



3rd Party Verification

Frequently Asked Questions

WHAT IS A 3RD PARTY VERIFICATION?

When a FARM Animal Care verification is conducted, it is conducted for the purpose of assessing the consistency and accuracy of FARM evaluators and the program itself to ensure the integrity of FARM. A statistical correlation is calculated between the original pool of 2nd party evaluations and the pool of farms that were 3rd party verified to see how closely the assessments agree. A high correlation indicates that the program is repeatable and consistent. A low correlation identifies areas for greater consistency.

WHO CONDUCTS THE FARM 3RD PARTY VERIFICATIONS?

The FARM Program is verified by Validus. Validus is an International Organization for Standardization (ISO) certified, accredited company. ISO provides requirements, specifications, guidelines or characteristics that can be used consistently to ensure that materials, products, processes and services are fit for their purpose. Validus' primary business is to conduct on-farm verifications for programs like FARM. Their mission is to provide 3rd party verification services to ensure that the way the program is executed is meeting or exceeding the expectations outlined by FARM.

Validus verifiers must meet the requirement of a degree in agriculture and 5 years' experience or 15 years of experience in the industry. Verifiers must also attend the FARM training program and successfully pass the training course and be re-certified on an annual basis.

A list of all the Validus Verifiers who are qualified to conduct FARM verifications are provided on the next page.

WHAT DOES A 3RD PARTY VERIFICATION ENTAIL?

Validus follows the FARM Animal Care Program guidelines when conducting a 3rd party verification.

Once the list of farms eligible for 3rd party verification is established, Validus reaches out to the cooperative and associated field staff to schedule the verification visit. Validus will work with the farm and cooperative field staff to schedule the visit, providing at least two weeks' notice.

A Validus verifier will NEVER show up unannounced.

HOW IS MY FARM SELECTED FOR A 3RD PARTY VERIFICATION?

An independent statistician randomly selects sites for verification based upon geographic region, herd size, facility type and a number of other selection criteria in order to establish a statistically significant



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sample that will be representative of the entire FARM Animal Care program participation. Farms eligible for a verification evaluation are only those evaluated within the most recent calendar year. This information is then provided to the statisticians to compile and analyze aggregate data.

WHAT IS THE NEED FOR A 3RD PARTY VERIFICATION?

FARM is a comprehensive dairy animal care program that consists of education, on-farm evaluation, and objective third-party verification. A quality assurance program is only as good as the trust it inspires. Dairy farmers have a long history of responsible management, and the FARM Animal Care program provides the record of those good practices. Third-party verification provides the statistical proof of that record, so that customers and consumers know they can trust the program and the farmers participating in it.

Certified FARM Animal Care Validus Staff

Holly Ballantine, Ph.D.

Holly has been a Private Ruminant Nutrition and Management Consultant since 1997. She works with dairy producers in the southeast on their dairy's health, productivity, and profitability. She provides specific design of nutrition programs for milking herds as well as heifers and dry cows. She holds a B.S. in Animal Science from Berry College, an M.S. in Animal Breeding and Genetics from Louisiana State University, and a Ph.D. in Ruminant Nutrition from Virginia Polytechnic Institute and State University. She is widely published and is a member of the American Dairy Science Association and the American Registry of Professional Animal Scientists.

Jack Beezley, DVM

Dr. Beezley is a practicing veterinarian for dairy and beef cows, and swine. He has Doctor of Veterinarian Medicine and Bachelor of Science degrees from Kansas State University. He has been a committee member on the National Milk Producers Federation Animal Health Committee as well as the American Association of Bovine Practitioners. His memberships also include the American Society of Veterinary Consultants and the Kansas State Board of Kansas Agriculture Milk Advisory Committee.

Raymond Coltrain, B.S.

Raymond Coltrain worked for the North Carolina Agriculture Extension Service as an Agriculture Extension Agent for the majority of his working career, 30 years. He was responsible for development and

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implementation of applied research and education programs for farmers and citizens in North Carolina. He worked directly with dairy products, agronomic crops, and horticultural crops. During this time, Mr. Coltrain was employed by the North Carolina Department of Agriculture & Consumer Service and served as Research Station Superintendent. Coltrain provided leadership to production and performance of basic agricultural research in dairy, swine, agronomic crops, horticultural crops, poultry, and beef cattle. Mr. Coltrain has a B.S. degree from North Carolina State University in agriculture.

David Daniel, M.S.

David Daniel resides in Arkansas and holds a Master's Degree from the University of Arkansas. He received his BS in Dairy Science in 1973 from the University of Arkansas. He served as Supervisor of Member Services for Dairy Farmers of America for almost 14 years. Prior to that, Mr. Daniel served as a County Extension Agent for the University of Arkansas.

Hope Kassube, B.S.

Hope Kassube is the Assistant Director of Audits and Assessments at Validus. In this capacity she is responsible for the Safe Quality Food (SQF) program in which Validus conducts audits for milk, eggs, and feed mills. Hope is also an animal welfare auditor for swine, dairy, egg, and poultry operations. Hope brings with her a wealth of knowledge in animal agriculture. Previously she was a research project coordinator for a holistic academic study that compared different housing systems and their impact on sustainability. Kassube received her BS in Animal Science from the University of Minnesota.

Gary Thome, M.S.

Gary Thome worked for 38 years as a FFA advisor for the students of New Ulm and adult education at Riverland Community College with focus on dairy, swine, poultry, and beef cattle operations. Mr. Thome was responsible for working with the local dairy, swine, and poultry producers in the area and the students to get them involved in all of the different aspects of agriculture. Also, during this time Mr. Thome also was a Farm Business Manager for dairy, swine, and crop producers in Southern Minnesota where he worked with producers in the area and their financial records. Mr. Thome received his MS in Agriculture Education from the University of Minnesota St. Paul. Mr. Thome also owns his own farming operation where he farms row crop (corn and soybeans) with his sons.

Dean Hicks, M.S.



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Larry (Dean) Hicks resides in Missouri and received his Master's Degree from the University of Missouri in Agriculture Education. Since 1983, Mr. Hicks was a FFA advisor for the students in the Tarkio, MO area teaching students on dairy, swine, poultry, beef cattle, and agriculture mechanics. For two years, Mr. Hicks taught at Northwest Missouri State University on advanced livestock management which included on-farm experience for students in all agriculture species (dairy, swine, poultry, and beef cattle). Mr. Hicks and his family own and operate a farm in Missouri where they raise corn, soybeans, alfalfa, and beef cattle.