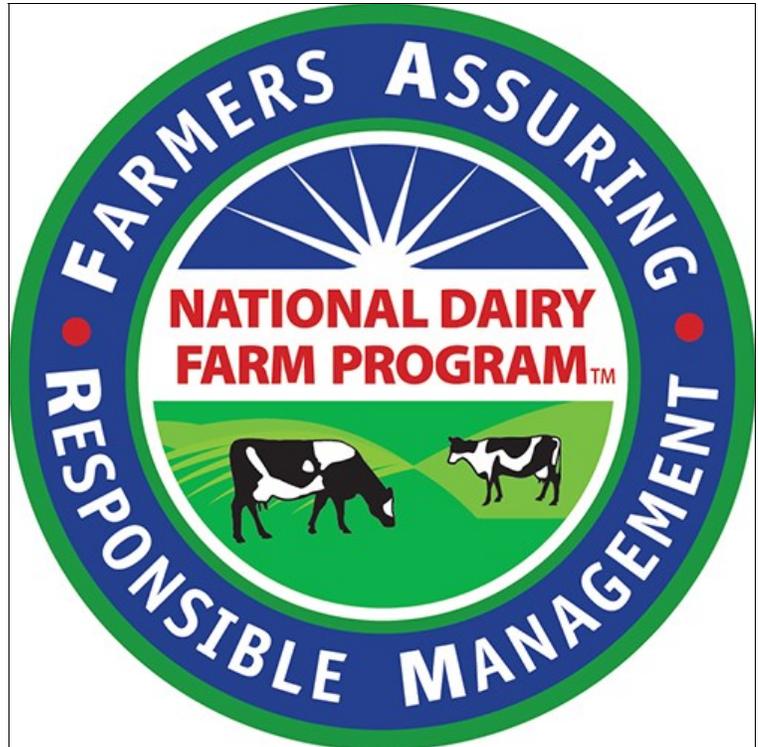


About FARM



Dedicated farmers. Healthy cows. Wholesome milk. That's what the National Dairy FARM Program is all about. FARM, or Farmers Assuring Responsible Management, is a program open to all dairy farmers, co-ops and processors across the U.S. that sets the highest standards when it comes to animal care. FARM creates a culture of continuous improvement that inspires dairy farmers to do things even better every day.

How does FARM work?

First, FARM details animal care guidelines in the FARM Animal Care Reference Manual that farmers must follow for every calf and cow on the farm – guidelines that evolve with the latest research on quality animal care. The manual, and corresponding training videos, detail the highest standards for animal care when it comes to animal health from birth to end of life, facilities and housing, nutrition, equipment and milking procedures, transportation and animal handling.

Second, farmers are evaluated at least once every three years and provided feedback on how they're doing by veterinarians, extension educators, university personnel, co-op field staff or other qualified evaluators who have completed the two-day, intensive training and have passed a comprehensive exam. The evaluation provides farmers with the information they need to develop action plans for continuous improvement.

Third, the integrity of the program is ensured through third-party verification, which is completed by outside experts who inspect a representative percentage of farms each year. When the dairy industry says it's taking great care of its animals, third-party verification measures it – providing statistically verified data demonstrating that excellent animal care is an expectation of the dairy industry. The results are published each year in our Year in Review report.

To Learn more about the entire FARM, visit <http://www.nationaldairyfarm.com/>

Dairy FARM is administered by the National Milk Producers Federation (NMPF) in partnership with Dairy Management Inc. (DMI). A National Dairy FARM Advisory Panel guides the program's development.