INNOVATION AS A PART OF SUSTAINABILITY

David Green | October 9, 2015

www.thesustainabilityalliance.us



U.S. Sustainability Alliance – Our Partners



THE SUSTAINABILITY OF U.S. AGRICULTURE

EU stakeholder views with representatives from supermarkets, processors, importers, industry groups, academics, NGOs & media in United Kingdom, Germany, the Netherlands and Brussels

Limited understanding of U.S. agriculture, fishery and forestry.

U.S. farming seen as mechanized, industrial, corporate & less sustainable than the EU.

Unanimous interest in learning more about how U.S. farming 'works'

Most people here see America as less green and not concerned with sustainability; we know that's not the case. Its just that its different. *Food processor.*

American farmers often have an easier time adopting new technologies like GMOs. I've been on farms in Illinois and seen GM in the field. It annoys me that I cant choose the technology on my farm.

Farmer, United Kingdom

Linking the individual sustainability accomplishments of U.S. agriculture, forestry and fisheries through the long history of conservation stewardship.



THIS IS HOW WE GROW



A CENTURY OF U.S. REGULATION AND INNOVATION

1900s

- federal meat inspection required
- early wildlife protection statutes created

1910s

- National Park Service created
- early regulation of pesticides

1930s

- food safety laws expanded
- soil conservation laws created

1940s

- first federal clean water laws established

1950s

- first federal clean air laws developed
- poultry inspection required

A CENTURY OF U.S. REGULATION AND INNOVATION

1970s

- laws on clean air and clean water expanded
- occupational safety law established
- endangered species protection created

1980s

- environmental stewardship required for farm program benefits
- major new soil conservation programs developed

1990s

- major wetland protection programs developed
- wildlife habitat, other incentive programs created

A CENTURY OF U.S. REGULATION AND INNOVATION

2000s

- conservation, environmental incentive programs expanded to livestock
- established new clean water regulations for livestock
- major public-private study of livestock air emissions

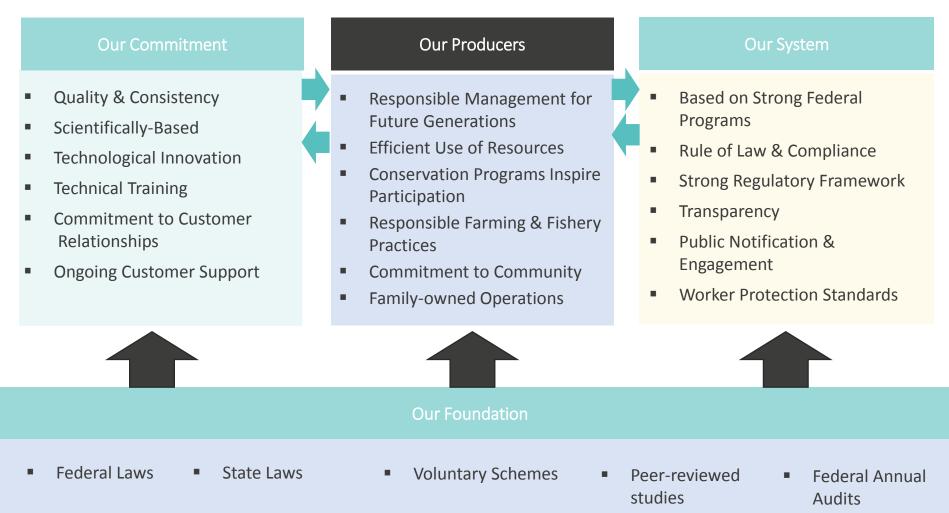
2010s

- food safety laws greatly expanded

U.S. AGRICULTURE, FISHERY & FORESTRY

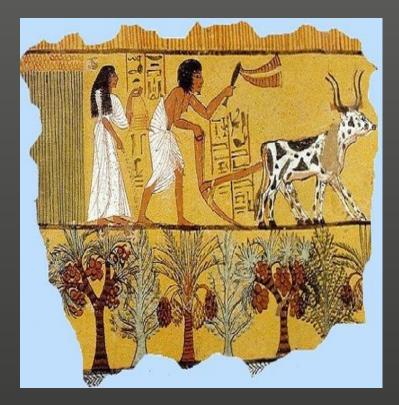
Toward the Shared Goal of Sustainability:

Predictable, Consistent Supply of Safe Products · Diverse Agricultural Profile · Continuous Environmental Improvement



"There are no miracles in agricultural production."

Dr. Norman Borlaug



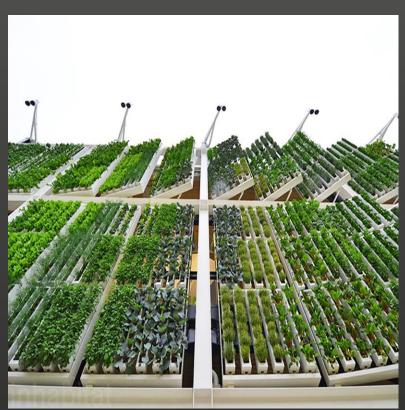




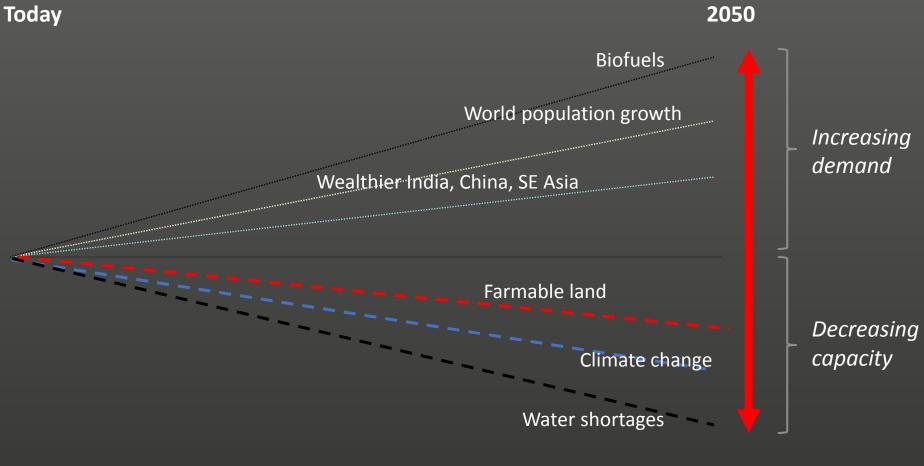
In 2014, Cambridge University archaeologists find an irrigation system dating to 70 AD

Used for growing grapes or asparagus





MEETING GLOBAL POPULATION DEMANDS



Output gap

INNOVATION AND FARMING - SOME CHALLENGES

Efficiency Nutrition Environmental impact Culture Legislation Supply chain partnerships Sustainability Safety

"Take it to the farmer."

Dr. Norman Borlaug

VISIT – THESUSTAINABILITYALLIANCE.US & THISISHOWWEGROW.ORG



AGRICULTURAL INNOVATION

Planting the Seeds for a Sustainable Future

Laura Batcha CEO/Executive Director

since 1985 YQNNC trade association



How do the synthetic pest control products allowed in organic farming compare to the pesticides allowed in conventional farming?

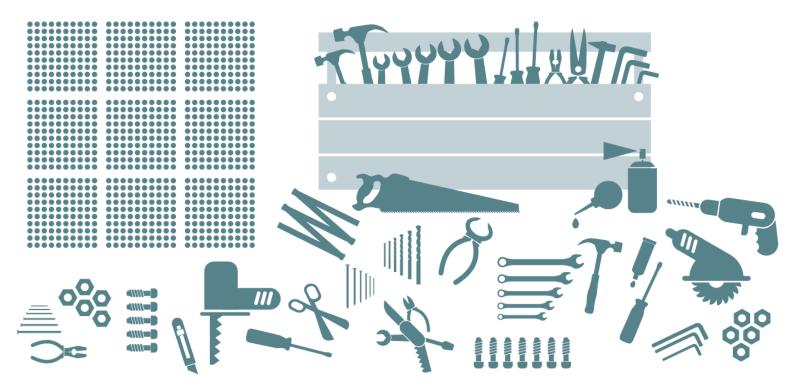
25 synthetic active pest control products allowed in organic crop production

TY/UT

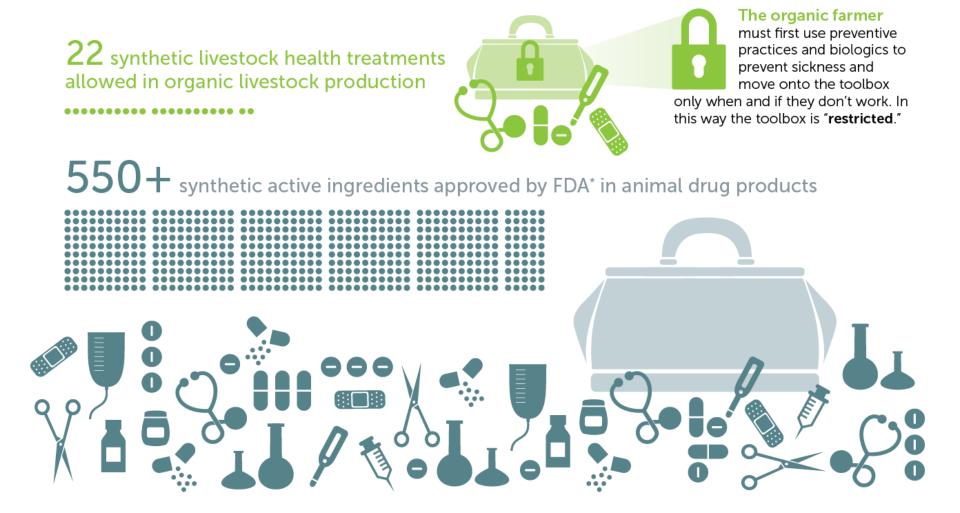
The organic farmer

must first use mechanical, cultural, biological and natural materials and move onto the toolbox only when and if they don't work. In this way the toolbox is "**restricted**."

900 + synthetic active pesticide products registered for use in conventional farming by EPA*



How do the synthetic livestock health treatments allowed in organic livestock production compare to the drugs allowed in conventional livestock production?



Supply chain management

Traceability

Audits + Inspections

Innovation in ORGANIC | ota.com

Equipment

Precision Agriculture

Robotics + Weed Control

Innovation in ORGANIC | ota.com

Research

Sustainability

Soil Health

Climate Change

Innovation in ORGANIC | ota.com



U.S. SUSTAIN ABILITY THIS IS HOW WE GROW

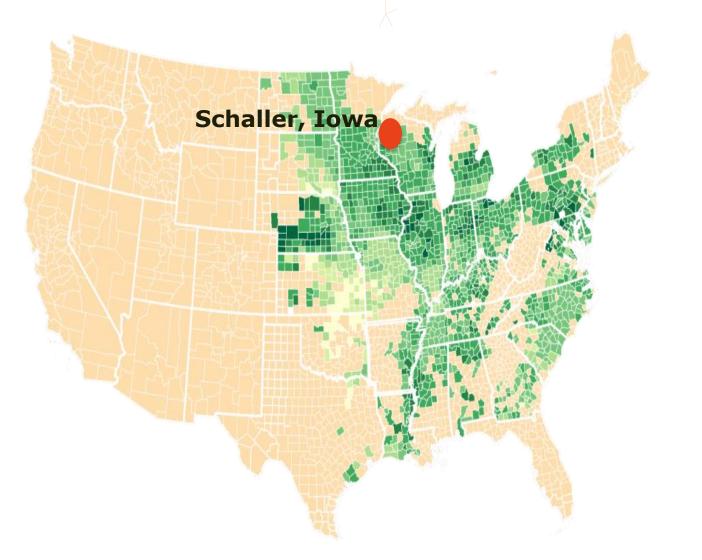




Sustainability on the Farm: Ongoing Innovation and Improvement

Laura Foell, Chairman, U.S. Soybean Export Council Iowa Soybean farmer









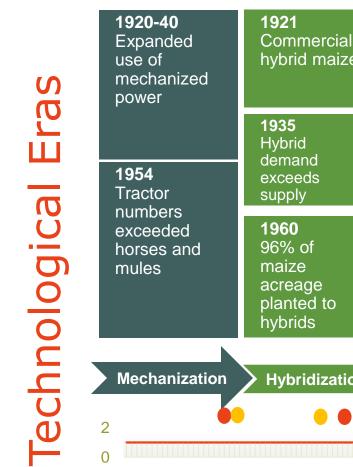


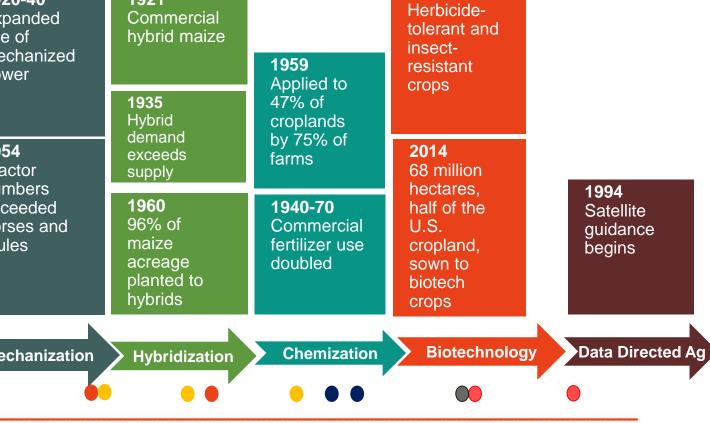
Agenda

- 1. Innovation on the farm past, present & future
- 2. Big Data
- 3. Precision agriculture
- 4. Drones in agriculture
- 5. Summary









Source: Dr. J. B. Penn, Deere & Co., The Snyder Memorial Lecture at Purdue University





Big Data Defined

Oxford English Dictionary:

"Data of a very large size, typically to the extent that its manipulation and management present significant logistical challenges."

Forbes:

"A new attitude by businesses, non-profits, government agencies, and individuals that combining data from multiple sources could lead to better decisions."





Big Data – How It Is Used

Precision Agriculture:

- Collecting data Crop maturity, weather, soil, etc.
- Biotechnology is an example.

Prescription Agriculture:

- Implementation Start new processes using the data.
- Using GPS to help map the crop is an example.





Precision Agriculture







Precision Agriculture

Reduces inputs with precise applications down to the millimeter







Innovation In Agriculture







Precision Ag Tools Utilized

Yield monitors on combines 94% Variable rate fertilizer. 74% Auto-steer guidance on... 74% Satellite or aerial imaging.. 50% Variable rate planting 36% Weather data by field for... 34% Multiple seed planting 8% Drones for scouting 8% Other 2% 25% 75% 0% 50% 100% Source: National Farm Group





Conservation Tillage & Biotech Production



- Reduces labor, saves time
- Saves diesel fuel
- Reduces machinery wear
- Increases earthworms and improves soil condition
- Increases organic matter
- Traps soil moisture to improve water availability
- Reduces soil erosion
- Improves water quality
- Increases wildlife
- Improves air quality





Drones in Agriculture



PHOTO CREDIT: SAM HENDREN 89.7 NPR NEWS





Oct. 9, 2015

How Do Drones Improve Crop Yield





Frog Eye Leaf Spot



Oct. 9, 2015



Drone Use Around the World

Many Countries have Unmanned Aerial Vehicle (UAV) laws, such as:

Canada ٠

- Mexico ٠
- European Union (28) •
- Brazil ٠

- Japan
- China
- Australia
- New Zealand ۲

Source: University of Missouri Drone Journalism Program





Summary

- Big Data + Precision Agriculture
 - new Technology brings advantages
- Innovations Yield Monitors + Drone Use
 - Increase Farm Operational efficiencies
- Practice Conservation Tillage + Biotech Production
 - Reduce Environmental Impact
 - Increase time and labor savings





Thank You!









"AGRICULTURAL INNOVATION – PLANTING THE SEEDS FOR A SUSTAINABLE FUTURE"



Luigi Coffano, Country Leader Italy

Global Challenges



As the global population climbs up to 9 billion people in 2050, DuPont uses its science-powered innovation to help solve the challenges facing the world, with a focus on:

FOOD ENERGY PROTECTION

Mega – Trends in Agriculture



1. GROWING WORLD POPULATION

- Farmland availability
- Food and energy demand
- **Food losses and wastes**

2. GROWING WEALTH

and the second second

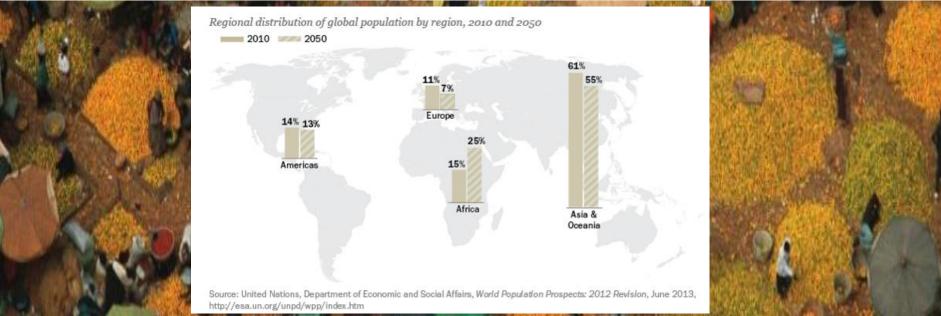
- Life expectancy
- **Dietary habits**
- **Household consumption expenditures**

- 3. CLIMATE CHANGE
- Greenhouse gas emission
- Yield losses
- Food stock



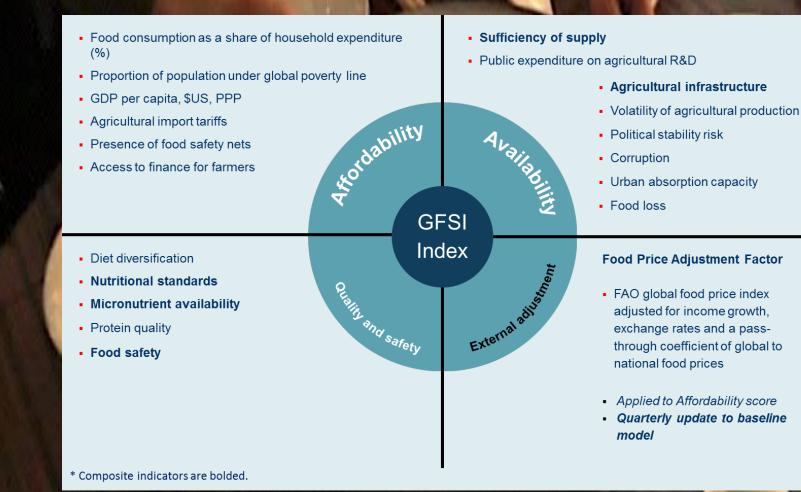


The current world population of 7.2 billion is projected to increase by 1 billion over the next 12 years and **reach 9.6 billion by 2050**, according to the United Nations. It points out that growth will be mainly in developing countries, **with more than half in Africa**.





Food security exists when people at all times have physical, social and economic access to sufficient and nutritious food that meets their dietary needs for a healthy and active life.





and the same of



Score 0-100, 100=best environment



http://foodsecurityindex.eiu.com



WITHOUT CROP PROT

How can we improve the elements of the food system? - Agricultural Production -

EDUCATION

FARMING

AGRICULTURAL PRODUCTION

Teaching local farmers more effective farming techniques can result in a higher yield with less input.

High quality seed is not just about its yield potential but also its ability to adapt to the local environment.

In developing countries, nearly 30-40% of yield can be lost before it reaches the consumer. Without crop protection products this overall yield could fall another 50-90%.



How can we improve the elements of the food system? Post Harvesting & Processing - Distribution



DISTRIBUTION

Food producers have innovative solutions to meet the highest global standards in food quality and safety

INFRASTRUCTURE

POST HARVEST & PROCESSING

A household metal silo with a capacity of 1000 kilos can conserve enough grain to feed a family of five for one year.



SCIENC

With the growing need for the transportation of fresh food and other perishables, time and temperature sensitive cargo protection are key challenges facing the industry



DuPont[™] Evalio[®] AgroSystems

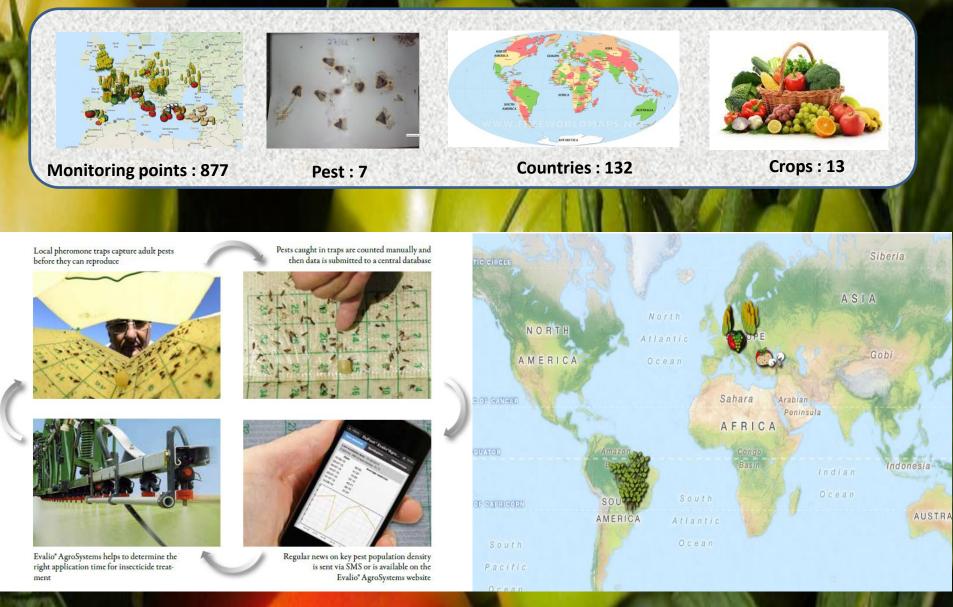


DuPont Evalio[®] AgroSystems is helping to spread knowledge and promote best practice on the use of pesticides in sustainable agriculture, achieving higher quality standards and yields, while fully complying with operator, end-user and environment requirements.

- DuPont[™] Evalio[®] AgroSystems is a free monitoring service for sustainable pest control in high value crops such as tomatoes, lettuce, corn, potatoes, and oilseed rape.
- Evalio® AgroSystems looks at pest populations and their movement during the season. It offers real-time warnings to growers enabling them to optimize their use of pesticides to help protect crop yield and quality. It allows them to apply the right amount of product at the right time for maximum benefit.
- Evalio[®] AgroSystems is a valuable tool for use in Integrated Pest Management programmes (IPM).

DuPont™ Evalio® AgroSystems





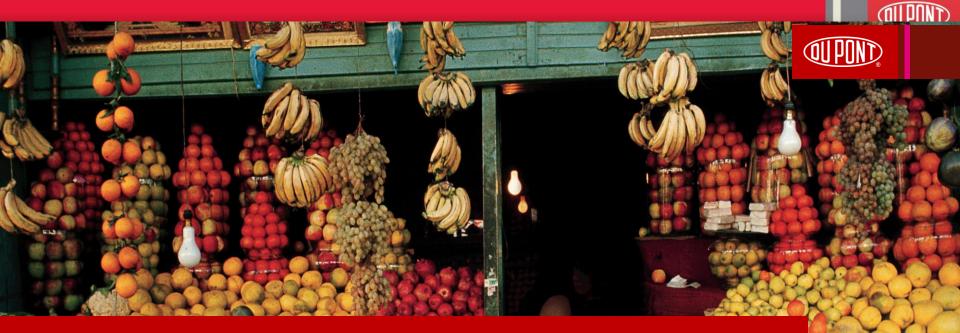
(http://evalio.dupont.com)

DuPont Optimum[®] AQUAmax[®]

Drought affects global agricultural productivity causing annual losses of 13 B \$. On an average, 85% of corn acres annually experience some level of yield reduction due to drought stress during the growing season.

- Optimum AQUAmax[®] products deliver a yield advantage in water-limited environments and offer top-end yield potential under optimal growing conditions.
- Drought tolerance is controlled by a large number of genes and is heavily influenced by environmental factors (e.g. heat, water stress, soil types).
- Optimum AQUAmax[®] hybrids are equipped with strong agronomics and the latest technology packages, including key native traits that improve root systems and the plant's ability for silk emergence under drought stress.





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New Holland Agriculture Trends and Innovations for Agricultural Equipment

Paolo Andreone, Marketing and Communication Manager New Holland Agriculture

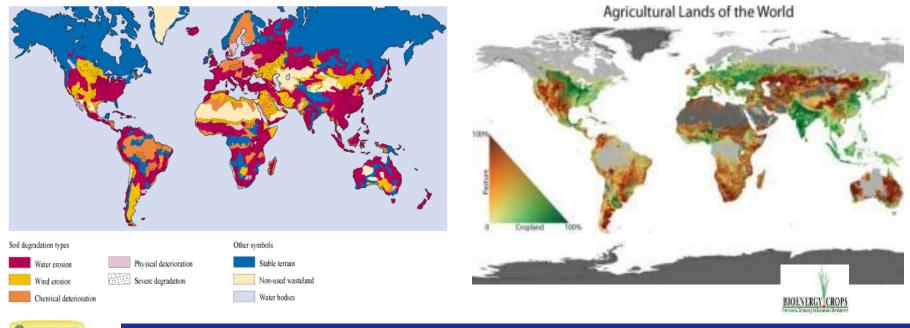
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The agricultural environment

October 9, 2015

- The global agricultural environment is extremely varied and complex
- Each region has unique characteristics and specifications that must be considered in the agronomic choice and agricultural equipment
- Every day farmers have to adapt to changing conditions



What can we do

 Today the economy of farms and contractor companies is a fundamental management of the entire cultivation process



Which are the demands of farmers?

How we manage the production process:

- Apply the right technology?
- The worksites are efficient?
- Can we save fuel?
- Can we increase operational performance?
- Can we reduce waste?

Manufacturers of agricultural machines are working to respond to these questions



Agricultural Trend / Innovation

CLEAN ENERGY LEADER

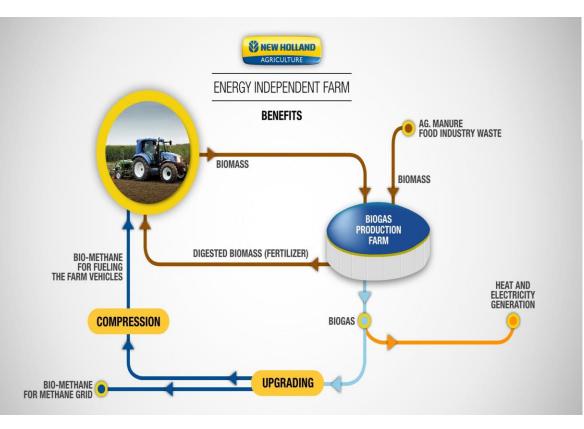


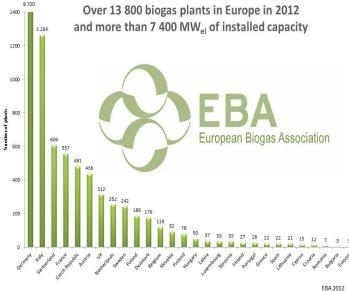


Growing energy

ENERGY INDEPENDENT FARMS

- Biogas: it is a consolidated reality in Europe
- Bio-methane new opportunity for farms





Growing energy

BIO-METHANE

New application in agriculture as fuel





Growing energy

BIO-METHANE

New generation of tractors powered Bio-methane

-40% operating costs

-80% pollutant emission

PM

Simple after-treatment system



Low tractor noise







Agricultural Trend / Innovation

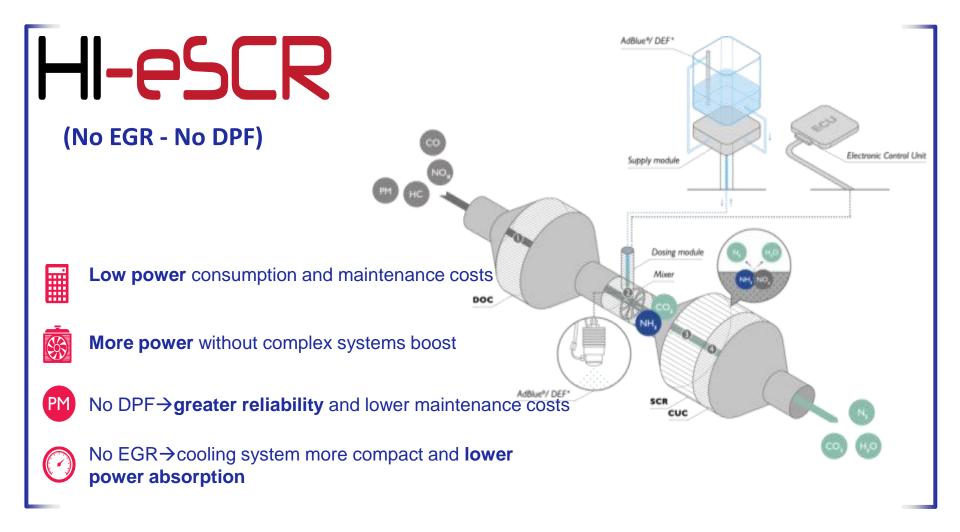
CLEAN ENERGY LEADER





Evolution of agricultural engines

Treatment of exhaust gases



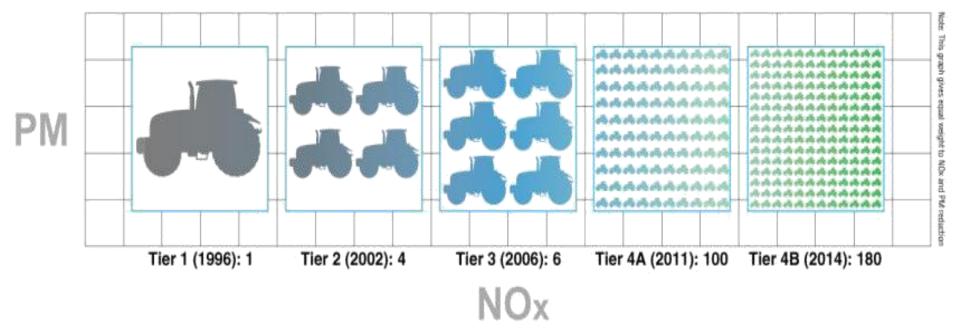


October 9, 2015

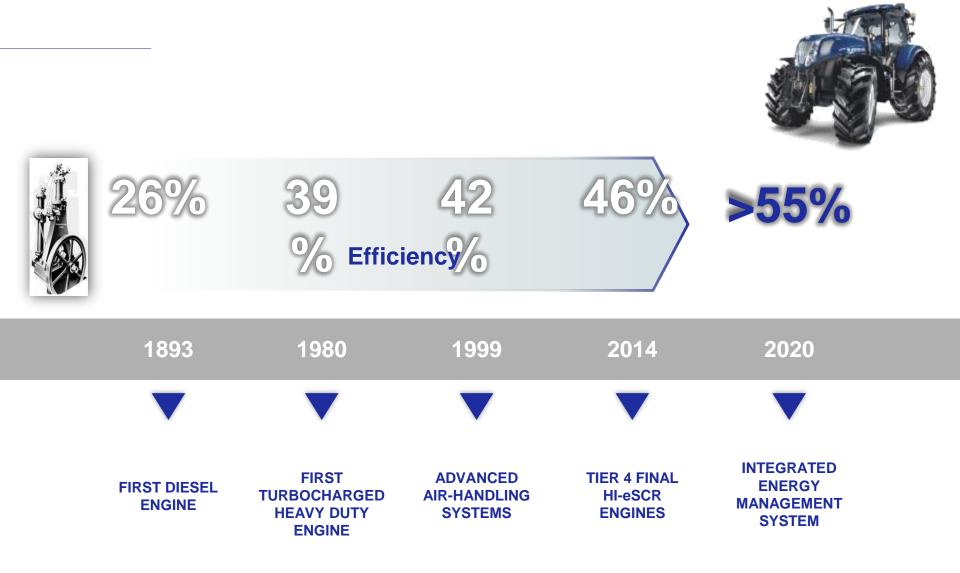
83 NEW HOLLAND



Reduction of emissions level over the past 20 years



Evolution of agricultural engines





Evolution of agricultural engines

High-efficient transmission





OUR AIM

Develop and offer to our customers the most efficient transmission on the market

AS RESULT

- Higher Productivity
- Higher Profitability
- Lower Fuel Consumption



Agricultural Trend / Innovation

CLEAN ENERGY LEADER



INNOVATIONS

NEW HOLLAND



Precision Farming the Technology at your service





INTELLISTEER™ SYSTEM

New Holland's fully integrated guidance solution offers you hands-off operation and 1-2cm levels of accuracy for improved productivity and efficiency.

PLM™ SOFTWARE

Precision Farming Software is your key to improved productivity as it enables you to download precise field data from your machines and analyse it on your PC to tailor your activity for future seasons.

MOISTURE AND YIELD MONITORING

Real time moisture sensing

on CX, CR and FR tells you if it's too wet to harvest. BB large square balers even regulate additive application in response to the reading. With real time yield sensing, you can track the true yield of your field, then download and analyse.

PLM™ CONNECT TELEMATICS

Telematics enables you to

connect with your machine from the comfort of your office and view your machine's location and current hours or enjoy remote diagnostic capabilities, which even advises you of scheduled maintenance.



Precision Farming the Technology at your service

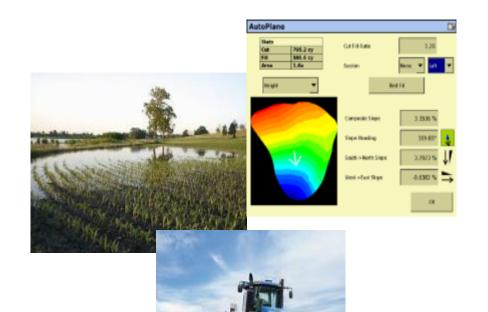
INNOVATIVE APPLICATIONS

Leveling soil management



Variable distribution in the field





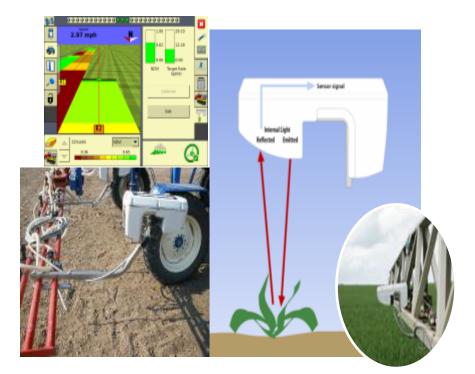
Precision Farming the Technology at your service

INNOVATIVE APPLICATIONS

 Direct reading of the vegetation color



 Continuous monitoring of crop quality





Why is it worth investing in Precision Farming?

 A common technology for the management of processes and monitoring of the crops products.



Save time

Reduce waste (fertilizer, seed, pesticides)



Increase in operating performance

Higher product quality

Flexibility in farm business management



Conclusion

AGRICULTURE TREND AND INNOVATION

The success is finding the right balance



This man has found the right balance



October 9, 2015

New Holland with

MILANO 201



www.newholland.com | www.thecleanenergyleader.com | www.newhollandstyle.com



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Thanks for your attention



R&D / U.S. Innovation Agenda

Agricultural Innovation – Planting the Seeds for a Sustainable Future Milan EXPO October 9, 2015

> Sally Schneider Deputy Administrator Natural Resources & Sustainable Agricultural Systems Agricultural Research Service, USDA



USDA Research, Education, and Extension Action Plan

22%

20%

10%

8%

2%

3%

100%

Total:

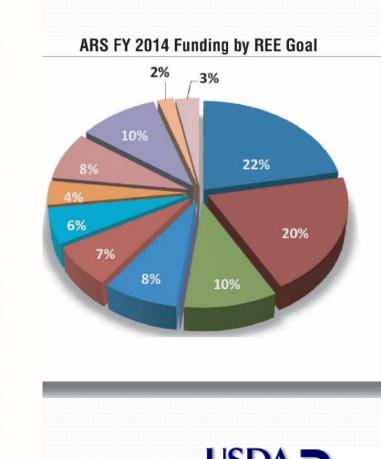
- Goal 1. Local and Global Food Supply and Security
 - 1.A. Crop and Animal Production
 - 1.B. Crop and Animal Health
 - 1.C. Crop and Animal Genetics, Genomics, Genetic Resources, and Biotechnology
 - 1.D. Consumer and Industry Outreach, Policy, Markets, and Trade

Goal 2. Responding to Climate and Energy Needs

- 2.A. Responding to Climate Variability
- 2.B. Bioenergy/Biofuels and Biobased Products

Goal 3. Sustainable Use of Natural Resources

- 3.A. Water Availability: Quality and Quantity
- 3.B. Landscape-Scale Conservation and Management
- Goal 4. Nutrition and Childhood Obesity
- Goal 5. Food Safety
- Goal 6. Education and Science Literacy
- Goal 7. Rural Prosperity/Rural-Urban Interdependence



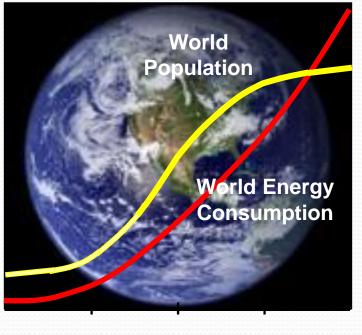
Goals of Sustainability

- Satisfying human needs for food, feed, fiber, and fuel
- Enhancing environmental quality and the resource base
- Sustaining the economic viability of agriculture
- Enhancing the quality of life for farmers, ranchers, forest managers, workers, and society as a whole. National Research Council, 2010



"Development that meets the needs of the present generation, without compromising the ability of future generations to meet their own needs." Brundtland Commission, 1987

Grand Challenges Facing Agriculture in the 21st Century



1900 1950 2000 2050 2100 Year

By 2050, agriculture will need to:

•Supply enough agricultural products to support a global population of 9.7 billion people;

• Without depleting our natural resources or degrading our environment;

• Against a background of changes in climate that are expected to alter patterns of temperature and precipitation on which the world's food production systems depend.

•Even in the absence of climate change, this would be a significant challenge.

These challenges threaten our food security & the availability of fresh water for a variety of needs.

To Increase Amount of Available Food



- Put more land under cultivation
- Produce more per unit land area (sustainable intensification)
- Reduce Waste



Calls for the Creation of a Long-Term Research Network for Agro-ecosystems (Walbridge & Shafer 2011) (Similar to NSF's LTER network for Non-Managed Ecosystems)

- Infrastructure to:
 - enable research on agricultural processes from field to landscape scales;
 - support long-term investigations into key components of the sustainable intensification of agricultural production;
- Historical data records would provide a baseline against which to evaluate future changes;
- Collect common datasets using shared research protocols over the next 30-50 years—likely representing the most important datasets collected by such a network.



Long Term Agro-ecosystem Research Network (LTAR)





Long Term Agro-ecosystem Research Network

Shared Research Strategy

- Four Priority Areas of Concern
 - Agro-ecosystem Productivity;
 - Climate Variability and Change;
 - Conservation and Environmental Quality;
 - Socio-economic Viability and Opportunities.
- Four Key Products
 - New knowledge of processes & systems;
 - New technologies & management practices;
 - Improved agro-ecological models;
 - Comprehensive, accessible data.

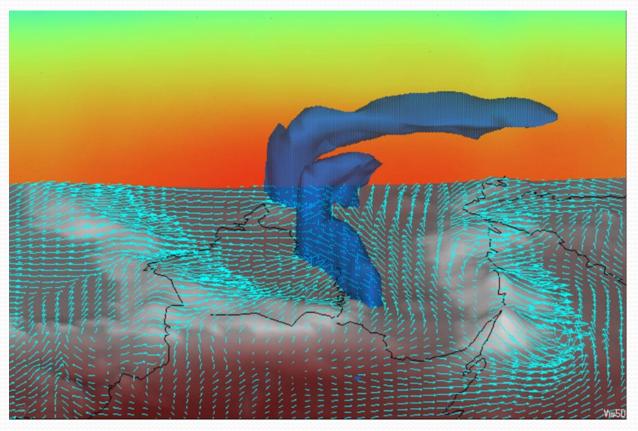




Genetics x Environment x Management G x E x M



Wind Erosion Prediction System (WEPS)



Regional dust prediction over Mexico City using WEPS

<u>Natural Resources Conservation Service</u> uses WEPS to evaluate erosion potential on <u>35</u> <u>million acres</u> where conservation practices are applied through conservation programs. <u>Other users</u>: Universities, Industry, International collaborators

CQESTR: Soil organic carbon model



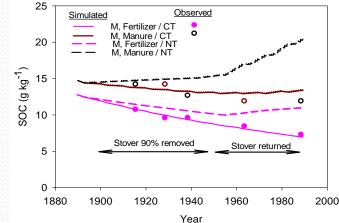
CQESTR Model

- Predicted decreases in SOC due to cultivation & crop residue removal.
- Simulated the potential of various agricultural management systems to maintain SOC.



CQESTR Model

- Using fertilizer alone was insufficient to overcome impact of residue removal on SOC.
- Addition of manure or use of cover crop/intensified crop rotation under NT were options to mitigate loss of crop residue C from agricultural soils.



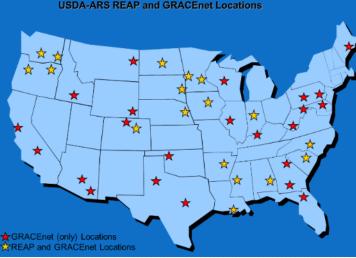
<u>Greenhouse gas Reduction through Agricultural</u> <u>Carbon Enhancement network: GRACEnet</u>

- 33+ ARS Locations
- Soil C & GHG crops & rangelands
- Develop new management practices

Common

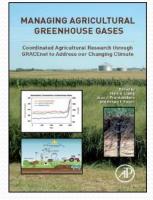
Methods & calibration: on-line manual Experimental design Data base Model (CQESTR)











World Bank Global Food Loss & Waste Estimate

1/4 TO 1/3 OF ALL FOOD PRODUCED FOR HUMAN CONSUMPTION IS LOST OR WASTED

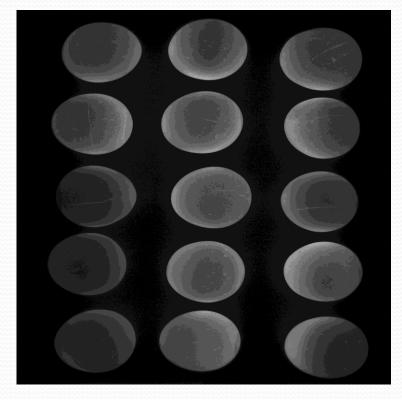




Developed

Egg Detection Systems

Micro cracks





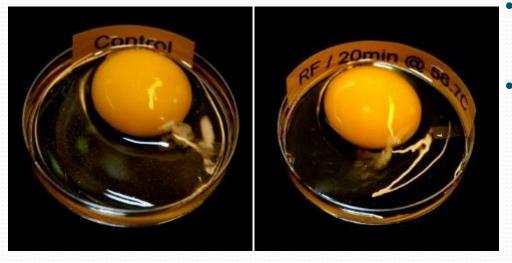
- 96+ Billion eggs produced
- Pressure/light technology developed for the Ag Marketing Service that detects faults in shell eggs
- 99.7% accuracy



Studies from ARS Athens, Georgia

Radiofrequency Pasteurization of Shell Eggs





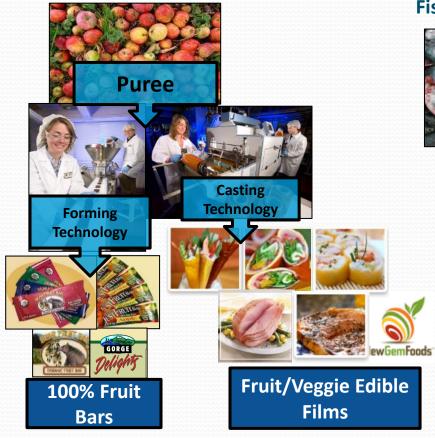
- Currently only 1% of all eggs are pasteurized.
- 5 log reduction in bacteria in yolk and egg white.
- Maintains fresh egg white appearance.
- If eggs were pasteurized > 100,000 Salmonella illnesses would be prevented.



Studies from ARS ERRC, Pennsylvania

ARS Food Wastes and Losses Research

WASTE: Undersized, Blemished Produce



WASTE: Fish Processing Co-Products



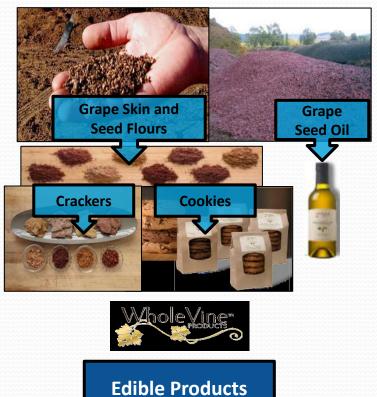
Fish Gelatin & Nanofibers



ARS Food Wastes and Losses Research

WASTE:

Wine Grape and Olive Pomace



WASTE: Potato Skins and Rice Hulls



Biodegradable Plates and Utensils



Goal: Increase food quality to ensure health of humans & animals

Goal: Decrease environmental impacts Goal: Utilize Long Term Agro-ecosystem Research Network to meet goals

Goal: Develop land use strategies & genetics to increase agricultural diversity productivity resilience, and quality

Grand Challenge: Transform Agriculture to Deliver a 20% Increase in Quality Production at 20% Lower Environmental Impact by 2025

Goal: Decrease impact of emerging pests, pathogens, & invasive species that threaten US agriculture

Goal: Reduce postharvest losses by 20%

Goal: Increase yield potential

Goal: Increase resource use efficiency through emerging technologies

Imagine the Future

- Remote & in situ sensing of influential soil factors for a given crop production system preplant
- Superimpose weather estimations, field topography, and market factors
- Use models and agri-informatics to generate map of the genetic traits needed based on environmental factors and yield & quality targets
- Plant crop & apply beneficial microbes & timed-release fertilizer

Imagine the Future

 Remote sensing of real-time crop status (biotic & abiotic stressors) and environmental impacts which trigger real-time adjustment when any management threshold is reached

- Real-time sensing of product "ripeness" based on weather forecast and market targets
- Automated harvest, with reduced waste
- Models to begin planning for best use next year taking into account field conditions, global markets, forecast weather, environmental goals

Leading America towards a better future through agricultural research and information. <u>www.ars.usda.gov</u>





