

OPERATION NATURAL PRAIRIE DAIRY

AN ANIMAL RECOVERY MISSION UNDERCOVER INVESTIGATION



Presented By: Animal Recovery Mission (ARM)
July 23, 2019



Contact Information:

Address: PO Box 403344, Miami Beach, Florida 33140

Email: kudo@arminvestigations.org

Phone: 305 494 2225

Wed URL: www.animalrecoverymission.org

SUMMARY OF INVESTIGATION



Between March and July 2019, the Animal Recovery Mission (ARM) investigated Natural Prairie Dairy, located in 10825 County Rd 44, Channing, Texas. As part of the investigation, an ARM investigator was undercover at said location just under one month. The investigator's role consisted of using a manure vacuum and scraper to clean the feces in the cow holding barns. The investigator was under the direction of ARM. The Investigator was issued and utilized surveillance equipment to capture the violations noted within this report. It should be noted that Natural Prairie Dairy was not specifically targeted. The Investigator was sent to multiple dairy farms in Texas, and Natural Prairie Dairy was the first farm to hire the investigator. No reports of animal abuse were sent to ARM.

Natural Prairie Dairy is owned by Donald De Jong, who is the vice chairman of Select Milk Producers, and a Board of Directors member of Fairlife. De Jong is Natural Prairie Dairy's Founder and CEO. Natural Prairie Dairy's mission as stated on its website is "to provide the highest quality organic milk from our family to yours. We believe in creating

a sustainable, traceable product that is humanely produced, respectful of the environment and respectful of our people and animals.”

Natural Prairie Dairies house over 25,000 cows and consist of four locations near Dalhart, Texas. Natural Prairie Dairy is also expanding with construction underway in Newton County, Indiana, that will supply dairy to Meijer Grocer, the Midwest and East Coast. Natural Prairie Dairy currently supplies raw dairy to Kroger, Target, Costco, and Publix through Aurora Organic Dairy’s bottling plant in Denver, Colorado.

Both Natural Prairie Dairy and Aurora Organic Dairy have had issues in past with major violations discovered by the Cornucopia Institute, an independent third party organic watchdog.

Natural Prairie Dairy had their contract terminated by Organic Valley in 2008. The Cornucopia Institute revealed “that the cooperative [Organic Valley] had been quietly buying milk from a massive factory farm, the Natural Prairie Dairy near Dalhart, TX.” It wasn’t long after that it became apparent Natural Prairie Dairy was not meeting the strict requirements of an organic dairy farm. The Cornucopia Institute said, “The average size Organic Valley member-farm milks approximately 65-70 cows” and “and review of satellite imagery, indicated that unlike legitimate organic farms, that commonly have one cow per acre, stocking levels at Natural Prairie were as high as 7.2 cows per acre. Further adding to the serious questions about the legitimacy of grazing at the giant operation was the fact that they actually mow and harvest hay from the same fields grazed by their herd, increasing the already bloated, effective, stocking rates to a stratospheric level.”

In 2005, the Cornucopia Institute uncovered that Aurora Organic Dairy never received its organic certification. The Cornucopia Institute, stated, “From our investigation, review of records and extensive interviews with the ranch owner, it appears that the operation has never had its livestock practices certified as organic” and “the owner of the ranch told us that he has never filed an organic livestock management plan or been visited by an organic inspector. Instead, he has been following the directives given to him by Aurora management for the handling of their replacement animals.”

At the start of employment, the ARM investigator immediately began working on the manure vacuum and scraper in the holding barns.

Cows are removed from their holding barns every eight hours to be milked, day and night. It is important note that Natural Prairie Dairy is riddled with camera surveillance, and actions are video recorded and overseen by management. Also, as stated on their website employees do receive training in "...animal welfare and handling before they begin working on the farm," but that unfortunately failed to deter and/or stop the systematic cruelty, torment and squalid living conditions suffered by the cows on a daily basis.

USDA's Guidelines for Organic Certification of Dairy Livestock, Livestock Healthcare Practices (§205.238) reads, "Animal health is the result of preventative and on-going management efforts to create living soils, provide nourishing forage and feeds, and improve the quality of livestock life. Animals must be kept in healthy, low stress environments. Producers must use preventative health care practices and may only use approved treatments." On Natural Prairie Dairy's website it states, "Take care of the cow. We ensure our team members do just that. A sustainable farm ecosystem means giving our cows the very best care," but within the first few hours of employment, the ARM investigator witnessed extreme and violent animal cruelty. It was evident to the investigator that it was the routine way to do business at Natural Prairie Dairy. On a daily basis, cows were tormented, kicked, hit with shovels, and stabbed with screwdrivers, by vet tech crews and animal care givers.

Downer cows were repeatedly beaten to get up. Cows that couldn't prop themselves back up were stabbed with screwdrivers, pulled by the head by front loaders, dragged, pick up by the bucket and driven to a holding area where many await transport to be sold for slaughter. Downer cows, too weak and sick to get up, were inhumanly tied head to spinal cord and left in uncomfortable positions for hours.

Downer cows were slowly left to die in the barns with management's knowledge with some cows taking a whole day, or longer to die. Downer cows were seen falling into

cesspools and almost drowning. Those cows were pulled out by the head with bobcats.

At Natural Prairie Dairy cows are removed from their holding barns every eight hours to be milked, day and night. According to the USDA's Guidelines for Organic Certification of Dairy Livestock, Pasture (§205.240), "All ruminant livestock must be provided pasture throughout the entire grazing season for the geographical region, which shall be not less than 120 days per calendar year". On Natural Prairie Dairy's website it says, "During the warmer months, we graze our cows on acres and acres of beautiful green pastures. When it gets cold, they stay in spacious, open-air freestall barns that protect them from the elements". Natural Prairie Dairy cows well enough and willing to graze, only did so for about an hour a day during the grazing months.

USDA's Guidelines for Organic Certification of Dairy Livestock, Livestock Living Conditions (§205.239) states, "Livestock housing must provide for adequate ventilation, adequate supply of clean water and proper sanitation. Housing must provide access to the outdoors, shade, shelter, exercise areas, fresh air and direct sunlight year round. Living conditions must accommodate the health and natural behavior of animals. Continuous total confinement of any ruminant animal over 6 months of age indoors is prohibited." Again, Natural Prairie Dairy's states, "During the warmer months, we graze our cows on acres and acres of beautiful green pastures. When it gets cold, they stay in spacious, open-air freestall barns that protect them from the elements". Cows at Natural Prairie Dairy live in squalid, overcrowded and unsanitary conditions. If a cow isn't being milked, they spend their lives in illegally overcrowded feces-ridden barns, with insufficient stalls for each cow, they are forced to lay in feces-ridden cement, causing foot rot and infections to untreated open wounds and scars.

Many of the cows suffer from infection and lameness and were reluctant to eat. The ARM investigator witnessed cows being force-fed with metal tubes by untrained employees.

Cows are also seen with portholes, a pierced hole into their stomach. An inhumane practice, in the name of scientific research, which dates back to the 1920s, allows access to the rumen of a cow, to perform research and analysis of the cow's digestive system. It takes cows as much as 6 weeks to recover to from this mutilation and the hole is there for life, something that is very uncomfortable for the cows.

Cows are violently inseminated only to have their offspring ripped away immediately after birth never to see them again. The ARM investigator witnessed terrified cows running away from workers mid-birth, half of their offspring hanging out, because they know their baby will be taken away from them. Cows are seeing bellowing for their offspring. This separation progress is an extremely traumatic experience for both the mother and calf.

The investigator did not witness cows with flesh wounds, eye gashes and/or leg injuries receiving medical attention, nor was any such treatment captured by the camera worn by the investigator. On a daily basis, cows with infected eyes, infected udders, cuts and scrapes, limping and too weak to walk were seen untreated and in declining health in the holding barns. A gun shot was a regular and accepted form of euthanasia for both cows and calves and did not result in instant death causing animals to suffer for hours before death. The investigator only witnessed veterinary care given to cows with issues that would impact milk production, such mastitis, lameness and post-calving.

The ARM investigator also documented dead calves and cows at a dumpsite at Natural Prairie Dairy.

The investigator never observed disciplinary action being taken in regard to any employee for animal abuse. Knowledge of the abuse was known from the workers, foremen, to upper management levels of Natural Prairie Dairy. There were several instances where the abuse warranted law enforcement notification but they were never contacted. The supervisors failed to provide reasonable care and medical treatment for sick and/or injured cows.

The ARM investigator was let go after management found photos of abuse on his cell phone. Management quickly deleted the photos and terminated the ARM investigator for witnessing and documenting the abuse. It was obvious to ARM, upper management did not want the farms regular ongoings of animal abuse to breach its walls.

All evidence and a copy of the report of this investigation have been submitted to the Hartley County Sheriff's Office for review.



The Animal Recovery Mission (ARM), is a vanguard investigative animal welfare organization that was developed in 2010 by Richard Couto, shortly after he was exposed to one of Miami's darkest and most brutal animal cruelty operations. Upon this discovery of illegal animal slaughter farms and the black market horse meat trade, Couto, also known as 'Kudo,' invoked his vision of exposing and implementing solutions for extreme criminal acts towards animals into reality and created an unstoppable team who are dedicated to our organizations cause.

ARM Investigations has been carefully constructed as a direct-action organization. We conduct innovative investigative tactics to gather compelling evidence. ARM collaborates with local law enforcement, State attorneys, environmental protection agencies and The Animal Legal Defense Fund to produce concrete evidence to put an end to criminal acts involving animal torture.

ARM has since become the foremost expert organization in illegal horse slaughter. We specialize in condemning illegal animal slaughter farms in the United States. Our investigations, however, are not limited to slaughter farms as we are also actively investigating the black market horse meat trade, bestiality, underground animal fighting rings, fox & coyote penning games, and bear bile farms, to name a few, as well as the preservation of Wild Mustangs.

Succeeding in our investigations and exposing the truth as well as the eradication of these illegal practices have produced life changing results and permanent solutions. ARM's goals and vision is to constantly strive to raise the bar for the welfare of animals and to prevent and reduce their pain, fear and suffering.

As an organization we strive to be the defending force for destitute animals and to make significant improvements in how they are treated by exposing the truth, implementing laws to protect and educating the public on these illegal and barbaric practices. ARM prides it self on taking up the challenges that no one else will.

Our mission is to be an uncompromising defending force for the welfare of animals, in addition to putting an end to and preventing pain, suffering and torture inflicted as a result of inhumane practices.

Newton, Indiana's Incoming Mega Organic Dairy: Extreme Cruelty, Abuse, Squalid and Unsanitary Living Conditions



A press conference will be held on July 23, 2019, at:
Embassy Suites By Hilton: 110 West Washington St, Indianapolis IN 46204
Conference Room: Chancellor 3 Time: 11 AM

Today, the Animal Recovery Mission (ARM) is releasing the first ever investigation into an organic dairy in the United States with the third installment of the largest dairy investigation of all time into Fairlife and Select Milk Producers Inc. Natural Prairie Dairy is expanding to Newton County, Indiana and will supply dairy to Meijer Grocer, the Midwest and East Coast. Currently, Natural Prairie Dairies house over 25,000 cows and consist of four locations near Dalhart, Texas and supplies raw dairy to Kroger through Aurora Dairy's bottling plant in Denver, Colorado.

Some of the violations observed are as follows:

- **Maltreatment and Excessive Abuse Dairy of Cows** (Cows tormented, kicked, hit with shovels, and stabbed with screwdrivers by vet tech crews and animal caregivers. Cows inhumanly tied left in uncomfortable positions for hours and cows falling into cesspools almost drowning)
- **Neglect of Sick and Injured Dairy Cows** (Flesh wounds, eye gashes and/or leg injuries not treated. Cows w/ infected eyes, infected udders, cuts and scrapes, limping and too weak to walk seen untreated and in declining health)
- **Squalid, Overcrowded, Unsanitary Housing** (Cows live in squalid, overcrowded and unsanitary conditions. Cows spend the majority of their lives in illegally overcrowded feces-ridden barns and insufficient stalls force cows to lay in feces-ridden cement, causing foot rot and infections to untreated open wounds and scars)
- **Force Feeding & Scientific Research Performed on Cows** (Portholes allows access to the rumen of a cow, to perform scientific research and analysis of the cow's digestive system. It takes cows as much as 6 weeks to recover to from this mutilation and the hole is there for life, something that is very uncomfortable for the cows. Cows being force-fed with metal tubes by untrained employees)

"The cows of Natural Prairie Dairy live a life of pure misery and torture. Beaten, stabbed and locked down in feces ridden barns, this is not what consumers imagine when purchasing organic milk and/or cheese. The world has just been schooled on the reality of organic dairy." - Richard "Kudo" Couto, ARM Founder

Media inquiries should be directed to the Founder of Animal Recovery Mission (ARM), Richard 'Kudo' Couto at (305) 494 2225 kudo@arminvestigations.org or Margarita Hart at (561) 510-3678 hart@arminvestigations.org

Fairlife Board of Director Member's Organic Dairy: Extreme Cruelty, Torment, Squalid and Unsanitary Living Conditions



A press conference will be held on July 23, 2019, at:
Chicago Marriott Downtown Magnificent Mile: 540 North Michigan Ave, Chicago IL 60611
Conference Room: Watertower, 10th Floor **Time:** 10 AM

Today, the Animal Recovery Mission (ARM) is releasing the first ever investigation into an organic dairy in the United States with the third installment of the largest dairy investigation of all time into Fairlife and Select Milk Producers Inc. Owned by Fairlife Board of Director Donal De Jong, who supplies dairy to the Fairlife label, Natural Prairie Dairies house over 25,000 cows and consist of four locations near Dalhart, Texas. Natural Prairie Dairy is expanding to Newton County, Indiana and will supply dairy to Meijer Grocer, the Midwest and East Coast. Natural Prairie Dairy currently supplies raw dairy to Kroger through Aurora Dairy's bottling plant in Denver, Colorado.

Some of the violations observed are as follows:

- **Maltreatment and Excessive Abuse Dairy of Cows** (Cows tormented, kicked, hit with shovels, and stabbed with screwdrivers by vet tech crews and animal caregivers. Cows inhumanly tied left in uncomfortable positions for hours and cows falling into cesspools almost drowning)
- **Neglect of Sick and Injured Dairy Cows** (Flesh wounds, eye gashes and/or leg injuries not treated. Cows w/ infected eyes, infected udders, cuts and scrapes, limping and too weak to walk seen untreated and in declining health)
- **Squalid, Overcrowded, Unsanitary Housing** (Cows live in squalid, overcrowded and unsanitary conditions. Cows spend the majority of their lives in illegally overcrowded feces-ridden barns and insufficient stalls force cows to lay in feces-ridden cement, causing foot rot and infections to untreated open wounds and scars)
- **Force Feeding & Scientific Research Performed on Cows** (Portholes allows access to the rumen of a cow, to perform scientific research and analysis of the cow's digestive system. It takes cows as much as 6 weeks to recover to from this mutilation and the hole is there for life, something that is very uncomfortable for the cows. Cows being force-fed with metal tubes by untrained employees)

"The cows of Natural Prairie Dairy live a life of pure misery and torture. Beaten, stabbed and locked down in feces ridden barns, this is not what consumers imagine when purchasing organic milk and/or cheese. The world has just been schooled on the reality of organic dairy." - Richard "Kudo" Couto, ARM Founder

Media inquiries should be directed to Animal Recovery Mission (ARM), Director of Investigations, AJ Garcia at (786) 562 9143 garcia@arminvestigations.org

Texas' largest Organic Dairy: Extreme Cruelty, Torment, Squalid and Unsanitary Living Conditions



A press conference will be held on July 23, 2019, at:
The Stalter Dallas Collection By Hilton: 1914 Commerce St, Dallas TX 75201
Conference Room: Parks Time: 10 AM

Today, the Animal Recovery Mission (ARM) is releasing the first ever investigation into an organic dairy in the United States and with the third installment of the largest dairy investigation of all time into Fairlife and Select Milk Producers Inc. Owned by Select Milk Inc's Vice-Chairman Donald De Jong, Natural Prairie Dairies is one of the largest organic dairies in the U.S and house over 25,000 cows in four locations near Dalhart, Texas and currently supplies raw dairy to Kroger and Target through Aurora Dairy's bottling plant in Denver, Colorado.

Some of the violations observed are as follows:

- **Maltreatment and Excessive Abuse Dairy of Cows** (Cows tormented, kicked, hit with shovels, and stabbed with screwdrivers by vet tech crews and animal caregivers. Cows inhumanly tied left in uncomfortable positions for hours and cows falling into cesspools almost drowning)
- **Neglect of Sick and Injured Dairy Cows** (Flesh wounds, eye gashes and/or leg injuries not treated. Cows w/ infected eyes, infected udders, cuts and scrapes, limping and too weak to walk seen untreated and in declining health)
- **Squalid, Overcrowded, Unsanitary Housing** (Cows live in squalid, overcrowded and unsanitary conditions. Cows spend the majority of their lives in illegally overcrowded feces-ridden barns and insufficient stalls force cows to lay in feces-ridden cement, causing foot rot and infections to untreated open wounds and scars)
- **Force Feeding & Scientific Research Performed on Cows** (Portholes allows access to the rumen of a cow, to perform scientific research and analysis of the cow's digestive system. It takes cows as much as 6 weeks to recover to from this mutilation and the hole is there for life, something that is very uncomfortable for the cows. Cows being force-fed with metal tubes by untrained employees)

"The cows of Natural Prairie Dairy live a life of pure misery and torture. Beaten, stabbed and locked down in feces ridden barns, this is not what consumers imagine when purchasing organic milk and/or cheese. The world has just been schooled on the reality of organic dairy." - Richard "Kudo" Couto, ARM Founder

Media inquiries should be directed to Animal Recovery Mission (ARM), Director of Public Relations, Rachel Taylor at (305) 807 6252 taylor@arminvestigations.org

Publix Greenwise Organic Milk Label: Extreme Cruelty, Torment, Squalid and Unsanitary Living Conditions



Today, Miami Beach, Florida based Animal Recovery Mission (ARM) is releasing the first ever investigation into an organic dairy in the United States with the third installment of the largest dairy investigation of all time into Fairlife and Select Milk Producers Inc. Natural Prairie Dairy currently supplies raw dairy to Publix's Greenwise label through Aurora Dairy's bottling plant in Denver, Colorado. Natural Prairie Dairies house over 25,000 cows in four locations near Dalhart, Texas. Publix over the past month and half has experienced ridicule for continuing to sell Fairlife products while many other grocery chains have discontinued the products stemming from the abuse of cows.

Some of the violations observed are as follows:

- **Maltreatment and Excessive Abuse Dairy of Cows** (Cows tormented, kicked, hit with shovels, and stabbed with screwdrivers by vet tech crews and animal caregivers. Cows inhumanly tied left in uncomfortable positions for hours and cows falling into cesspools almost drowning)
- **Neglect of Sick and Injured Dairy Cows** (Flesh wounds, eye gashes and/or leg injuries not treated. Cows w/ infected eyes, infected udders, cuts and scrapes, limping and too weak to walk seen untreated and in declining health)
- **Squalid, Overcrowded, Unsanitary Housing** (Cows live in squalid, overcrowded and unsanitary conditions. Cows spend the majority of their lives in illegally overcrowded feces-ridden barns and insufficient stalls force cows to lay in feces-ridden cement, causing foot rot and infections to untreated open wounds and scars)
- **Force Feeding & Scientific Research Performed on Cows** (Portholes allows access to the rumen of a cow, to perform scientific research and analysis of the cow's digestive system. It takes cows as much as 6 weeks to recover to from this mutilation and the hole is there for life, something that is very uncomfortable for the cows. Cows being force-fed with metal tubes by untrained employees)

"The cows of Natural Prairie Dairy live a life of pure misery and torture. Beaten, stabbed and locked down in feces ridden barns, this is not what consumers imagine when purchasing organic milk and/or cheese. The world has just been schooled on the reality of organic dairy." - Richard "Kudo" Couto, ARM Founder

Media inquiries should be directed to Animal Recovery Mission (ARM), Director of Public Relations, Rachel Taylor at (305) 807 6252 taylor@arminvestigations.org

Denvers Own Aurora Organic Dairy: Distributing Extreme Cruelty, Torment, Squalid and Unsanitary Living Conditions Cruelty Across the US



Today, Animal Recovery Mission (ARM) is releasing the first ever investigation into an organic dairy in the United States with the third installment of the largest dairy investigation of all time into Fairlife and Select Milk Producers Inc. Natural Prairie Dairies house over 25,000 cows in four locations near Dalhart and currently supplies raw dairy to Target and Safeway through Aurora Dairy's bottling plant in Denver, Colorado. Aurora Organic Dairy is not just a bottling plant, it is also a working dairy.

Some of the violations observed are as follows:

- **Maltreatment and Excessive Abuse Dairy of Cows** (Cows tormented, kicked, hit with shovels, and stabbed with screwdrivers by vet tech crews and animal caregivers. Cows inhumanly tied left in uncomfortable positions for hours and cows falling into cesspools almost drowning)
- **Neglect of Sick and Injured Dairy Cows** (Flesh wounds, eye gashes and/or leg injuries not treated. Cows w/ infected eyes, infected udders, cuts and scrapes, limping and too weak to walk seen untreated and in declining health)
- **Squalid, Overcrowded, Unsanitary Housing** (Cows live in squalid, overcrowded and unsanitary conditions. Cows spend the majority of their lives in illegally overcrowded feces-ridden barns and insufficient stalls force cows to lay in feces-ridden cement, causing foot rot and infections to untreated open wounds and scars)
- **Force Feeding & Scientific Research Performed on Cows** (Portholes allows access to the rumen of a cow, to perform scientific research and analysis of the cow's digestive system. It takes cows as much as 6 weeks to recover to from this mutilation and the hole is there for life, something that is very uncomfortable for the cows. Cows being force-fed with metal tubes by untrained employees)

"The cows of Natural Prairie Dairy live a life of pure misery and torture. Beaten, stabbed and locked down in feces ridden barns, this is not what consumers imagine when purchasing organic milk and/or cheese. The world has just been schooled on the reality of organic dairy." - Richard "Kudo" Couto, ARM Founder

Media inquiries should be directed to Animal Recovery Mission (ARM), Director of Investigations, AJ Garcia at (786) 562 9143 garcia@arminvestigations.org

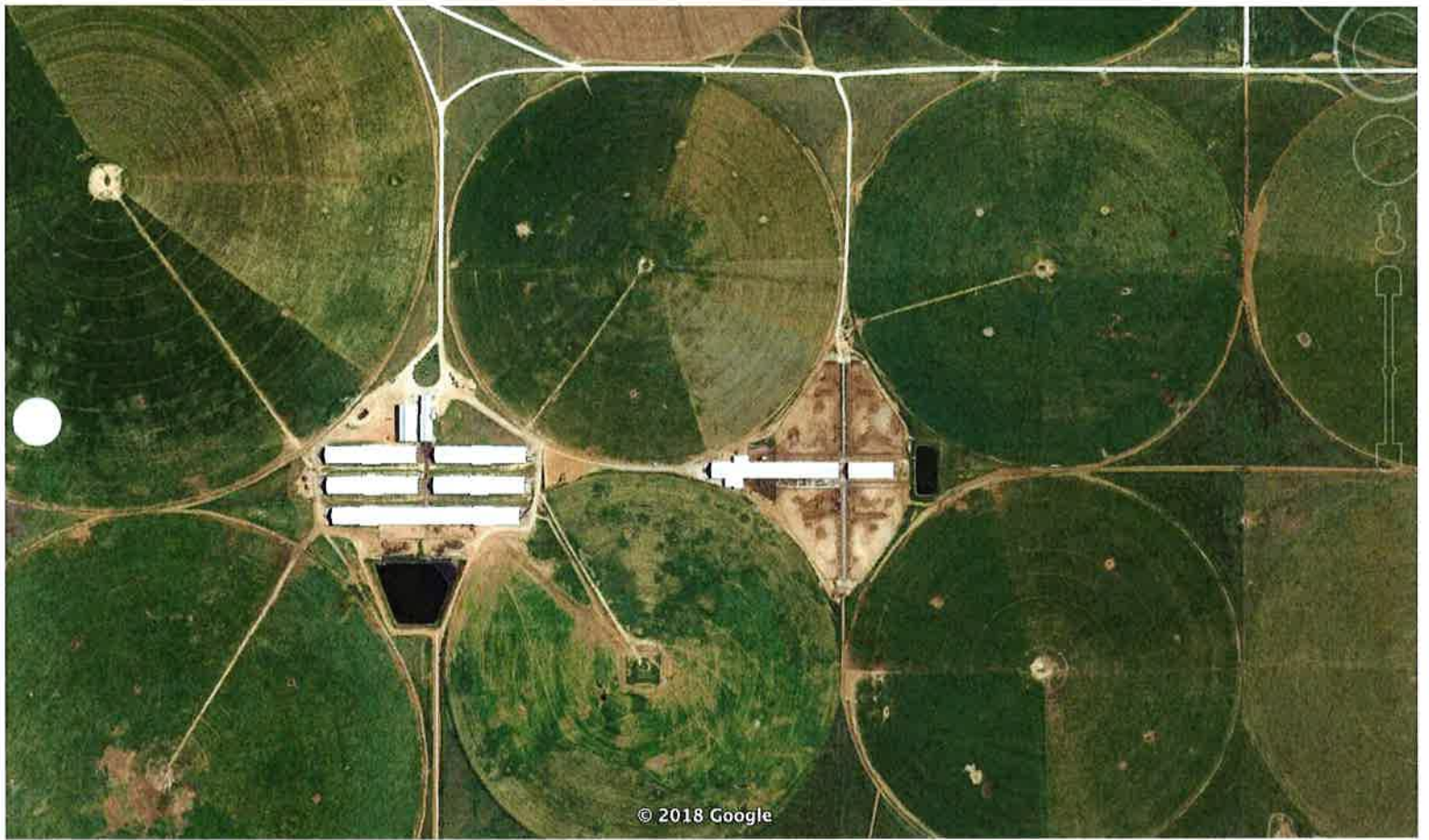
LOCATION







Natural Prairie Dairy Farms



© 2018 Google



© 2018 Google

HARTLEY COUNTY

[Home](#) [Return to Search](#)  [Print](#)

Property Year 2019 [Tax Summary](#)

Information Updated 7/8/2019

Property ID: P000215617 Geo ID: 62101001

[< Previous Property](#) [2 / 2](#) [Next Property >](#)

**** PROPERTY ALERT ** 2019 value(s) are preliminary and not certified.**

Property Details

Ownership

NATURAL PRAIRIE DAIRY FARMS LLC

DONALD DEJONG
PO BOX 659
HARTLEY, TX 79044-0659

Ownership Interest: 1.0000000

Available Actions

Qualified Exemptions

Not Applicable

Legal Information

Legal: PERSONAL PROPERTY;INVENTORY & EQUIPMENT;@ NATURAL PRAIRIE DAIRY

Situs: US HWY 385 10250

Property Valuation History

Values by Year		2019	2018	2017	2016	2015	n/a
Improvements	+	\$0	\$0	\$0	\$0	\$0	\$0
Land	+	\$0	\$0	\$0	\$0	\$0	\$0
Production Market	+	\$0	\$0	\$0	\$0	\$0	\$0
Personal	+	\$622,960	\$723,780	\$827,000	\$512,430	\$448,330	\$0
Mineral	+	\$0	\$0	\$0	\$0	\$0	\$0
Total Market	=	\$622,960	\$723,780	\$827,000	\$512,430	\$448,330	\$0
Agricultural Loss	-	\$0	\$0	\$0	\$0	\$0	\$0
Homestead Cap Loss	-	\$0	\$0	\$0	\$0	\$0	\$0
Total Assessed	=	\$622,960	\$723,780	\$827,000	\$512,430	\$448,330	\$0

REPORT RECIPIENTS

Hartley County Sheriff's Office

701 E Texas Blvd

Dalhart, TX 79022

US Department of Agriculture

1400 Independence Ave SW

Washington, DC 20250

US Department of Agriculture Indiana

Farm Service Agency

5981 Lakeside Boulevard

Indianapolis, IN 46278

Food and Drug Administration

10903 New Hampshire Ave

Silver Spring, MD 20993

REFERENCES



Donald and Cheri De Jong own and operate three dairies, Natural Prairie Dairy, Northside Farms and Jersey Gold Dairy, which produce organic and conventional milk.



[What We Do](#) | [How We Do It](#) | [Our Story](#)

[Contact Us](#) | [Careers](#) | [For the Media](#)
[Indiana Neighbor](#)



Donald De Jong

Co-owner/Chief Executive Officer

Donald grew up working on his family's dairy farm in California and attended California Polytechnic State University in San Luis Obispo, California, majoring in agribusiness management. In addition to his duties at Natural Prairie Dairy, Donald serves as vice chairman of Select Milk Producers, Inc. and serves as a director on the following boards: Greater Southwest Milk Marketing Agency, fairlife, and the Texas Department of Agriculture Organic Advisory Board. He also serves as a trustee for the Alpha Gamma Rho Fraternity Foundation as well as sitting on the Saint Anthony Catholic School Board.



Cheri De Jong

Co-owner/Chief Financial Officer

Cheri grew up in Northern California where, as a child, she worked at her father's grocery store and spent time raising cattle with the Future Farmers of America. Cheri is currently a member of the Farm Foundation Round Table — an organization consisting of leaders in agriculture across the country in addition to serving on the foundation for Sigma Kappa Sorority based in Indianapolis, Indiana. Cheri is a board member for the Dalhart Economic Development Board, Dalhart Education Foundation, Community Connect and the Hartley County Appraisal District. Cheri majored in agribusiness management at California Polytechnic State University in San Luis Obispo, California and has an MBA from Tarleton State University in Stephenville, Texas.

Watch
Video



About Donald and Cheri De Jong

Operation: Donald and Cheri De Jong own and operate three dairies, Natural Prairie Dairy, Northside Farms and Jersey Gold Dairy, which produce organic and conventional milk. Their herd includes 8,600 conventional cows and 13,000 organic cows, and they grow 85% of their feed needs on 50,000 acres of farmland in Texas and Colorado.

Family: Donald serves as CEO and Cheri as CFO. Their three daughters, Ashley, Allison and Alexandra, are in master's and undergraduate degree programs.

Human Resources: The De Jongs employ 400 team members. Employees receive competitive salaries, detailed career paths, English as a second language courses and training. For employees' children, the De Jongs offer tutoring, a summer-school program and aide with college applications.

Community: Donald serves as vice chairman of Select Milk Producers and is on the board of directors for fairlife and the Greater Southwest Milk Marketing Agency. He is a trustee for the Alpha Gamma Rho Fraternity Foundation. Cheri is a member of the Farm Foundation Round Table and serves as a trustee of the Sigma Kappa Foundation, in addition to being involved with many local organizations. Together, they launched the De Jong Foundation to empower dairy farmers worldwide.



[Back to news](#)

Franchise Tax Details

[Franchise Search Results](#)

[Public Information Report](#)



Public Information Report
NATURAL PRAIRIE DAIRY FARMS, LLC
Report Year :2018

Information on this site is obtained from the most recent Public Information Report (PIR) processed by the Secretary of State (SOS). PIRs filed with annual franchise tax reports are forwarded to the SOS. After processing, the SOS sends the Comptroller an electronic copy of the information, which is displayed on this web site. The information will be updated as changes are received from the SOS.

You may order a copy of a Public Information Report from open.records@cpa.texas.gov or Comptroller of Public Accounts, Open Records Section, PO Box 13528, Austin, Texas 78711.

Title	Name and Address
MEMBER	DJ CATTLE COMPANY LTD PO BOX 659 HARTLEY, TX 79044
DIRECTOR	DONALD DE JONG PO BOX 659 HARTLEY, TX 79044
MANAGER	DONALD DE JONG PO BOX 659 HARTLEY, TX 79044
MEMBER	HARTLEY PARTNERS LLC 625 SOUTH MAIN STREET SUITE 100 ZIONSVILLE, IN 46077

Franchise Tax Details

Franchise Search Results

Public Information Report



As of : 07/08/2019 10:00:55

This Page is Not Sufficient for Filings with the Secretary of State
[Obtain a certification](#) for filings with the Secretary of State.

NATURAL PRAIRIE DAIRY FARMS, LLC

Texas Taxpayer Number 12026186986

Mailing Address PO BOX 659 HARTLEY, TX 79044-0659

Right to Transact Business in Texas ACTIVE

State of Formation TX

Effective SOS Registration Date 03/31/2005

Texas SOS File Number 0800473899

Registered Agent Name DONALD DE JONG

Registered Office Street Address 811 STATE HWY 87 HARTLEY, TX 79044

Close

0895046

Alison Lundergan Grimes
KY Secretary of State
Received and Filed

6/26/2018 10:07:44 AM

Fee receipt: \$15.00

Commonwealth of Kentucky

Alison Lundergan Grimes, Secretary of State

Alison Lundergan Grimes
Secretary of State
P. O. Box 1150
Frankfort, KY 40602-1150
(502) 564-3490
<http://www.sos.ky.gov>

Annual Report Online Filing

ARP

Company: Select Milk Producers, Inc.
Company ID: 0895046
State of origin: New Mexico
Formation date: 8/19/2014 12:00:00 AM
Date filed: 6/26/2018 10:07:44 AM
Fee: \$15.00

Principal Office

5151 BELTLINE ROAD, SUITE 455
DALLAS, TX 75254

Registered Agent Name/Address

C T Corporation System
306 West Main Street
Suite 512
Frankfort, KY 40601

Current Officers

CEO	Mike McCloskey	5151 Beltline Road Suite 455, Dallas, TX 75254
CFO	Rance Miles	5151 Beltline Road Suite 455, Dallas, TX 75254
President	Brad Bouma	5151 Beltline Road Suite 455, Dallas, TX 75254
Treasurer	Randy VanderDussen	5151 Beltline Road Suite 455, Dallas, TX 75254
Secretary	Rance Miles	5151 Beltline Road Suite 455, Dallas, TX 75254
COO	Rance Miles	5151 Beltline Road Suite 455, Dallas, TX 75254
Vice President	Donald De Jong	5151 Beltline Road Suite 455, Dallas, TX 75254
Vice President	Tim den Dulk	5151 Beltline Road Suite 455, Dallas, TX 75254
Vice President	Gregory Speck	5151 Beltline Road Suite 455, Dallas, TX 75254
Vice President	Richard Blauw	5151 Beltline Road Suite 455, Dallas, TX 75254

Directors

Director	Bill Jongsma	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Joe Osterkamp	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	David De Jong	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Arjen Geisel	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Rance Miles	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Casey VanderDussen	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Donald De Jong	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Randy VanderDussen	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Brad Bouma	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Eric Daale	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	John Van de Pol	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Joel Van Ravenswaay	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Phil Troost	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	David Lawrence	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Bob Wade	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Derek Herrema	5151 Beltline Road Suite 455, Dallas, TX 75254

Commonwealth of Kentucky
Alison Lundergan Grimes, Secretary of State

Alison Lundergan Grimes
Secretary of State
P. O. Box 1150
Frankfort, KY 40602-1150
(502) 564-3490
<http://www.sos.ky.gov>

**Annual Report
Online Filing**

ARP

Director	Rudolf de Jong	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Joost Smulders	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Harry De Wit	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	Tim den Dulk	5151 Beltline Road Suite 455, Dallas, TX 75254
Director	John VanderDussen	5151 Beltline Road Suite 455, Dallas, TX 75254

Business type:	Agriculture, Forestry, Fishing
----------------	--------------------------------

Signatures

Signature	Rance Miles
Title	Secretary

Business Search

Business Search Result

Business ID	Business Name	Name Type	Entity Type	Principal Office Address	Registered Agent Name	Status
201708161209808	NATURAL PRAIRIE DAIRY - INDIANA, LLC	LEGAL NAME	Domestic Limited Liability Company	811 US Hwy 87, Hartley, TX, 79044, USA	NATIONAL REGISTERED AGENTS, INC.	Active
201708161209808	NATURAL PRAIRIE DAIRY, LLC	FORMER NAME	Domestic Limited Liability Company	811 US Hwy 87, Hartley, TX, 79044, USA	NATIONAL REGISTERED AGENTS, INC.	Active

Page 1 of 1, records 1 to 2 of 2

[Return to Search](#)