

Why is sustainability so important for me, my dairy processor and the German dairy industry?

Which dairy processors are participating in the “Dairy Sustainability Tool” pilot project?

Why should I fill out the sustainability questionnaire?

What about data protection?

How, by whom and on what basis were the sustainability criteria selected and the assessment developed?

Why do we need the “Dairy Sustainability Tool” when some dairy processors already have their own concepts?

Is the aim to rate my farm overall as “sustainable” or “non-sustainable”?



The **“Dairy Sustainability Tool”** is an initiative of the German dairy industry. Together with the scientific community, we want to be able to present society and customers in the food trade and the food industry real facts about sustainability in our dairy farms.

The aim is to create a shared understanding of what is really meant by sustainable milk production and which sustainability criteria are meaningful in this respect. For a viable dairy industry and even more animal welfare in our cowsheds.

The project is being jointly conducted by the **Thünen-Institute, QM Milch e.V.** and **project office Land und Markt.**

The project is supported by funds of the Federal Ministry of Food and Agriculture (BMEL) based on a decision of the Parliament of the Federal Republic of Germany via the Federal Office for Agriculture and Food (BLE) under the innovation support programme.

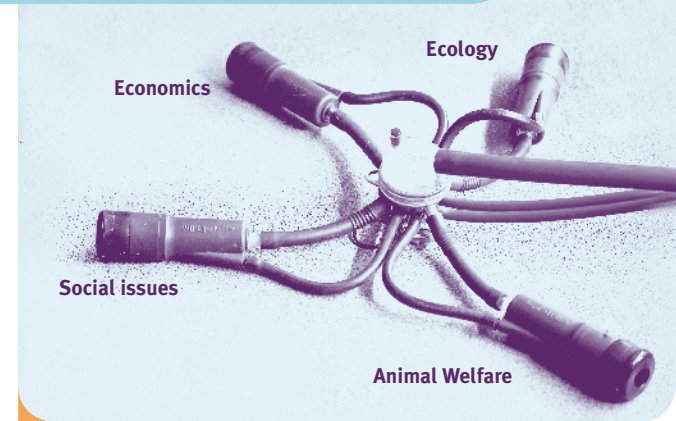
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by decision of the German Bundestag

For answers to these and other interesting questions about the “Dairy Sustainability Tool”, visit www.qm-milch.de/nachhaltigkeit

For more information on the pilot project, visit www.qm-milch.de/nachhaltigkeit
Naturally, your dairy processor is also available to answer your questions.



We need facts on the sustainability of milk production



... because more and more customers want to know how sustainable milk is produced on farms.

That is why your dairy processor, too, has signed up to the “Dairy Sustainability Tool” and is asking you and your farmer colleagues for your active support!

What it's all about and why

The “Dairy Sustainability Tool” is a system that seeks to achieve even more sustainability in the dairy industry and has been developed by science and practice.

It delivers hard facts that can be presented to customers of the dairy industry and critics within society when it comes to showing “where the dairy industry stands when it comes to sustainability”.

But it also supports you, your farmer colleagues and your dairy processor in your efforts to make dairy production even more sustainable. Because the facts will show what everyone is already really good at and where there is still room for improvement.

The data needed for the “Dairy Sustainability Tool” is gathered from dairy farmers who complete a specially designed questionnaire. Each dairy processor decides

for itself how the sustainability surveys are to be conducted.



Who is taking part

Some 34 dairy processors of all sizes and market orientation throughout Germany are involved. The results promise to deliver interesting insights into the German dairy industry.

For meaningful and credible results, it is vital that all dairy farmers support their dairy processors by completing the questionnaire.

What it's not about

The “Dairy Sustainability Tool” is not about providing a definitive assessment of a farm's sustainability, e.g. in the form of an overall score. There is no certification involved.

Rather, by participating in it, you will be able to identify strengths and weaknesses in your own farm even better and to exploit potential for improvement. Animal welfare and efficient use of resources can go hand in hand with economy. So it's worth taking a close look at it.



The end product

✗ DAIRY REPORT

Each dairy processor will receive a report detailing the anonymised survey results for its dairy farmers. This dairy report is confidential and intended for internal discussion. It is not possible to draw conclusions about individual farms from the report.

✗ BENCHMARKING FOR DAIRY FARMERS

If the sustainability survey is carried out in an open procedure, the dairy farmers can receive feedback on their own results from their dairy processor for benchmarking purposes. Each dairy processor decides for itself whether or not to provide this feedback.

✗ NATIONAL REPORT

Once a year, the anonymised data of all producers surveyed within the project is included in a composite evaluation. Selected results are published in specialist articles and on the website www.qm-milch.de. It is not possible to draw conclusions about the dairies and farms involved.