



Stewardship and Sustainability Guide for U.S. Dairy:

A voluntary framework for tracking
and communicating progress

Track • Improve • Communicate

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Our Challenge

A rapidly growing global population is placing enormous demands on the world's food supply and its limited natural resources. This has created an everyday challenge for U.S. dairy farms and businesses to do more with less while remaining profitable and demonstrating – from grass to glass – that dairy products are produced in ways that protect natural resources, promote community well-being and assure long-term economic viability.

Our Guide

With a long heritage of sustainable practices and an important stewardship story to tell, the dairy industry sought to deepen its commitment and address these new market challenges by developing the *Stewardship and Sustainability Guide for U.S. Dairy* (Guide).

The Guide is a voluntary framework for tracking and communicating progress of the environmental, economic and community contributions of dairy farms and businesses. Founded in science and practical experience, a multi-stakeholder group of producers and industry experts have worked together over the past five years to develop a single approach to track and communicate a common language for demonstrating performance in dairy stewardship and sustainability.

The Guide is relevant, credible and results-driven. By defining stewardship and sustainability as an industry, producers and processors can address retail and marketplace needs while increasing return on investment by:

- Identifying performance efficiencies
- Accelerating improvements
- Reducing losses and environmental exposure

Retailers and other dairy buyers benefit from the Guide by:

- Providing accurate, transparent information on the measures that matter most for dairy
- Supporting goals to purchase more sustainably-produced products
- Reducing supply chain risk

To learn more about the *Stewardship and Sustainability Guide for U.S. Dairy* Guide, visit USDairy.com/Sustainability

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How the Guide Works

The Guide is designed to support those who choose to track and communicate their dairy story of continuous improvement.

- Defines the guiding principles
- Establishes the most relevant topics and metrics for assessing progress
- Adjusts to changing consumer needs, market trends and scientific advance

In 2011 and 2012, multi-stakeholder development teams identified the most relevant topics, indicators and metrics.

DRAFT INDICATOR TOPICS (Phase 1)		
ENVIRONMENTAL	SOCIAL	ECONOMIC
<ul style="list-style-type: none">• Energy• GHG emissions• Water	<ul style="list-style-type: none">• Working conditions• Animal care• Community contributions	<ul style="list-style-type: none">• Impact on local economy• Farm/plant economic story

This is only Phase 1. Currently, the first draft of the Guide and indicators is being tested and reviewed. Based on feedback, the Innovation Center will update and release the first version of the Guide for use in early 2014.

Tools to Track Performance

The Guide works in tandem with the Innovation Center's web-based tools to help producers and businesses track sustainability topics, identify areas for improvement, communicate results and, ultimately, make more informed decisions that add financial and environmental value.

- Farm Smart™ for producers and co-ops (USDairy.com/FarmSmart)
- Dairy Plant Smart™ for processors and manufacturers (USDairy.com/PlantSmart)
- Dairy Fleet Smart™ for transportation (USDairy.com/FleetSmart)
- Farm Energy Efficiency™ for producers to secure audits and updates (USDairy.com/SaveEnergy)

Engage: We Want Your Feedback!

The first draft of the *Stewardship and Sustainability Guide for U.S. Dairy* is currently being tested for relevance and use with dairy producers, cooperatives, processors and manufacturers. An open Stakeholder Consultation period will be held in 2013. The Innovation Center for U.S. Dairy plans to release the first version in early 2014. Watch for more details about how you can share feedback or get involved at USDairy.com/Sustainability or contact the Innovation Center for U.S. Dairy® at InnovationCenter@USDairy.com.

Meet the Innovation Center for U.S. Dairy®

The Innovation Center for U.S. Dairy provides a forum for the dairy industry to work pre-competitively to address barriers and opportunities for innovation and sales growth. The Innovation Center aligns the collective resources of the industry to offer consumers nutritious dairy products and ingredients, and promote the health of people, communities, the planet and the industry.

The Innovation Center was established in 2008 under the leadership of America's dairy producers through Dairy Management Inc.™, the nonprofit organization that manages the producer checkoff program. It is the first of its kind to bring together milk producers, processors and manufacturers to offer consumers the products they want – when and where they want them. Visit USDairy.com to learn more.

We're working toward a healthy planet. Join us.

For the dairy industry, sustainability means providing nutritious dairy products in a way that makes our industry, earth and its people economically, environmentally and socially better - now and for future generations.

To learn more about the *Stewardship and Sustainability Guide for U.S. Dairy*, go to USDairy.com/Sustainability or contact InnovationCenter@USDairy.com.

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