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Innovation Center for U.S. Dairy® Publishes 2011 Sustainability Report & Launches Online Carbon Calculator Tools

In celebration of Earth Day, the Innovation Center for U.S. Dairy today announced three new resources available for the industry, its partners and consumers that will help the dairy value chain measure, improve and communicate about sustainability.



The [2011 U.S. Dairy Sustainability Report](#) provides an update on progress toward the industry's sustainability goals. Two measurement Web resources — [Dairy Plant Smart™](#) and [Dairy Fleet Smart™](#) — provide milk processors and transporters with the tools to calculate their carbon footprints and identify opportunities to save energy and money.

For the U.S. dairy industry — from local farmer to neighborhood grocer — every day is Earth Day.

"We've spent three years in the field gathering research to support our science- and practice-based approach to improving sustainability across the value chain — from growing crops to feed our dairy cows; to processing and manufacturing real, fresh, nutrient-rich dairy foods and beverages; through consumption and packaging disposal. The key learning we identified about dairy's impacts and opportunities for improvement made these new resources possible."

Since 2007 the industry has been engaged in a collaborative effort to improve the environmental, social and economic sustainability of U.S. dairy and ensure that consumers can continue to feel good about choosing their favorite dairy foods and beverages.

Highlights of the 2011 industrywide initiatives include:

- Engaging more than 830 stakeholders who invested approximately 6,700 working days, valued at more than \$6.2 million, to support dairy sustainability efforts throughout the year.
- Launching a new industrywide initiative to establish the Sustainability Measurement and Reporting Framework for U.S. Dairy.
- Partnering with stakeholders in the inaugural U.S. Dairy Sustainability Awards program, which recognizes efforts that deliver outstanding benefit to business, community and the environment.

Learn more at USDairy.com/Sustainability.

-- **Barbara O'Brien,**
President,
Innovation Center
for U.S. Dairy

About the Center:

Innovation Center for U.S. Dairy is a forum for the dairy industry to work together pre-competitively to address barriers and opportunities to foster innovation & increase sales.

We welcome your feedback. Contact us at +1.802.251.0110 or help@csrwire.com.

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