



To avoid stress and disease, cows should be milked no more than two times per day.



Calves should be reared with their mothers and other cows and calves. Calves should not be tethered or confined in crates.



Cattle should not undergo tail docking, dehorning, ear notching, hot branding or freeze branding.



Cattle should be raised in conditions that allow the cows and their calves to have freedom of movement and the ability to engage in natural behaviors, such as socializing, exercising, and grazing.



Antibiotics, hormones, implants, or other substances should not be used for milk production, growth promotion or disease prevention.



All dairy cows should be provided continuous outdoor access to properly managed pastures, and the majority of their diet should be comprised of roughage and forage.

How Did We Develop Our Principles?

Our work evolved from farmer discussions and lessons learned about blending sustainable agricultural business models with animal welfare. Many farmers want to reduce antibiotic usage, use safer and more natural feed, provide more space and better housing for their animals, and improve their ability to market their products.



Farm Conditions & Human Health

A grain-based diet is not healthy for dairy cows. To avoid illness, cows need to consume grass to ensure proper functioning of their digestive system.

Hormones are given to dairy cows to increase milk production, which can also lead to illness and disease.

To compensate for the the poor health of cows on factory farms, the animals are routinely given antibiotics. This overuse contributes to antibiotic resistance in humans, a health crisis that causes 2,000,000 illnesses a year.

What About Food Quality?

Highly concentrated grain-based diets, frequent milking, and confinement housing are inhumane – they contribute to most of the common cow health problems, including mastitis, lameness, sterility and high mortality.

These health problems reduce milk quality for human consumption. For example, mastitis is an inflammation of the udder. It reduces milk yield and directly affects milk quality by altering its composition and essentially increasing the amount of pus in the milk.



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