

group with insights on the economic and environmental realities facing the dairy industry today.

Judges for the U.S. Dairy Sustainability Awards are: Robert Bonnie, senior advisor for Environment and Climate, U.S. Department of Agriculture; Jim Carper, chief editor, Dairy Foods; Jason Clay, senior vice president, Market Transformation, World Wildlife Fund; Larry Elworth, agriculture counselor to the administrator, United States Environmental Protection Agency; Molly Jahn, professor, Laboratory of Genetics and Department of Agronomy, UW-Madison; Larry Jensen, chair, Innovation Center for U.S. Dairy and president, Leprino Foods; Steve Larson, managing editor, Hoard's Dairyman; James Linn, professor, Department of Animal Science, University of Minnesota and past, past president American Dairy Science Association; Joel Makower, chairman and executive editor, GreenBiz Group Inc.; Randy Mooney, dairy producer and chairman, National Milk Producers Federation; Gatz Riddell, executive vice president, American Association of Bovine Practitioners; Paul Rovey, chairman, Dairy Management Inc.™ and owner, Rovey Dairy; Brian Sloboda, senior program manager, Cooperative Research Network, National Rural Electric Cooperative Association; Connie Tipton, president and chief executive officer, International Dairy Foods Association; Dave White, chief, Natural Resources Conservation Service, USDA.

The panel also includes two winners from the inaugural awards program in 2012: Mike Brubaker, dairy producer, Brubaker Farms and Steve Rowe, senior vice president and general counsel, Darigold.

All nominations will be evaluated based on the program's or project's results as measured by triple-bottom-line success – economic, environmental and social. Judges also will assess the potential for adoption of the idea by other dairy farms and businesses; demonstrated learning, innovation and improvement; and scalability.

The awards pro-

gram is part of the U.S. Dairy Sustainability Commitment, an industry wide effort to measure and improve the economic, environmental and social sustainability of the dairy industry. Since its launch in 2008, the Sustainability Commitment has gained the support and participation of more than 830 professionals across the industry as well as others from academic, government and nongovernmental organizations.

Winners of the U.S. Dairy Sustainability Awards will be announced in April 2013. There is no fee to enter. For more information or to nominate, go to USDairy.com/Sustainability/Awards.

Experts appointed to judges' panel for U.S. Dairy Sustainability Awards

The Innovation Center for U.S. Dairy®, established under the leadership of dairy farmers, recently announced the blue-ribbon judging panel for the second annual U.S. Dairy Sustainability Awards. The U.S. Dairy Sustainability Awards program recognizes dairy farms, businesses and collaborative partnerships for their contributions to healthy people, healthy products and a healthy planet. Nominations are open to all dairy farms and businesses, from farm to table, through Nov. 15, 2012.

Dairy producers have a long history of caring for the land, air and water. Compared with 1944, the dairy industry today produces more milk using 90 percent less cropland, 76 percent less manure, 65 percent less water and 63 percent less carbon.

The panel of judges – which includes experts from academic institutions, government, dairy science organizations, nongovernmental organizations and media as well as environmental and dairy industry leaders – brings together a diverse