

A stylized silhouette of a cow's head and neck, rendered in black and white, positioned on the left side of the slide. The background is a warm, textured brown with faint, overlapping circular patterns.

Task Force to Revitalize the Vermont Dairy Industry

July 12, 2021
C. Pinto & T. Gates



Our Product Mission drives us to make fantastic ice cream—for its own sake.

To make, distribute, and sell the finest-quality ice cream and euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the Earth and the Environment.



Our Economic Mission asks us to manage our Company for sustainable financial growth.

To operate the Company on a sustainable financial basis of profitable growth, increasing value for our stakeholders, and expanding opportunities for development and career growth for our employees.



Our Social Mission compels us to use our Company in innovative ways to make the world a better place.

To operate the Company in a way that actively recognizes the central role that business plays in society by initiating innovative ways to improve the quality of life locally, nationally, and internationally.



Ben & Jerry's Introduction

- Global ice cream brand with manufacturing plants in St. Albans & Waterbury, VT (listed by FMMO as Non-pool handler). Also manufacture in Canada, United Kingdom, and the Netherlands.
- Finished products include:
 - ice cream (organic dairy utilized in Moo-phoria line)
 - non-dairy frozen desserts
 - frozen novelty chunks
- For our Vermont Manufacturing:
 - buyer of cream and condensed skim milk from coops in the US
 - majority of our dairy components come from the Vermont/Northeast New York region
 - ice cream sold in all 50 US states (<1% of domestic sales in Vermont)

Values-Led Dairy Vision



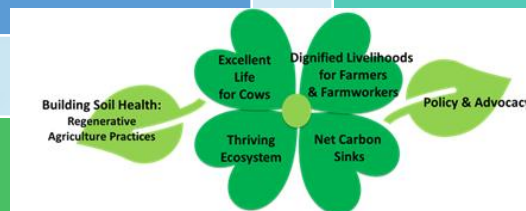
Desired Dairy Program IMPACTS

Farm Economic
Prosperity

Healthy Soils
&
Clean Water

Comfortable
Cows

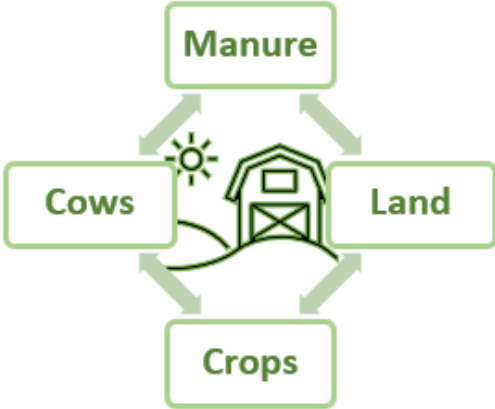
Dignified
Livelihoods for
Farmworkers



Dairy Program Strategic Pillars



Milk with Dignity
STANDARDS COUNCIL



Dignified Livelihoods

Comfortable Cows

Regenerative & Circular Agriculture

Low Carbon Farming





Caring Dairy Program Standards

Requirements	Farmer Steward	Farmer Innovator ¹
Quantitative Metric Questions	Yes	Yes
Milk with Dignity (MD)	Yes	Yes
Global Animal Partnership (GAP)	Yes	Yes
Vermont Required Ag Practices (RAPs)	Yes	Yes
Complete Nutrient Mass Balance (NMB)²	Yes	Yes
Third Party Audited	Yes	Yes
Cover Crop Corn Acres	60%³	90%⁴
No-Till or Minimum Till (no more than 3")	50%	75%
Corn Crop Rotation Commitment	25% in 5-yr or less rotation	50% in 5-yr or less rotation
Biodiversity Action Plan	5% of Owned Farmland	10% of Owned Farmland
Develop & Implement NMB Plan	n/a	Yes
Cornell Soil Testing (CASH)⁵	n/a	Yes
50% or More of Ration from Forage	n/a	Yes
Plan & Implement Two 'Prove It' Projects⁶	n/a	Yes

1. We strive to have Farmer Innovators represent no less than 25% of the Caring Dairy milk volume.
 2. NMB assessments are being completed in collaboration with Cornell University.

3. 50% required, 10% weather dependent
 4. 70% required, 20% weather dependent
 5. Comprehensive Assessment of Soil Health (CASH)
 6. Prove It Projects are designed in consultation with the University of Vermont.





73% of corn acres
planted with cover crops




42 'Prove It' Projects
Completed



**Caring Dairy 2020
Achievements
(based on the 2019
cropping season)**



Third Party
Audited



Over 75% acres
planted with no-
till/shallow till

The State can support our efforts in the following areas:



- Regenerative agricultural research & practice adoption (e.g. cover cropping, conservation tillage)
- Quantitative metric data collection
- Provide resource for on-farm GHG calculations
- Support expansion of 3rd party animal care programming
- Explore ways to drive Vermont brand to represent thriving sustainability in the minds of our fans
 - Enhance ‘Vermont brand’ by implementing statewide set of practices that can differentiate in the areas of quality/flavor/environmental (fund scientific research to support theories).
 - Create value for all dairy components.

We appreciate the opportunity to speak to the Agency later this week on possible synergies to move Vermont’s dairy industry forward.

Thank You!

