



News Release

2107 Wilson Blvd., Suite 600, Arlington, VA 22201
703.243.6111 | www.nmpf.org

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



FOR IMMEDIATE RELEASE
Wednesday, May 31, 2017

Christopher Galen
(703) 243-6111 ext. 356
CGalen@nmpf.org

FARM Animal Care Program Seeks Producer Feedback on Resources and Tools

ARLINGTON, VA – The National Dairy Farmers Assuring Responsible Management (FARM) Program, in collaboration with Colorado State University, is conducting a dairy farmer survey to learn more about perceptions of the FARM Program and how it can continue to improve the resources it offers producers.

The voluntary survey will probe producers' knowledge of the program and the value they think it provides to their operations. The study will help FARM Animal Care better provide cooperatives and farmers with the appropriate guidance and materials required of FARM Program participants. Survey questions address topics such as the producer's familiarity with the program, where they seek additional FARM Program information, and why stewardship practices, as assessed by FARM, are important to them. Those interested in taking the survey can do so by [clicking here](#).

"Participants in the FARM Program produce more than 98 percent of the U.S. milk supply by volume, so it's important that we understand producers' thoughts on how FARM can further positively impact their businesses," said Emily Meredith, chief of staff for NMPF, which launched the program in 2009. "Just like dairy farms are on a path of continuous improvement, the FARM Program wants to continuously improve how we work with our participants."

The information gleaned from this survey will help advance the FARM Program by increasing its efficiency and impact for farmers. Improving the FARM Program will also assist the dairy industry in forming uniform objectives on animal welfare, and assist FARM Program staff in understanding and catering to producers' needs, Meredith said.

The study, titled "Dairy Producer Perceptions of the National Dairy FARM Program" is being led by Dr. Noa Román-Muñiz and Kayla Calvin from Colorado State University's Department of Animal Sciences. The survey is confidential and only summarized data will be shared with the primary researchers, so participants cannot be identified directly.

Processors and cooperatives can contact dairyfarm@nmpf.org or Kayla Calvin at Colorado State kaylacalvin26@gmail.com if they want their organization to participate. Individual producers can take the online version or contact the FARM Program to be mailed a copy.

###

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.