

## U.S. Dairy Sustainability Awards Program Overview and Nomination Guidelines

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The seventh annual U.S. Dairy Sustainability Awards will be presented in May 2018 by the Innovation Center for U.S. Dairy<sup>®</sup> (Innovation Center). The awards recognize dairy farms, businesses and collaborative partnerships for practices that demonstrate outstanding economic, environmental and social benefits; a longstanding commitment to continuous improvement; and a replicable model to inform and inspire others in advancing dairy sustainability leadership.

### Overall Award Categories

- **Outstanding Dairy Farm Sustainability**
- **Outstanding Supply Chain Collaboration**
- **Outstanding Dairy Processing & Manufacturing Sustainability**
- **Outstanding Community Impact**



**U.S. Dairy  
Sustainability Awards**  
Innovation Center for U.S. Dairy<sup>®</sup>

**Nominations must be submitted on [www.usdairy.com/awards](http://www.usdairy.com/awards)  
by 11:59 p.m. CST on February 12<sup>th</sup>, 2018**

## Nomination Process

### Requirements

- *All nominees must:*
  - Be open to an assessment for validation of the submitted information, as needed.
  - Be willing to share information with the industry, media and/or public about the submission.
- *Farms must:*
  - Be enrolled and in good standing in the National Milk Producers Federation (NMPF) [FARM Animal Care](#) program.
  - Possess a current state milk permit or contract calves/heifers to licensed dairy farms.
- *Processors must:*
  - Within the U.S. market, source only from cooperatives and farmers enrolled in the FARM Animal Care program.
- *Customers and community partners must:*
  - Have one member of the partnership that is involved with or part of the U.S. dairy industry and meets the farm and/or processor criteria identified above. Membership in the Dairy Sustainability Alliance is preferred.

### Nomination Process

- Nominations may be submitted by any individual, group or organization involved with or part of the U.S. dairy community and may be submitted on behalf of themselves or others.
  - The nominated program, project or practices must have been implemented in the U.S.
  - There is no fee to enter this nomination.
  - Nominees are eligible to submit a new nomination each year.
  - Previous winners are eligible for nomination after two full program years have elapsed.
  - Completed nomination forms will be accepted until 11:59 p.m. CST on February 12<sup>th</sup>, 2018.
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## Submission Process

- Nominations must be submitted on [www.usdairy.com/awards](http://www.usdairy.com/awards) by 11:59 p.m. CST on February 12<sup>th</sup>, 2018. If needed, users can save responses and complete the submission prior to this deadline. Nomination templates are available at [www.usdairy.com/awards](http://www.usdairy.com/awards) to collect the necessary information prior to submission. It is recommended that nominations be compiled through the nomination template and then transferred for online submission once all information is complete.
- Photos, slides, or news articles can be uploaded to the submission site, but will not be evaluated. Although these materials are great examples of storytelling, only the written application and supporting letters will be reviewed.
- The nomination form and accompanying information will not be returned.
- The Innovation Center reserves the right to publish all or part of the information provided in the nomination form.

## Selection Criteria

### ***Dairy Farm Sustainability***

Winners in the Outstanding Dairy Farm Sustainability category are leaders in socially responsible, economically viable and environmentally sound dairy production and exemplify a longstanding commitment to continuous improvement. Successful nominations take a holistic approach to sustainability and provide replicable results that can inspire positive change industrywide.

### ***Dairy Processing & Manufacturing Sustainability***

Winners in the Outstanding Dairy Processing & Manufacturing Sustainability exemplify the triple bottom line of sustainability, having demonstrated steps to innovate, measure and communicate progress. They provide replicable success stories to benefit the dairy community and actively engage with peers and stakeholders to inform continuous improvement industrywide.

### ***Community Impact***

The Community Impact category recognizes dairy community efforts that improve lives and communities through their positive impacts on health and wellness, hunger relief, workforce development, community volunteering and investment, and/or environmental stewardship. Successful nominations demonstrate instances where farms, cooperatives, processors, or other dairy community stakeholders (either collaboratively or as a single entity) develop practical and effective solutions to shared challenges and goals of the communities in which they live and work.

### ***Supply Chain Collaboration***

The Supply Chain Collaboration category recognizes collaborative and market-based “grass-to-glass” partnerships to demonstrate that truly sustainable outcomes benefit the entire industry rather than any one customer or supplier. This award highlights customer engagement through a collaborative farm, cooperative, and/or processor partnership to benefit all involved and provide best-in-class examples of sustainable dairy supply chains.

## Awards Process

### **Judging**

Evaluations will take into consideration differences in size, region, and scope of projects, as needed. An objective judging panel will make the final assessment and selection. The judging panel will include experts from academic institutions, government and nongovernmental organizations, and the agricultural/dairy/food industries.

**Award Winners**

Winners will be notified by March 5th, 2018. Winners will receive:

- An official commemorative plaque and dairy farm sign (when applicable).
- Recognition via public relations and other promotional activities, including at an awards ceremony during the Innovation Center’s Dairy Sustainability Forum. This event is expected to be held in May 2018.
- Opportunities to serve as a Dairy Sustainability Ambassador at key events.
- Use of the U.S. Dairy Sustainability Awards logo for marketing purposes for up to one year.
- Case studies of their stories featured on [www.usdairy.com/awards](http://www.usdairy.com/awards)

**Questions?**

- Visit [usdairy.com/awards](http://usdairy.com/awards); email [InnovationCenter@usdairy.com](mailto:InnovationCenter@usdairy.com); or call Karen Scanlon at 847-627-3372.

**Nominations must be received by 11:59 p.m. CST on February 12<sup>th</sup>, 2018.**

**About the Innovation Center for U.S. Dairy**

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 GUIDING PRINCIPLES OF THE U.S. DAIRY SUSTAINABILITY COMMITMENT**  
 The U.S. dairy industry supports socially responsible, economically viable and environmentally sound dairy food systems that promote the current and future health and well-being of:

- OUR COWS** through animal stewardship.
- OUR CONSUMERS** through access to safe, nutritious, high-quality products.
- OUR COMMUNITIES** through contributing, participating and investing where we live and operate.
- OUR EMPLOYEES** through ensuring a safe and respectful workplace.
- OUR BUSINESSES** through a focus on long-term economic vitality.
- OUR PLANET** through the stewardship and responsible use of natural resources.