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Tommy vs. Tammy
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A toast to dairy



PHOTO PROVIDED BY INNOVATION CENTER FOR U.S. DAIRY

SUSTAINING DAIRY: Kenn Buelow (left) of Holsum Dairies LLC, Hilbert, is one of six 2012 U.S. Dairy Sustainability Award winners. The other winners are Marie Audet, Blue Spruce Farm; Ted Sniegocki, DF-AP LLC; Steve Rowe, Darigold Inc.; Dolores Werkhoven, Werkhoven Dairy Inc.; and Mike Brubaker, Brubaker Farms.

By **FRAN O'LEARY**

THE Innovation Center for U.S. Dairy is looking for a few good dairy farmers.

In 2011, the center launched the U.S. Dairy Sustainability Awards program. The awards recognize efforts that advance the sustainability of the dairy industry by delivering benefits to business, community and the environment. Gold sponsors include the World Wildlife Fund, Pfizer Animal Health, Elanco, DeLaval, DVO Anaerobic Digesters, U.S. EPA, MilkPEP and the Center for Advanced Energy Studies.

Through these awards and other efforts, the dairy industry is both promoting sustainability and providing consumers with the nutritious dairy products they want in a way that makes the industry, the earth and its people economically, environmentally and socially better — now and for future generations, says Kenn Buelow

Key Points

- The deadline to apply for 2013 U.S. Dairy Sustainability Awards is Nov. 15.
- The winners will be announced in April in Washington, D.C.
- The winners will share their stories with a national audience.

of Holsum Dairies LLC, Hilbert, a 2012 recipient of a U.S. Dairy Sustainability Award. Holsum Dairies is one of six winners — “seven, if you count the planet.”

“Consumers increasingly expect that we not only produce high-quality and great-tasting products at an affordable price, but that we produce those products responsibly by protecting natural resources and supporting communities,” Buelow says. “I think the dairy industry is taking a leadership role in sustainability.

The U.S. Dairy Sustainability Awards is a model for other industries, including beef, pork and poultry.”

How to apply

Nominations for the U.S. Dairy Sustainability Awards may be submitted by an individual, group or organization involved with the U.S. dairy industry. The nominated farm, program, project or practice must have specific and measurable results that have already been implemented and are capable of adoption by other farm businesses or organizations.

“Part of the award is about being profitable,” Buelow explains, “whether it’s using less energy, which is generally good from a business standpoint, or using renewable energy like a manure digester or sustainable cropping practices. Profitability is an important part of sustainability.”

Innovations and efficiency improve-

ments have allowed the dairy industry to reduce the environmental impact of milk production, according to Cornell University. Compared to 1944, producing a gallon of milk takes 90% less cropland, 76% less manure, 65% less water and 63% less carbon.

The center’s first voluntary goal is to reduce the amount of greenhouse gases created in fluid milk production 25% by 2020.

The deadline to apply for the 2013 U.S. Dairy Sustainability Awards is Nov. 15.

Winners will be announced at the center’s Sustainability Council meeting in April in Washington, D.C. They will share their stories and passion for sustainability on a national scale in various forums, and also will be featured online at usdairy.com/sustainability. There is no fee to enter. Learn more about eligibility requirements at usdairy.com/sustainability/awards.