

# **National Dairy Animal Well-Being**

Initiative 

FOR IMMEDIATE RELEASE

Contact: Name: Shelly Mayer  
Phone number: (262) 224-5441  
Email: smayer@pdpw.org

## **National Dairy Animal Well-Being Coalition Launches Principles and Guidelines**

Program Builds Consumer Trust and Confidence in the Dairy Industry

MADISON, Wis. (Oct. 2, 2008) – A broad-based Coalition from across the country, representing every facet of the dairy industry, today launched the final version of the National Dairy Animal Well-Being Initiative's (NDAWI) Principles and Guidelines. The Coalition comprised of producers, processors, cooperatives, allied industry, academics, associations and food companies, have been involved in the work of the National Dairy Animal Well-Being Initiative since late 2005.

The Initiative's goal is to build and maintain consumer trust and confidence in the dairy industry's commitment to animal well-being, said Logan Bower, a producer from Blain, Pa. "Like others involved in animal agriculture, dairy producers have an ethical obligation to care for our animals. The Principles and Guidelines are a basic, uniform umbrella of well-being principles and guidelines that any on-farm dairy animal well-being program should include to meet those obligations."

A draft version of the Principles and Guidelines was first released at the 2007 World Dairy Expo. Since then it has been under review by various stakeholders across the industry. Comments were compiled and evaluated by the NDAWI Coalition and incorporated into the final version released today.

Although the Principles and Guidelines were launched today, the process is far from over. Producers are encouraged to participate in on-farm animal well-being programs that are consistent with the Principles and Guidelines, which cover nutrition, animal health, management, housing and facilities, and handling, movement and transportation. Participation demonstrates the industry's commitment to provide for animal well-being and helps ensure consistency throughout the country.

###

The National Dairy Animal Well-Being Initiative is a producer-led program designed to protect the trust and confidence that consumers have in the dairy industry. Participants include volunteers representing every facet of the dairy industry. For more information and to view the current draft principles and guidelines go to [www.dairywellbeing.org](http://www.dairywellbeing.org).