

# One Voice for Dairy Welfare

In delivering the Dairy Cow Welfare Strategy all main organisations who represent British dairy farmers have come together to explain how their members are continually striving to improve the welfare of the animals within their care.

The strategy's aims are:

1. To raise the standard of welfare for all dairy cows and reduce the welfare impacts of endemic diseases.
2. To establish an industry agreed set of welfare priorities to guide future policy development, research and on-farm improvement initiatives.
3. To set welfare goals and identify industry responsibility for improving dairy cow welfare.
4. To bring about a recognition and acceptance that welfare is dependent on the quality and standard of husbandry and stockmanship in any system.
5. To generate greater consumer awareness and understanding of welfare standards to ensure a continued positive public perception of dairy cow welfare in Britain.



The strategy acknowledges current welfare performance, promotes industry achievements, examines the drivers for improvement and importantly, identifies where the potential and responsibility for further improvement exists throughout the dairy supply chain.

This leaflet highlights the Top 10 priority areas for dairy cow welfare as recognised within the strategy and will be reviewed at appropriate times.

If you have any questions or comments, please contact a representative at:

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For more detailed information about the further work and progress of this group, visit our website at [www.chawg.org.uk](http://www.chawg.org.uk)

**CHAWG**  
Cattle Health and Welfare Group

**DairyCo**



**Dairy UK**



**holstein UK**  
holstein & british friesland

**NFU**

**NFU Scotland**

**RABDF**  
Working for British Dairy Farmers

**Red Tractor Assurance for Farms Dairy Scheme**

# Dairy Cow Welfare Strategy

Year 2 Progress Against Targets  
November 2012

Key to progress chart:

- On target
- Work in progress
- Need to start activity

Annually the CHAWG reviews the targets to ensure they are relevant and reports on progress against the agreed targets. This summary provides a visual report on progress based on the first two years of delivery by the sector and is supported by an evidence table available on our website at [www.chawg.org.uk](http://www.chawg.org.uk)

**INDUSTRY PROGRESS TOWARDS AGREED TARGETS – ANNUAL REPORT – 2012**

Priority	Action	Outcome	Organisations	Current situation (November 2012)	Target	Measure
Priority 1: Better on-farm recording and use of aggregate data	Increase in the number of farmers recording production, health and welfare data	The benefit of understanding and recording production, health and welfare trends on-farm cannot be underestimated. Farmers should know the baseline situation on-farm to understand if, and how improvements can be made	NMR, CIS, NFU, DairyCo, RTA Dairy, Retailers, CDI, Breed Societies	Ongoing industry wide efforts to facilitate more on farm recording of culling reasons, mastitis and lameness incidence.	All dairy farmers recording the incidence of mastitis and lameness, and the reasons for culling as a minimum and aggregate data shared with industry	NMR data, CIS data, RTA Dairy data, BCMS data, NFSCo data
	Development of a national system to collate dairy cow production, health and welfare trends and measures	A centralised recording system for cattle health and welfare trends to allow industry to identify how the actions within the strategy are improving welfare	DairyCo, RTA Dairy, BCVA, VLA, NMR, Retailers, CDI, HUK	DairyCo, as part of their new research partnerships (2011) recognised the need for a centralised national database. This is now under development and will be complementary to the breeding evaluation data collated by Egenes.	Data set analysed in 2011	Industry wide data set available
Priority 2: Mastitis: Improvement in recognition, treatment, prevention & control	Expansion of the DairyCo Mastitis Control Plan or similar	Increased number of veterinary surgeons and consultants trained on mastitis prevention, control and treatment	DairyCo, BCVA, BVA, Farmers, Retailers, Breed Societies	970 farms have enrolled onto the DairyCo Mastitis Control Plan, exceeding the 2012 target of 750 farms. Farms adhering to the plan are also showing an average of 10-15% reduction in mastitis.	750 farm plans by 2012	DairyCo data Other scheme data
Priority 3: Lameness: Improvement in recognition, treatment, prevention & control	Develop and launch DairyCo Mobility programme	Veterinary surgeons, foot trimmers and farmers trained on lameness prevention, control and treatment	DairyCo, BCVA, BVA, Farmers, Breed Societies	DairyCo Healthy Feet Programme launched at the 2011 Dairy Event. Over 140 farms have been registered so far on the programme covering more than 37,000 cows.	2011 launch	DairyCo data Other scheme data
	Increase in the number of qualified foot trimmers	Ensure training and continued CPD of foot trimmers	DairyCo, NACFT	March 2012 - Category 1 Foot Trimmers – 56. Total Number of Trimmers – 123. Total Number of NACFT Members – 131	200 foot trimmers on NACFT website	NACFT website
Priority 4: Understanding infertility	Lead an advisory campaign on understanding fertility problems	More effective communication of current information and new research to farmers	BCVA, Breed Societies	Good progress on various farmer and vet initiatives, though the industry co-ordination of materials is yet to take place	Campaign / programme to be scoped and developed by 2012	BCVA, AI Companies, Other data sources
Priority 5: Cow nutrition	Increased use of cow body condition scoring	Promotion of body condition scoring as a tool for measuring dairy cow welfare	DairyCo, RTA Dairy, BCVA, Retailers, Processors	Body Condition Scoring is integral to the daily management of British dairy farms. A number of initiatives are now in place that utilise body condition scoring with a number of retailers/milk purchasers incorporating a Body Condition Score component into their supply agreements with producers, to aid the implementation of this technique.	10% of British dairy farmers regularly body condition scoring their herds	Retailer data RTA Dairy data DairyCo survey
	Increased farmer guidance on feeding the modern dairy cow	Organise and promote industry workshops on feeding the dairy cow	DairyCo, Farmers, Consultants, BCVA	DairyCo addressed in excess of 1,200 farmers on some aspect of Feeding+ through either discussion groups or open meetings by the end of 2011.	10% of dairy farmers attending DairyCo Feeding+ events by 2012 (or similar)	DairyCo data, Industry data
Priority 6: Addressing welfare through Farm Assurance	Ensuring conformance with RTA Dairy standards are maintained at all times	Corrective programmes developed for farmers who are non-compliant at RTA Dairy inspections	RTA Dairy, AFS, Certification Bodies, Dairy UK	Additional procedures were introduced from April 2012 to revisit and more frequently assess 'higher risk' farms with poorer conformance history to ensure standards are maintained at all times.	Reduction in number of farmers classified as high risk by RTA Dairy	RTA Dairy standards
	Future standards to incorporate welfare outcome measures	Farm inspectors will be able to measure against more specific welfare standards	RTA Dairy, BCVA, RSPCA	A new set of cow based 'welfare outcome' measures are being introduced to all Freedom Food dairy assessments and monitoring visits from September 2012. RTA Dairy Scheme are developing a similar package of measures to introduce in 2013. DairyCo research Partnerships in tandem will be contributing to the continued scientific basis of the development of welfare outcome measures.	Incorporation of welfare outcomes measures in future review	RTA Dairy standards
Priority 7: Improving welfare through breeding programmes	Promoting breeding as a tool for improved welfare	Improve industry understanding, availability and use of genetic information for the benefit of dairy cow welfare	DairyCo, Breeding Societies, AI Companies	DairyCo Breeding+ publishes the bull information (proofs) three times a year in the trade press and works to ensure that regular information about the development of Breeding+ and the Profitable Lifetime Index (PLI) is well publicised. This has resulted in an increase in knowledge transfer events on the importance of breeding in improving cow welfare.	All farmers aware of Breeding+	Increase number of knowledge transfer events on breeding
Priority 8: Informing and educating the consumer	Promotion of consumer facing website on British dairy farming	Proactive, factual and positive information available to consumers and heightened consumer awareness of the welfare standards achieved by British dairy farmers.	DairyCo, Dairy UK, NFU	A number of websites have been developed by the sector - This is Dairy Farming (DairyCo), Farming delivers for Britain (NFU) and Food a fact of life (DairyCo & British Nutrition Foundation).	Website promoted by all stakeholders	Cross-industry promotion
	Consumer-facing dairy welfare literature and point of sale information	Retailers, processors and industry organisations should promote the current achievements of the British dairy sector to consumers	NFU, DairyCo, Retailers, Dairy UK	Industry wide initiatives, via a range of mediums, to raise consumer knowledge of dairy farming continue to be delivered by stakeholders across the sector. Research also demonstrates an increase in consumer knowledge of dairy farming and associated activities.	Improvement in consumer knowledge of dairy farming	DairyCo Consumer Survey data
Priority 9: Preparing for the future	PR protocols for dairy farmers	Reflecting a positive and proactive message on dairy cow welfare to consumers and the general public	NFU, DairyCo	Best practice guidance and support by NFU and DairyCo continues to be provided to dairy farmers who are engaging with the public and a range of other stakeholders.	Clear protocol in place for farmers and industry on dealing with welfare and other sector issues	Number of farmers attending training
	Programme of welfare focused farm walks	Knowledge transfer events for dairy farmers to promote welfare best practice and communicate updates on dairy policy, regulation and initiatives	NFU, RABDF, DairyCo, Holstein UK	Numerous meetings held for farmers on cattle health and welfare issues.	Two briefing days annually in addition to current industry events	Two briefing days held
	Farm Welfare Champions	Recognition of the good welfare standards already achieved by British dairy farmers	NFU, RABDF, DairyCo, Holstein UK	DairyCo and NFU have a contact list of dairy farmers if required.	As required	Database of welfare champions
Priority 10: Industry co-ordination	Develop industry inventory on welfare activity	Bringing together all dairy cow welfare initiatives across Britain	CHAWG	Progress against targets published annually and full report every other year.	Annual report published	CHAWG report
	One voice for dairy welfare	Endorsement of dairy cow welfare strategy and increased use of agreed "issue statements" that set the current scene for dairy cow production, health and welfare	DairyCo, NFU, Dairy UK, Processors, Retailers, Breed Societies	Welfare issue statements agreed and reviewed by a cross industry group.	Issue statements to be reviewed regularly, and new issues identified	Positive media increased