



New report highlights industry's sustainability progress

The Innovation Center for U.S. Dairy – established under the leadership of dairy producers to unite industry and other leaders on shared goals – recently released its 2012 U.S. Dairy Sustainability Report.

The report is important to producers because it serves as a credible, transparent update for thought leaders on the progress of the U.S. Dairy Sustainability Commitment. It also supports the checkoff's efforts to reinforce consumer confidence in dairy overall.

The Innovation Center's Sustainability Council – created by producers in 2008 – oversees the U.S. Dairy Sustainability Commitment. The group consists of 122 industry members from across the supply chain,

including 18 dairy producers. Their work is helping the industry prepare for a future that requires a dramatic increase in food production while preserving the quality of land, air and water.

Among the sustainability report's highlights:

- More than 700 dairy company employees participate in Innovation Center sustainability projects.
- Partners and sponsors contributed \$4.8 million, plus in-kind contributions of time, expertise and resources, to help fund activities and projects in 2012. Partners include World Wildlife Fund (WWF), U.S. Department of Agriculture (USDA) and the Center for Advanced Energy Studies (CAES). In 2012:

- WWF and the Innovation Center announced it will convene a task force to identify solutions and strategies regarding the role different farming production systems will play in feeding a growing world population.

- The Innovation Center launched three "smart tools" to help dairy producers, processors and fleet managers identify opportunities to increase efficiencies, reduce costs and manage their environmental footprints.

- The Innovation Center worked to inform producers of energy-saving opportunities through the Farm Energy Efficiency project. Through this effort, 169 dairy farms completed energy audits in 2012, with associated energy cost savings estimated at more than \$660,000. In addition, USDA's

Natural Resources Conservation Services, an Innovation Center partner, funded \$274,300 for dairy farm energy audits and energy conservation improvements.

- The Sustainability Council worked with producers and others across the supply chain to develop the Stewardship and Sustainability Guide for U.S. Dairy, a voluntary framework for tracking and communicating progress. It will help producers, processors and other industry members speak with a consistent voice as we tell our story of continuous improvement.

The report is available at www.USDairy.com/Sustainability for viewing. **PD**

Resources



Visit USDairy.com/SaveEnergy for more information on the Farm Energy Efficiency opportunities.

Visit USDairy.com/SustainabilityGuide for more information on the Stewardship & Sustainability Guide.

Visit DairyCheckoff.com/LocalCheckoff for resources to help you tell your dairy's story, or to contact your local state and regional checkoff organization.

Test your answer

Who is contributing resources to help the dairy industry increase economic and environmental sustainability?

ANSWER: The World Wildlife Fund, USDA and hundreds of other organizations from across the supply chain are participating in projects and contributing resources. Partners and sponsors contributed \$4.8 million to help fund activities and projects in 2012.

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HOW ONE COW CONTRIBUTES TO A SUSTAINABLE FOOD SYSTEM

NUTRITION & HEALTH BENEFITS

Few foods deliver dairy's powerhouse of nutrients in such an affordable, delicious and readily available way.

1 cow produces on average
144 servings of milk per day

That's enough to provide
48 people with
3 daily servings
of low-fat milk



And this would deliver:

- 90% DV for calcium
- 90% DV for vitamin D
- 30% DV for potassium
- 48% DV for protein

Milk is
~17¢ per
serving

+ additional nutrients essential for health

DV: Daily Value

Dairy intake is associated with:

- Strong bones and teeth
- Reduced risk of cardiovascular disease and type 2 diabetes
- Lower blood pressure in adults

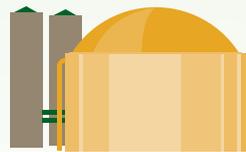
NUTRIENT MANAGEMENT

Rich in nutrients, cow manure fertilizes the land for growing more crops for people and animals.



1 cow produces
17 gallons
of manure per day

That's enough
fertilizer to grow
56 pounds of corn or
84 pounds of tomatoes



TAKING IT FURTHER

Manure is also becoming a source of additional value. Anaerobic digester systems convert manure and commercial food waste into:

- > Electricity
- > Fuel for cars and trucks
- > Fertilizer and fiber

\$200 per cow per year
in combined **revenues** and **cost savings**

VALUE FROM BYPRODUCTS

Having four stomachs means cows can recycle food that people can't eat.

75% of a cow's diet is not consumable by humans

Byproducts from the human food and fiber industries (e.g., citrus pulp and cottonseed) are converted to milk rather than sent to landfills.



Sources Nutrition: A. Drewnowski, Am J Clin Nutr, 2010; USDA National Nutrient Database for Standard Reference SR25; 2010 Dietary Guidelines for Americans. Nutrient management and by-products: Est. of human-edible and inedible materials computed from the avg. Midwestern lactating cow ration published by Thoma et al.; Greenhouse Gas Emissions of Fluid Milk, 2010; Erb, Kevin; Manure 101, University of Wisconsin Extension, 2010; Digester: Innovation Center, Case Study: Food Waste, 2013.

Want to Boost Your Return with Fresh Cows?

Commercial Trial Design

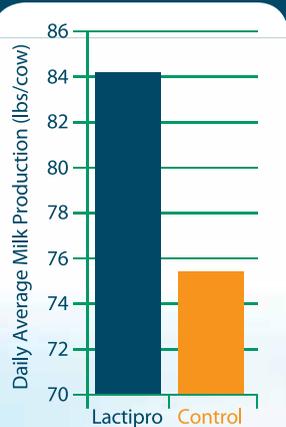
PrairieLand Dairy conducted a trial to observe the productivity of cows dosed with Lactipro 2-3 days post-calving. The Fall trial consisted of **117 cows** all on the same concentrate diet.

Trial Summary

“In the trial we recorded a daily average of 75 lbs for the control group and 84 lbs for the Lactipro treated cows.”

“That is exciting!”

-Dick James
PrairieLand Dairy, Nebraska



8.9 lbs/day Avg. Increase
178 lbs total increase over 20 days
178 lbs x \$.20/lb = \$35.60

ROI=3.45:1

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