



Vital Capital Index for Dairy Agriculture Peer Review ThinkTank

HOSTED BY CABOT CREAMERY COOPERATIVE
AND MANOMET USING CONVETIT™

About the Vital Capital Index

- Agri-Mark/Cabot Creamery Cooperative, in collaboration with Manomet, conceived of the Vital Capital Index for Dairy Agriculture (VCI) as a tool to help dairy farmers assess, benchmark, and manage the sustainability performance of their farms.
- Equally important, the VCI provides results that dairy farmers can use to communicate efforts of continuous improvement with a variety of stakeholders.
- The VCI is composed of practical, field-tested, science-based indicators developed to address a wide range of sustainability topics.
- The full, four-module version of the VCI is now in process of being validated and tested.

Objective

- The goal of this Peer Review virtual dialogue: to assess the Vital Capital Index for Dairy Agriculture (VCI), seeking areas of improvement and harvesting creative ideas for enhancing its effectiveness as a tool for identifying, measuring and managing dairy farm sustainability.
- To conduct the Peer Review, this ThinkTank advanced an innovative approach by hosting a week-long, virtual dialogue among scientists and technical experts as well as broader stakeholders plus internal stakeholders as observers.

Key Statistics

7 Days of Dialogue

(JULY 20-27, 2015)

- 71** Comments
- 27** Total Participants
- 14** Scientists & Technical Experts
- 10** Broad Stakeholders
- 3** Facilitators
- 2** Discussion Threads
- 1** Survey

Key Findings

- 1** Strong Support for Comprehensiveness & Quality
- 2** Constructive Criticism on Deploying the VCI
- 3** Underscored Need for Farmer-friendly Language
- 4** Continuous Improvement Education Embedded in Indicators

For access to complete Peer Review Findings and the full Virtual Dialogue on Convetit, please contact Andy or Jed



Jed Davis
Director of Sustainability,
Agri-Mark/Cabot Creamery
Cooperative
jdavis@cabotchese.coop



Andy Whitman
Director, Sustainable
Economies Program,
Manomet
awhitman@manomet.org

Next Steps

- Additional peer review from environment NGO, dairy industry and academic stakeholders
- Review by agriculture expert to ensure farmer-friendly language
- Convert existing version for online delivery
- Field with a dozen farmers