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| **Award Nomination Template**  **Outstanding Community Impact** |

The tenth annual U.S. Dairy Sustainability Awards will be celebrated by the Innovation Center for U.S. Dairy® (Innovation Center) throughout 2021. The awards recognize dairy farms, businesses and collaborative partnerships for practices and technologies 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 Community Impact** category, all nominees must:

* 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.

Any involved Farms must:

* Be enrolled and in good standing in the National Milk Producers Federation (NMPF) [FARM Animal Care](http://www.nationaldairyfarm.com/animal-care) Program. Confirm participation by uploading a copy of the farm’s most recent certificate of participation *(required).* Farms can obtain a copy from their FARM evaluator or by emailing [dairyfarm@nmpf.org](mailto:dairyfarm@nmpf.org).
* Currently use, or be willing to complete, a [FARM Environmental Stewardship](https://nationaldairyfarm.com/dairy-farm-standards/environmental-stewardship/) assessment OR is a member of an organization that has a timebound goal to complete [FARM Environmental Stewardship](https://nationaldairyfarm.com/dairy-farm-standards/environmental-stewardship/) assessments.
* Possess a current state milk permit or contract calves/heifers to licensed dairy farms.

Any involved Processors must:

* Within the U.S. market, source 100% of milk from cooperatives and farmers enrolled in the FARM Animal Care Program.

Any involved Customers and Community Partners must:

* Have one member of the partnership that is involved with or a part of the U.S. dairy industry and who meets the farm and/or processor criteria identified above. Membership in the Dairy Sustainability Alliance® is preferred.

The Community Impact category recognizes dairy community efforts that **improve lives and communities through positive impacts** on health and wellness, hunger relief, workforce development, community volunteering and investment, and/or environmental stewardship. Successful nominations demonstrate instances where farms, cooperatives, processors or other dairy community stakeholders (either collaboratively or as a single entity) develop practical and effective solutions to shared challenges and goals of the communities in which they live and work.

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 in other initiatives that drive positive community impact.

**Nominations must be submitted through the** [**online form**](http://www.usdairy.com/2021Awards) **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 March 26, 2021**

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Please refer to [**Program Overview and Nomination Guidelines**](https://www.conferenceabstracts.com/uploads/documents/14410/2021SustainabilityAwardsOverviewandGuidance.pdf)for additional guidance**.**

**Section 1 — Contact Information**

1. **Nominator Contact Information**

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| --- | --- | --- | --- | --- | --- | --- |
| Company or Farm: |  | | | | | |
| 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.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Company or Farm: |  | | | | | |
| 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. **Please provide a brief description of the organizations you are nominating:** *(limit 350 words)*

*Judging Criteria (0 points) — Judges will not be evaluating Question 1*

1. **Please provide a brief summary describing why national recognition is deserved in the Outstanding Community Impact category:** *(limit 350 words)*

Please be sure to:

* Briefly describe key programs, projects and/or practices.
* Describe what is important, new or innovative.
* Summarize the goals and results. What did the effort strive to achieve and how was it successful?

*Judging Criteria (6 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 (8 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. *(limit 400 words)*

*Judging Criteria (8 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 (16 points) — 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 (16 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, suppliers, customers, consumers and/or the community? How did it create a positive perception in the communities served? *(limit 400 words)*

*Judging Criteria (16 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. **Additional Data and Measurement:** Please provide additional data and measurement to support your results. Data and proof of sustainability improvement is encouraged and will be used to support the judges’ decisions in evaluating the above responses. (You will also have the opportunity to upload a document after completion of the nomination responses.)

*Judging Criteria (0 points) — No additional points will be given for this information.*

**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 others.*

1. **Replication:** Explain the benefit and relevance of this work to the dairy community, other dairy customers and suppliers, 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 regards to sustainability for the nominated applicant(s). These can include municipalities, customers, 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 (6 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 the right to their use in U.S. Dairy Sustainability Awards and other promotional materials at they deem appropriate.*