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| **Award Nomination Template****Outstanding Dairy Farm Sustainability** |

The ninth annual U.S. Dairy Sustainability Awards will be presented in April 2020 by the Innovation Center for U.S. Dairy® (Innovation Center). The awards recognize dairy farms, businesses and collaborative partnerships for practices that demonstrate outstanding economic, environmental and social benefits; a longstanding commitment to continuous improvement; and a replicable model to inform and inspire others in advancing dairy sustainability leadership.

To be eligible in the **Outstanding Dairy Farm Sustainability** category, nominees must:

* Be enrolled and in good standing in the National Milk Producers Federation (NMPF) [FARM Animal Care](http://www.nationaldairyfarm.com/animal-care) Program.
* Use, or is a member of an organization that has a timebound goal to use, the [FARM Environmental Stewardship](https://nationaldairyfarm.com/dairy-farm-standards/environmental-stewardship/) assessment.
* Possess a current state milk permit or contract calves/heifers to licensed dairy farms.
* Be open to an assessment for validation of the submitted information, as needed.
* Be willing to share the submission with the industry, media, and/or public.

Winners in the Outstanding Dairy Farm Sustainability category are leaders in **socially responsible, economically viable, and environmentally sound** dairy production and exemplify a longstanding commitment to continuous improvement. Successful nominations take a holistic approach to sustainability and provide replicable results that can inspire and inform positive change for others.

Judging is based on the clarity and relevance of the need, how well the goals and approach taken address this need, and the extent to which the efforts address multiple aspects of sustainability (environmental, economic and social). Key to a strong nomination are the effective measurement of successful outcomes, the means through which successes and lessons learned are shared, and the potential for project activities to be replicated on other dairy farms.

If you need support or have questions about nominations, please contact your local state and regional dairy promotion organization. You can find contact information [here](https://www.dairy.org/local-checkoff).

**Nominations must be submitted through the** [**online form**](https://www.abstractscorecard.com/cfp/submit/login.asp?EventKey=GEXPPECS) **via Abstract ScoreCard.** If needed, users can save responses and complete the submission at a later date. This nomination template is provided to collect the necessary information prior to submission. It is recommended that nominations be compiled through the nomination template and then transferred for online submission once all information is complete.

**Nominations must be submitted online by 11:59 p.m. CST on November 15, 2019**

Please refer to [**Program Overview and Nomination Guidelines**](https://www.conferenceabstracts.com/uploads/HelpAssets/settingsHelp/ScorecardLink-10692-.pdf)for additional guidance**.**

**Section 1 — Contact Information**

1. **Nominator Contact Information**

|  |  |
| --- | --- |
| Company: |  |
| Contact Name: |  |  |  |
|  Last | First | M.I. |
| Address: |  |  |
|  Street Address | Suite/Unit # |
|  |  |  |  |
|  City | State | ZIP Code |
| Phone: | ( ) | Email: |  | Website: |  |

1. **Nominee Contact Information**

*If same as nominator, check here and skip.* [ ]

|  |  |
| --- | --- |
| Name of Farm Operation: |  |
| Contact Name: |  |  |  |
|  Last | First | M.I. |
| Address: |  |  |
|  Street Address | Suite/Unit # |
|  |  |  |  |
|  City | State | ZIP Code |
| Phone: | ( ) | Email: |  | Website: |  |

Please let us know how you heard about the U.S. Dairy Sustainability Awards. (Check all that apply.)

[ ]  Information on USDairy.com [ ]  Innovation Center Webinar [ ]  Referred by colleague/friend

[ ]  Social media [ ]  Email from Innovation Center [ ]  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Section 2 — Organizational Overview**

1. **Farm organization** (check one)

[ ]  Sole proprietorship

[ ]  Partnership

[ ]  Corporation

[ ]  LLC

[ ]  Other; please explain:

1. **Does the farm market its milk through a cooperative?**

[ ]  Yes – *Please indicate which one:*

[ ]  No – *Where is the milk marketed?*

1. **Please provide a brief description of the farm operation** *(limit 350 words)*
Include, for example:
	* Average number of cows (milking and dry)
	* FARM Program Animal Care participation (required)
	* FARM Program Environmental Stewardship participation (required)
	* Use of the FARM Environmental Stewardship module, measurements and reporting based on the *U.S. Dairy Stewardship Commitment*, or other sustainability resources and tools
	* Volume of milk sold in last 12-month period
	* Other livestock
	* Crops, acreage
	* Barn design
	* Number of employees (including owner/operator)
	* History of operation and succession plan (if any)

*Judging Criteria (0 points) — Judges will not be evaluating Questions 1-3*

1. **Please provide a brief summary describing why national recognition is deserved in the Outstanding Dairy Farm Sustainability category:** *(limit 200 words)*
Please be sure to:
	* Briefly describe key programs, projects and/or practices.
	* Describe what is important, new or innovative.
	* Summarize results. What did the farm strive to achieve and how was it successful?

*Judging Criteria (4 points)* — *Judges will be evaluating if the summary is clear and concise.*

**Section 3 — Telling the Sustainability Story**

1. **Need:** What problem or opportunity was addressed, and why did it matter? Were there external factors that encouraged or pressured action?What were the specific project goals — environmental, economic and social, as applicable? *(limit 250 words)*

*Judging Criteria (6 points)* — *Judges will be evaluating if the need is clear and relevant, how well the goals address the need, and to what extent the effort addresses multiple aspects of sustainability (environmental, economic, social).*

1. **Approach:** Describe the approach taken. Discuss the use of resources – including money, people, collaborators, and science or research – in reaching the goals stated above. Was the [Newtrient Technology Catalog](http://www.newtrient.com/Catalog/Technology-Catalog) consulted for potential solutions? *(limit 400 words)*

*Judging Criteria (6 points) — Judges will be evaluating for the effective use of multiple resources to address the need, how well the approach matches the need, and if it is unique and/or compelling.*

**Section 4 — Results**

1. **Our Planet: Conservation/Environmental Stewardship:** How was success monitored, measured and evaluated? Were efficiencies gained (e.g., the ability to do more with less)? How were the environmental benefits quantified? Were there additional intended or unanticipated benefits in other areas? *(limit 400 words)*

*Judging Criteria (14 points) — A completed or timebound plan to complete a FARM Environmental Stewardship assessment is required. Judges will be evaluating how effectively the activities were measured and monitored, if the project was assessed to ensure success in environmental stewardship, the level of environmental benefits achieved, and what long-term environmental benefits are foreseen.*

1. **Our Businesses: Economic Vitality:**How was success of the activity monitored, measured and evaluated? Were economic efficiencies or new revenues generated? Was there a financial payback, and how was it measured? Who were the beneficiaries? *(limit 400 words)*

*Judging Criteria (14 points) — Judges will be evaluating the effectiveness of the activity’s measurements in dollars or equivalencies, if the project was evaluated to ensure economic success, the level of economic benefits achieved, and what long-term economic benefits are foreseen.*

1. **Our Communities, Consumers and Employees: Social Responsibility:** How did this project have a positive impact on employees, consumers and/or the community? How did it create a positive perception of the nominated dairy within the local community? *(limit 400 words)*

*Judging Criteria (14 points) – Judges will be evaluating* *how effectively the activities were measured and monitored using stories or hard numbers, if the project was evaluated to ensure success in social responsibility, the level of substantial social benefits that were achieved, and what long-term social benefits are foreseen.*

1. **Our Cows: Animal Well-being:**How did the project have a positive impact on herd health and productivity? What new technologies or management practices were embraced that led to greater cow comfort and productivity? Describe how these efforts positively impacted the public’s perception of animal care in the dairy industry? *(limit 400 words)*

*Judging Criteria (14 points) – Enrollment in the FARM Animal Care Program is required. Judges will be evaluating how effectively animal health was monitored and measured, if the project was evaluated to ensure animal well-being success, if substantial benefits to animal well-being were achieved, and what long-term animal well-being benefits are foreseen.*

**Section 5 — Lessons Learned and Replication**

1. **Communicating Lessons Learned and Outcomes:** What worked well in this project and what would you do differently? How can others in the dairy community learn from this example? To what extent has the nominee communicated with others to inform continuous improvement in the industry? How were project outcomes shared with the community, customers and consumers? *(limit 200 words)*

*Judging Criteria (12 points) — Judges will be evaluating what the nominee learned from the project and how these takeaways were shared with farmers and others.*

1. **Replication:** Explain the benefit and relevance of this work to the dairy community, other dairy producers, the local community and/or other stakeholders. What future plans exist to maintain, improve or build on these efforts? How can the project, program or practice be adopted by others? What would be needed to make replication and scalability more feasible for others? *(limit 200 words)*

*Judging Criteria (12 points) — Judges will be evaluating the project’s long-term relevancy and value, as well as its potential for replication.*

**Section 6 *—* References**

Please provide two references that we can contact in regard to sustainability on the nominated farm. These can include Extension agents, consultants, vendors or suppliers, for example.

*Judging Criteria (0 points) — Judges will not be evaluating this information. The references will only be contacted to confirm and corroborate the information on the nomination form.*

**Reference 1**

Name:

Street:

City:

State:

Zip Code:

Phone:

Email address:

**Reference 2**

Name:

Street:

City:

State:

Zip Code:

Phone:

Email address:

**Section 7 — Letter of Recommendation**

Please submit one letter of recommendation. Letters should help validate the nominee’s leadership and achievements in sustainability.

*Judging Criteria (4 points) — Judges will be evaluating if the letter of recommendation supports the sustainability claims of the nominee.*

**Section 8 — Photos *(optional)***

Please submit favorite photos\* of the nominee, the nominated company and/or project for use in U.S. Dairy Sustainability Award materials. These could include images of the nominated facilities, farmers and their families, staff members, the project/program in action, and any other promotional images you might have on file. At least one image should be high-resolution/print quality.

*Judging Criteria (0 points) — Judges will not be evaluating this section.*

*\*By submitting these photos, you grant the Innovation Center right to their use in promotional materials as they deem appropriate.*