



The Country Today

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Dairy sustainability nominees sought

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MADISON — More retailers and consumers are asking questions about the sustainability of milk and other dairy products, so dairy industry officials are doing what they can to tell their sustainability story.

One way of doing that is through the U.S. Dairy Sustainability Awards, a group of awards presented for the first time in March. The awards are given in the categories of outstanding dairy farm sustainability, dairy processing and manufacturing sustainability, outstanding achievement in renewable energy, and outstanding achievement in energy efficiency.

One of three winners for outstanding dairy farm sustainability was Ken Buelow and Holsum Dairies of Hilbert.

Laura Mandell, vice president of sustainability communications for the Innovation Center for U.S. Dairy, said sustainability awards organizers reached more than 7 million people since March to tell the stories of the winners.

"The message (the awards program) sends to the public is the dairy industry is being proactive about defining what sustainability is and moving towards continuous progress," Mandell said Oct. 4 at the World Dairy Expo.

Mandell said the program is gaining in popularity. Last year there were five sponsors while this year there are 11.

Nominations may be submitted by any individual, group or organization involved with or part of the dairy industry. The nominated program, project or practices must have specific and measurable results; have already been implemented in the U.S.; and be capable of adaption or replication by other organizations or farm businesses. There is no fee to enter.

Winners will be announced in April.

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