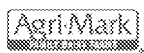




## Who is Newtrient?

Forward-looking dairy industry leaders driving to play an increasingly important role in supplying the world with healthy food, stimulating the rural economy, and effectively protecting the environment.



Select Milk



These dairy cooperatives represent 50+% of the milk produced in the U.S. representing 20,000+ dairy farms of all sizes.



Playing integral roles on Newtrient's Board of Managers, these two industry associations work on behalf of the entire dairy industry in terms of promotion, research, education, innovation, issues management, international trade and public policy.

Newtrient is a dairy driven venture focused on reducing the environmental footprint of dairy farming and making it economically viable to do so. **Newtrient** does this by advancing:

1. The state of manure management technologies
2. The marketplace for manure-based products
3. The adoption of environmental asset markets for voluntary, pollution prevention services

- I. Farmers are perfectly situated to
  - A. voluntarily protect the environment,
  - B. reduce the total cost of environmental protection,
  - C. receive economic value for the products and protections created
  
- II. Environmental Asset Markets Are the Key to unlocking the potential environmental and economic potential of agricultural by-product. Environmental Asset Markets shift government's role from environmental "cop" to economic stimulator using an environmental services marketplace:
  - A. Incentivizing the lowest cost pollution prevention to voluntarily act first, and
  - B. Directing some of those economic savings to the benefit of those obligated to incur higher cost pollution prevention efforts
  
- III. The Result:
  - A. Unleashed power of the marketplace
  - B. Increased application of technologies
  - C. Stimulated rural economies
  - D. Increased economic opportunity for farmers performing voluntary environmental protection actions
  - E. Reduced environmental protection costs for municipalities and other large sources
  - F. Aligning of incentives between regulators and the regulated community
  - G. Overall improved environmental protection

- I. Timely confluence of political change, technological opportunity and shift of focus from point sources to non-point sources of potential pollution
  - A. EPA's command & control model was built on the belief that environmental protection required "negative drivers" to force certain behaviors
  - B. Positive economic drivers, will result in both faster and less expensive environmental protection/improvement with the additional benefits of:
    - 1. Economic stimulation in rural (non-point source) America
    - 2. Cost reduction in urban (point source & stormwater) America
    - 3. Regulators welcomed rather than feared and avoided
    - 4. Farmers valued as the true protectors of the environment
  
- II. Manure is a largely neglected valuable resource
  - A. Manure's economic value is trapped
    - 1. Farmers are "price takers" for their products
    - 2. Commodity pricing
    - 3. Necessary cooperative structures
    - 4. Antiquated farm input supply chain
  - B. Antiquated concepts of environmental protection
    - 1. Command & Control works well in urban and point-source settings
    - 2. Command & Control is antithetical to rural outlook and non-point settings
  
- III. Newtrient's recently released Technology Catalog is a publicly available analysis of all relevant dairy manure management technologies in the U.S.
  - A. Open source: available to all
    - 1. Dairy farmers
    - 2. The rest of the barnyard
    - 3. Regulators
    - 4. Technology vendors and consultants
  - B. Designed to provide information and spur technological competition
  - C. Views manure management as a means to generate economic value



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