

a single member ...

Dairy Product Safety

*From A DFA Farmer's
Perspective*

Mickey Childers, DFA



DAIRY FARMERS OF AMERICA

... affects our entire organization

a single member ...

DFA at a Glance

| | |
|------------------------------|----------------------|
| Total Milk Marketed: | 50 billion |
| Member Milk Marketed: | 38 billion |
| DFA Members | 23,796 |
| Member Farms: | 14,252 |
| Sales: | \$7.9 billion |

Estimated 2002



DAIRY FARMERS OF AMERICA

... affects our entire organization

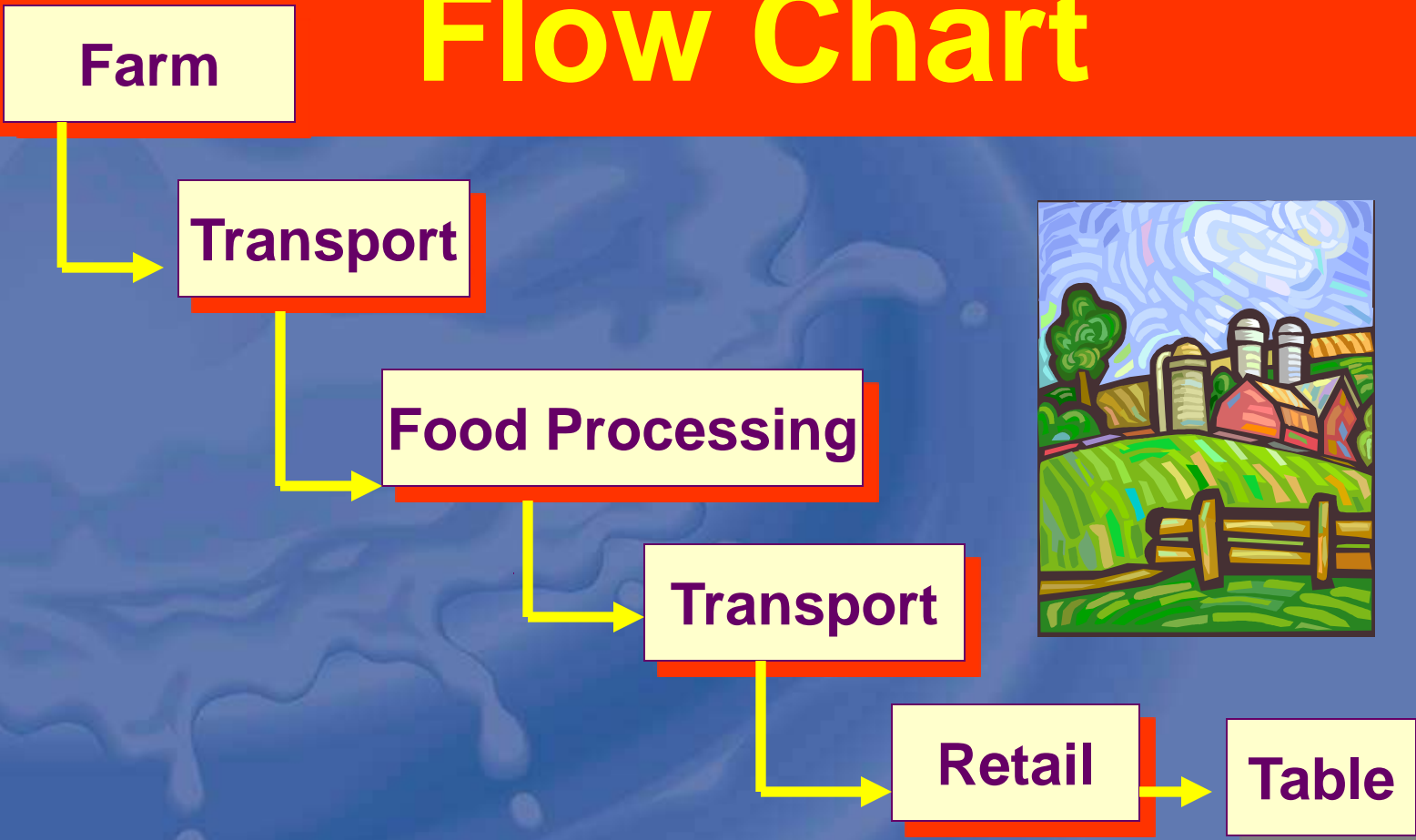


Learning fear via the News



“Farm to Table”

Flow Chart



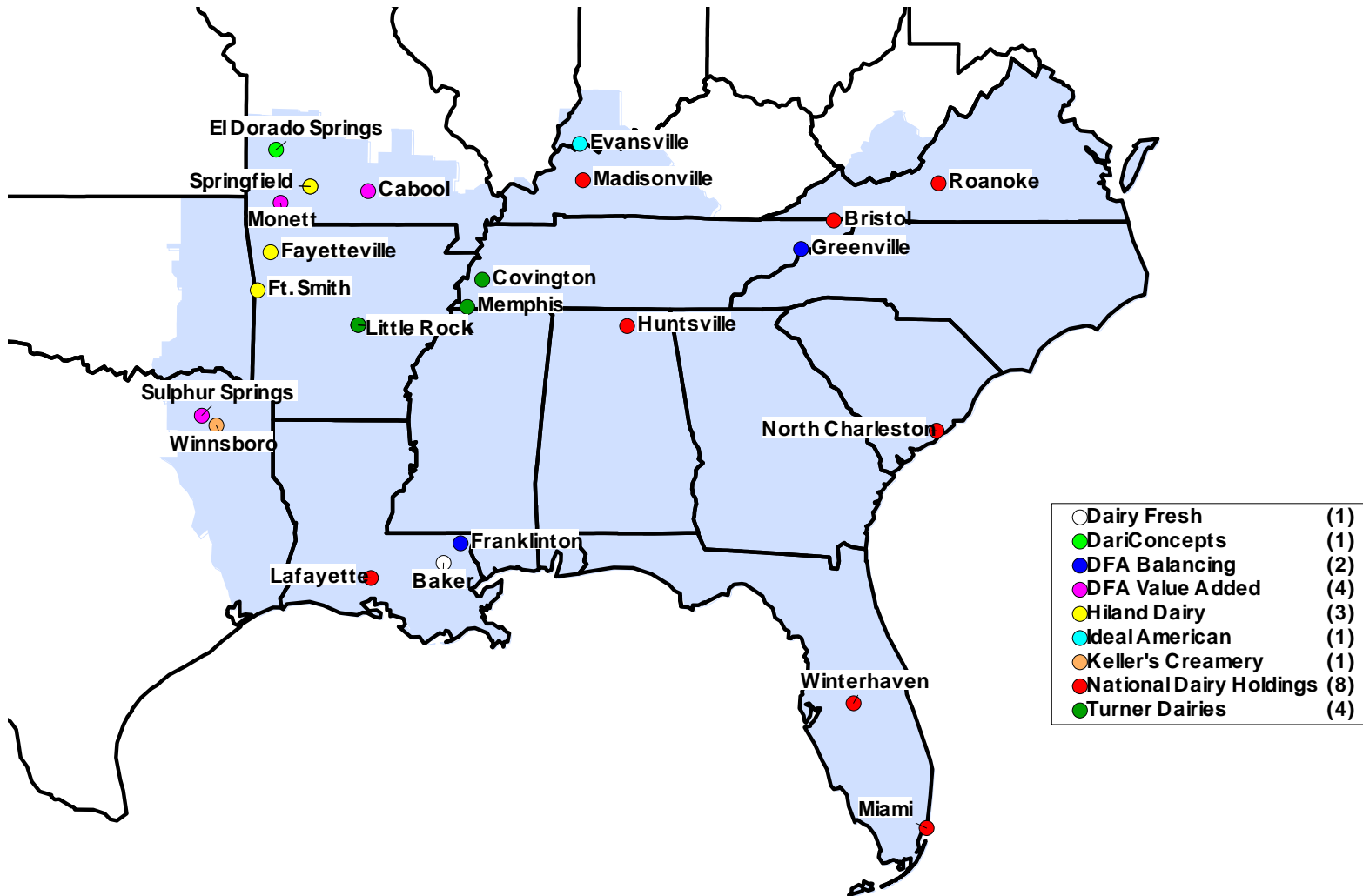
DFA's Goal is to Fill the Pipeline with Milk



Dairy Farmers of America

... affects our entire organization

Southeast Area Council Affiliates



DFA's BioSecurity Concerns Farm-Market

Transportation



Supply



Plants & Products



... affects

relationships
causing ripples

DFA's Goals

Prevention

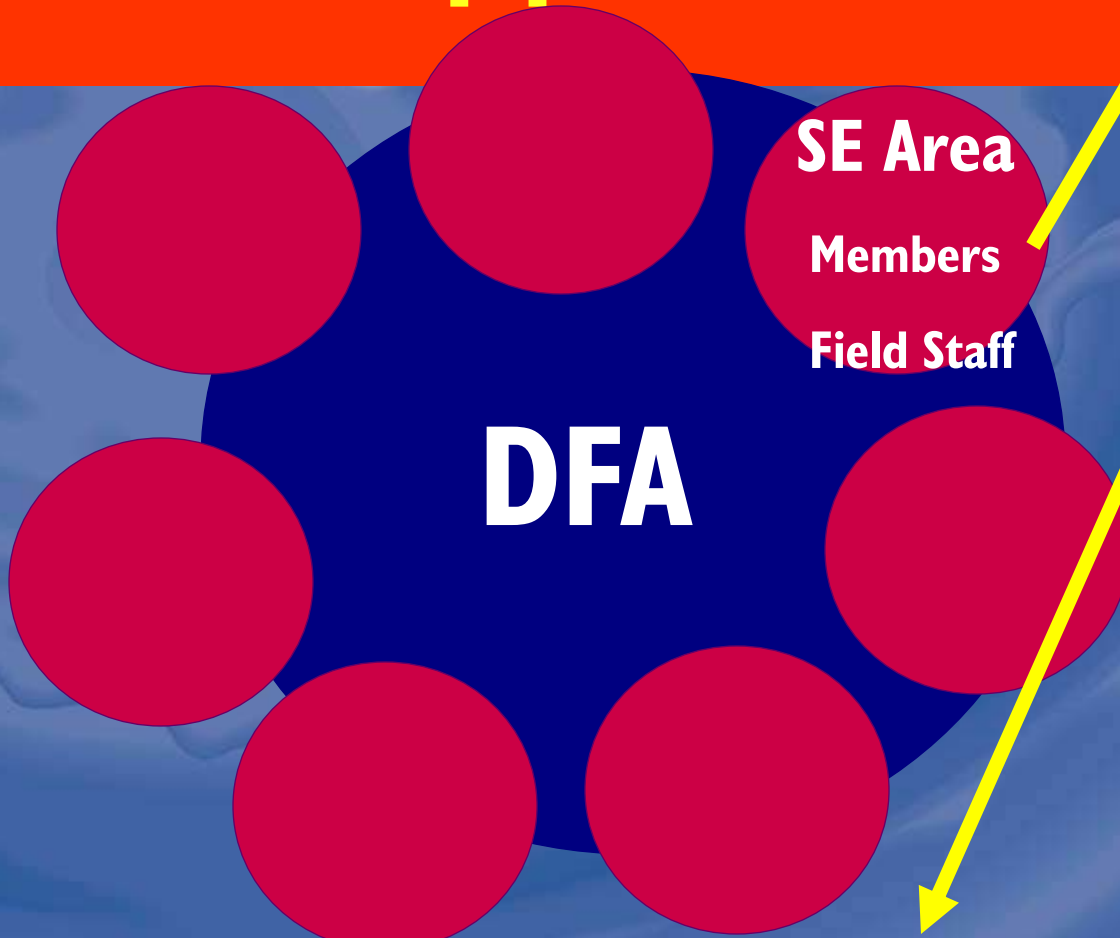
Preparedness

Customer Confidence

Primary Components of DFA's Crisis Plan

- **Corporate Crisis Team Structure and Notification process**
- **On Farm Recommendation**
- **Field Service Procedures**
- **Milk Tank Seal Policy**
- **Plant Procedures**

Team Approach



SE Crisis Team

John Collins, Bob Shipley,
Ed Miller, Steve Davis

Field, Haulers, etc.

DFA Crisis Team

Legal, Marketing,
Communications

State Vet,
Regulatory Officials

Customers, DFA
Plants

DMI, NMPF, Outside Industry

a single member ...

On Farm Strategies



DAIRY FARMERS OF AMERICA

... affects our entire organization

a single member ...

DFA Farm Realities



- Dairy farms are exposed
- Each operation is different
- Securing milk parlors is not practical for haulers, inspectors, etc.
- Often located in isolated areas



DAIRY FARMERS OF AMERICA

... affects our entire organization

On Farm Control Steps



1. Maintain a healthy, closed herd
2. Do not purchase animals from foreign country
3. Do not purchase replacement animals from domestic sources without *determining health status*
4. Do not allow visitors on farm if they have been outside the continental U.S. in the past two weeks.

On Farm Control ... in a Crisis

5. Visitors should wear:

- *Clean clothing*
- *Disposable outer coveralls (cloth or Tyvex)*
- *Disposable plastic footwear coverings*

6. Develop, implement a quarantine program for all newly purchased animals before introducing or exposing them to any animals in herd



On Farm Control Steps

7. Clean, disinfect, maintain all livestock treatment and handling equipment in a sanitary condition
8. Restrict unauthorized visitors and vehicles from entering any animal production related area.
 - *Non Farm Vehicles should be confined away from animal production areas to avoid spread of disease*
 - *All visitors should sign in/out and be escorted*



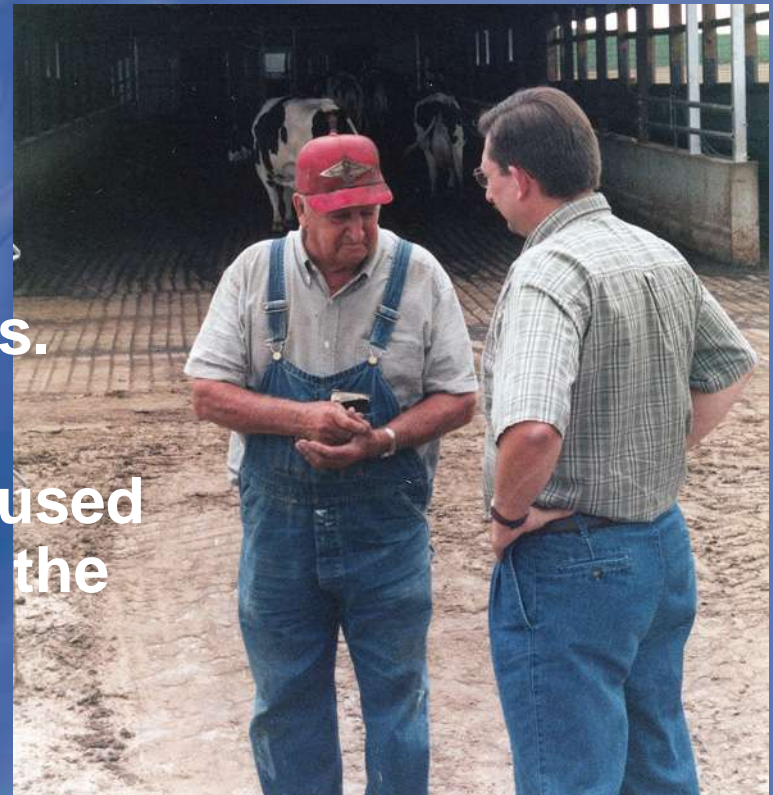
On Farm Control Steps

9. Implement precautions to assure compliance with the FDA Ruminant Feed Ban.
10. Implement an active fly, rodent and bird control program.



A DFA Endorsed Field Procedure

- Park away from the barn.**
- Disposable coveralls, boots.**
- Stay away from other livestock.**
- Observe farm security measures.**
- Report in at the house.**
- Wash, disinfect any equipment used on the farm prior to leaving the premises.**
- Follow DFA Crisis Team, State Regulatory directives**



a single member ...

Transportation Strategies



DAIRY FARMERS OF AMERICA

... affects our entire organization

Heightened Awareness



The Anthrax Scare

For the World Health Organization, the anthrax scare was a major event. The fear was of a biological weapon, not a natural one.

-  The anthrax bacterium can survive in the environment for years, often without a host.
-  Anthrax is a deadly disease that can be spread by contact with spores, or by eating, drinking, or breathing spores.
-  Anthrax is a deadly disease that can be spread by contact with spores, or by eating, drinking, or breathing spores.
-  Anthrax is a deadly disease that can be spread by contact with spores, or by eating, drinking, or breathing spores.
-  Anthrax is a deadly disease that can be spread by contact with spores, or by eating, drinking, or breathing spores.
-  Anthrax is a deadly disease that can be spread by contact with spores, or by eating, drinking, or breathing spores.
-  Anthrax is a deadly disease that can be spread by contact with spores, or by eating, drinking, or breathing spores.

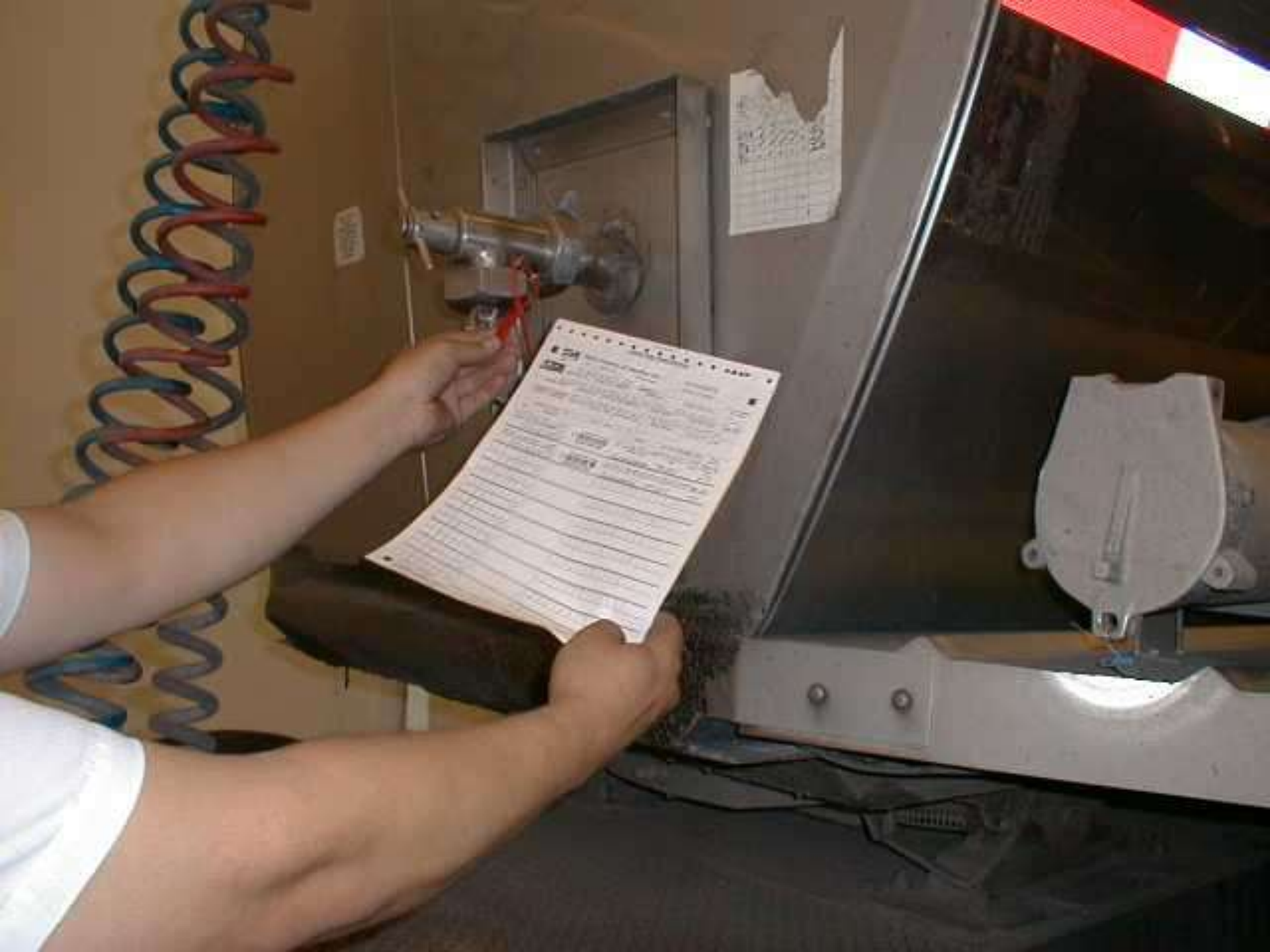


Milk Tank Seal

Effective January 1, 2002

- Policies were established by DFA to institute tanker security
- Wash tickets or manifests should have the seal numbers corresponding to the load of milk
- Know the source of raw milk
- Haulers sign in with load every day. To verify chain -of-custody of raw milk





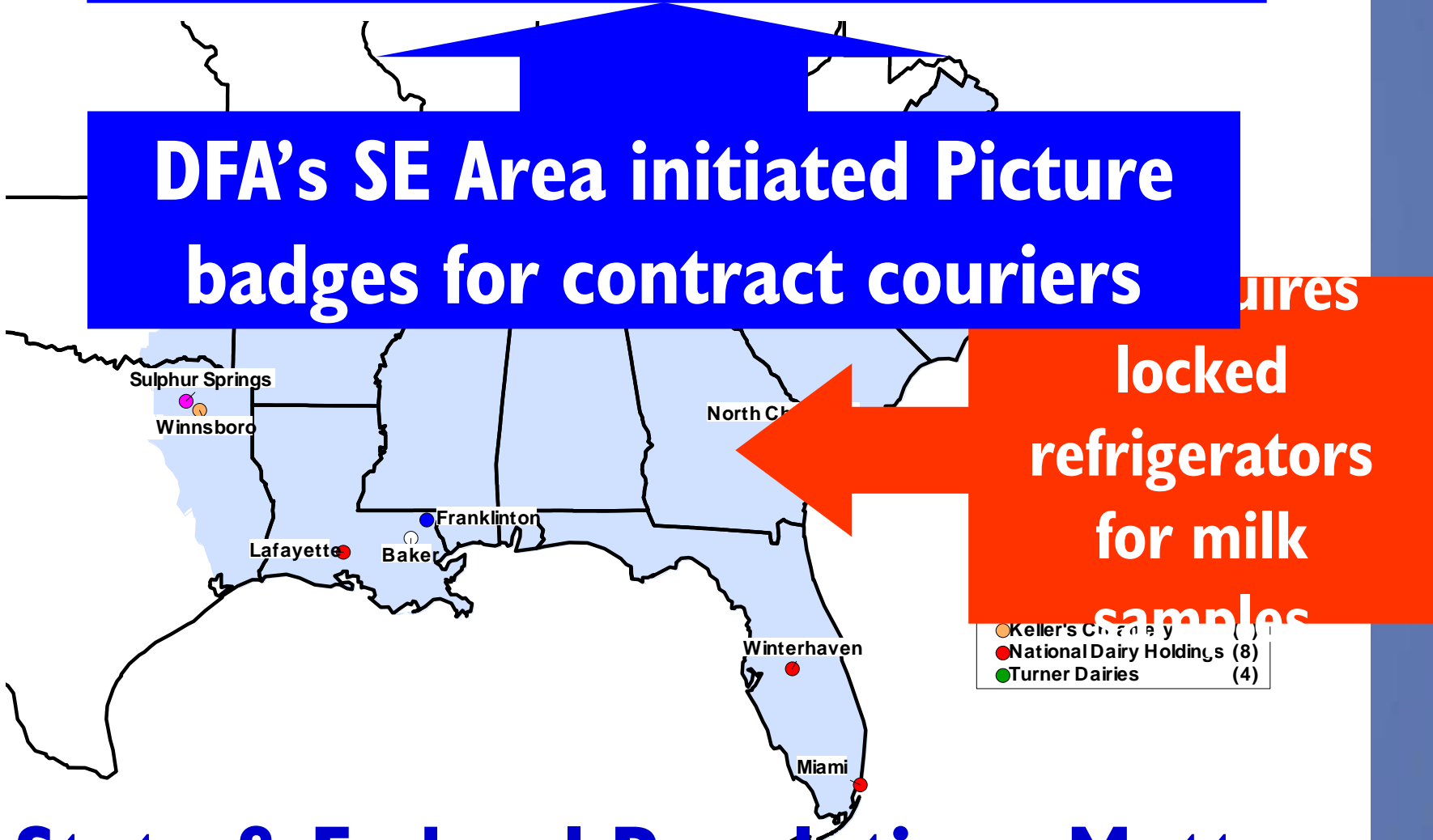
Sealing Raw Milk Tankers

1. After washing, ensure openings sealed
2. Seal record (on wash tag, manifest, etc.)
3. Wash tags (required by PMO)
4. Driver verifies seals before milk collection
5. Missing/broken seals...notify plant or Co-op
6. At 1st pick-up, break seals and record
7. Openings remain sealed when driver not present
8. Last pickup, attach numbered seal, and record
9. At plant, compare seal to seal log
10. If numbers match, unload milk
11. If no match, or seal broken, investigate
12. Multiple pickups, same procedure



Southeast Area Council Affiliates

DFA's SE Area initiated Picture badges for contract couriers



State & Federal Regulations Matter

a single member ...

Strategy Plants & Products



DAIRY FARMERS of AMERICA

... affects our entire organization

DFA Plant Focus

- Identifying Food Risks
 - Raw Supply
 - Ingredients
 - Finished Products
- Facility Design/Entry points, Security
- Personnel
- Focus on Process, Guidelines & Observation

Guests Entering a Facility

How do they enter your facility?

Improve Security Measures

- **Report to a main entrance**
- **Sign in a log book**
- **Issue guest badges upon reviewing picture identification**
- **Provide copy of visitor rules**
- **Special clothing may be required.**



Plant Access & Security

plant entry,
chemical
storage,
etc.

Personnel & Safety



Checklist 2000-02

- ✓ **Developed an Area-Wide Crisis Response Team**
- ✓ **Endorsed On-Farm Recommendations**
- ✓ **Implemented new Crisis Strategies for Field Staff**
- ✓ **Implemented an official DFA Policy & Procedures for Milk Tank Seals**
- ✓ **Made changes in plant security, warehousing, and employee procedures**
- ✓ **Developed a risk audit process for identifying areas of vulnerability**



DFA's Daily Common Sense Policy

- ✓ Be alert to daily activity. If unusual, check it out.
- ✓ Establish procedures and enforce them.
- ✓ Make note of unusual people and/or activity.



A glass of water is shown on the right side of the image, partially filled with water. The background is a dark blue gradient. The text is overlaid on the left and right sides of the image.

Crisis Communication Goal

**One Voice
One Message
Cohesive Strategy**



relationships
causing ripples