



## 8-2 IAN Innovation Center

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Many organizations, companies and measurement experts are trying to find a solution to the challenge of sustainability, and so is the U.S. dairy industry. Working with partners and experts from across the industry and beyond, the [Innovation Center for U.S. Dairy](#) is identifying what measures really matter when it comes to evaluating and communicating the sustainability footprint of a gallon of milk or an ounce of cheese. For example, scientific studies conducted for the Innovation Center for U.S. Dairy have told us that for greenhouse gas emissions and water, approximately 20 variables are responsible for more than 80 percent of the impact. This data is invaluable. It tells us what matters and, importantly, what doesn't. It helps us identify what to measure so that we can focus our efforts on the biggest opportunities for improvement, establish goals, and communicate our progress. Cheri Chase, Communications Director, for the Idaho Dairy Products Commission says that dairy producers are up to every challenge. "I will say this about dairy producers. They are some of the most innovative people out there. They will find ways to do it because that is just too they are and what they do."

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