



Full Service Trade Association Representing Dairy Processors, Manufacturers and Distributors Since 1928

427 S. Main St.
N. Syracuse, NY
13212
Phone 315-452-6455
Fax 315-452-1643
www.nedairyfoods.org

President

Donald Merrigan

Vice President

Michael Suever

Secretary

Daniel Lausch

Treasurer

Michael Young

**Executive Vice
President**

Bruce W. Krupke

Honorary Directors

Arthur Berger
Richard P. Boice

Board of Directors

James Buelow

William Byrne Jr.

Kimberly Bukowski

Joseph Duscher

William Fitchett

Terra Jackson

Daniel Lausch

Donald Merrigan

Lewis P. Miller

James Norton

Edward Pcolar

Richard Rzeszotarski

Richard Sedotto

Michael Suever

Michael Young

To: All Northeast Dairy Foods Association, Inc. Members
From: Bruce W. Krupke, Executive Vice President
Date: February 1, 2016
Subject: FARM Animal Care Position

Dear Members,

In the press from time to time you may hear about a farm where employees are allegedly accused of improper handling or are engaged in misconduct of the animals they care for. Unfortunately for the dairy industry when this happens, it gives our consumers the wrong impression and negatively impacts consumption.

The issue is not going away, more and more consumers are taking the position of wanting to know where their food comes from and additionally how those animals are cared for on farms. The food industry needs to pay attention and address professionally their concerns.

To provide you with assistance on this complicated issue, our Association's board of directors has taken a position in support of a national program aimed at proper animal care and wellbeing. The program is called FARM (Farmers Assuring Responsible Management) and was created by the National Milk Producer's Federation, (NMPF). The purpose of taking a position in support of FARM is to reassure consumers the dairy industry from farm to retailer is serious about animal welfare and care.

We encourage you, your employees and company be aware of FARM. We also encourage you to consider supporting FARM as part of your overall business plan and strategy. We also suggest you consider promoting FARM and your support to your customers on your website and in your consumer communications.

FARM is a program which is constantly being reviewed by NMPF and producers around the country. Our Association supports FARM, should there be any future changes in their program we do not agree with, we will contact you. We will have updated information on our Association's website for your reference and use. We encourage you to visit the FARM website for more detailed information: <http://www.nationaldairyfarm.com/>

Attached is an information piece you are welcome to read, file, copy and use. Should the press release a story on misuse or negative animal care story, and somehow affect you as part of the distribution chain, you will now have in place a proper position and statement you can provide to anyone inquiring. If you need assistance or more information on the topic, please contact me at any time.

Sincerely,

Bruce W. Krupke
Executive Vice President