Communicating SUSTAINABILITY
Michigan Milk Producers Association

MISSION STATEMENT

“To market MMPA members’ milk to the greatest advantage possible.”
MMPA Locations

Novi, Michigan
- Headquarters: offices for finance, supply chain, HR, IT, sales, member relations & services
- Main milk testing laboratory

Mt. Pleasant, Michigan
- North area member representatives office
- Merchandise warehouse

Coldwater, Michigan
- South area member representatives office

Ovid & Constantine, Michigan
- Dairy ingredient plants – produce mainly butter & powder
- Milk testing laboratories

Middlebury Cheese Company, Middlebury, Indiana
- Cheese plant – Colby-type cheeses
- Heritage Ridge Creamery brand & retail store

Total Employees: 333
MMPA’S PRODUCT PORTFOLIO

**Fluid Product**
- Condensed Buttermilk
- Condensed Skim
- Condensed Whole Milk
- Cream
- Raw Skim Milk
- Raw Whole Milk
- Reverse Osmosis
- Raw Whole Milk

**Butter**
- Concentrated Milk Fat
- 80% Salted Butter
- 80% Unsalted Butter
- 82% Unsalted Butter

**Milk Powders**
- Buttermilk Powder
- High Heat NFDM
- Low Heat NFDM
- Medium Heat NFDM
- Whole Milk Powder

**Cheese**
- Amish Creamery
- Cheddar (white or yellow)
- Colby (white or yellow)
- Colby Jack
- Farmers Cheese
- Garden Vegetable Jack
- Monterey Jack
- Monterey Jack with yogurt cultures
- Pepper Jack
- Sriracha Jack
- Thunder Jack
SUSTAINABILITY:
AT THE HEART OF CO-OP SUCCESS.
OVERVIEW

1. Defining sustainability
2. A co-op’s sustainability journey
3. Internal and external communication
4. 2018 Sustainability communication trends
DEFINING SUSTAINABILITY WITHIN YOUR COOPERATIVE
Corporate Social Responsibility (CSR)

- Environmental Stewardship
- Economic Viability
- Social Responsibility

SUSTAINABLE DEVELOPMENT
A BUSINESS MODEL

Triple Bottom Line

3 P’s
People
Planet
Profit

Three Legged Stool
Transparency
STEPS IN CREATING a sustainability program

I. ESTABLISHING a sustainability program

II. ENGAGING internal and external stakeholders

III. DEVELOPING a sustainability program

IV. IMPLEMENTING the sustainability program

V. REPORTING on sustainability efforts

VI. EVALUATING the sustainability program

ncfc.org
I. ESTABLISHING a sustainability program

ORGANIZE
- Engage leadership
- Convene steering committee
- Identify staff and department leads

DEFINE
- Assemble relevant topics/impacts
- Assess materiality
- Prioritize topics
- Document process
12 Key Sustainability Indicators

1. Animal Welfare
2. Social & Human Capital
3. Training
4. Green House Gas Emissions
5. Energy
6. Water
7. Continuous Improvement
8. Value Chain & Local Economy
9. Biodiversity
10. Soil
11. Waste
12. Agrochemical & Fuels
OUR SUSTAINABILITY JOURNEY

REPORTING on sustainability efforts

SUSTAINABILITY GOALS
DAIRY FARMING

Michigan Milk Producers Association’s (MMPA) sustainability goal is to deliver a comprehensive transparent report of the co-op’s environmental, social, and economic impact annually. Most importantly, continuous improvement is the focal point of MMPA’s farm sustainability program. Our initiatives are continually measured, monitored, and regulated by several governmental and non-governmental programs. MMPA’s sustainability initiative underscores our commitment to improvements for our stakeholders and consumers.

MMPA is active within the National Dairy Sustainability Alliance through the Innovation Center for U.S. Dairy, an organization working jointly with the U.S. Department of Agriculture to promote and enhance environmental sustainability in the dairy industry. The agreement was formalized in a memorandum of understanding signed in February 2009.

In 2019, MMPA will publish a dairy Social Responsibility Report. By publishing this report in the beginning of 2019, we believe we are demonstrating our commitment for our sustainability mission.

KEY PERFORMANCE INDICATORS

Reporting in 2019 Sustainability Report

Animal Welfare - 100% of MMPA dairy farms participate in FARM Animal Care Program. Best animal care practices are ensured by second-party evaluator and third-party verifiers.

GHG Emissions - FARM Environmental Stewardship Module. Total GHG Emissions (lbs CO2e/ lb. of milk (FPCM))

Energy Use - FARM Environmental Stewardship Module. Total energy use converted to MMBTU/lb of Milk (FPCM)

Soil Health - FARM Environmental Stewardship Module and implementing a written Nutrient Management Plan.

The following key performance indicators are undergoing further development:

• Water Quantity and Quality

OUR SUSTAINABILITY MISSION:
To continually drive for a more sustainable future – for our community, our environment, our economy’s health and for the lives and work around us.
Our sustainability mission: To continually strive for a more sustainable future – for our community, our environment, our economy’s health, and for the lives and world around us.
How can sustainability reporting provide value to a company?

1. Improved reputation
   Increased employee loyalty
2. Reduced inaccurate information about the company's corporate social performance
3. Improved its corporate vision or strategy
4. Increased consumer loyalty
5. Improved relationships with regulatory bodies
6. Improved long-term risk management
7. Identified cost savings within the company
8. Help the company take measures to increase long-term profitability
9. Improved access to capital
What might be included in a report?

1. What goals and objectives were set for the program
2. How the program was developed
3. How stakeholders were involved
4. What indicators and metrics were developed
5. What specific activities took place
6. How data was collected
7. What progress was made in meeting the sustainability program’s goals and objectives
8. What impacts have occurred
How can sustainability reporting be used?

- To review the performance of a sustainability program
- To review program goals and objectives and recalibrate as needed.
- To review results with stakeholders and solicit their feedback.
- To create an open dialogue with supply chain partners to help facilitate the response to inquiries and reporting requirements.
- To provide for more in-depth discussions and/or site visits to help supply chain partners better understand what sustainability means for the co-op and its industry.
Co-op reporting examples

LAND O’LAKES, INC.

GROWMARK, INC.

DAIRY FARMERS OF AMERICA


Co-op reporting examples

BLUE DIAMOND GROWERS

Website & Media

http://bluediamondgrowers.com/sustainability/

RICELAND FOODS, INC.

http://ricelandcares.com/
Co-op reporting examples

MICHIGAN MILK PRODUCERS ASSOCIATION

https://www.youtube.com/watch?v=5xjYHHQy0Rg&feature=youtu.be

CABOT CREAMERY

https://www.youtube.com/watch?v=BxmFLdKv2Js&feature=youtu.be
2018 Sustainability Communication Trends

Research provided by FLMHarvest.com
28% of companies produce both a PDF and a microsite version of their report.

76% of companies leverage a YouTube platform.

48% of Fortune 500 companies are pursuing sustainability.
Current Sustainability Reporting Trends

- 87% of companies use personal testimonials in their reports.
- 53% of companies use infographics in their reporting.
- 63% of companies describe their value creation process.
Thank You!