



# 2016 AABP Dairy Session Agenda

Friday, September 16 8:00 a.m.—3:45 p.m.

## Session Goals

- Help AABP veterinarians understand current customer/consumer perceptions of dairy animal care and pressures co-ops and processors are facing in meeting customer expectations;
- Help AABP veterinarians understand the importance of the FARM Program. Specifically, why it was created, Program successes and how it's being implemented; and
- Help AABP veterinarians understand their role and how it is critical they help the dairy producer community adhere to the FARM program guidelines and respond proactively to customer expectations around animal care.

8:00 a.m.—9:00 a.m.

### **Framing the Day: How Animal Care Became a Consumer Trust Issue**

*Panelists will discuss current challenges facing cooperative, processors, farmers and the entire dairy community as they work to implement the National Dairy FARM Program, the dairy community's response to consumer interest in animal care. Panelist include:*

Jim Mulhern, President and CEO NMPF  
Thomas Gallagher, President and CEO DMI  
Mike McCloskey, CEO Select Milk Producers  
Rick Smith\*, Dairy Farmers of America  
Chris Policinski\*, Land O'Lakes  
Jeff Simmons\*, President & CEO Elanco

9:00 a.m.—10:00 a.m.

### **Consumer Perceptions of Animal Care and Meeting Customer Expectations**

*Panelists will discuss current perceptions of animal care in the dairy industry and what is expected of dairy cooperatives/processors and producers in order to build consumer trust. Panelist include:*

Linda Dulaney\*, McDonald's  
Suzanne Lindsay-Walker, Kroger  
Mike Reidy, Leprino Foods

MODERATOR: Chris Policinski\*, Land O'Lakes/Innovation Center for U.S. Dairy  
(alternate, Emily Meredith, NMPF)

10:00 a.m.—10:45 a.m.

### **Morning Break**

\*Invited

## 2016 AABP Dairy Session on FARM Program

---

10:45 a.m.—11:30 a.m.

### **The Latest Animal Care Research**

*This session will cover the latest animal care research on critical topics including tail docking, dehorning, housing, and residue prevention. Panelists may include representatives who also served on the FARM Program Technical Writing Group, including:*

Nina Von Keyserlink, Ph.D  
Dr. Nigel Cook  
Dr. Marcia Endres, DVM, Ph.D

MODERATOR: Dr. Jamie Jonker

11:30 a.m.—12:15 p.m.

### **Communicating about Dairy Animal Care: Social Media Training**

*This session will review the current communications efforts underway by National Milk Producers Federation to discuss animal care and instill consumer trust. This brief training will provide an excellent overview of best practices when sharing stories with consumers using social media properties Facebook, Twitter, Instagram and more.*

Beverly Hampton, NMPF

12:15 p.m.—1:45 p.m.

### **Lunch Break**

1:45 p.m.—2:45 p.m.

### **The Critical Role of Veterinarians in FARM Program**

*This session will cover the critical role that veterinarians can play in helping producers successfully implement the FARM Program. Panelists will discuss immediate veterinary needs for Version 3.0 of the FARM Program including: VCPR, Employee training, Herd Health Plan, Protocols, and Residue prevention. Speakers include:*

Karen Jordan, DVM  
Brandon Treichler, DVM  
Richard Doak, DVM

MODERATOR: Dr. Jamie Jonker, NMPF

2:45 p.m.—3:45 p.m.

### **Emerging Issues in Antimicrobial Stewardship**

*This session will look at emerging issues in antimicrobial stewardship with the goal of building consensus among dairy industry: farmers, veterinarians and others on how to be proactive to tackle this challenge. This session will discuss the current regulatory/legislative landscape, consumer perceptions around antibiotic use on dairies, and available resources.*

Annette Jones\*, DVM, California State Veterinarian  
Bill Flynn, DVM, Deputy Director for Science Policy FDA's Center for Veterinary Medicine  
Barry Carpenter\*, President North American Meat Institute

\*Invited