

**Outreach and Education Program  
to Unpermitted Raw Milk CAFOs  
Program Elements January 2023**

**What:** The department has established a Raw Milk Dairies Outreach and Education Program to support planned or existing, unpermitted dairies in obtaining a CAFO permit.

**Why:** Dairies care for livestock and operate manure and wastewater systems that require management. Dairy wastewater facilities require registration (CAFO permit) to the Oregon CAFO general permit. The ODA CAFO permit sets operational parameters that prevent wastes from entering surface and ground waters, as federal and state law requires. Dairy owners and operators have a duty under Oregon law to seek coverage under an Oregon CAFO general permit.

The ODA CAFO Program has received concerns from the Oregon dairy industry that many raw milk or herd-share dairies are operating in Oregon without CAFO Permit registrations. Unpermitted raw milk and herd-share dairies enjoy an unfair competitive advantage of not having a CAFO Permit by failing to pay Permit fees and not bearing the costs of environmental protection contained in the Permits.

A CAFO Permit and permittee compliance history create a third-party audited environmental compliance program. Entities can point to this as their response to operating in an environmentally sustainable way. The CAFO permit and NMP help integrate environmental performance metrics into daily facility operations. CAFO facilities could use Permit compliance as a marketing tool. Consumers increasingly want to know their products have a compliant environmental footprint.

**Who:** The ODA Outreach and Education Program will identify, connect with, and support planned or existing unpermitted raw milk dairies in applying for and obtaining a CAFO permit.

**Where:** The effort will take place statewide.

**When:** The Program initiates outreach in January 2023.

***Step 1: Pre-approval***

- Receive Director's Office approval to seek stakeholder consultation on Proposed Raw Milk Dairies Outreach and Education Program—Approved 12/14/22

***Step 2: Consultation***

- Stakeholder review:
  - Jenifer Cruickshank – OSU Extension, Dairy Management
  - Tami Kerr – Oregon Dairy Farmers Association, Executive Director
  - CAFO Advisory Committee

- Internal ODA Review:
  - Wym Matthews  
Email: wym.matthews@oda.oregon.gov
  - Christy Caldwell  
Email: Christy.caldwell@oda.oregon.gov
  - Armando Macias:  
Email: armando.macias@oda.oregon.gov
  - Interim Director: Lauren Henderson  
Email: lauren.henderson@oda.oregon.gov
  - NRPA Director: Isaak Stapleton  
Email: Isaak.stapleton@oda.oregon.gov
  
- Review and approval by ODA DO:
  - Interim Director: Lauren Henderson  
Email: lauren.henderson@oda.oregon.gov

### ***Step 3: Create Informational Materials in English and Spanish***

- Informational PPT
- YouTube videos
- Webpage posts
- Social Media posts
- ODFA/FFF newsletter article
- OSU Small Farms newsletter articles

### ***Step 4: Implementation***

- Disseminate informational materials in English and Spanish
  
- Hold virtual meetings to share dairy regulations and respond to questions
  
- Offer and advertise informational presentations during ODFA and FFF area meetings, and SWCD/NRCS meetings
  
- Share information through ODA Food Safety Program
  
- Prepare and mail letters and information material to those without the technology to obtain information online
  
- Present session at Small Farm School on writing an NMP
  
- Seek invitations to relevant podcasts

- Host “inspection” on cooperating small dairy farm where attendees can ask questions and see the waste-handling system. Create a video of the event to make available to those unable to attend
- Update the CAFO webpage with FAQs, links to documents, and identify relevant YouTube and social media resources

### ***Step 5: Assistance***

- Respond to requests for assistance (0-12 months)
- Conduct Educational Reviews (0-12 months)
  - Educational Reviews (EDRs) are requested by CAFO owners/operators, during which a local water quality specialist (LWQS) discusses performance standards and best management practices for enabling producers to attain permit compliance. The LWQS may also evaluate new proposals from producers. An EDR is not a formal inspection and will not result in enforcement action. When ODA conducts an Educational Review, staff will not write violations unless there was an intentional, egregious discharge.
- Offer waiver option for non-commercial sites for one family cow/sheep/goat facilities with strictly on-site consumption (ongoing)
- ODA initiates contact with unpermitted raw milk dairies (January 2024 – ongoing)
- Work with OSU Extension offices to aid dairy operators that do not use social media or the internet (ongoing)
- Conduct Adaptive Management Review to evaluate outcomes and modify outreach and messages, as needed (July 2024- ongoing)

