The Innovation Center for U.S. Dairy is a forum that brings together the collective power of the dairy community to ensure we are economically viable and socially responsible from farm to table. Our voices span the dairy value chain, including farmers, cooperatives, food companies, suppliers, grocers and other organizations.

We focus on priorities that are pre-competitive in nature, where working together brings strength and the opportunity to make meaningful change.

Initiated in 2008 by dairy farmers through the dairy checkoff, we collaborate on efforts that are important both to us and our valued customers—issues like food safety, nutrition, animal care and the environment.

The Innovation Center is committed to continuous improvement through a framework of shared best practices and accountability.

The Collective Power of the Dairy Community

The Innovation Center for U.S. Dairy is strong because of the involvement of individuals and organizations from across the dairy community and beyond. Led by 29 chairmen and chief executive officers serving on the Board of Directors, board companies commit to act as stewards and champion the work of the Innovation Center, integrating the principles into business practice and supporting a unified communications approach. Our leaders recognize that now is the time for the dairy community to be more united, more open and bold in proactively building trust with consumers by engaging in continuous improvement and transparency as we proudly tell our stories.
About the Innovation Center for U.S. Dairy

**Vision:** People trust dairy as essential to their lives.

The dairy community supports socially responsible, economically viable and environmentally sound dairy food systems that promote the health and well-being of the people and communities in which we operate and the employees, cows and land which are central to our business. We are dedicated to supporting the industry to ensure high quality, nutritious dairy foods and beverages are responsibly produced and transparently marketed in ways that help people make informed choices.

The Innovation Center embraces a shared value statement that reflects how we do business. The value statement is brought to life through our efforts in six key areas, as illustrated in the diagram below. We welcome the involvement of all those along the dairy chain – from farm to table – who share our commitment to consumers of a socially responsible and ever improving dairy community. If you would like to learn more or become involved, please contact us at [innovationcenter@usdairy.com](mailto:innovationcenter@usdairy.com).