



VPP Beef Niche Market Cow earns a premium - BCS #3



# BEEF TRIM



Unworthy of selling into the VPP Beef Niche Market - BCS #1

May 2016

Southwest Region

## Dairy Quality Center "Sustainable Dairy Award"

### Why Sustainable?

Consumers of dairy beef and milk look for shortcuts in their constant search for how their food is produced. It is easy for them to demand all the details, but the typical consumer does not understand what it takes to have our restaurants and supermarkets loaded with safe food. In addition, consumers want an extensive food selection at lower prices.

Milk producers need to address the knowledge gap of how their food is produced. The explanation should not use science to clarify production practices. The Verified Premium Plus Dairy and the DQ Center uses an award system to explain how food is produced. The typical VPP dairy is producing food right. (Right for the planet, the cows, employees of the dairy and for consumers)

### How To Earn!

In a word, the answer is SUSTAINABLE! The Dairy Quality Center recognizes our many dairies that are "doing it right."

They are sustainable as recognized by the DQ Center's VPP certified veterinarian network that is on the nation's dairies.

The Sustainable Dairy Award is based upon transparent guidelines that are verified by an animal health expert -- State Certified Veterinarian.

The VPP Brand is a designation that enables consumers to cut through the clutter. When dairies earn accolades for their work, consumers recognize their dedication and commitment to safe food.

The consumer needs to trust the system and in turn trust that their food is produced correctly -- sustainably.

### Your Dairy Can Earn The "Sustainable Dairy Award"

First you can work with your veterinarian to make improvements to raise your scores on the VPP annual audit by your VPP certified herd veterinarian. The outstanding sustainable dairies have been receiving special framed certificates starting in January. So far the following dairies have been recognized by the DQ Center with Sustainable Dairy Awards:

Ponderosa Dairy

Royal Farms Dairy

Vanderham Dairy #2

High Plains Dairy-TX

Red Rock Dairy

Moapa Dairy

Syracuse Dairy

Noble Dairy

Mas Cow Dairy

Amargosa Dairy

North Star Dairy

Dairy Ventures

Desert View Dairy

High Plains Dairy-KS

Southwind Dairy

Milk Unlimited Dairy Farms LP

McCarty Farms-Scott City

Secondly, the Dairy Quality Center will work with your veterinarian to provide individual suggestions for your dairy targeting recognition as a "Sustainable" dairy. Please email, call or write to Pam Clancy, Director of Sustainability at the Dairy Quality Center for more information.

Why earn this award? Consumers and community members need to learn about your commitment. You may earn discounts from suppliers. (Insurance companies, equipment companies, or even lenders).

Your employees can count this as a pride factor. They want to be proud that they are part of a team that protects the environment, takes good care of the cows, and well, the business is sustainable.

Finally, your local school is anxious to learn how your business is sustainable. The Sustainable Dairy Award will open opportunities to provide proof to your school that you are an important part of your community.

Pam Clancy, Director of Sustainability  
Dairy Quality Center  
PO Box 497  
Stratford, IA 50249  
800-553-2479  
[pam@agri-ed.com](mailto:pam@agri-ed.com)

