

Every day,
we dairy farmers
honor our sacred trust
with the environment.
And with you.

A dairy farm isn't just cows, or tractors, or fields,
or crops. Or even milk. It's about the environment,
and how we dairy farmers respect it.

Without a healthy environment, nothing else
here matters. That's why we believe the health of
the land, the water, the air and the animals are
our most sacred trust. That's the purpose of The
Ag Conservancy, to promote the practice of
sustainable farming, reducing erosion, keeping
the soil and waterways cleaner and healthier.

After all, we owe it to the environment.

And we owe it to you.

TheAgConservancy[™]
An Environmental Stewardship Initiative of the Southwest Dairy Farmers

Just what is The Ag Conservancy, and how do you encourage stewardship of the land, air, water, and milk?

A: The Ag Conservancy is dedicated to practicing high standards, that meet or exceed state and federal standards, with a mission to protect the environment, promote the humane treatment of animals, and ensure the continual production of the most wholesome, healthful milk products.

Q: How do you protect the land?

A: By using science and common sense, we can keep our land healthy and sustainable. Some of the specific ways we do this is through promoting the use of organic fertilizers instead of chemicals, and planting native grasses and trees to reduce water runoff.

Q: How do you protect the air?

A: To protect our air, dairies encourage technologies such as methane digesters, which can capture animal emissions and convert it to energy. This renewable bio-fuel not only helps reduce odor, but can be used to power our farms and help our local communities.

Q: How do you protect the water?

A: Through the use of techniques such as lagoons and manure separators, water on our farms can be cleaned, recycled, and reused to irrigate our fields and for other practical purposes. Fast-growing trees like poplars planted on our farms thrive on nutrient-rich recycled dairy water, so they serve to clean our air and soil, naturally.

Q: And how do you protect the milk?

A: All dairy farmers must adhere to Federal, state, and local standards in their operations, to safeguard the process by which they produce milk. In addition, dairy farmers wish to adhere to "best practices" and innovative methods to provide consumers with clean, wholesome milk.

To us,
a clean glass
of water is
as important
as a fresh
glass of milk.



An important message about
greener dairies from

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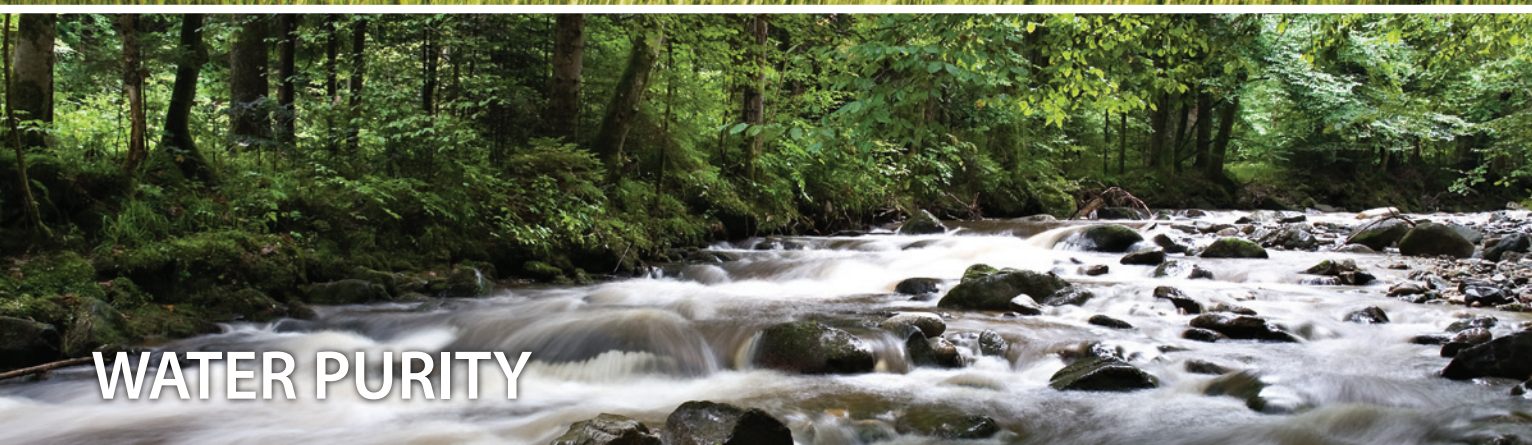
ANIMAL CARE



AIR QUALITY



LAND CONSERVATION



WATER PURITY

Greener Dairies. A Better Earth.

There was a time when dairy farming was far simpler than today. But no longer. Today, we dairy farmers strive to use the latest technology and smart practices to produce the freshest, most pure milk, and also to make sure we're not harming the environment.

That's why the Ag Conservancy will make every effort to assure that Southwest Dairy Farmer producers utilize environmentally-responsible and sustainable practices on their farms. That way, the dairy products we consume are not produced at the expense of our animals, land, water, and air.

Sure, all this is the smart way to farm. After all, we farmers know better than most that you need to be good to the land and water and air for them to be good to our crops, to our cows, and our milk.

But, more importantly, it's the right thing to do for everyone here today, and tomorrow.

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