



News Release

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"Connecting Cows, Cooperatives, Capitol Hill, and Consumers"



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FARM Program, Merck Animal Health to Jointly Offer Animal Care Training Webinars for Version 3.0

ARLINGTON, VA – The Farmers Assuring Responsible Management (FARM) Program announced today it is teaming up with Merck Animal Health to offer a series of informational webinars as part of the FARM Version 3.0 rollout. This webinar series will further build upon the strong partnership between the Merck Dairy Care365® Program and the FARM Program that was established last year.

The National Milk Producers Federation and Merck Animal Health announced last summer that the two groups would collaborate to help ensure a comprehensive, industry-wide approach to employee training and animal care in the dairy industry. Through the partnership, dairy producers across the country have access to the tools, resources and workshops available through the Merck Animal Health Dairy C.A.R.E.™* Initiative, which is nicely designed to complement FARM.

The partnership will produce 10 webinars on various animal care topics, including calf care, stockmanship, antimicrobial stewardship and more. Participation in these webinars will help dairy farmers meet the new training requirements established in FARM Version 3.0. Each month will feature a different topic and will be recorded for viewing at a later date.

“Merck’s proactive, engaging partnership has greatly strengthened the FARM Animal Care Program and we are grateful for their support for the program again this year,” said NMPF Chief of Staff Emily Meredith, who also leads the FARM Program. “These webinars, hosted by Merck Animal Health and leading animal health and welfare experts, will provide valuable training resources to producers and their employees.”

“Dairy C.A.R.E. was developed to help producers provide the best animal care by maintaining sound policies, hiring the right people and making sure they are properly trained – and our partnership with NMPF is a natural fit,” said Rick Jackson, Merck Animal Health U.S. dairy product manager. “The new webinar series helps us meet our goal of offering supplemental materials dairy farmers can use to

meet the new requirements under FARM Version 3.0 while supporting the significant efforts of dairy producers to continuously improve the care and handling of their animals.”

The video topics and release dates are as follows:

National Milk Educational Webinar Series			
Topic	Audience	Presentation Date	Presenter
Dairy Stockmanship Skills	Co-ops, Producers	September 29, 2016	Dr. Ben Bartlett
Calf Care	Co-ops, Producers	Oct. 6, 2016	Dr. Liz Cox
Euthanasia Guidelines	Co-ops, Producers	Oct. 20, 2016	Dr. Jan Shearer
Handling Non-Ambulatory Cattle	Co-ops, Producers	Nov. 3, 2016	Dr. Greg Crosley
Pain Management	Co-ops, Producers	Nov. 17, 2016	TBD (NMPF)
Record Keeping & Drug Residue Prevention: An Industry Opportunity	Co-ops, Producers	Dec. 8, 2016	Dr. Norm Stewart
Building Strong Herd Health Programs	Co-ops, Producers	Dec. 15, 2016	Dr. Scott Nordstrom
Cattle Marketing	Co-ops, Producers	Jan. 12, 2017	Dr. Lowell Midla
Preparing for the Unexpected	Co-ops, Producers	Jan. 26, 2016	Rick Jackson
Emerging Issues	Co-ops, Producers	Feb. 9, 2017	TBD (NMPF)

In addition to hosting the webinars, the Merck Animal Health Dairy Care365 animal handling training videos will be available for viewing on the National Dairy FARM Program website. These videos were shot on farms to provide a realistic representation of how cows behave and react to their surroundings. Through these videos, employees can learn how to work with dairy cattle and youngstock safely and effectively, move cows to the milking parlor, and handle non-ambulatory cows, among other topics.

Merck Animal Health will enhance the availability of its already existing training materials by also posting content on its own FARM Program website.

Both Merck Animal Health and the FARM Program support the significant efforts of dairy producers to continuously improve the care and handling of their animals.

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The National Milk Producers Federation (NMPF), based in Arlington, VA, develops and carries out policies that advance the well-being of dairy producers and the cooperatives they own. The members of NMPF’s cooperatives produce the majority of the U.S. milk supply, making NMPF the voice of dairy producers on Capitol Hill and with government agencies. For more on NMPF’s activities, visit our website at www.nmpf.org.

For 125 years, Merck has been a global health care leader working to help the world be well. Merck Animal Health, known as MSD Animal Health outside the United States and Canada, is the global animal health business unit of Merck. Through its commitment to the Science of Healthier Animals™, Merck Animal Health offers veterinarians, farmers, pet owners and governments one of the widest range of veterinary pharmaceuticals, vaccines and health management solutions and services. Merck Animal Health is dedicated to preserving and improving the health, well-being and performance of animals. It invests extensively in dynamic and comprehensive R&D resources and a modern, global supply chain. Merck Animal Health is present in more than 50 countries, while its products are available in some 150 markets. For more information, visit www.merck-animal-health.com or connect with us on [LinkedIn](https://www.linkedin.com/company/merck-animal-health) and Twitter at @MerckAH.