

Producer-Led Coalition Proposes National Umbrella of Dairy Animal Well-Being Principles and Guidelines

(Audio script)

Joan Behr, director of communications with Foremost Farms USA, says the goal of the National Dairy Animal Well-Being Initiative is to provide assurance to stakeholders that the dairy industry is meeting its obligation;

JoanBehr1 :20 "... to care for its animals."

Behr acknowledges a growing "disconnect" between consumers and today's dairy producers;

JoanBehr2 :22 "... the care and well-being of animals."

Dr. Gatz (pronounced "gates") Riddell, executive vice president of the American Association of Bovine Practitioners, helped formulate the draft animal well-being principles and guidelines;

GatzRiddell1 :20 "... for the animals that are underneath our care."

Dr. Riddell says the draft principles and guidelines will be circulated throughout the industry before they are finalized in order to gain as much input as possible;

GatzRiddell2 :17 "... proud to stand upon."

For Deb Reinhart, owner and operator of Gold Star Farms in New Holstein, Wisconsin, the National Dairy Animal Well-Being Initiative benefits producers because it will help them protect market access;

DebReinhart1 :24 "... we're going to lose our markets."

Reinhart adds the initiative will help producers control their own destiny;

DebReinhart2 :12 "... that we have to animal well-being."