

# *Strengthen and Advance Colorado Livestock Care*

# Colorado Livestock Care Coalition Business Plan

## Introduction

The Colorado Legislature passed a legislative declaration in SB 08-201, which encouraged the Commissioner of Agriculture to establish a process to consider questions arising in the future about livestock husbandry and humane livestock production practices. Following this declaration, the Commissioner of Agriculture assisted by asking representatives from various members of the livestock industry to talk about or discuss these issues. From these discussions, an independent group, known as the Colorado Livestock Care Coalition (CLCC) formed. This group convenes regularly to consider and counsel the Commissioner of Agriculture on important livestock welfare and well-being challenges and Best Management Practices (BMP's).

## Importance of the Colorado Livestock Care Coalition

Consumers are interested in the treatment and welfare of animals in agriculture. Too often, information in the public domain about animal agriculture is not comprehensive and fails to adequately address all aspects of a given livestock issue. Consumers are also often faced with differing opinions from interested parties making personal choices more difficult.

To ensure that the public has access to information about the humane practices and animal care utilized by livestock owners, it is critical that the industry establish a means to disseminate this important information to consumers. The CLCC offers those facts from livestock experts that have devoted their personal and professional lives to the appropriate protection of livestock in their care.

### **To summarize:**

- ▶ The CLCC serves as experts dedicated to analyzing current practices in order to shape the future of livestock care in our state.
- ▶ Forming an active, state-based coalition provides livestock producers an avenue to address important animal welfare/ well-being challenges that may affect their ability to operate and build the public's confidence in food produced locally.
- ▶ This coalition will serve as an important resource not only to help livestock producers understand and adhere to Colorado's state regulations, but also to help maintain and educate the public about critical livestock care issues.

## General Guiding Principles

CLCC believes this Coalition can result in the following:

- ▶ Commissioner of Agriculture will use this Coalition for advice and counsel.
- ▶ Achieve more widespread reach within a community than any single organization could attain individually.
- ▶ Accomplish objectives beyond the scope of any single organization.
- ▶ Have greater credibility than individual organizations.
- ▶ Provide a forum for sharing information.
- ▶ Provide a range of advice and perspectives to lead agencies.
- ▶ Foster personal satisfaction and help members to understand their jobs in a broader perspective.
- ▶ Build trust & consensus between people and organizations that have similar responsibilities & concerns within a community

# Coalition Description

## Our Shared Beliefs - Preamble

The CLCC will consider and counsel on important livestock welfare and well-being challenges/practices in order to strengthen and advance Colorado's livestock industry in providing a safe and high-quality food supply.

### We adopt the following animal care principles:

- ▶ Colorado livestock producers have an obligation to provide an environment that meets the animals' basic needs, both physical and behavioral, that is as free from stress as possible.
- ▶ People expect livestock, including poultry (reference livestock and poultry as "livestock" going forward), to be raised and handled humanely at all times.
- ▶ Humane livestock production includes providing a livestock diet that is nutritious and of good quality, timely veterinary care and administering pharmaceuticals appropriately when needed.
- ▶ Livestock producers have an obligation to train their employees in proper livestock handling practices and should never tolerate inappropriate behavior by employees that inflicts unnecessary pain or suffering on livestock. Livestock should be transported in such a manner as to minimize over-crowding. To the extent that it is possible and practicable, livestock producers have an obligation to evaluate and adjust their practices to coincide with modern technology and research in order to minimize pain those practices could inflict.

## Vision

To counsel on important livestock welfare and wellbeing challenges/practices in order to strengthen and advance Colorado's livestock industry in providing a safe, high quality and sustainable food supply.

## Mission

The mission of the Colorado Livestock Care Coalition is to advise the Colorado Agriculture Commissioner, livestock producers and the public on livestock husbandry practices that are humane, economically viable and supported by science and by ethical analysis.

## Goals

### Immediate and Ongoing:

- ▶ Routinely assess the merits of current and future livestock production practices related to livestock welfare and well-being through species-specific best management practices (BMP), supported by peer-reviewed science and ethical analysis while maintaining economic viability.
- ▶ Advise and counsel the Colorado Agriculture Commissioner, livestock producers and the public on sound livestock well-being and welfare practices.
- ▶ Position the CLCC as the leader in considering and establishing recommendations on livestock welfare and well-being.
- ▶ Respond to concerns the public has toward specific livestock practices.

### Long Term Goals:

- ▶ Foster positive public perceptions about livestock agriculture.
- ▶ Develop trust and respect for livestock agricultural practices.
- ▶ Be a credible source for today's public/consumer.
- ▶ Incorporate messaging that focuses on shared values between the state's farmers and ranchers and consumers.
- ▶ Advance a proactive effort to tell the story of livestock agriculture across the state by developing public outreach materials.
- ▶ Help the agriculture community retain its leadership position, demonstrating to stakeholders and consumers that livestock producers are committed to providing excellent care of their flocks and herds.

# Livestock Industry Overview

Colorado is fortunate to have an agricultural industry with forward-thinking livestock producers and leaders who vigilantly manage their farms and ranches, the land and natural resources and provide significant value back to the communities and economy in Colorado. For current industry statistics, refer to the Colorado Agricultural Statistics and the CLCC website.

## Coalition Initiatives for Consideration

The livestock industry acknowledges and values consumer questions about welfare and well-being practices in livestock animals. This coalition will work to address welfare and well-being issues as they arise on the minds of Colorado consumers. Some of the issues the Coalition has recently discussed, or has identified, to help advise the Commissioner of Agriculture include:

### Beef

- ▶ Branding
- ▶ Castration
- ▶ Dehorning
- ▶ Euthanasia
- ▶ Feed Yard/Confinement

### Dairy

- ▶ Branding
- ▶ Dehorning
- ▶ Euthanasia
- ▶ Genetics/Production
- ▶ Lameness
- ▶ Tail Docking

### Poultry

- ▶ Air Quality
- ▶ Battery Cages
- ▶ Beak Trimming
- ▶ Euthanasia
- ▶ Molting

### Pork

- ▶ Castration
- ▶ Euthanasia
- ▶ Fatigue Syndrome
- ▶ Gestation Stalls
- ▶ Tail Docking

### Sheep

- ▶ Castration
- ▶ Euthanasia
- ▶ Heat/Cold Stress
- ▶ Overcrowding
- ▶ Tail Docking

### Horses

- ▶ Horse Slaughter
- ▶ Proper Nutrition
- ▶ Transportation
- ▶ Unwanted Horses

## Adopted Policies

### Euthanasia *Adopted April 3, 2012*

The Colorado Livestock Husbandry & Animal Welfare Coalition (CLHAWC) recognizes that citizens of Colorado have an obligation to animals under their care. In addition to good husbandry, this obligation includes providing a humane death (euthanasia) to animals in cases where sickness or injury may preclude treatment. Euthanasia must minimize the pain and distress of the animals. CLHAWC pledges to help foster training and knowledge of proper euthanasia; support training of our animal agriculture producers and employees in such knowledge; and we endorse the June 2007 protocols of the American Veterinarian Medical Association guidelines for euthanasia.

### Cattle Tail Docking *Adopted February 29, 2012*

Tail docking of calves is not recommended. A thorough review of the scientific literature does not support anecdotal reports of the benefits of tail docking (AVMA 2006). Switch trimming is recommended as a preferred alternative to tail docking.

### Colony Cages *Adopted June 5, 2012*

The Colorado Livestock Husbandry & Animal Welfare Coalition (CLHAWC) recognizes that citizens of Colorado have an obligation to animals under their care. This obligation includes providing sufficient space to allow them to express certain natural behaviors and housing that will protect them from disease, severe weather and predation. For this reason, CLHAWC supports the United States egg industry's transition from conventional cages to "enriched cages" (aka, colony housing) over a minimum of 15 years. This systematic approach will afford American egg farmers ample time to invest in new capital improvements while mitigating any significant market disruptions.

# Current Livestock Codes of Ethics

## The Colorado Beef Industry

### Animal Welfare Code of Ethics (Colorado Cattlemen's Association)

Passed by CCA's membership in 1990, CCA's Animal Welfare Code of Ethics communicates the need for proper care for food animals and demonstrates cattle producers' commitment to proper and humane animal care. CCA's actions have been met with praise by national and international mainstream animal care organizations. It recognizes and reaffirms that it is a livestock producer's duty to oppose inhumane treatment of livestock at any stage of the animal's life, and proclaims that Colorado's cattle producers will provide assistance to officials investigating and prosecuting those who abuse livestock.

CCA's code of ethics was the first developed in the nation and led to discontinuation of things like cheek branding and selling downer cattle at auction markets.

#### Links:

- ▶ [www.bqa.org/manuals.aspx](http://www.bqa.org/manuals.aspx)
- ▶ [National BQA Trainers Manual](#)
- ▶ [National Dairy Beef Quality Assurance Producers Manual](#)
- ▶ [Cattle Industry Guidelines for the Care & Handling of Cattle](#)
- ▶ [www.bqa.org/assessments.aspx](http://www.bqa.org/assessments.aspx)
- ▶ [Beef Quality Assurance Feedyard Assessment](#)
- ▶ [Beef Quality Assurance Cow-Calf Assessment](#)
- ▶ [Beef Quality Assurance Stocker Self-Assessment](#)

## The Colorado Dairy Industry

### DFA (Dairy Farmers of America) Gold Standard Dairy Program

Now more than ever, consumers want assurances that their food is safe. The Gold Standard Dairy Program was created to proactively address the concerns of consumers, retailers and processors who are interested in how food is produced. This on-farm audit assesses areas including animal care and wellness, environmental stewardship, employee training and milk safety and quality (DFA Gold Standard Program).

▶ [www.dfamilk.com/membership/member-programs/gold-standard-dairy](http://www.dfamilk.com/membership/member-programs/gold-standard-dairy)

### FARM (National Milk Producers Federation)

The National Dairy FARM Program: Farmers Assuring Responsible Management™ is a nationwide, verifiable animal well-being program that provides consistency and uniformity to best practices in animal care and quality assurance in the dairy industry. The program aims to provide a consistent platform for animal well-being, which producers can use to evaluate their on-farm animal care practices. Third-party verification ensures the validity and the integrity of the program to our customers and consumers. The dairy industry has an excellent track record of responsible management practices; this national effort simply brings consistency and uniformity to on-farm care and provides reassurance to consumers.

▶ [nationaldairyfarm.com/sites/default/files/AnimalCareManual\\_JUN\\_VIEW.pdf](http://nationaldairyfarm.com/sites/default/files/AnimalCareManual_JUN_VIEW.pdf)

## The Colorado Egg Producers

The Colorado Egg Producers Association is a small membership organization representing Colorado Egg Producers. As an association, Colorado was the first to develop and implement an Animal Care Doctrine. Each egg producer and member have signed this Doctrine (see below) and are committed to the best possible care of chickens based on scientific principles and animal husbandry standards. Each of producer meets and exceeds United Egg Producers (UEP) Animal Welfare Guidelines.

### Code of Conduct

▶ [www.unitedegg.org/AnimalWelfare/default.cfm](http://www.unitedegg.org/AnimalWelfare/default.cfm)

## The Colorado Equine Industry

Information to come.

## The Colorado Pork Producers Council

### Ethical Principles for U.S. Pork Producers

For decades, U.S. pork producers have been committed to producing the safest and highest quality pork supply in the world. Every day, their efforts on farms across America demonstrate the care and concern they have for how pork is produced. To inspire confidence in what they do and how they do it, U.S. pork producers affirm their obligation to:

#### Housing Standards:

 [www.nppc.org/issues/animal-health-safety/sow-housing/](http://www.nppc.org/issues/animal-health-safety/sow-housing/)

#### Transportation Standards:

 [www.nppc.org/issues/animal-health-safety/28-hour-law/](http://www.nppc.org/issues/animal-health-safety/28-hour-law/)

## The Colorado Lamb and Wool Industry

### Animal Welfare Code of Ethics

Colorado has historically been, and continues to be, one of the largest lamb and wool producing states in the nation. The sustainability and success of the Colorado sheep industry is directly tied to the health and well-being of the animals under its stewardship.

The CWGA advocates for humane handling and care, and transportation of livestock at all times, and encourages members to follow practices set forth in the American Sheep Industry Association's Sheep Care Guide, Sheep Safety & Quality Assurance Program, and SID Sheep Production Handbook.

Sheep producers have an obligation to provide consumers with lamb and wool products that come from animals that have been humanely treated from birth to death. Individual incidents of inhumane treatment can create significant setbacks for the entire industry. Therefore, the CWGA recognizes and affirms that it is a livestock producer's duty to oppose inhumane treatment of livestock at any stage of the animal's life.

### Sheep Tail Docking Policy

Tail docking is a routine sheep management practice that helps improve the health and welfare of sheep. It helps prevent fecal matter from sticking to the hindquarters, thereby reducing fly strike (maggots), and also helps reduce contamination during lambing. Removal of the tail provides a better view of the udder and hindquarters, making it easier to detect problems. Docking also makes shearing easier.

The American Veterinary Medical Association, American Association of Small Ruminant Practitioners, and American Sheep Industry Association recommend that tails be removed no shorter than the distal end of the caudal tail fold.

The Colorado Wool Growers Association supports the above listed recommendation for proper tail docking.

# Membership

Below are the names and brief biographies of representative members on the Colorado Livestock Care Coalition. Each Coalition "entity" has one vote.

Coalition Members – Voting – One Vote Allowed Per Entity			
Organization	Representative	Email & Phone	Entity Vote
Chef's Association	Chef Jason Morse	jason@5280culinary.com (720) 318-9550	Food Service
Colorado Cattlemen	Terry Fankhauser	terry@coloradocattle.org (303) 431-6422	Livestock Beef
Colorado Egg Producers	David Collie	david.collie@sparboe.com (720) 226-3612	Livestock Egg Layer
Colorado Egg Producers	Jerry Wilkins	jwilkins@rmeggs.com (970) 785-2889	Livestock Egg Layer
Colorado Farm Bureau	Chad Vorthmann	chad@colofb.com (303) 749-7501	General Ag
Colorado Horse Council	Bill Scebbi	bill@coloradohorsecouncil.com (303) 292-4981	Livestock Equine
Colorado Livestock Association	Bill Hammerich	bhammerich@coloradolivestock.org (970) 378-0500	Livestock
Colorado Pork Producers	Lauren Dever	ldever@copork.org 970-310-0830	Livestock Pork
Colorado State University	Terry Engle	terry.engle@colostate.edu (970) 491-3597	Academic
Colorado State University	Bernie Rollin	bernard.rollin@colostate.edu (970) 491-6885	Academic
Colorado State University	William Wailes	w.wailes@colostate.edu (970) 491-5390 or (970) 539-1727	Academic
Colorado Wool Growers	Bonnie Brown	cwgawool@aol.com (970) 874-1433	Livestock Wool
CVMA	Stacy Hudelson	stacyhudelson@gmail.com (970) 948-2743	Veterinarian
CVMA	Ralph Johnson	ralphjohnson@colovma.org (303) 946-0620	Veterinarian
Dumb Friends League	Bob Rohde	brohde@ddfl.org (303) 696-4949	Animal
Producer	Rick Podtburg	podtburg1@mindspring.com (970) 587-5613	Livestock Dairy
Rocky Mountain Farmers Union	Ben Rainbolt	ben.rainbolt@rmfu.org (303) 283-3536	General Ag
Safeway Stores	Virginia Littlefield	Virginia.Littlefield@safeway.com	Retail
Western Dairy Association	Cynthia S. Haren	charen@westerndairyassociation.org (303) 941-6595	Livestock Dairy
Ex Officio – Non Voting Members			
Colorado Dept. of Agriculture	John Salazar	john.salazar@state.co.us (303) 239-4100	Government
General Agriculture	Jim Miller	miller7487@yahoo.com	General Ag

# Member Bios

## **Bonnie Brown**

Bonnie Brown is the Executive Director for the Colorado Wool Growers Association, the Colorado Sheep and Wool Authority, and the Colorado Lamb Council. She actively works with producers and feeders on regulatory and legislative issues, as well as to promote Colorado lamb and wool. She has been working for the sheep industry since 2000. Brown was born in Grand Junction, Colorado and was raised on a cattle ranch in southwest New Mexico. She attended New Mexico State University for three years, studying Agricultural Engineering and Ag Economics. She graduated from Mesa State College in Grand Junction with a Bachelor's Degree in Geology. Prior to working for the wool growers she worked in coal bed methane research and development. Brown is an accomplished horsewoman with a background in dressage, and successfully competed in ranch versatility competitions and extreme cowboy races. She is currently training her two Friesian colts for a harness team.

## **David Collie**

Ensuring the health and well-being of their hens is a top priority for Sparboe Farms. As their Sales and Marketing Area Manager for over 5 years, David Collie embraces Sparboe Farms' dedication to ensuring the well-being of their animals and commitment to producing food that is safe, nutritious, and affordable for Colorado. With nearly 16 years of food business experience, David knows it takes hard work and determination to succeed in the egg industry. He earned a Bachelor of Science in Food Marketing Management from the Michigan State University, and has also been a teaching assistant for Dale Carnegie courses. David is the active Vice President of the Colorado Egg Producers and works closely with the Colorado Department of Agriculture. David is very active in the community with volunteering and outreach programs.

## **Lauren Dever**

Lauren Dever was named Executive Director of the Colorado Pork Producers Council in September of 2013. Born and raised in Colorado, she graduated from Colorado State University with a Bachelors degree in Animal Science in 2008 and a Masters of Agriculture in Integrated Resource Management in 2009. Since graduating from CSU she has worked in grocery data management as well as agricultural producer education. Lauren and her husband, Darren, live in Keenesburg, Colorado, and have three children, Dawson, Olivia and Linley.

## **Terry Engle**

Mr. Engle is Professor in the Department of Animal Sciences at Colorado State University. Terry's teaching responsibilities include Vitamin and Mineral Metabolism and Animal Metabolism. His research interests include trace mineral metabolism in ruminants with primary emphasis on the role of trace minerals and other nutrients on immune response, disease resistance, and lipid metabolism. Further research interests include molecular aspects of mineral absorption in ruminants.

## **Terry Fankhauser**

Terry Fankhauser was named Executive Vice President of the Colorado Cattlemen's Association in October of 2001. Fankhauser joined CCA as the Director of Membership in 2000 where he worked with membership recruitment and retention, industry issues; and served as a beef quality assurance coordinator for Colorado.

Terry also serves as a board member and executive director of Partners for Western Conservation. The organization, founded by CCA, seeks to implement market-based conservation and ecosystems services to benefit wildlife, the environment, landowners, and the regulated community.

Prior to his tenure at CCA, Fankhauser worked as a ruminant nutrition consultant throughout Kansas, Wyoming and Colorado. While working on his Masters of Science curriculum in Ruminant Nutrition and Management at Kansas State University, Fankhauser managed the Kansas Bull Test and served as an extension assistant to the state's cooperative extension service. Fankhauser also received a B.S degree in Animal Sciences from Kansas State University.

A native of Kansas, Fankhauser grew up on a cow-calf operation in the Flint Hills. Fankhauser and his wife Hidi, are actively involved in the fourth generation operation. "I take great pride in the beef industry and making my livelihood from it. The beef industry is not only a business, but a provider of food to the world. Organizations like CCA ensure that this food supply will persevere and that the beef producer's voice will be heard," said Fankhauser.

Founded in 1867, CCA is the nation's oldest state cattlemen's association. CCA serves its members by speaking out on behalf of Colorado's more than 12,000 beef producers. CCA works closely with state and national legislators, agencies, media and consumers to promote the beef industry.

# Member Bios Continued

## **Bill Hammerich**

Mr. Hammerich was born in Glenwood Springs, Colorado. He and his wife Sabrina have two children Justin and Jessica and one grandson, Austin William. Bill Graduated from Colorado State University with a degree in Agricultural Economics and Currently serves as the Chief Executive Officer of the Colorado Livestock Association

## **Cindy Haren**

Ms. Haren brings more than 30 years' of leadership experience working with Colorado agricultural families and communities, and in public policy and business, to her role as President and CEO for Western Dairy Association.

A native to Colorado, Ms. Haren earned her Bachelor of Science degree in education from Colorado State University and in 2000, a master's degree in business from the Daniels College of Business at Denver University. Ethics in business is central to her values along with the importance of family.

Cindy's leadership in Colorado agriculture is noted with such experiences as: Current Board member to the Denver Metro Chamber of Commerce; Current Coalition member on the Sustainability Council Innovation Center for U.S. Dairy; Current Advisory Coalition to Colorado Ag. Commissioner John Salazar and the Livestock Husbandry Animal Welfare; served under Colorado Governor Roy Romer, Colorado Water Quality Control Commission; being the first woman elected to the Washington County Board of Commissioners and chairing the Colorado Agriculture Council. In addition, Haren served on the governor's agricultural land task force and the Lt. Governor's Telecommunications Coalition. She also served on numerous state and regional boards such as: the Northeast Colorado and Washington County economic development Boards; Northeastern Colorado County Commissioners; Northeast Colorado Public Health Board; Washington County Hospital Board; Colorado Counties Workman's Compensation Board; Northeastern Colorado Family Centers, Northeast Centennial Mental Health and Washington County Head Start.

Ms. Haren also served on several Coalitions including: the Colorado State University Extension restructuring Coalition and the selection Coalition for the Chief of the State Patrol and the State Veterinarian. She served as an advocate for rural communities in many ways; one most noted was testifying to the Public Utilities Commission regarding enormous phone taxes citizens were paying for an antiquated telephone service by AT&T to citizens in Washington and Yuma counties. Ms. Haren was successful in this advocacy in bringing a new phone company into the region, eliminating the excess phone tax, citizens being refunded over \$10 million on their phone bill and AT&T held responsible for making substantial infrastructure improvements.

Cindy secured several grants for Northeastern Colorado and Washington County, successfully bringing in more than \$20 million dollars for improving telephone services; health care; economic development; various community grants; distance learning grants into schools, improving weed control; land use and improving road and bridges.

## **Stacy Hudelson**

Information coming soon.

## **Ralph Johnson**

Mr. Johnson, raised on a family farm in North Dakota, has held the position of executive director of the Colorado Veterinary Medical Association since 2000. During his career in association management, he launched and developed the Washington, DC office of a leading association management company, and subsequently served as executive director of the 6,500-member Society for American Archaeology. Ralph is past president of the American Society of Veterinary Medical Association Executives (ASVMAE) and the Colorado Society of Association Executives (CSAE). He presently serves on the boards of the Colorado Pet Overpopulation Fund and the Colorado Unwanted Horse Alliance.

# Member Bios Continued

## Virginia Littlefield

Is the Manager, Meat Laboratory/Animal Welfare, for Safeway Inc. in Centennial, CO. Ms. Littlefield joined Safeway in 2000 as a member of the company's Meat Quality Control operation and was promoted into her current position in 2004. She brings more than 20 years of experience in the meat industry to her current position. Ms. Littlefield has held industry positions in live hog production, beef harvest, beef fabrication and ground beef. Ms. Littlefield is responsible for performing Animal Welfare audits for all species of animals which provide a protein base for Safeway Inc.'s fresh meat procurement department and has been a PAACO Certified Auditor for both Red Meat and Poultry since 2008. Ms. Littlefield holds a Bachelor of Science Degree in Animal Science from Colorado State University and Master of Science course work and research in Animal Welfare and Livestock Handling under Dr. Temple Grandin. Ms. Littlefield has represented Safeway Inc. on numerous committees including, National Pork Board animal care coalition, PQA Plus development team, Materials, Testing and Verification USDA tenderness Forum I and II and CFI Coalition for Sustainable Animal Agriculture. Ms. Littlefield is currently a member of Safeway Inc.'s Animal Well-being Council, National Dairy F.A.R.M. program retail advisory board, and ASTM F10 Livestock, Meat and Poultry Evaluation Systems.

## Chef Jason Morse

Born in Minneapolis, Minnesota. Jason started working in a Mexican restaurant at the age of 14. His passion for food grew from there and the culinary profession has become a major focus in his life. Throughout his High School years Jason was involved in DECA and was part of the DECA work program with Saga Restaurants/Stuart Andersons Cattle Company.

A graduate of Johnson and Wales University Summa cum Laude with a 3.92 grade point average and winner of the Apprenti Cuisinier Award for classical French Pastry, Jason honed and developed his cooking abilities while enjoying the lovely weather of Charleston, South Carolina. A Board member of the American Culinary Federation Colorado Chef' Association, Jason was the 2009 President and currently sits on the Board of directors for the Colorado Chef's Association.

Jason and his company 5280 Culinary, LLC are actively involved in the ACF apprenticeship program and plan to continue to train young chefs. As a Chef, "we have an awesome responsibility within our community; we must act responsibly, share our knowledge and be ambassadors for our trade and state". 5280 Culinary can also be found working with the NRA ProStart program which mentors and trains our high school students, and turns them into tomorrow's foodservice leaders.

### Jason Has Been featured in the following Media:

Channel 54 - Comcast - Cooking Show for Douglas County Schools; Published in the Junior League of Denver Colorado Classique Cookbook; Channel 9 news - Local Agriculture Recipes, School Nutrition

Denver Post - Local Agriculture Recipes; School Nutrition Association - Recipe Evaluator

Azteca TV - Beef commercials; and other local news outlets for events, publications, recipes and interviews

### Professional Accolades for Jason include:

- ▶ Was invited to the White House to participate in the "Chefs Move to Schools" Initiative
- ▶ Worked in Washington, DC on Capitol Hill - Lobbying for American Heart Association
- ▶ Worked in Colorado State Senate - Testifying on behalf of a bill banning the use of Trans fats in our schools
- ▶ ACF Certified Executive Chef | ACF Silver Medal Winner | ACF Bronze Medal Winner
- ▶ US Naval Commendation
- ▶ Pro Start Community Service of the Year
- ▶ ACFCCA Presidential Medallion
- ▶ ACF Excellence in Leadership
- ▶ ACF National Achievement in Excellence for Private Clubs
- ▶ ACF National Cutting Edge Award Winner

When not working, Jason enjoys his second passion, Motorsports. You will usually find him at a car show and recently even cooking at car shows for his Motorsports group. Chef is also an active member of his church serving on the Sunday school team as a leader for the Cookery program.

# Member Bios Continued

## **Rick Podtburg**

Rick and his wife Carol along with partner, Eldon Marrs operate two dairies in Weld County. They have four sons, Eric, Greg, Marcus, and Wade. Three of their sons are involved in the dairy farming operation. Longs Peak Dairy was originally started by Rick's father in 1968. Rick, Carol, Greg, Marcus, and Wade carry on the tradition, making this the Podtburg family's 43rd year of being in the business of dairy farming in Colorado.

Between their two locations they manage a 5,000 milking cow operation with a land base of 2,400 acres both with the mission and focus of providing consumers a nutritional product.

Rick is proud to be a Colorado dairy farmer and is known widely in the industry for his innovation on the farm. In the past, he gained experience in several leadership roles to help the dairy industry prosper. He has served his neighbors through endeavors such as serving on the Colorado Holstein Association Board as well as serving one term as its President, participating on the Thompson Rivers Park & Recreation Board and as a member of the Colorado Dairy Herd Improvement Association Board.

While attending high school in Greeley, Rick participated in Future Farmers of America as well as sports. He graduated from Roosevelt High School in Johnstown, Colorado.

## **Ben Rainbolt**

Ben Rainbolt joined Rocky Mountain Farmers as director of the RMFU Foundation in 2007, and he has been Executive Director of RMFU since 2010. Rainbolt came to RMFU after a long career in agricultural education and administration. He grew up on a family farm in Kit Carson County. He is a graduate of Colorado State University with an M.A. in Vocational Administration. He has taught at Northeastern Junior College and Aims Community College as well as high schools in northeastern Colorado. He has been a prominent supporter of FFA throughout his professional life. He served for ten years as the principal of Valley High School in Weld County before accepting his position at RMFU in 2007.

## **Bob Rohde**

Mr. Rohde has been president and CEO of the Dumb Friends League since 1977. Through Bob's vision and leadership the Dumb Friends League has grown to not only providing a necessary community service but also being a good community partnership and education center to teach families about good animal/pet care. With two companion animal shelters and an equine center, 200 employees and 1,200 volunteers, the League provides lost/found services, adoptions, medical and foster care, humane education, animal behavior expertise and cruelty investigations.

## **Bernie Rollin**

Bernard E. Rollin (B.A. CCNY, Ph.D. Columbia) is University Distinguished Professor, Professor of Philosophy, Professor of Biomedical Sciences, Professor of Animal Sciences, and University Bioethicist at Colorado State University.

Rollin taught the first course ever done in the world in veterinary medical ethics, which has been a required part of the veterinary curriculum at CSU since 1978, and was a pioneer in reforming animal use in surgery teaching and laboratory exercises in veterinary colleges. He is a principal architect of 1985 federal legislation dealing with the welfare of experimental animals, and has testified before Congress on animal experimentation. He has consulted for various agencies of the governments of the U.S., Canada, Australia, the Netherlands, New Zealand, and South Africa on many aspects of animal research, for the Office of Technology Assessment of the U.S. Congress on genetic engineering of animals, for NIH on animal pain, and for the World Health Organization on using antimicrobials in food animals. He has consulted for the USDA/CSRS on farm animal welfare research, for APHIS on future planning, and for numerous multinational corporations on a variety of animal issues. These companies include United Airlines, McDonald's, PETCO, DuPont, Chipotle, and the US Soybean Association. He served on the Pew National Commission on Industrial Farm Animal Production (PCIFAP) and on the Institute for Laboratory Animal Resources (ILAR) Council of the National Academy of Sciences. In 2008, he mediated a historic agreement between the Humane Society of the U.S. and Colorado agriculture resulting in legislation advancing the welfare of farm animals.

Rollin has lectured extensively (over 1500 times) on animal ethics, genetic engineering, animal pain, animal research, animal agriculture, veterinary ethics and other topics in bioethics and philosophy to audiences of medical researchers, attorneys, psychologists, philosophers, veterinarians, animal advocates, ranchers, farmers, government officials, students and lay people in the U.S., Canada, Mexico, Brazil, England, Scotland, Italy, Poland, Holland, Iceland, Denmark, Sweden, Belgium, France, Australia, New Zealand, Malaysia, Singapore, and South Africa.

## Member Bios Continued

Bernie Rollin is the author of over 500 papers and seventeen books, of which the best known is *Animal Rights and Human Morality*, which won an Outstanding Book of the Year Award from the American Association of University Libraries and is entering its third edition. His book, *The Unheeded Cry: Animal Consciousness, Animal Pain, and Science*, was published in 1989 by Oxford University Press, and an expanded version was published by Iowa State University Press in 1998. He is also the editor of a classic two-volume scientific work, *The Experimental Animal in Biomedical Research*, dealing with fundamental scientific, ethical and legal issues in animal research and published by CRC Press. His book on *Farm Animal Welfare* was published by Iowa State in 1995. His book on genetic engineering of animals was published by Cambridge University Press in 1995 and is entitled *The Frankenstein Syndrome: Ethical and Social Issues in the Genetic Engineering of Animals*. Rollin's most recent books include *Veterinary Ethics: Theory and Cases* (second edition, Blackwell, 2006), *Complementary and Alternative Veterinary Medicine Considered* (2003, with David Ramey), and *The Well-Being of Farm Animals: Challenges and Solutions* (2004, with John Benson), the last two from Blackwell. His latest books are *Science and Ethics* (2006), published by Cambridge University Press and *Harley Davidson and Philosophy* (Open Court, 2006). Forthcoming books include a book on equine welfare, farm animal issues, and an intellectual autobiography, *Putting the Horse Before Descartes*.

Since 1990, he has written a popular monthly column on veterinary ethics for the *Canadian Veterinary Journal*. He currently edits an ethics column for the *Veterinary Forum*. His papers have appeared in a wide variety of journals, ranging from *The Journal of the History of Ideas*, *Kant-Studien*, *Poetics*, the *Journal of Animal Science*, *The American Psychologist*, to *The Journal of the American Veterinary Medical Association*, *Progressive Farmer*, *Equus*, *The Christian Century*, and *Foodborne Pathogens and Disease*.

Rollin has worked with animal scientists and ranchers on alternatives to castration and branding and other issues, and helped galvanize the agricultural community in Colorado to pass the nation's strongest "downer" bill. Since 1981, he has taught a course for animal science students on ethical issues in animal agriculture, the world's first such course. He has been a leader in industry self-regulation of livestock showing.

Rollin has addressed over 20,000 ranchers and farmers on animal rights and animal agriculture in forums ranging from the Houston Livestock show to local extension meetings, and enjoys excellent relations with this population. In 2003, he was keynote speaker at the joint annual meeting of the Animal Science Association/American Dairy Science Association. He is noted for garnering acquiescence to the notion that animals have rights from ranchers and even from rodeo people, and has been written up in this regard in *Colorado Farmer and Rancher*, *Beef Today*, *Western Livestock Journal* and many other agricultural publications.

In 1994, he was instrumental in galvanizing western ranchers' opposition to the USDA policy of face-branding Mexican cattle, which in turn resulted in USDA rescinding that policy. He is designated as state animal welfare extension specialist by CSU dairy extension. He was elected to the National Western Stock Show Association and founded their animal welfare Coalition. He is also founder of the Guide Dogs for the Blind animal care and use Coalition, and is a member of ACUC for the Centers for Disease Control (Fort Collins). In 2008, he was instrumental in brokering an agreement between Colorado agriculture and the Humane Society of the US to create farm animal welfare legislation and avoid a costly referendum. He also convinced the world's largest pork producer, Smithfield, to phase out sow stalls. Rollin serves on the boards of numerous animal welfare organizations.

Rollin was named to the Distinguished Faculty Gallery by the College of Veterinary Medicine at CSU in 1992. He has twice been awarded the Brownlee Award for outstanding achievement in Animal Welfare Science by the Animal Welfare Foundation of Canada and the Distinguished Service Award from the Colorado Veterinary Medical Association. He was named University Distinguished Professor, Colorado State University's highest honor, and was recognized as Eddy Professor, for excellence in teaching, both in 2001. In 2005 and 2008, he and his business partners were awarded the Technology Transfer Award from the Colorado State University Research Foundation for the retinal identification company they founded, Optibrand. In 2005, he was awarded the Henry Spira Award in Animal Welfare by Johns Hopkins University Center for Alternatives to Animal Testing. In 2006, he was awarded the Distinguished Faculty Award by the Colorado State University Alumni Association and the Shomer Award by the Society for Veterinary Medical Ethics. In 2007, he received the Humane Award from the American Veterinary Medical Association. In 2008, he won the Colorado Agricultural Industry Partner award from Colorado agriculture.

Rollin is a competition-level weight lifter and a Harley rider.

# Member Bios Continued

## **John Salazar**

Mr. Salazar was appointed by Governor John Hickenlooper as Commissioner of Agriculture in 2011. A sixth-generation farmer and rancher, Salazar served three terms representing Colorado's 3rd Congressional District and was a member of the House Agriculture Coalition. Before his time in Congress, Salazar served in the Colorado General Assembly for two years.

"A thriving agriculture sector is critical to Colorado's economic recovery," Hickenlooper said. "Farmers and ranchers are also leading the way as business innovators. Their prosperity helps build a foundation for all of Colorado. And no one has been a more passionate champion for agriculture and rural communities than John Salazar. We are fortunate to have his leadership at the helm of the Department of Agriculture."

Salazar's advocacy in Congress earned him recognition for outstanding service by the American Farm Bureau and the Golden Triangle Award from the National Farmers Union. He played a key role in passing the historic farm bill of 2008 and authored the rural broadband and specialty crop provisions. With a seat on the powerful House Appropriations Coalition in his third term, Salazar worked on national energy issues, jobs creation and the economy.

Salazar was raised on a San Luis Valley farm, where he and his five siblings shared a bedroom and had no electricity or running water. His experience influenced his public career. He served on the Rio Grande Water Conservation District, the Colorado Agricultural Leadership Forum and the Colorado Agricultural Commission before being elected as a state Representative in 2002.

He was one of only a handful of active farmers in Congress after he was first elected in 2004. A veteran, Salazar served on the House Veterans Affairs Coalition, and was a proud member of the fiscally conservative Democratic Blue Dog congressional coalition.

Salazar earned a bachelor's degree in business administration from Adams State College after serving three years in the U.S. Army.

## **Bill Scebbi**

Information coming soon.

## **Chad Vorthmann**

Chad Vorthmann was born and raised on a fourth generation row crop and cattle farm in Southwest Iowa. He is a graduate of the University of Nebraska, studying Journalism and competing on the livestock judging team.

In 2013 Chad was appointed the Executive Vice President for Colorado Farm Bureau, the state's largest agricultural organization. He oversees the association's efforts in public policy, membership services, communications and the many program areas that Farm Bureau offers. In addition to Colorado Farm Bureau, he has worked for the North American Limousin Foundation, Nebraska Cattlemen's Association and the National Cattlemen's Beef Association.

Chad was selected as a 2011 McCloy Fellow through the American Council on Germany is on the Colorado FFA Foundation board and is active in Christ Lutheran Church. He enjoys working out and big game hunting on the families' cattle ranch in Southwest Colorado. He and his wife Garin have a daughter that was born in 2009.

# Member Bios Continued

## William Wailes

William R. Wailes, Jr. is currently a faculty member of the Department of Animal Sciences and an Extension Dairy Specialist at Colorado State University. He received his Bachelor's Degree in 1969 from Colorado State. Mr. Wailes served as an officer in the United States Marine Corps for approximately 8 years and was in the 3rd Marine Air Wing flying F-4 Phantom jets.

He joined Colorado State University in February of 1983 and served as manager of the dairy research facility for seven years until its closure in 1990. At that time he joined the extension staff as Dairy Specialist. In his extension role Wailes focuses on production management practices for the Colorado dairy farmers. Working directly with producers has enabled him to be very focused on financial bench-marks to help lead the dairy industry in Colorado forward. On January 1, 2003, William Wailes was named Interim Department Head. Wailes fulfilled this position through August 12, 2007.

On August 13, 2007, Wailes was named permanent Department Head of Animal Sciences. On September 1, 2011 Wailes stepped down as Department Head. Prior to his appointment to Interim Head, Wailes was Extension Dairy Specialist. Today, he continues with this role, along with Department Head Duties. Along with his work at Colorado State University he has owned and been involved with dairy farms all of his life. He was a major partner in a large dairy operation in Colorado featuring leading-edge technology with this facility.

Most recently Mr. Wailes was inducted into the Colorado Agriculture Hall of Fame February 24, 2011. Other noted recognitions have been with the Colorado Livestock Association as the "Top Choice Award - 2008" and the Colorado State University Alumni award - "Jim and Nadine Henry Award 2008" for his service and dedication to CSU.

## Jerry Wilkins

As President of the Colorado Egg Producers (CEP) for over a decade, Mr. Wilkins embraces the Association's dedication to ensuring the well-being of its animals and a commitment to producing food that is safe, nutritious and affordable for consumers. With over a quarter century of food business experience and several awards to his name, Wilkins knows it takes hard work and determination to succeed in the egg industry. He earned a Bachelor of Science in psychology from the University of Colorado at Boulder and a master's degree in marketing from the University of Colorado at Denver. He is a director on the American Egg Board and Coalition chair for two non-profit organizations in the Denver-area. Since 2000, he has also been Director of Sales and Marketing for the largest egg producer in the state—Morning Fresh Farms—a family-owned and operated farm in Weld County with over 1.2 million egg laying eggs.

As CEP president, Jerry Wilkins was instrumental in achieving the first state-wide animal care code of conduct doctrine for commercial egg farms. Seven egg companies that are part of the Colorado Egg Producers along with their employees have signed onto this doctrine of commitment to providing the best care possible for their laying hens. These standards follow industry best practices, are science-based and third-party verified.

Producing over a billion eggs annually while caring for over 3.8 million egg laying hens, Colorado egg farmers are true advocates of responsible egg production and through CEP have succeeded in communicating these merits to the public through wide-spread outreach efforts. "It is essential," says Wilkins, "that egg farmers tell our story, because people should know where their food comes, make rational buying decisions and have confidence in their food supply."

## Jim Miller

Jim Miller is retired from the Colorado Department of Agriculture where he served in many capacities, including communications director, director of policy and Initiatives, and most recently as Deputy Commissioner. Prior to his service with CDA, Jim was a lobbyist at the state and federal levels and worked with farmers and ranchers on water quality issues while with the Colorado Department of Public Health and Environment.

Jim was raised on a diversified dairy, beef and small grains farm near Broomfield, Colorado. He is a graduate of Colorado State University (1968 and 1977) where he studied political science and public administration.

# Resource Summary

The following section lists both in-kind and financial resources the Coalition is able to provide for the development of coalition materials and needs.

## In-Kind Resources

### Resources List

- ▶ **Colorado Cattlemen Association:** [www.coloradocattle.org](http://www.coloradocattle.org)
- ▶ **Colorado Department of Agriculture:** [www.colorado.gov/ag](http://www.colorado.gov/ag)
- ▶ **Colorado Egg Producers Association:** [www.coloradoeggproducers.com](http://www.coloradoeggproducers.com)
- ▶ **Colorado Livestock Association:** [www.coloradolivestock.org](http://www.coloradolivestock.org)
- ▶ **Farmers Assuring Responsible Management (FARM):** [www.nationaldairyfarm.com/](http://www.nationaldairyfarm.com/)
- ▶ **Western Dairy Association:** [www.westerndairyassociation.org](http://www.westerndairyassociation.org), [www.livedairywest.org](http://www.livedairywest.org) and [www.dairygood.org](http://www.dairygood.org)
- ▶ **Colorado Pork Producers Council:** [www.copork.org](http://www.copork.org) and [www.facebook.com/ColoradoPorkProducersCouncil](https://www.facebook.com/ColoradoPorkProducersCouncil)

## Coalition Code of Conduct/Values

We want CLCC to be recognized as having a reputation for integrity and ethical conduct. Our name and who we represent should be trusted in whom we collaborate with. It is our responsibility to build on this trust and reputation as part of the CLCC.

### Definition

Therefore, the CLCC recognizes the following code of conduct as a valuable part of its structure and in helping individuals respect each other's differing opinions:

- ▶ **Conflict of Interest** – A conflict of interest exists when an individual's private interest interferes with the interests of the Coalition. When this occurs, it is highly suggested that the conflict of interest is disclosed within the membership of the Coalition. For example, personal economic gain, status gain, etc.
- ▶ **Confidentiality** – CLCC members and member organizations should maintain the confidentiality of confidential information, materials and conversations entrusted to them at CLCC meetings.
- ▶ **Integrity** – adherence to a moral code, reflected in honesty and harmony in what one thinks, says and does.
- ▶ **Honesty**
- ▶ **Trust**
- ▶ **Commitment** – Regular participation in the meetings and active engagement on all business by all members is critical for the success of the coalition.

## Thank You

The Coalition thanks the following individuals and resources for adding value, information and knowledge to the coalition plan throughout this document:

- ▶ Colorado Agricultural Statistics
- ▶ Colorado Cattlemen's Association
- ▶ Colorado Department of Agriculture
- ▶ Colorado Egg Producers Association
- ▶ Colorado Livestock Association
- ▶ Colorado Pork Producer's Council
- ▶ Colorado State University
- ▶ Colorado Wool Growers Association
- ▶ Western Dairy Association

If you'd like to share this information on your website, please email your request to [W.Wailles@ColoState.edu](mailto:W.Wailles@ColoState.edu).