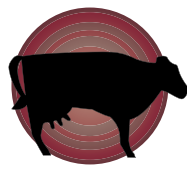


# industry WATCH LIST

- Antibiotics residues
- Animal care
- Milk labeling
- Nutrition
- Supplemental hormones
- Animal activism
- Organic
- Dairy & weight loss
- Safety
- Environment**

- Air quality
- Manure management
- Water usage
- BSE
- FMD
- Pesticides



## High-impact Manure management

Your Dairy Checkoff in Action The following update is provided by Dairy Management Inc.™ (DMI), which manages the national dairy checkoff program on behalf of America's dairy producers. DMI is the domestic and international planning and management organization responsible for increasing sales of and demand for U.S.-produced dairy products and ingredients.

### Media paints farms with broad brush when it comes to the environment

Proactive community relations efforts and relationships with scientific experts can help mitigate unfounded and actual on-farm environmental infractions.

When negative media reports arise, the Dairy Communications Management Team (DCMT) – consisting of Dairy Management Inc. (DMI), U.S. Dairy Export Council (USDEC), National Milk Producers Federation (NMPF), International Dairy Foods Association (IDFA) and MilkPEP – works behind-the-scenes with state and regional dairy checkoff organizations to differentiate potentially valid concerns from the rhetoric of critics. This collaboration establishes a unified front that serves the interests of producers and the industry overall.

In New Mexico, local media extensively covered a protracted debate over water quality regulations before the issue was settled in late 2011. Environmental groups advocated requirements that would have been costly to producers and likely would have forced some out of business. Dairy MAX, the dairy checkoff organization in New Mexico, worked with scientific allies such as New Mexico State University extension dairy specialists to address the situation. The scientists countered claims that local dairies caused widespread surface and groundwater contamination, and they vocally supported a less onerous regulatory proposal. Ultimately, the New Mexico Water Quality Control Commission approved a settlement that allows dairies the flexibility to continue normal operations while monitoring and protecting water quality.

In the Yakima Valley of Washington, dairy producers are helping fund a pilot project that will test the feasibility of utilizing best

management practices (BMPs) to mitigate emissions of odor, particulates and potential pollutants. The project should help ensure that scientific principles are applied to local efforts to improve air quality.

While actively managing these issues locally can keep them from claiming a national stage, sometimes activists draw high-profile media attention to alleged infractions on a single operation. An article in the Nov. 2011 issue of a prominent national women's magazine sensationalized wide-ranging claims about the impact of large-scale dairies on water quality and public health, based on anecdotal information and a series of infractions by dairies in one community in Michigan. While DMI and United Dairy Industry of Michigan (UDIM), the checkoff organization in Michigan, worked to encourage producers to share their own environmental stewardship stories to balance the online discussion, response-mode communications serve a limited purpose in such situations.

That's why the dairy checkoff – through the Innovation Center for U.S. Dairy – continues to make sustainable agriculture a long-term priority. The Innovation Center is rolling out new programs such as Farm Smart, which aims to provide real-time, on-field decision support for dairy and crop production management. As producers become better equipped to measure and mitigate their environmental impact, industry communicators will have greater success showcasing the dairy industry's overall environmental stewardship commitment to win the minds and hearts of consumers. **PD**

### Dairy topic watchlist



#### Low-impact

The direct management impact on producers is minimal, though these issues do directly affect perceptions about dairy products.



#### Medium-impact

The direct impact on individual producers and their management options will be moderate. However, the issue could directly affect producers and dairies as a whole.



#### High-impact

These issues directly impact individual producers and their management options.

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Crude Fiber, max.....	3.00%
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Calcium (Ca), max.....	2.00%
Phosphorus (P), min.....	1.50%
Salt (NaCl).....	(none added)
Magnesium (Mg), min.....	2.00%
Potassium (K), min.....	3.00%
Copper (Cu), min.....	640 ppm
Cobalt (Co), min.....	35 ppm
Iodine (I), min.....	90 ppm
Manganese (Mn), min.....	1250 ppm
Selenium (Se), min.....	8.3 ppm
Zinc (Z), min.....	2400 ppm
Vitamin A, min IU/lb.....	200,000
Vitamin D3, min IU/lb.....	36,800
Vitamin E, min IU/lb.....	300
Vitamin E available at 1000 IU/lb	
Vitamin C.....	✓
9 B-Vitamins.....	✓
Amaferm®.....	✓
Availa®4.....	✓

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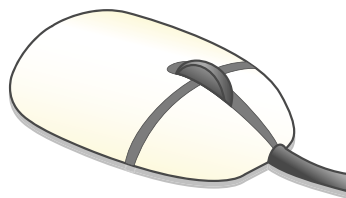
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# Should I respond?

**Yes.** If you have the opportunity to set the record straight on manure management and water quality, use the following messages to help shape your response:

- ✓ Dairy farmers are committed to following regulations and best management practices to protect the health of their families and cows, and to maintain water quality.
- ✓ The federal government offers dairy farmers help in protecting the water supply. For example, many farmers receive technical assistance when they upgrade their irrigation systems and manure storage facilities.
- ✓ Dairy farmers continually look for innovative ways to protect and conserve the water supply. They often partner with government agencies and university experts to develop better management practices and look for new technologies to maintain clean and plentiful water.

# Related resources



**New Mexico Environment Department's dairy regulation:**  
[www.nmenv.state.nm.us/gwb/NMED-GWQB-dairies.htm](http://www.nmenv.state.nm.us/gwb/NMED-GWQB-dairies.htm)

**Dairy Farming Today**  
[www.dairyfarmingtoday.org](http://www.dairyfarmingtoday.org)

**Yakima Regional Clean Air Agency (YRCAA)'s Air Quality Management Policy (AQMP) and pilot program on best practices for dairy farms:**  
<http://yakimacleanair.org/Dairy%20Emissions.html>

**Innovation Center for U.S. Dairy® Farm Smart:**  
[www.usdairy.com/Sustainability/Greenhouse%20Gas%20Projects/Pages/DairyFarmSmart.aspx](http://www.usdairy.com/Sustainability/Greenhouse%20Gas%20Projects/Pages/DairyFarmSmart.aspx)

**National Milk Producers Federation (NMPF)**  
[www.nmpf.org](http://www.nmpf.org)

# Steps to take:

Use these key messages to reinforce dairy producers' overall commitment to environmental protection:

- Dairy farmers live on or near the land that we farm. We understand the importance of protecting natural resources.
- Caring for the land, air and water is a responsibility dairy farmers share with the local community.
- Dairy farmers work with government agencies and university experts to develop new technologies aimed at conserving natural resources and protecting the environment.

# Test your answer

How can I be reassured that all dairy farms have responsible manure management systems?

ANSWER: Dairy farmers are using innovative and effective options for managing nutrients in order to help improve air and water quality and public health. All farmers have a stake in following regulations and best management practices to protect the environment. Dairy farmers invest money each year to enhance the ways in which they manage manure, such as storing it in secure, on-farm facilities to help reduce odor and hasten decomposition. In order for local authorities to approve expansion, a dairy farm must show that it has adequate manure storage and recycling systems to handle more cows.

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