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

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 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. 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 contracts 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 to specific projects 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, social and/or animal care). 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**](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**

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**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 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. **Select the farm’s state or regional check off organization:**

American Dairy Association of Indiana

American Dairy Association Mideast

☐ American Dairy Association North East

California Milk Advisory Board

Dairy Farmers of Washington

Dairy Farmers of Wisconsin

Dairy Management West

Dairy Max

Dairy West

Florida Dairy Farmers

Maine Dairy & Nutrition Council/Maine Dairy Promotion Board

Midwest Dairy

New England Dairy

Oregon Dairy and Nutrition Council

The Dairy Alliance

United Dairy Industry of Michigan

1. **Please provide the below information to confirm eligibility and description of farm operation**
   * Does the farm participate in FARM Animal Care Program? Y/N
     + 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).
   * Does the farm participate in FARM Environmental Stewardship (ES) Program? Y/N  
     *(required – if unknown we will be checking eligibility and may require additional follow up)*
     + If no, would the farm be willing to commit to conducting a FARM ES self-evaluation by December 31, 2021?
   * Average number of cows (milking and dry)
   * Volume of milk sold in last 12-month period\_\_\_\_\_\_\_\_\_\_\_\_\_
   * Other livestock on the farm \_\_\_\_\_\_\_\_\_\_\_\_
   * Crops and acreage farmed/planted\_\_\_\_\_\_\_\_
   * History of operation

*Judging Criteria (0 points) — Judges will not be evaluating Questions 1-4*

1. **Please provide a brief summary describing why national recognition is deserved in the Outstanding Dairy Farm Sustainability category:** *(limit 350 words)*   
   Please be sure to:
   * Describe the farm’s overall approach to sustainability in all of its dimensions: environmental, social, economic, and/or animal care
   * 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 (6 points)* — *Judges will be evaluating if the summary is clear and concise.*

**Section 3 — Description of Initiative**

The Dairy Farm Sustainability category highlights a farm with a project, practice, technology, or partnership that has resulted in a demonstrated impact on sustainability. This section asks the nominator to describe the need for the initiative and how the farm approached a solution.

1. **Need:** Why did the farm pursue this initiative (project, practice, technology, or partnership)? Was there a problem to solve or a new opportunity to pursue? Did external factors motivate the farm to pursue this initiative?  *(limit 250 words)*

*Judging Criteria (6 points)* — *Judges will be evaluating if the need is clear and relevant, and to what extent the effort addresses multiple aspects of sustainability (environmental, economic, socia and/or animal carel).*

1. **Approach:** Describe the initiative (project, practice, technology, or partnership) and how it addressed the need. Discuss how the initiative made use of resources and expertise. In other words, what people, collaborators, science / research, funding, etc. were involved? For example 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 — Goals and Results**

This section asks about the initiative’s goals, measurements, and results.

1. **Goals:** What were the specific goals of the initiative (project, practice, technology, or partnership)? Think about environmental, economic, social, and/or animal care goals. *(limit 400 words)*

*Judging Criteria (14 points) —Judges will be evaluating how well the goals address the stated need and to what extent the goals address multiple aspects of sustainability (environmental, economic, social, and/or animal care).*

1. **Measuring Impacts:** How did the initiative measure and monitor success related to those goals? How were impacts quantified – whether environmental, economic, social, and/or animal care related? Describe any monitoring devices, data, tests, software, models, or other approaches used to measure the impact of the initiative. *(limit 400 words)*

*Judging Criteria (16 points) —Judges will be evaluating how effectively the activities were measured and monitored.*

1. **Results:** What were the results of the initiative? Include both quantitative measures (e.g. new revenue generated, gallons of water saved) and qualitative descriptions (e.g. employee morale, or community relations) for results that were not quantitatively measured . *(limit 400 words)*

*Judging Criteria (16 points) —Judges will be evaluating the level of benefits achieved and what long-term benefits are foreseen.*

1. **Additional Benefits:** Did the initiative result in additional benefits in other areas - either intended or unintended? How did the initiative create a positive perception of the nominated dairy within the local community? How did the initiative create a positive perception of dairy for the broader public? *(limit 400 words)*

*Judging Criteria (8 points) —Judges will be evaluating the level of additional benefits achieved and how the initiative created a positive perception.*

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. **Lessons Learned:** What worked well in this project and what would you do differently? How can others in the dairy community learn from this example? *(limit 150 words)*

*Judging Criteria (6 points) — Judges will be evaluating what the nominee learned from the project.*

1. **Communicating Lessons Learned and Outcomes:** 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 150 words)*

*Judging Criteria (6 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 regards to sustainability for 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:

Phone:

Email address:

**Reference 2**

Name:

Street:

City: State: Zip:

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 Awards 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.*