PAC at a Glance
Capacity Building & Poverty Alleviation

• Public-private partnership with high social impact
  – Delivers better nutrition & higher family income (may create new markets for Novus)
  – Improves egg and broiler meat production
    • Better genetics, animal nutrition and husbandry
  – Improves education and community structure

• Implemented in 3 States in Brasil
  – Alagoas (NE), Parana (S) and Rondonia (N)

• PAF Alagoas started in 2009
  – Current in 5 municipalities reaching 500 families
  – Target 15 municipalities and 3,000 families
  – Interest from Africa & Latam countries
COWS at a Glance
Comprehensive On-Farm Assessment for Improved Milk Production

- **Main objectives:**
  - Identifying and unlocking milk production bottlenecks
  - Optimizing cow comfort and well-being
  - Improving productive efficiency
  - Contributing to sustainability

- **Partnership with University of British Columbia, Canada in 2009/2010**
  - Ongoing in the US
  - Pilots in Canada, China & Mexico
How does Novus C.O.W.S. work?

1. On-farm assessment
   - Cow-based measures
     - Lying time
     - Hock & knee injuries
     - Lameness
   - Management/facility measures
     - Stall design
     - Bedding quality
     - Stocking density
     - Nutrition
Novus COWS Example Report

Thank you for participating in the C.O.W.S. (Comfort - Oxidative Balance - Well-Being - Sustainability) program.

In this report, you will be able to compare the data from your farm to the regional benchmarks. The report shows the summary of the benchmarking information from participating herds in the Northeast and how your herd compares to the others in the region.

Please use the C.O.W.S. handbook for instructions on how to interpret your report. The handbook also provides information on tactics known to affect cow comfort and lameness that may help improve the conditions on your farm and enhance the performance of your herd.
Conclusions

• PAF and COWS delivers economic, environmental and social improvements, attention to animal welfare

• Model can be used in different production systems, countries

• For more details www.novusint.com/sustainability