



DAIRY STRONG

SUSTAINABILITY ALLIANCE

Innovation. Collaboration. Progress.



ABOUT THE ALLIANCE

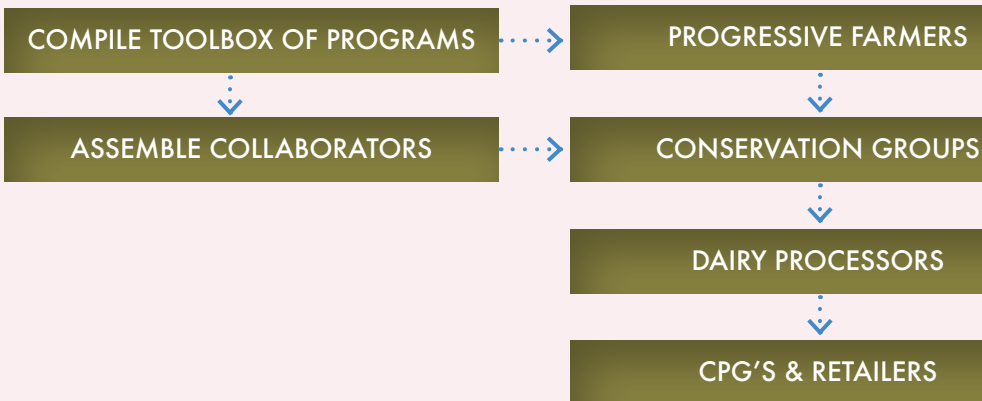
Customers and retailers have new expectations when it comes to food. Documented proof of a sustainable food system is the new normal. The Dairy Strong Sustainability Alliance seeks to bring all aspects of **dairy sustainability**, from farm to table, together to position Wisconsin and the Midwest as a global leader in dairy sustainability.

The alliance is a **collaborative group** that represents all aspects of the dairy community: farmers, processors and packagers, vendors and service providers, transporters, conservation groups, consumer packaged

goods companies, retailers, government agencies, universities and dairy and trade non-profits. **The goal** is to show tangible continuous improvements in the areas of land use, soil conservation, nutrient management, water quality and use, energy use, animal welfare, food safety, greenhouse emissions, economic health and social responsibility.

Focusing initially on Wisconsin, the alliance fosters pre-competitive collaboration, that is deployable directly in the field, to **keep dairies in business** and dairy foods in the grocery store.

WHAT WE DO



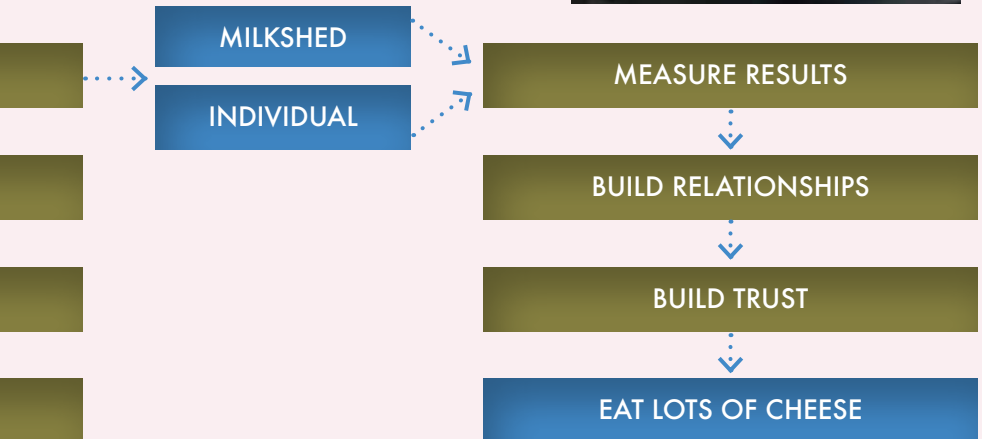
Guiding Principles

- Continuous improvement
- Inclusivity
- Voluntary participation
- Innovation over compliance
- Measured outcomes
- Data privacy
- Sustainability + profitability
- Maintaining “freedom to farm”
- Sharing dairy’s positive story
- Adequate food supply for future generations



Desired Outcomes

- Foster environmental, economic and social stewardship
- Ensure viability of dairy farms and related businesses
- Proactively align with company & customer demands
- Demonstrate commitment to community
- Show science-based outcomes
- Build relationships with legislators to showcase improvements
- Engage with community through positive discussion





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Photo: Low disturbance manure injection on freshly planted no-till corn into cover crop residue.