



# Wisconsin Dairy & Beef Well-Being Conference

Tundra Lodge &  
Conference Center  
Green Bay, WI

---

March 21, 2018



# 8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference

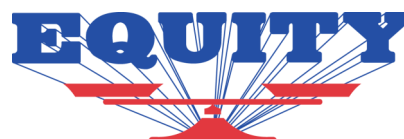
Wednesday, March 21, 2018  
Tundra Lodge Resort & Conference Center, Green Bay, WI

Monetary and In-Kind sponsorship provided by:

## Gold Sponsors:



**WISCONSIN MILK  
MARKETING BOARD**  
WISCONSIN DAIRY PRODUCERS



## Silver Sponsors:



## Bronze Sponsors:







# 8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference

Wednesday, March 21, 2018  
Tundra Lodge Resort & Conference Center, Green Bay, WI

## Agenda

- 9:00 am** Registration (light refreshments provided)
- 9:45 am** **Opening Remarks**  
Sarah Mills-Lloyd, UW-Extension Oconto County Agriculture Agent
- 10:00 am** **Protecting Against Activists Threats**  
Kay Johnson-Smith, Animal Agriculture Alliance President & CEO
- 10:45 am** **Digital Dermatitis from an Animal Welfare Perspective**  
Aerica Bjurstrom, UW-Extension Kewaunee County Agriculture Agent
- 11:15 am** **Employee Training and the Impact on Animal Well-Being**  
Robert Hagevoort, PhD, New Mexico State Extension Dairy Specialist
- 12:00 noon** Lunch
- 1:00 pm** **Animal Handling and Carcass Quality**  
Casey Davis, JBS Cattle Procurement Manager &  
Chris Jacobs, Equity Cooperative Livestock Sales Association-Bonduel  
Manager
- 1:45 pm** Break
- 2:00 pm** **The State of Our State on Animal Welfare and Trade Implications**  
Shelia Harsdorf, Wisconsin Department of Agriculture, Trade, and  
Consumer Protection Secretary
- 2:45 pm** **Questions & Answer session**
- 3:00 pm** Adjourn



# 8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference

Wednesday, March 21, 2018  
Tundra Lodge Resort & Conference Center, Green Bay, WI

## General Information

### Website

The UW-Extension's Wisconsin Dairy & Beef Well-Being Conference website can be found at <http://fyi.uwex.edu/animalhusbandryconference/>. An electronic copy of the proceedings will be located at the site shortly after the conclusion of the conference as well as proceedings from previous conferences. We hope you will find this site a valuable resource.

### Continuing Education Credits



The UW-Extension's Wisconsin Dairy & Beef Well-Being Conference has been pre-approved by Northeast Wisconsin Veterinary Medicine Association for Continuing Education Credits (CEUs). A total of four (4) CEUs are available for the main conference. Please visit <http://www.newvma.org/>.



Two (2) Beef Quality Assurance (BQA) **re-certification credits** are available through the Wisconsin Beef Council. Certificates are included in the proceedings. Retain the certificate along with a copy of the meeting agenda to submit to Wisconsin Beef Council for re-certification. For more information, please visit <http://www.bqa.org>.

### Surveys

Surveys will be provided at the conclusion of the conference.

### Disclaimer

These materials are designed to provide general information regarding the subject matters covered. UW-Extension neither endorses nor provides any opinion as to any of the products, services or information provided in the materials. UW-Extension does not take any responsibility nor accept any liability for the validity of the materials provided.



# 8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference

**Thank you to our agri-business partners for their financial support:**

## Gold Sponsors

### **Wisconsin Dairy Business Association (DBA)**

2763 Manitowoc Road, Suite B

Green Bay, WI 54311

Phone: 920.883.0020

Web: <http://www.widba.com/>

### **Equity Cooperative Livestock Sales Association**

401 Commerce Avenue

Baraboo, WI 53913

Phone: 800.362.3989 or 608.356.8311

Web: <http://www.equitycoop.com>

### **Wisconsin Milk Marketing Board (WMMB)**

8418 Excelsior Drive

Madison, WI 53717

Phone: 608.836.8820

Email: [hello@EastWIsconsinCheese.com](mailto:hello@EastWIsconsinCheese.com)

Web: <http://www.wmmb.com>

## Silver Sponsors

### **Wisconsin Beef Council**

632 Grand Canyon Drive

Madison, WI 53719

Phone: 608.728.BEEF (2333)

Web: <http://beeftips.com>

### **JBS**

1330 Lime Kiln Road

Green Bay, WI 54311

Phone: 920.468.4000

Web: <http://jbssa.com>

**Visit us on the web at <https://fyi.uwex.edu/animalhusbandryconference/>**



# 8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference

Thank you to our agri-business partners for their financial support:

## Bronze Sponsors

### National Dairy FARM Program

National Milk Producers Federation  
2107 Wilson Boulevard, Suite 600  
Arlington, VA 22201  
Phone: 703.243.6111  
Email: [dairyfarm@nmpf.org](mailto:dairyfarm@nmpf.org)  
Web: <http://nationaldairyfarm.com>

### PDPW

820 North Main Street, Suite D  
Juneau, WI 53039  
Phone: 800.947.7379  
Email: [mail@pdpw.org](mailto:mail@pdpw.org)  
Web: <http://pdpw.org>

### Wisconsin Farm Bureau Federation

PO Box 5550  
Madison, WI 53705-0550  
Phone: 1.800.261.FARM  
Email: [info.demingway@wfbf.com](mailto:info.demingway@wfbf.com)  
Web: <http://wfbf.com>

### Wisconsin Farmers Union

117 W. Spring Street  
Chippewa Falls, WI 54729  
Phone: 715.723.5561  
Email: [info@wisconsinfarmersunion.com](mailto:info@wisconsinfarmersunion.com)  
Web: <http://www.wisconsinfarmersunion.com>

### Organic Valley

One Organic Way  
La Farge, WI 54639  
Phone: 888.444.6455  
Email: [organic@organicvalley.coop](mailto:organic@organicvalley.coop)  
Web: <http://organicvalley.coop/>

Visit us on the web at <https://fyi.uwex.edu/animalhusbandryconference/>



## 8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference

# Protecting Against Activists Threats

---

Kay Johnson-Smith  
President & CEO  
Animal Agriculture Alliance



**8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference**



**Kay Johnson-Smith**  
**President & CEO**  
**Animal Agriculture Alliance**

Phone: 703.562.5160

Email: [kjohnson@animalagalliance.org](mailto:kjohnson@animalagalliance.org)

Web: <http://www.animalagalliance.org/>

Kay Johnson Smith is the chief spokesperson leading the national advocacy of the Alliance, supervising its many outreach and education programs in support of American animal agriculture. She serves on a number of strategic agriculture industry coalitions and has provided hundreds of presentations on the opportunities and challenges facing agriculture today. Johnson-Smith has served the Alliance since 1994, first as Vice President, and later as Executive Vice President. Previously, Johnson-Smith was the Executive Director of the Alliance's predecessor association, the Animal Industry Foundation.



**8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference**





## RESPONDING TO ACTIVIST THREATS

Wisconsin Dairy & Beef Well-being Conference  
March 21, 2018

---

---

---

---

---

---

---

---

## OUR MISSION



A UNITED VOICE FOR ANIMAL  
AGRICULTURE TO HELP BRIDGE THE  
COMMUNICATIONS GAP BETWEEN  
FARM AND FORK.

---

---

---

---

---

---

---

---

## BOARD OF DIRECTORS

Alltech	American Farm Bureau Federation
Bayer HealthCare	American Feed Industry Association
Cattle Empire	American National CattleWomen
Charleston   Orwig	American Sheep Industry Association
Cooper Farms - chair	American Veal Association
Diamond V	Iowa Soybean Association
Elanco Animal Health	Dairy Management Inc.
Farm Journal Media	National Cattlemen's Beef Association
Genus- PIC/ABS	National Chicken Council
Hy-Line North America	National Pork Board
Merck Animal Health	National Pork Producers Council
Morning Fresh Farms	National Turkey Federation
New Mexico State University	North American Meat Institute
Potash Corp.	Texas Cattle Feeders Association
Smithfield Hog Production	U.S. Poultry & Egg Association
Zoetis	United Egg Producers
	United Soybean Board

---

---

---

---

---

---

---

---

## Why do we exist?



The future of animal agriculture is under attack by activist groups who want to end the industry.

---

---

---

---

---

---

---

---



**CONSUMERS ARE HUNGRY TO LEARN MORE ABOUT WHERE THEIR FOOD COMES FROM...**

**But unfortunately they are frequently getting answers from activist organizations rather than farmers.**




---

---

---

---

---

---

---

---




---

---

---

---

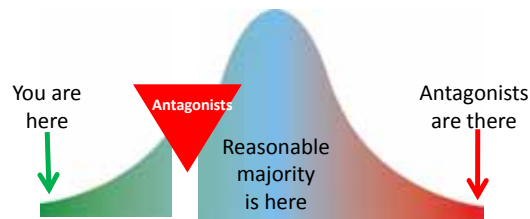
---

---

---

---

## ACTIVISTS TARGET CONSUMERS, CUSTOMERS, POLICY MAKERS, INVESTORS



## ANIMAL RIGHTS MOVEMENT

**\$500+ Million Annually**



## THEIR AGENDA: VEGAN/ANIMAL RIGHTS

**"We're praying on emotions to push our vegan agenda. We do not give our consent to enslave meat, we do not give our consent to murder."**

- David Coman-Hidy, *The Humane League*, Nat'l Animal Rights Conf. 2016

**"Sometimes you have to be aggressive, and it doesn't matter what form."**

- Inga Fricke, Humane Society of the U.S., HSUS TAFE Conf. 2016

**"My goal is the abolition of all animal agriculture."**

- Matt Prescott, Humane Society of the U.S. *quoted on AR-Views discussion board*

**"We are trying to destroy animal agriculture."**

- Wayne Hsiung, *Direct Action Everywhere*, Nat'l Animal Rights Conf. 2016

*"To end animal agriculture the movement has to drive down demand and raise the costs and people will stop purchasing so much meat, thus bringing an end to the industry."*

- Pattrice Jones, Vine Sanctuary, 2013 Animal Rights Conference

## 2017 ANIMAL RIGHTS NATIONAL CONFERENCE

### Themes from this year's conference:

- To stop using the term "factory farming" because farms of all sizes are bad
- Animal welfare is not the end game, animal **rights** is
- Speakers compared the animal rights movement to other successful social justice movements
- Speakers acknowledged a lack of diversity and inclusion within the movement
- They will never stop pressuring restaurants and retailers
- Breaking the law is worth it in the name of animal rights
- Extreme protesting and disruptions are encouraged




---

---

---

---

---

---

---

---

## TACTICS




---

---

---

---

---

---

---

---

## KEY ISSUES

**PDAs Tests Turn Up Dairy Farmers Breaking The Law On Antibiotics**

**Tax meat and dairy to cut emissions and save lives, study urges**

**Dairy Cow Shocks**

**For Eggs and Milk, Look to Welfare**

**Logos:** sodexo, Walmart, Saputo, Animal Rights National Conference

---

---

---

---

---

---

---

---





---

---

---

---

---

---

Antibiotic Use Policy Announcements	
December	  
September	
August	 
May	
April	
December	
October	 
March	
	
	
	
	

---

---

---

---

---

---


# TACTIC: UNDERCOVER EMPLOYMENT, TRESPASSING & VIDEOS

**Inside the Bold New Animal Liberation Movement: No Masks, No Regrets, All the Risk**

"There's nothing these industries do to try to win."

**Undercover video shows Florida dairy farm workers using blowtorches on cows**

Posted by [Tactical Response](#) on Feb 10, 2017 at 7:40 pm



Looking for video content itself? Subscribe to our YouTube channel

When [Tactical Response](#) was out for all the recent, he knew a quarter undercover video of animal rights violations at an [Ocala/Jackson County](#)

---

---

---

---

---

---

---

---

---

---

---

---





Communications and transparency  
are key maintaining customer and  
consumer confidence

---

---

---

---

---

---

---

---

## START ON THE FARM

- Implement science-based animal care and environmental policies
- Seek advice from experts
- Strive for continuous improvement
- Implement a rigorous hiring process
- Train employees thoroughly and have refresher courses

---

---

---

---

---

---

---

---

## HIRING ADVICE

- **Thoroughly Screen All Job Applicants**
- Check their references and conduct background checks
- Interview them and ask why they want to work at the farm, what they would do if they saw an animal mistreated, if they work for another organization asking them to be hired on the farm, and if they plan to use equipment to record audio, videos or take pictures during work
- **Watch for Red Flags**
- **Report ALL suspicious visitors, cars, calls, applicants for jobs to the Animal Ag Alliance**




---

---

---

---

---

---

---

---

## HIRING & EMPLOYEE TRAINING

- Confirm you've hired the right people and train employees on your policies & proper handling procedures
- Ensure they know your expectations
- Require any concerns of abuse or mishandling be reported immediately; establish an anonymous call line
- Shadow new employees
- Conduct your own audits and have 3<sup>rd</sup> party audits
- Hold employees accountable




---

---

---

---

---

---

---

---

## ANIMAL CARE AGREEMENT

**Animal Care Employee Agreement**

Employee Name \_\_\_\_\_ Date \_\_\_\_\_

(Print)

1. Fresh feed must be made available on a daily basis. If not, correct problem or contact supervisor.
2. All litters should be in working order. If litters are not in working order, correct problem or contact supervisor.
3. Air should be flowing through the house at all times. If any air-related concerns are in working order, correct the problem or contact supervisor.
4. Water must be available at all times. Water supply issues must be corrected or brought to the attention of the supervisor.
5. Shelter should be appropriate for bird's age, type, and production. Correct the problem promptly. Supervisor should see equipment that is broken or worn and to include cages, feed bins, perches, other areas, nesting, and bedding.
6. Biosecurity rules and standard animal welfare practices need to be followed. If biosecurity rules are not being followed by other employees, correct supervisor.
7. Safety rules of the farm must be followed. If any safety rules of the farm are not being followed, contact the supervisor.
8. Injured or sick birds must be taken care of. Contact supervisor. If you have questions about the action to be taken with such birds.
9. Proper handling of birds, injured or ill birds will be conducted by a trained employee. Contact supervisor. If you are unable to perform this task.
10. Dead birds will be removed from facilities and disposed of properly and properly disposed of. Contact supervisor if procedure is not being followed by an employee.
11. All birds (live or dead) will be handled with respect and dignity. Proper handling and carrying procedures will be followed. If any employee is not following the procedure, contact supervisor.




---

---

---

---

---

---

---

---

## PROFESSIONAL CULTURE

Create an Animal Care/Food Safety Team among employees to professionalize jobs; reward employees for good results




---

---

---

---

---

---

---

---

## GENERAL SECURITY TIPS

- Locks/keypads on doors and gates
- Motion-sensor lighting
- No Trespassing signs
- Process for employees to determine if someone is a legitimate visitor
- Create a farm watch group with other local farmers
- Report suspicious activities or visitors to the Alliance




---

---

---

---

---

---

---

---

## PROACTIVE COMMUNICATIONS

- Build relationships with local law enforcement and legislators
- Become media trained
- Engage with and support local community and business organizations
- Have an online presence
- Host farm tours or an open house
- Distribute a farm newsletter

---

---

---

---

---

---

---

---

## SHARE YOUR STORY

Put A Face on the Agriculture Industry




---

---

---

---

---

---

---

---



## WELCOME THE PUBLIC



---

---

---

---

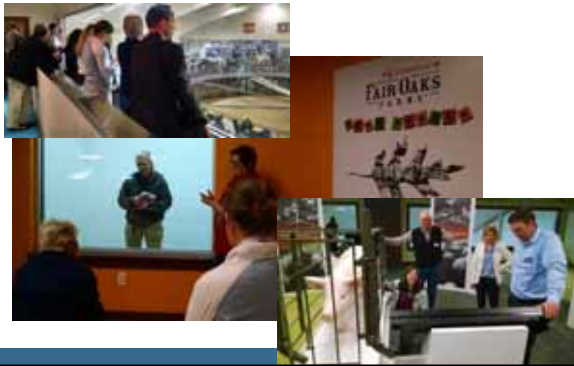
---

---

---

---

## WELCOME THE PUBLIC TO YOUR FARM OR RANCH



---

---

---

---

---

---

---

---

## WELCOME THE PUBLIC



---

---

---

---

---

---

---

---

## WHAT WE'RE DOING



We **CONNECT** key food industry stakeholders to arm them with responses to emerging issues. We **ENGAGE** food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We **PROTECT** by exposing those who threaten our nation's food security with damaging misinformation.

---

---

---

---

---

---

---

---

## STAKEHOLDERS SUMMIT

Protect Your Roots

May 3-4, 2018 | Arlington, VA

Topics:

- Sharing your roots
- The future of food retail
- Advances in animal welfare
- Antibiotic use: where are we and where we're going
- Lessons learned on activism
- [www.AnimalAgAlliance.org/Summit](http://www.AnimalAgAlliance.org/Summit)




---

---

---

---

---

---

---

---

Developing life-long advocates for agriculture!

- Training & scholarship program for college students interested in ag
- 7,000 participants since 2009
- 2017 participants reached 4 million on social media and 16,000 at in-person events

---

---

---

---

---

---

---

---



## SOCIAL AND TRADITIONAL MEDIA ENGAGEMENT



Some farms have large automated brushes so that cows can walk up and activate the rotating bristles to scratch their heads or bodies!



Animal rights advocates wrong on the use of antibiotics by agriculture community



Calves are fed colostrum, the first milk their mothers give after they are born, to help each calf grow up healthy.

**PORK Network**

Be prepared: Activists don't play fair at events and expos

2017 Media Engagement

- 760 Media Mentions
- Earned 8 million impressions on Facebook
- Reached 2 million on Twitter

---

---

---

---

---

---

---

---

---

---



## SOCIAL MEDIA



**Resource Library**

For more information on the latest happenings in animal agriculture, visit our resource library. It's a great place to find everything you need to know.

Date	Title	Author
1/1/2018	2017 Dairy Industry Year-End Report	NAFTA
1/1/2018	2017 Dairy Industry Year-End Report	NAFTA
1/1/2018	2017 Dairy Industry Year-End Report	NAFTA
1/1/2018	2017 Dairy Industry Year-End Report	NAFTA
1/1/2018	2017 Dairy Industry Year-End Report	NAFTA
1/1/2018	2017 Dairy Industry Year-End Report	NAFTA

8 Things to Know for #JuneDairyMonth





**Myth** Fact

Antibiotics are used in animal agriculture to make animals sick. Antibiotics are used in animal agriculture to keep animals healthy. Antibiotics are used in animal agriculture to keep animals healthy. Antibiotics are used in animal agriculture to keep animals healthy.

Antibiotics are used in animal agriculture to keep animals healthy. Antibiotics are used in animal agriculture to keep animals healthy. Antibiotics are used in animal agriculture to keep animals healthy. Antibiotics are used in animal agriculture to keep animals healthy.

---

---

---

---

---

---

---

---

---

---



## INFOGRAPHICS TO SHARE



**Advances in Animal Ag**

Advances in animal agriculture have led to many improvements in the health and welfare of animals. These advances include:

- Pigs:** 94% of pigs are now born with a healthy weight, up from 80% in 2010.
- Dairy Cows:** 94% of dairy cows are now born with a healthy weight, up from 80% in 2010.
- Chickens:** 94% of chickens are now born with a healthy weight, up from 80% in 2010.
- Laying Hens:** 94% of laying hens are now born with a healthy weight, up from 80% in 2010.



**Antibiotics**

Antibiotics are used in animal agriculture to keep animals healthy. Antibiotics are used in animal agriculture to keep animals healthy. Antibiotics are used in animal agriculture to keep animals healthy. Antibiotics are used in animal agriculture to keep animals healthy.

Antibiotics are used in animal agriculture to keep animals healthy. Antibiotics are used in animal agriculture to keep animals healthy. Antibiotics are used in animal agriculture to keep animals healthy. Antibiotics are used in animal agriculture to keep animals healthy.

---

---

---

---

---

---

---

---

---

---



## PROTECT

- Activist Conference Reports
- Activist Group Profiles
- Action Alerts to Members
- Special Project Resources



2015 NATIONAL ANIMAL RIGHTS CONFERENCE  
July 31 - August 2 • Washington, D.C.



Confidential Report



RESOURCE KIT



PREMIERE ALERT



TWEETS MAP 2015

---

---

---

---

---

---

---

---



## MONITOR LEGISLATION & UNDERCOVER VIDEOS



Legislative Map: All Legislation



[www.AnimalAgAlliance.org](http://www.AnimalAgAlliance.org)

---

---

---

---

---

---

---

---



## FARM SECURITY MOBILE APP

- Farm Security **Mobile App** for Members
  - Interview questions
  - Red Flags
  - Activist Profiles
  - Crisis Management
  - News Clips
  - Text & email alerts




---

---

---

---

---

---

---

---

## STAY IN THE KNOW

SIGN UP FOR OUR NEWSLETTER:  
[ANIMALAGALLIANCE.ORG](http://ANIMALAGALLIANCE.ORG)



FOLLOW US AND SHARE OUR POSTS!



---

---

---

---

---

---

---

---



## THANK YOU!

---

---

---

---

---

---

---

---





# Digital Dermatitis From an Animal Welfare Perspective

---

Aerica Bjurstrom  
Agriculture Agent & Associate Professor  
UW-Extension Kewaunee County



**8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference**



**Aerica Bjurstrom**  
**Agriculture Agent & Associate Professor**  
**UW-Extension Kewaunee County**

Phone: 920.388.7138

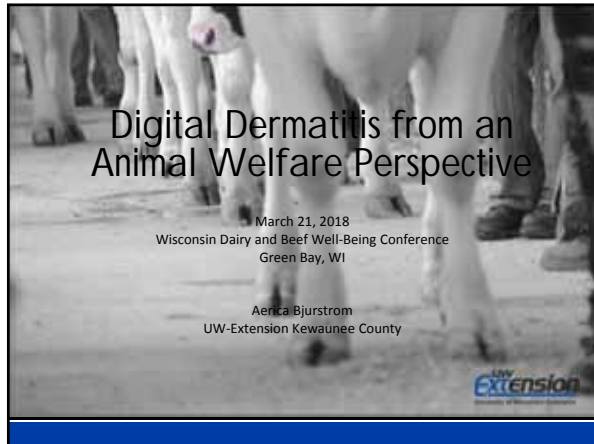
Email: [aerica.bjurstrom@uwex.edu](mailto:aerica.bjurstrom@uwex.edu)

<https://fyi.uwex.edu/kewauneeag/>

Aerica Bjurstrom has served as the Agriculture Agent specializing in dairy and livestock production in Kewaunee and Door Counties since 2007. Aerica worked in sales and marketing in the dairy equipment and artificial insemination industries before joining UW-Extension. With a background in both dairy and meat animals, Aerica incorporates experience and technology into reaching producers across the state. Her primary work focuses on farm management, employee training, cow comfort, and animal health.



**8th Annual Wisconsin Dairy & Beef Well-Being Conference**




---

---

---

---

---

---

---

---

### What is digital dermatitis?

- Digital dermatitis (DD) (also known as hairy heel warts) effects heifers and cows of all ages
- Once a cow has it, she can never be cured, only managed
- First reported in 1974 in Italy
- First appeared in the US in the early 1980s
- Rapidly spread in the mid 1990s

UW Extension  
University of Wisconsin-Extension

(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

### What is digital dermatitis?

- Reported on 70% of *all* US dairies
- 95% of all dairies (500 cows or more)
- Cows who suffer from DD are at risk for:
  - Lower fertility
  - Decreased milk yield




Photo credit: Cornell University Extension

UW Extension  
University of Wisconsin-Extension

(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

## Lameness...what is it?

- Sudden onset of symmetric hard swelling and severe lameness
- Toe tipping
- Won't bear weight
- Interdigital skin splits within 72 hrs after onset
- Extra tissue formed to close digital skin gap
- Consequence: corns



UW Extension  
University of Wisconsin-Extension

(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

## Lameness...what is it?

- Cattle can become severely lame, but commonly not overnight like with foot rot

**Digital Dermatitis**



UW Extension  
University of Wisconsin-Extension

(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

## Risk Factors for DD

- Wet conditions
- Poor foot hygiene
- Presence of infected animals in the herd
- Poor footbath management
- High milk producing cows
- Genetically susceptible
- Early lactation
- Low parity
- Low heel height
- Transition/Periods of change



UW Extension  
University of Wisconsin-Extension

(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---



## Why does it matter?

- Lameness is the second largest factor affecting dairy herd health
- Serious economic burden on producer
  - Lost production
    - Lowered average daily gain in feedlot cattle
    - Decreased milk production
  - Expense for treatment
  - Increased labor
  - Loss of cow



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

## Why does it matter?

- Public perception
  - Premiums for animal well-fare products
- 5% to 37% of cattle on farms can be considered lame
- 10% to 40% directly attributed to digital dermatitis
- Lameness can be an epidemic



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

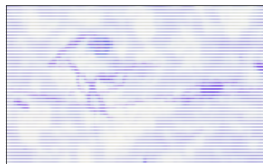
---

---

---

## Treponemes cause DD

- Treponemes are anaerobic bacteria
- They hate oxygen!
- Treponemes are always present on and in typical DD lesions



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

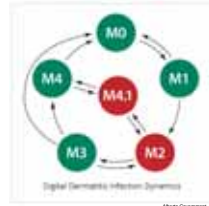
---

---

---

## Digital Dermatitis Life Cycle

- Treponemes enter the foot through breaks in the skin
- Breaks in the skin can be caused from foot rot or other stressors on the foot
- Once they enter, they're there for good
- Cheli and Mortellaro – "M" stages



UW Extension  
University of Wisconsin-Extension

(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

## What we are looking for...

Most commonly found on rear feet



M0



M2 Proliferative



M4 Hyperkeratotic



M4 Proliferative

UW Extension  
University of Wisconsin-Extension

(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

## DD is here to stay...

- When you treat...you are too late
  - Disease reoccurrence is very high
- Chronic DD is more important than treating active lesions
  - Chronic cows are your reservoirs
- You need a control program
  - Cows
  - Dry cows
  - Heifers
  - Calves



UW Extension  
University of Wisconsin-Extension

(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

## Life Cycle of the Cow

- Start DD control early!

Heifer

calf pre-breeding pre-calving lactation dry cow

transition

periods of change

UW Extension  
University of Wisconsin-Extension

© 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

## Types of DD Cows

- Not all cows are the same
  - Type I – no M2 lesions
  - Type II – M2 lesions with no reoccurrence
  - Type III – more than one M2 lesion within a period of time
    - Type III cows are your indicator and problem cows
    - They indicate outbreaks or changes in the herd before they happen
    - Be persistent and consistent in prevention

UW Extension  
University of Wisconsin-Extension

© 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

## Treatment

- You can treat, but remember it is not a cure
  - Trying to get cows to the chronic inactive state
  - Treat early and promptly
  - Antimicrobial such as Oxytetracycline
  - Light wrap
    - Treponemes hate oxygen
    - Wrap should fall off within 1-2 days
    - Treatment may be futile without reducing risk factors

UW Extension  
University of Wisconsin-Extension

© 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

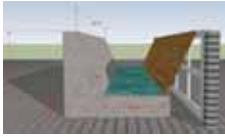
---

---


## Treatment and prevention (Footbaths)

- Footbaths are not used to treat DD
  - used to keep infected cows in a state of M4 nonactive
- Design
  - High walls 25 cm (9.5 in)
  - Slows cow so she deliberately steps into it
  - Slanted walls to prevent avoidance
  - Avoid shadows for cleaner solution

The Ideal Footbath



Source: University of Wisconsin School of Veterinary Medicine  
Coker, et al 2012



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---


---


---

---

## Treatment and prevention (Footbaths)

- Minimum of 10' long so each foot is submerged at least twice
- Maintain depth at least four inches
- Solution changed after 150 - 300 cows
- pH 3.5 – 5.5
  - Normal skin pH is 4 - 5.5





(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---


---


---

## Prevalence of Digital Dermatitis in Selected Group of Cows on Surveyed Eastern WI Farms

Footbath Length

- Footbath recommendations 10-12 feet
- Average 6' 9"
- Don't skimp on footbath design!





(c) 2017 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---


---

---

## Treatment and prevention (Footbaths)

- Copper Sulfate
  - Hardens hoof
  - Antibacterial properties
- Formalin
  - Kills bacteria
  - Inexpensive
  - Carcinogen
- Premix
  - Tested for effectiveness
  - (Sometimes) more expensive

- Zinc Sulfate
  - Anecdotal evidence
  - Antibacterial
  - Similar properties to Copper Sulfate



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---


---


---

---

## Treatment and prevention (Footbaths)

- Less is more
  - Burning feet with chemicals
  - Invention is not prevention
  - Not improving animal well-being
- Management
  - Clean water
  - Proper depth
  - Pre-wash or off-day wash





(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

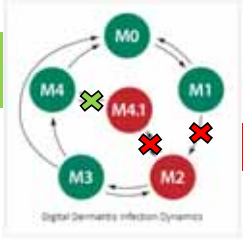
---

---

---

## Footbaths


The ideal footbath will prevent M4s from turning into M4.1 and M2s



Digital Dermatitis Infection Dynamics

Alberta Government

Bad footbaths lead to increased M4.1s and M2s



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

## Treatment and prevention



- Zynpro DD Check app
- Visual ID for scoring
- Tracks and saves scores
- Easy to use on iOS and Android
- Easily downloadable data for emailing and evaluation



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---


---

---


---

---


## You can't find the problem if you're not looking for it!




In the parlor



In the barn



In the feedlot



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---


---

---

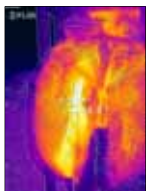
---

---


## An ounce of prevention...



In the chute!



- One lameness issue leads to more lameness issues
  - Reduced production
  - Reduced reproduction
  - Expense
  - Culling
  - Death



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

## Prevalence of DD in Eastern WI Dairy Herds

- 11,817 observations
- 45 herds
  - 15 small
  - 19 medium
  - 11 large
- Smallest herd 22 cows
- Largest herd 6,700 cows
- Average size 607 cows
- Small (150 cows or less stanchion or tiestall)
  - 22-115 cows
  - Average 63 cows
  - 100% scored
- Medium (Less than 700 cows in a freestall)
  - 70-590 cows
  - Average 257 cows
  - Average 84% scored
- Large (701 + cows in freestall)
  - 850-6,200 cows
  - Average 1,955 cows
  - Average 43% scored



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

## Low Prevalence Herds

**Nearly 18% of surveyed operations (n=8) had  $\leq$  95% healthy feet within select group of cows**

- 4 Large
- 1 Medium
- 3 Small
- 100% kept hoof health records
- 100% trimmed with a professional trimmer, one also used and in-house trained trimmer



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

## Low Prevalence Herds

**Nearly 18% of surveyed operations (n=8) had  $\leq$  95% healthy feet within select group of cows**

- 86% trimmed on a maintenance schedule
- 71% trimmed at least 3 times per month
- 71% used a footbath
  - All used it at least three times per week
- 43% conducted systematic lameness scoring



Image Source: Brinkman's Welding



(c) 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---


---

---




## Why it matters

**Early season (May)**  
M2-Lesions; mild lameness



**Mid season (July)** M2-lesion with chronic damage to feet; severe lameness



Courtesy of  
D. Döpfer  
UW School of Veterinary Medicine

UW Extension  
University of Wisconsin-Extension

© 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---

---

---

---

---

## Take Home

- There is no cure for DD
- Not a short-term problem
- Prevention and management is key
- Don't forget about the heifers and dry cows
- Clean
  - Feet
  - Footbaths
  - Stalls
  - Floors
- Proper management benefits the health of the animal

UW Extension  
University of Wisconsin-Extension

© 2018 Board of Regents of the University of Wisconsin System, doing business as the Division of Cooperative Extension of the University of Wisconsin-Extension.

---

---

---

---


---

---

---

---

## Digital Dermatitis from an Animal Welfare Perspective



March 21, 2018

Wisconsin Dairy and Beef Well-Being Conference  
Green Bay, WI

Aerica Bjurstrom  
UW-Extension Kewaunee County

Thank you:  
Dr. Dörte Döpfer  
University of Wisconsin School of Veterinary Medicine

UW Extension  
University of Wisconsin-Extension

---

---

---

---

---

---

---

---

# Employee Training & The Impact on Animal Well-Being

---

Robert Hagevoort, PhD  
Extension Dairy Specialist  
New Mexico State University



**8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference**



**Robert Hagevoort, PhD**  
**Extension Dairy Specialist**  
**New Mexico State University**

Email: [dairydoc@nmsu.edu](mailto:dairydoc@nmsu.edu)

Web: <http://aces.nmsu.edu/ces/dairy/>

Dr. Robert Hagevoort, a native of The Netherlands, is an Associate Professor and Extension Dairy Specialist in the Extension Animal Sciences and Natural Resources Department of College of Agricultural in the College of Consumer and Environmental Sciences at New Mexico State University.

He earned his bachelor's degree in Tropical Animal Production from the College for Tropical Agriculture (1987) in Deventer, The Netherlands. He received a M.S. degree in Range Nutrition (1989), and a Ph.D. in Animal Nutrition (1993) both from Texas A&M University.

Prior to joining New Mexico State University as an Extension Dairy Specialist in November of 2005, Dr. Hagevoort served for over 10 years as an independent dairy management consultant primarily in California's southern and central Valley. As a an Extension Specialist, he has been working closely with the Dairy Industry in New Mexico and across the Western US regarding many regulatory and environmental issues, and initiated an effort to rebuild a dairy program at NMSU through the formation of the U.S. Dairy Education & Training Consortium (formerly known as the Southern Great Plains Dairy Consortium).


A key component of his current research & extension program is the development and implementation of a comprehensive dairy workforce training & safety program.

In March of 2011, Dr. Hagevoort was the first recipient of the [Topliff Dairy Chair](#), a position charged with promoting the visibility of the dairy industry through research, extension and education and which serves as a policy center for regulatory matters.



**8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference**

College of Agricultural, Consumer and Environmental Sciences



All About Discovery™  
New Mexico State University  
aces.nmsu.edu

**Employee Training  
and the Impact on  
Animal Well-Being**

Robert Hagevoort PhD  
Extension Dairy Specialist & Toplift Dairy Chair  
NMSU Ag Science Center at Clovis  
dairydoc@nmsu.edu  
<http://aces.nmsu.edu/ces/dairy/>

The College of Agricultural, Consumer and Environmental Sciences is an engine for economic and community development in New Mexico, improving the lives of New Mexicans through academic, research, and extension programs.

---

---

---

---

---

---

---

---



**Dr. Robert Hagevoort**

- Associate Professor & Extension Dairy Specialist
  - New Mexico State University
- BS Tropical Animal Nutrition
- MS Range Nutrition
- PhD Animal Nutrition
- Focus
  - 15 years private dairy consulting experience
  - 12 years Extension Dairy Specialist
  - U.S. Dairy Education & Training Consortium
  - Regulatory and environmental issues
  - Dairy workforce training & safety

NM STATE All About Discovery™ New Mexico State University aces.nmsu.edu

---

---

---


---

---

---

---

---



**Dr. David Douphrate**

- Physical therapist
- Business administration
- Doctorate in occupational health and safety
- Since 2003:
  - Worker health and safety
  - Workplace productivity and efficiency
  - Safety management and leadership
  - Dairy industry
  - 12 states
  - 75+ dairy farms and owners
  - 3000+ dairy workers

UTHealth | The University of Texas at Houston School of Public Health

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

Human  
Component is  
the combination  
of S + K \* A.....




---

---

---

---

---

---

---

---

What about the Animal Component?

Phenotype (or Production)=  
Genotype + Environment  
 $P = G + E$

Environment =  
combined influence of nutrition, housing,  
climate, and **human influence**

Human influence =  
Innate or natural behavior (instinct) + **Learned behavior**

---

---

---

---

---

---

---

---

How do we measure outcomes?

- Metrics for Cows?
- Nutrition related?

- What about Metrics for Humans?
- Nutrition metrics?

So we've got the cow part down...  
What's so hard about that human part?

- Milker metrics?
- Economic metrics?

---

---

---

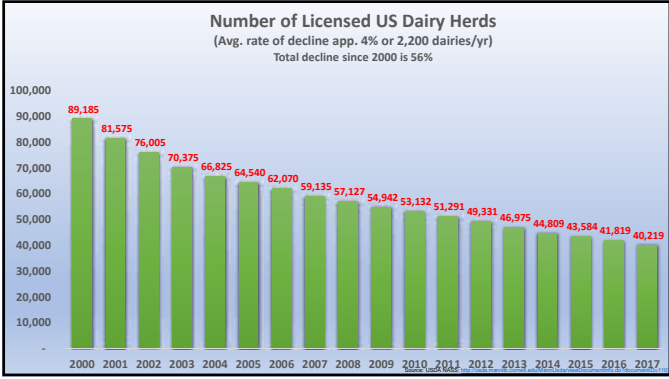
---

---

---

---

---



---

---

---

---

---

---

---

---

**U.S. Top 5 – Average cows per herd: 2017 & 2016**

- 1. New Mexico 2,193 (2,153)
- 2. Arizona 2,030 (1,772)
- 3. Colorado 1,333 (1,212)
- 4. Texas 1,278 (1,077)
- 5. California 1,258 (1,213)
- 6. Idaho 1,176 (1,125)

• Average herd size in US: 234 (214)

- Wisconsin 140 (129) lost 430 herds in 2017
- New York 139 (128)
- Pennsylvania 80 (78)

Source: 2017 NMR Production Report, USDA (Feb. 2018) <https://nrmr.usda.gov/nrmrreports/nrmr2018.pdf>

**NM STATE**  
If About Discovery!  
New Mexico State University  
nmsu.edu

---

---

---

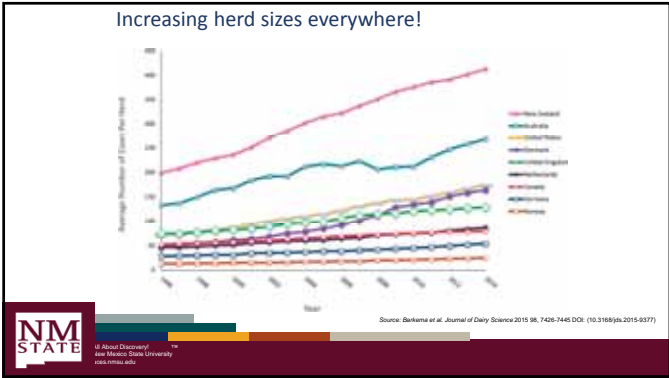
---

---

---

---

---



---

---

---

---

---

---

---

---



What's the future for dairy in the U.S?  
About ~9.0M dairy cows in the U.S.

- Yesterday: 90,000 farms with 100 cows (app. 2000)
- In 2015: 45,000 farms with 200 cows
- Today 2018: 40,219 farms with 234 cows
- Tomorrow: 9,000 farms with 1,000 cows?
- Day after tomorrow: 900 farms with 10,000 cows?
- Day after next: 100 farms with 90,000 cows?



© All About Dairy  
New Mexico State University  
www.nmsu.edu

Large dairies:  
milk more cows and employ more people.

- Economic Impact of Milk Production in the State of New Mexico  
Cabrera VE, Hagevoort R, Solis D, Kirksey R, Diemer JA  
(J. Dairy Sci. 2008, 91(5):2144-50)
- 1 employee/93.5 cows
- Economic Impact of Dairy Processing and Milk Production in the Southwest  
Terry L. Crawford, Carlos Mayen-Solórzano, and G. Robert Hagevoort  
(2011, unpublished data)
- 1 employee/106 cows



© All About Dairy  
New Mexico State University  
www.nmsu.edu

What has changed?

- Dairies are larger (number of cows)
- Larger dairies employ more people – app. 1 per 100 cows

Where can we train employees?

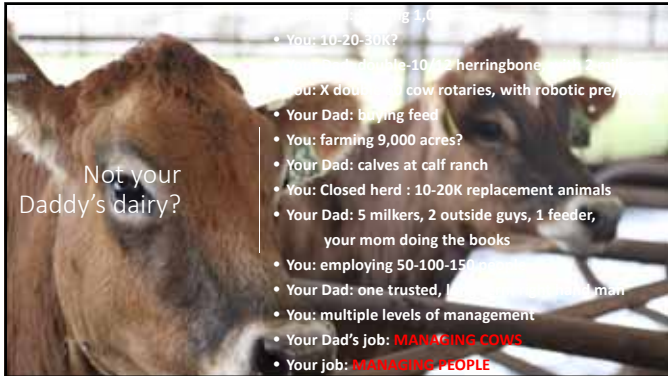
Where can we certify employees?

Does the dairy have industry certification programs?

- Limited/unknown education/training pertaining to position
- May not be familiar working with/around large herding animals
- We have an industry which is "in transition"



© All About Dairy  
New Mexico State University  
www.nmsu.edu



Not your Daddy's dairy?

- You: 10-20-30K?
- Your Dad: 10-15-20 herringbone
- You: X double 100 cow rotaries, with robotic pre,
- Your Dad: buying feed
- You: farming 9,000 acres?
- Your Dad: calves at calf ranch
- You: Closed herd : 10-20K replacement animals
- Your Dad: 5 milkers, 2 outside guys, 1 feeder, your mom doing the books
- You: employing 50-100-150 milking men
- Your Dad: one trusted, 10-15 milking men
- You: multiple levels of management
- Your Dad's job: **MANAGING COWS**
- Your job: **MANAGING PEOPLE**

---

---

---

---

---


---

---

---

Industry trends:

- What is the next highest expense on large operations?
- After **feed costs**: **labor costs** (app. 10%)
- Some industry experts predict 1 employee for 200 cows?
- Fewer employees – but higher tech skills....
- High level of specialization at each position
- Define: what are those higher tech skills?
- Understand: “manual labor” does not equate “low skill labor”
- Manual vs automation?



New Mexico State University  
1000 University Ave  
Las Cruces, NM 88003-5000  
505.646.2000

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

### What does this mean for my dairy?

- Many dairies now running at x% of desirable staffing
- Many dairies running longer shifts than might be desired
- What does an optimal shift look like? (performance vs. fatigue)
- Shift management and rotation (in time, on-off)
- Level of cross-training
- How to structure a workweek for (safe) performance
- How to balance the desire for hours with (safe) performance?
- How to develop leadership skills and promote?



New Mexico State University

---

---

---

---

---

---

---

---

### Talent management....

- How to find people that are **willing** and **able** to work on our dairies
- How to on-board these employees quickly to **discover** their talents
- How to train and **develop** those talents for the anticipated position
- How to **manage** that talent : have clear expectations (job description)
- Evaluate performance (early and often) – coaching, team development
- **Safety** and **Performance** are **one and the same**
- How to **reward** that talent (including promotion)
- All with the purpose to **retain** that talent
- Do we really understand the ramifications of cultural differences?



New Mexico State University

---

---

---

---

---

---

---

---

### What are you telling me, I am not a good manager?

- Owners and managers are now **people managers**, not **cow managers**
- Yet they were raised to be cow managers
- They went to school to learn about dairy/farm management
- Where did they learn how to manage people and run a business?
- What about their personality types (Briggs Meyers)?
  - Introverts vs. **Extroverts**
  - Sensing - literal, practical, reality, facts vs. **Intuitive** - imaginary, figurative, poetic?
  - Thinking vs. **Feeling**
  - Judging vs. **Perceiving**



New Mexico State University

---

---

---

---

---

---

---

---

## Producers No. 1 Issue:

1. Employee management
2. ....
3. ....
4. ....



A New Discovery  
for New Mexico State University  
and the world

---

---

---

---

---

---

---

---

## Producers No. 1 Issue:

1. Employee management
  - a. Employee Performance
  - b. Employee Turnover



A New Discovery  
for New Mexico State University  
and the world

---

---

---

---

---

---

---

---

Research: Schueneman et. al. (2017)

What do owners/managers say the needs for employee training are:  
(1,100 requests for training)

1. Milking Routine and Mastitis Control
2. Nutrition Management (TMR & Feed Bunk)
3. Health Screening for cows & calves (including proper animal handling techniques)
4. Replacement heifers (e.g. calving, colostrum)
5. Health Management Protocols



A New Discovery  
for New Mexico State University  
and the world

Source: 2017 ADSA Abstracts #226 (Jul. 2017) <https://doi.org/10.2527/abstracts2017.226>

---

---

---

---

---

---

---

---

Research: Schueneman et. al. (2017)  
 At the beginning of each training dairy employees answered:  
 "What problem needs to be addressed to improve your work?"  
 (2,900 individual workers at 450 herds across 11 U.S. States)

1. Lack of communication with coworkers or managers

What is this called?

**MANAGEMENT**

5. Schedule regular meetings to communicate and discuss tasks or issues



A Road Discovery  
 for New Mexico State University  
 and its community

Source: 2017 ADISA Abstracts #208 (Jan 2017) <https://nmsu.edu/2017/01/2017-adisa/>

---

---

---

---

---

---

---

---

---

---

## What Problem Needs to be Addressed to Improve Your Work?

(feedback from 2,900 workers, 450 dairy herds, and 11 US states)  
 (Schuenemann et al., 2017 ADISA)



(©2018 G.M. Schuenemann)

Source: 2017 ADISA Abstracts #208 (Jan 2017) <https://nmsu.edu/2017/01/2017-adisa/>

---

---

---

---

---

---

---

---

---

---

## Our work at NMSU and UT School of Public Health: 2014-15 Dairy Safety Awareness Training: m-learning



A Road Discovery  
 for New Mexico State University  
 and its community

---

---

---

---

---

---

---

---

---

---

## 2014-15 Dairy Safety Awareness Training: m-learning

- Susan Harwood (DOL) Training Grant:  
Mobile platform learning (m-learning):
- Level 1: 1,487 employees 41 farms: NM, TX, KS, CO, NY
- Level 2: avg. pre-test score 73% and the avg. post-test score 94%
- Employees receive certificate
- Dairy receives letter certifying who attended, scores pre/post
- Level 3: evaluating impacts (3-6 mos.) indicate changing safety behavior



New Mexico State University  
1992

## 2014-15 Dairy Safety Awareness Training: m-learning



New Mexico State University

## DVD Training Topics

- Understanding how cattle see
- Cattle flight zone concept
- Moving cattle safely
- Safety around bulls
- Proper cattle immobilization
- Working with self-locking stanchions
- Livestock-handling and treatment chutes
- Milking barn safety
- Chemical safety
- Eye and ear protection
- Ergonomics
- Electrical safety
- PTO safety
- Safety around heavy equipment
- Safety around the silage pile
- Safety in the machine room
- Safety driving ATVs
- Waste lagoon safety

The safety training vignettes are available  
at: <https://www.youtube.com/playlist?list=PLY7XQ8ihZRNux6fNXaUbFMefuvE7j89Rb>



New Mexico State University  
1992

### Trained Workers:

#### Gender (%)

Male	1,256 (88.6)
Female	162 (11.4)

#### Age

34.4 (12.0)
-------------

#### Job position (%)

Milker	489 (34.5)
Feeder	67 (4.7)
General	862 (60.8)

#### Years of experience

7.4 (9.1)
-----------

#### Highest education level achieved (%)

No Education	83 (6.1)
Elementary School	385 (28.2)
Middle School	334 (24.4)
High School	391 (28.6)
Higher Education	174 (12.7)

#### Country of Origin (%)

Mexico	716 (52.4)
Guatemala	310 (22.7)
United States	251 (18.4)
Honduras	35 (2.6)
El Salvador	27 (2.0)
Colombia	9 (0.7)
Puerto Rico	8 (0.6)
Peru	2 (0.2)
Cuba	2 (0.2)
Netherlands	2 (0.2)
China	1 (0.1)
Nicaragua	1 (0.1)
Portugal	1 (0.1)

#### Native language (%)

Spanish	892 (64.5)
K'iche	310 (22.4)
English	178 (12.9)
Other	3 (0.2)



A Real Discovery  
for Mexico State Community  
and Economy

### Findings and observations:

- Large majority no longer coming from an Ag-background
- Large majority no experience working with large animals or equipment
- 60% of employees 5th grade level education or below
- High level of illiteracy or low reading comprehension level
- Shift in typical workforce make-up to more Central Americans
  - different culture (indigenous (Mayan) vs. Hispanic)
  - different language (K'iche vs. Spanish)
  - different body stature/build
- Do not underestimate the power of recognition...



A Real Discovery  
for Mexico State Community  
and Economy

FARM Version 3.0 implemented on Jan 1, 2017  
Resources and materials available on the web:



#### FARM Program Version 3.0 Materials



On March 27, 2016, the NM State Board of Agriculture approved changes that adapt and enhance the FARM program to meet the needs of the state's agricultural community. The changes include the following:

- NM State Board of Agriculture Approved Changes to FARM Program Version 3.0
  - Program Rebranding
  - Extension of Version 3.0 Eligibility
  - FARM Program Version 3.0 Financial Provisions
  - Programing Adjusted to meet the needs of the state's agricultural community
  - FARM Program Version 3.0 Financial Provisions
  - FARM Program Version 3.0 Financial Provisions
  - FARM Program Version 3.0 Financial Provisions
  - FARM Program Version 3.0 Financial Provisions

Website: <http://www.nationaldairyfarm.com/dairy-stockmanship-training>



A Real Discovery  
for Mexico State Community  
and Economy



### Providing producers with on-dairy safe animal handling training!



**NM**  
**STATE**

A Rural Discovery  
New Mexico State University  
nm.edu/rda

---

---

---

---

---

---

---

---

### From Classroom to Live Training



**NM**  
**STATE**

A Rural Discovery  
New Mexico State University  
nm.edu/rda

---

---

---

---

---

---

---

---

### Training Content:

- Understanding "herding instinct" or "herding behavior"
- Understanding how domestication impacts herding animals
- How do cows perceive the world: sight, smell, hearing, taste and touch
- How do the cow's senses compare to human senses
- Understanding what are the consequences of those senses in terms of behavior & responses
- Concepts such as "Flight Zone", "Point of Balance", "Pressure and Release"
- Positioning (getting cattle to turn in certain directions)
- Moving cattle safely in corrals, chutes or alleys, moving patterns, zig-zag
- Understanding bull behavior and safety around bulls



**NM**  
**STATE**

A Rural Discovery  
New Mexico State University  
nm.edu/rda

---

---

---

---

---

---

---

---

### Findings and observations:

- Large majority have no experience working with large animals or equipment
- Many employees have no idea about animal senses
- Many employees have wrong perceptions about how to act around animals
- Even seasoned workers who may know the “what” may not know the “why”
- Experienced workers appreciate the validation of their skills
- Owners/managers can make a great impact by reinforcing how important animal handling skills are to them
- Many owners/managers take this awareness training to build on and practice concepts with workers



Animal University  
New Mexico State University  
cows@nmsu.edu

### What does all of this mean for animal well-being?

- Animal well-being doesn't live in a vacuum, it is the result of a *correct* or *mindful* human-animal interaction
- Animal well-being is a commitment, starts at the top and trickles down
- Animal well-being is the result of people interacting correctly with animals, understanding and anticipating how animals will respond to pressure
- Animal well-being is jeopardized/compromised by the misunderstanding herding behavior and cow senses
- Animal well-being is jeopardized or compromised by incorrect human behavior around animals
- Employees typically mean well, but if you can't anticipate what animals will do, it's easy to get frustrated
- Frustration is the perfect setup for the wrong outcome, but possible animal mishandling or abuse
- Human well-being (safety) concerns increase with lack of understanding of what a 1,500 lb animal can do
- Cows have great memories, recognize people well and know who treats them well or not
- Learned behavior is an important component of the human-animal interaction equation



Animal University  
New Mexico State University  
cows@nmsu.edu

### What does all of this mean for animal well-being?

- Animal handling is much more *an art* than a *task*; it takes two to tango!
- Correct animal handling starts the day the animal is born and continues for a life time
- Animal handling skills are learnt slowly by observing and practicing, over and over again....
- Given that animal handling is a skillset: the question needs to be asked what human personality traits does a cow handler need to possess?
- Did we select the right people for the job?
- Dairies where handlers understand *why* they are doing *what* they are doing, cows are calmer, more curious and less fearful of humans and human interactions
- Animal well-being will benefit as we teach and train employees on these skills and knowledge,
- Animal well-being will benefit as we focus on coaching attitudes towards working with large animals (motivation, confidence, integrity, honesty, enthusiasm, commitment),



Animal University  
New Mexico State University  
cows@nmsu.edu

Questions?



---

---

---

---

---

---

---

---

# Animal Handling & Carcass Quality

---

Casey Davis  
Manager

JBS Cattle Procurement Manager

Chris Jacobs  
Manager

Equity Cooperative Livestock Sales Association



**8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference**

*UW-Extension provides equal opportunities in employment & programming, including Title VI, Title IX, and ADA requirements.*



**Christopher (Jake) Jacobs**  
**Manager**  
**Equity Cooperative Livestock Sales Association**

Phone: 715.758.2125

Email: [cjacobs@equitycoop.com](mailto:cjacobs@equitycoop.com)

Web: <http://www.equitycoop.com/>

Chris Jacobs grew up on a small diversified farm raising cattle and cash crops. After high school he worked in the farm sales and service industry for Patz Equipment for 5 years at which time he took a job working with a local livestock dealer buying and selling all classes of livestock. During his ten years of dealing livestock pursued a degree in criminal justice and was hired by the Wisconsin Department of Agriculture as a Livestock Health Inspector-Investigator. Jacobs worked there regulating diseases in all classes of livestock along with regulating imports, dealers and truckers. After 15 years as an inspector Jacobs was offered a position with Equity Livestock which after a some hard consideration accepted the position and is currently going into his fifth year as Market Manager. Over the course of his career he was able to obtain vast amount of knowledge on all aspects of livestock farming including many training sessions from some of the most renowned livestock handlers and humane investigators in the country plus has made many contacts in the livestock industry.



**Casey Davis**  
**Cattle Procurement Manager**  
**JBS Green Bay**

Phone: 920.468.4000

Email: [casey.davis@jbssa.com](mailto:casey.davis@jbssa.com)

Web: <http://jbssa.com>

Casey was born and raised on a beef cow/calf operation in Southern Indiana. As a teenager he worked in local livestock auctions. The past 12 years he has worked for JBS in the cattle procurement division in multiple areas throughout the United States. The last 4 years he has been in his current role, managing the cattle buy for the Green Bay facility. Together with his wife and children they have a small beef farm south of Green Bay. Having produced livestock, handled it through marketing facilities, and dealt with the end product Casey has a considerable amount of experience and knowledge in how handling and facilities can impact the value of livestock to both the producer and the processor.



**8th Annual Wisconsin Dairy & Beef Well-Being Conference**

## Animal Husbandry: *Handling of Market Cattle Prior to Slaughter*

Presented by: Christopher Jacobs  
On behalf of Equity Livestock Sales Association  
February 6, 2018

---

---

---

---

---

---

---

### Goals

- 1 Define animal husbandry
- 2 Heighten awareness
- 3 Enhance knowledge

---

---

---

---

---

---

---

### Defining Animal Husbandry



- Animal care and safety
- Breeding
- Feeding
- Training
- Slaughter/market

---

---

---

---

---

---

---



---

---

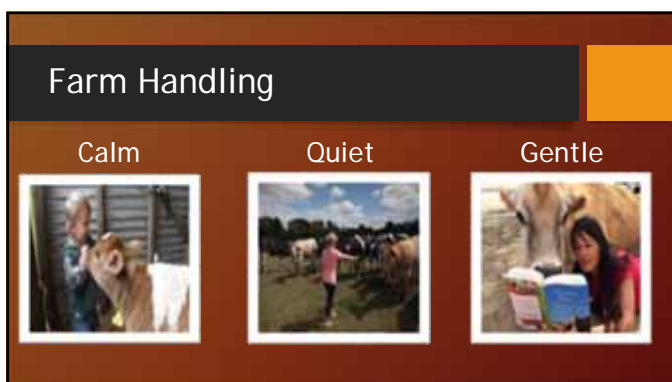
---

---

---

---

---



---

---

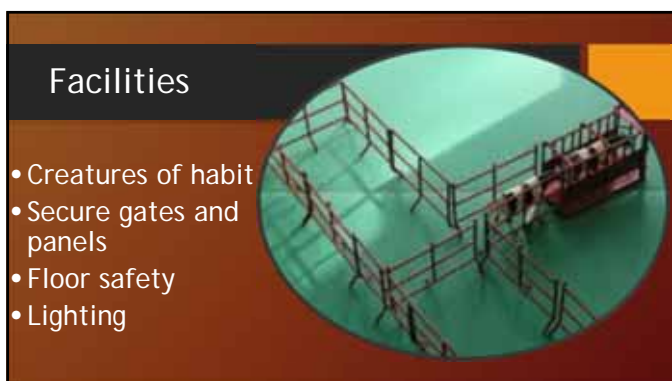
---

---

---

---

---



---

---

---

---

---

---

---





Trailers

---

---

---

---

---

---

---

## Tools of the Trade

- Flags
- Rattle paddles



---

---

---

---

---

---

---



---

---

---

---

---

---

---



---

---

---

---

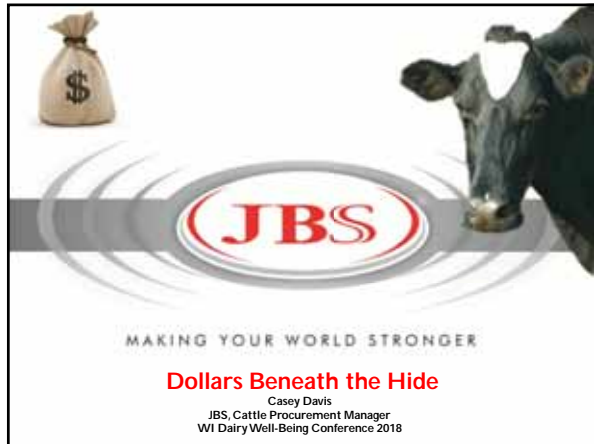
---

---

---







---

---

---

---

---

---

---

---



---

---

---

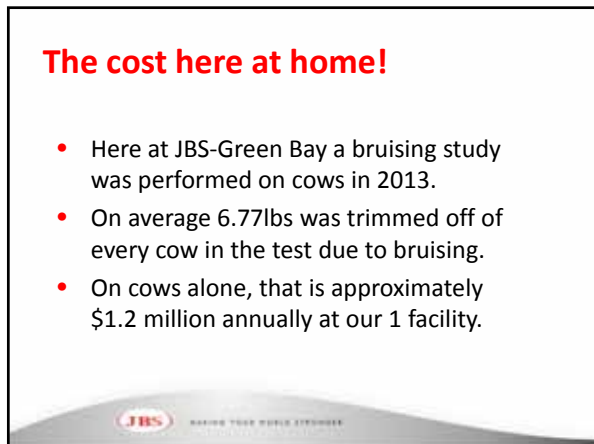
---

---

---

---

---



---

---

---

---

---

---

---

---

## FSIS Ante-mortem Inspection

- FSIS enforces the Federal Meat Inspection Act (FMIA), Humane Methods of Slaughter Act
- Inspectors observe cattle on the day of slaughter at rest and in motion.
- Look for:
  - Overall condition of the animal
  - Degree of alertness, mobility and breathing
  - Unusual swellings or abnormalities
- **Condemn animal or slaughter as a US Suspect**

FSIS Directive 6100.1



MAKING YOUR WORLD STRONGER

4

---

---

---

---

---

---

---

---

## FSIS Post-mortem Inspection

- Inspect the tongue, head, pluck, viscera, liver and carcasses
- Look for:
  - Inflammation, swelling, masses
  - Pathology or abnormal condition in lymph nodes
  - Cysts, lesions in muscles
  - Parasites



MAKING YOUR WORLD STRONGER

5

---

---

---

---

---

---

---

---

Bruising is a concern for animal welfare and economics

What's hiding behind the hide?

Imagery: Stephen Delaney/Corbis; Illustration: Michael Jones



MAKING YOUR WORLD STRONGER

6

---

---

---

---

---

---

---

---

## **"It ain't all about the money –"**

Think back to the last cow you sent to market. If you peeled back her hide, what would you find? Bruising? Injection site lesions? Tissue damage?

Would you be proud to say that cow came from your dairy?

Progressive Dairyman Editor Peggy Coffeen, 2014



MAKING YOUR WORLD STRONGER

---

---

---

---

---

---

---

---

## **Impact on our system**



MAKING YOUR WORLD STRONGER

---

---

---

---

---

---

---

---

## **Bruises must be trimmed out of carcasses**



MAKING YOUR WORLD STRONGER

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

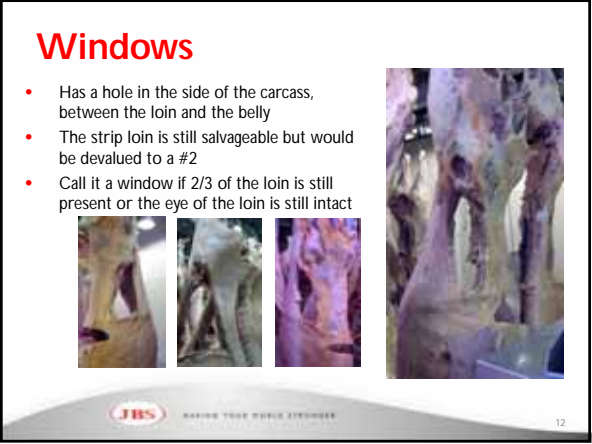
---

---

---

---

---



---

---

---

---

---

---

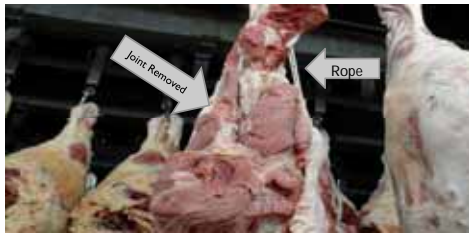
---

---



## Arthritis

- Has the round cut open and the joint removed
- Usually a rope is used to connect this void



JBS

MAKING YOUR WORLD STRONGER

13

---

---

---

---

---

---

---

---

## Belly/Flank damage

- Has the plate/flank removed



JBS

MAKING YOUR WORLD STRONGER

14

---

---

---

---

---

---

---

---

## Bruises tell a story



JBS

MAKING YOUR WORLD STRONGER

---

---

---

---

---

---

---

---



---

---

---

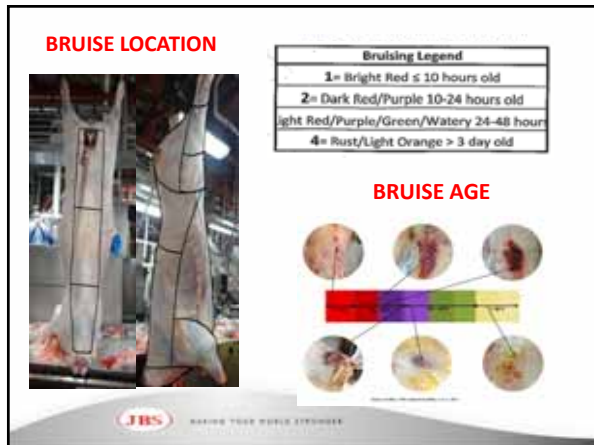
---

---

---

---

---



---

---

---

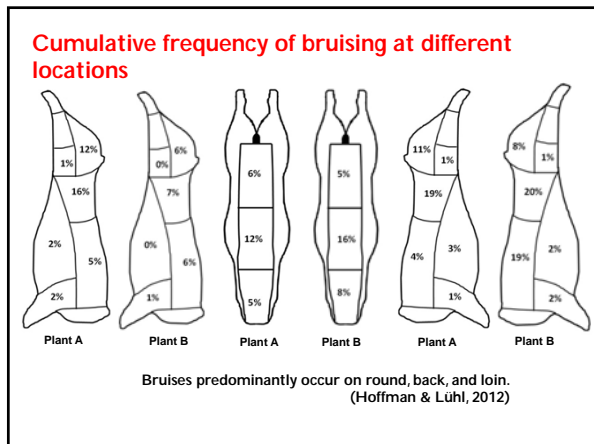
---

---

---

---

---



---

---

---

---

---

---

---

---

## Main Factors Causing Damage

- Transportation
- Facilities
- Other Cattle / Horns
- People



MAKING YOUR WORLD STRONGER

---

---

---

---

---

---

---

---

## Beef's \$35 Million Bruise Greg Henderson

- "An estimated industry wide loss of \$35 million due to carcass bruising on strip loins." Casey Mabry, Cargil.
- Dan Thomson, Kansas State University Veterinarian, "Total carcass bruises create an estimated \$4 to \$8 per head loss for the industry."
- That totals \$100 million to \$200 million in losses annually!
- Cattle bruises were found more frequently on Holsteins than on beef breeds.



MAKING YOUR WORLD STRONGER

---

---

---

---

---

---

---

---

## Facilities



MAKING YOUR WORLD STRONGER

---

---

---

---

---

---

---

---

## Horns



MAKING YOUR WORLD STRONGER

---

---

---

---

---

---

---

---

## People



MAKING YOUR WORLD STRONGER

---

---

---

---

---

---

---

---

## Questions?



---

---

---

---

---

---

---

---

# **The State of Our State: Animal Welfare & Trade Implications**

---

Shelia Harsdorf  
Secretary

WI Department of Agriculture, Trade, and Consumer Protection



**8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference**



**Sheila Harsdorf**  
**Secretary**  
**WI Department of Agriculture, Trade &**  
**Consumer Protection**

Phone: 608.224.5012

<http://datcp.wi.us.gov/>

Sheila Harsdorf has represented the Wisconsin State Senate's 10th District since 2001 and served in leadership roles including majority caucus chair, chair of the Committee on Universities and Technical Colleges, as a member of the Joint Committee on Finance, and as a member of the Committee on Agriculture, Small Business, and Tourism. She previously represented the 30th Assembly District in the Wisconsin State Assembly from 1989-1998. She holds a degree in Animal Science from the University of Minnesota.



**8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference**

Notes page

## **The State of Our State: Animal Welfare & Trade Implications**

Sheila Harsdorf, Wisconsin Secretary of Agriculture





Your source for research based unbiased information



<http://fyi.uwex.edu/wisheepandgoat/>



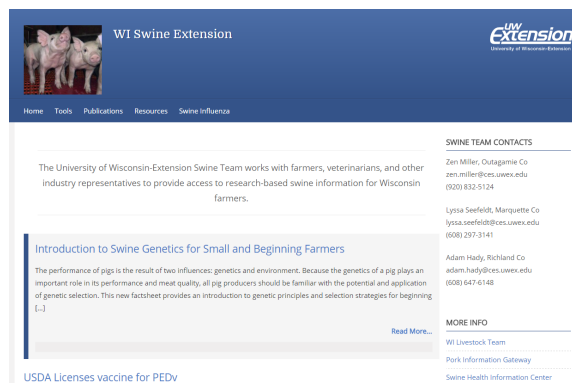
**Livestock Forage Disaster Program:  
Contact Your FSA Office**

The 2014 Farm Bill makes the Livestock Forage Disaster Program (LFP) a permanent program and retroactive to October 1, 2011. The LFP provides compensation to eligible livestock producers who have suffered grazing losses due to drought or fire. USDA Farm Services Agency has released a new [fact sheet](#) on the Livestock Forage Disaster Program to explain basic eligibility for the program. Producers can determine whether they live in an eligible county at the [USDA Farm Services Agency website](#). The national [Drought Mitigation Center](#) at the University of Nebraska has also developed an online

- UW Forage Research and Extension
- UW Horse Extension
- UWEX Team Forage Resources
- WI Beef Information Center
- WI Sheep & Goat Extension

Grazing Research

<http://fyi.uwex.edu/grazres/>



<http://fyi.uwex.edu/swineextension/>

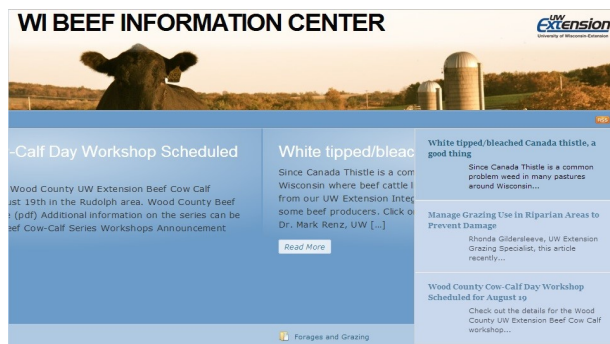


## 8<sup>th</sup> Annual Wisconsin Dairy & Beef Well-Being Conference

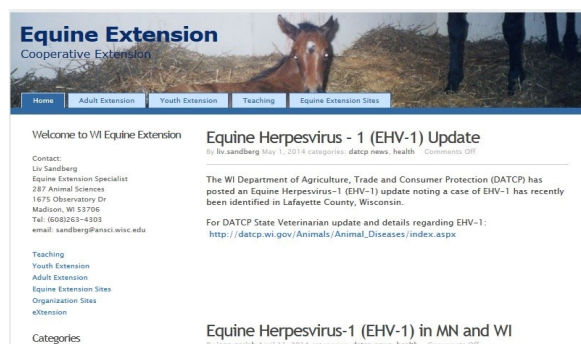
*UW-Extension provides equal opportunities in employment & programming, including Title VI, Title IX, and ADA requirements.*

# Visit the UW Extension Livestock Resources On the Web

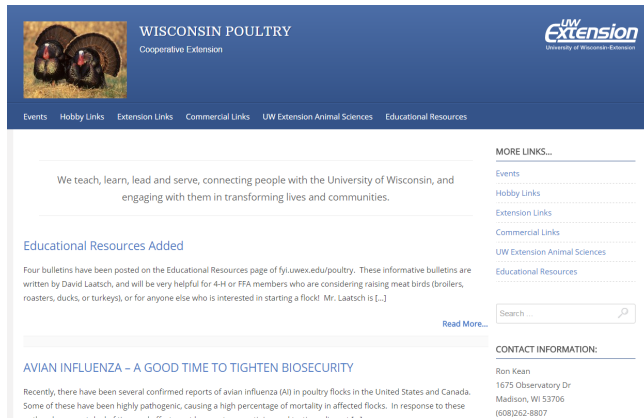
Your source for research based unbiased information



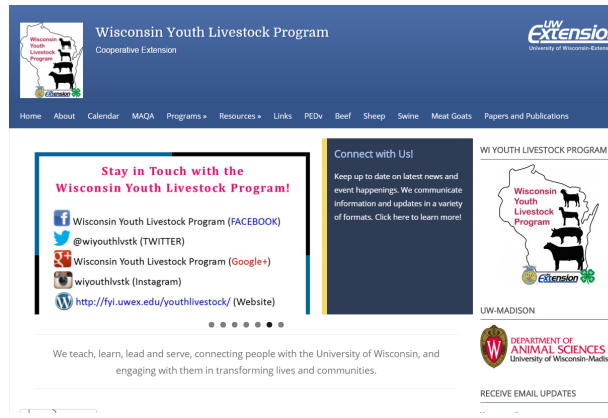
<http://fyi.uwex.edu/wbic/>



<http://fyi.uwex.edu/horse/>



<http://fyi.uwex.edu/poultry/>



<http://fyi.uwex.edu/youthlivestock/>



## 8th Annual Wisconsin Dairy & Beef Well-Being Conference

UW-Extension provides equal opportunities in employment & programming, including Title VI, Title IX, and ADA requirements.

# Visit the UW Extension Dairy Resources

Strengthen the competitiveness of the Wisconsin Dairy Industry through statewide leadership in education and research

## DAIRY EXTENSION RESOURCES PROVIDED BY UW EXTENSION DAIRY TEAM

### Resources

Providing up to date resources related to:

- Milk Quality
- Dairy Nutrition
- Dairy Reproduction & Genetics
- Dairy Replacements
- Dairy Facilities
- Animal Well-Being

<http://fyi.uwex.edu/dairy/>

*Subscribe today for  
updates and posts by  
visiting the website or  
scanning:*



Wisconsin Dairy Youth

<http://fyi.uwex.edu/dairyouth/>



CALENDAR OF EVENTS   BADGER DAIRY CAMP   ACTIVITIES »   YOUTH AWARDS »   CONTACT US

*Upcoming events and topics important to 4-H and FFA members in Wisconsin*

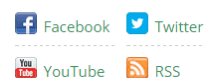
#### 4-H DAIRY QUIZ BOWL AND MANAGEMENT CONTEST RESULTS

Barron County's senior dairy bowl team and Sheboygan County's senior dairy management team topped the State 4-H Dairy Quiz Bowl and Management Contests on January 30 in Madison. The quiz bowl team will represent Wisconsin in November at the national contest in Louisville, KY and the Management Contest team will represent Wisconsin at the All [...]

[Read More...](#)

New Later Start Time and New Location for 4-H Dairy Quiz Bowl and Management Contests

#### CONNECT WITH US



#### THROUGH THE YEARS



## 8th Annual Wisconsin Dairy & Beef Well-Being Conference

UW-Extension provides equal opportunities in employment & programming, including Title VI, Title IX, and ADA requirements.

## 2018 Wisconsin Dairy & Beef Well-Being Conference Planning Committee

**Aerica Bjurstrom**

**Co-Chairperson**

Agriculture Agent

UW-Extension Kewaunee County

**Sarah Mills-Lloyd**

**Co-Chairperson**

Agriculture Agent

UW-Extension Oconto County

**Liz Binversie**

Agriculture Educator

UW-Extension Brown County

**George Koepp**

Agriculture Educator

UW-Extension Columbia County

**Tina Kohlman**

Dairy & Livestock Agent

UW-Extension Fond du Lac Co

**Heather Schlessner**

Dairy & Livestock Agent

UW-Extension Marathon Co

**Lyssa Seefeldt**

Agriculture Agent

UW-Extension Marquette Co

**Sandy Stuttgen**

Agriculture Agent

UW-Extension Taylor County

**Amanda Young**

Dairy & Livestock Agent

UW-Extension Dodge County

Visit us on the web at <https://fyi.uwex.edu/animalhusbandryconference/>



**Supporting and strengthening the dairy and beef cattle industry  
through awareness and understanding of improved animal  
handling and animal well-being practices.**