dairy farming	The Dairy Council/ DairyCo Consumer Survey data
Priority 9: Preparing for the future	PR Protocols for Dairy Farmers	Reflecting a positive and proactive message on dairy cow welfare to consumers and the general public	NFU, DairyCo	Best practice guidance given by NFU and DairyCo	Clear protocol in place for farmers and industry on dealing with welfare and other sector issues	Number of farmers attending training
	Programme of welfare focused farm walks	Knowledge transfer events for dairy farmers to promote welfare best practice and communicate updates on dairy policy, regulation and initiatives	NFU, RABDF, DairyCo, Holstein UK	Not in place currently	Two briefing days annually in addition to current industry events	Two briefing days held
	Farm Welfare Champions	Recognition of the good welfare standards already achieved by British dairy farmers	NFU, RABDF, DairyCo, Holstein UK	No welfare-specific visits	As required	Database of welfare champions
Priority 10: Industry Co-ordination	Develop industry inventory on welfare activity	Bringing together all dairy cow welfare initiatives across Britain	CHAWG	No industry co-ordination	Annual report published	CHAWG report
	One voice for dairy welfare	Endorsement of dairy cow welfare strategy and increased use of agreed "issue statements" that set the current scene for dairy cow production, health and welfare	DairyCo, NFU, Dairy UK, Processors, Retailers, Breed Societies	Welfare issue statements agreed	Issue statements to be reviewed regularly, and new issues identified	Positive media increased