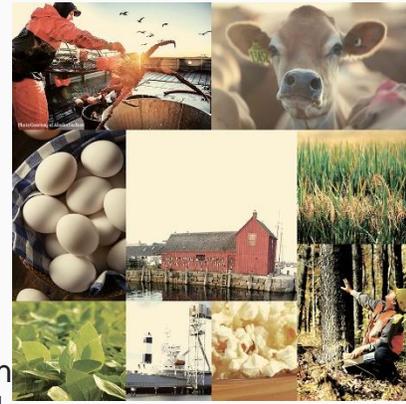




September 26, 2017

The American Farmer's Way of Life

For American farmers, sustainability is a way of life. Whether it's installing a solar power generator, such as the [Maddox Dairy](#) did in 2012, which has since reduced 95.6 percent of carbon-intensive grid power use; or whether it's installing grass-lined waterways and rock outlets to filter nutrients and prevent soil erosion, such as the [Cuncell Family](#) has done to grow their cover crops; or whether it's rice farmers committed to promoting and preserving wildlife habits. Visit the [U.S. Sustainability blog](#) to learn more about how these and other farmers in the United States practice conservation across varied landscapes and vegetation.



Sustainability is Here to Stay

For Millennials, “sustainability” is not just the latest buzzword — it’s a new cultural value. While debates about climate change fill political airwaves, the younger generations are eagerly buying organic goods, installing solar panels and limiting their use of plastic bags and water bottles. I’m talking about Millennials and Generation Z. [Millennials feel they have more at stake.](#)

Soil on Both Sides of the Atlantic

Soil erosion on highly erodible cropland in the U.S. has been significantly reduced through land conservation programs. A report was published by the U.S. Department of Agriculture shows the Highly Erodible Land Conservation (HELIC) program helped [reduce soil erosion 70 percent.](#)



Soil on Both Sides of the Atlantic

Soybean Oil Tires

An innovative use of soybean oil is driving sustainable uses in the rubber tire industry. A new tire technology using soybean oil is helping tire performance and improving manufacturing efficiency while also [reducing energy consumption](#).



Soybean Oil Tires

A Century and Counting of American Sustainability

When it comes to food production and supply, sustainability is no mere trend, but rather an established part of doing business. Yet the very term- sustainability- is tangled in numerous definitions, descriptions and concepts [leading to confusion and duplication](#).



A Century and Counting of American Sustainability

Our History of Conservation

The United States has been practicing sustainability long before it became the issue it is today. As responsible stewards of the earth's resources, U.S. agriculture, fishery and forestry organizations are dedicated to developing and continuing sustainable practices through ongoing innovations and thoughtful approaches to conservation. Our commitment to sustainability is a legacy that propels continuous economic, environmental and social progress. [Tour through the last 100 years of American Sustainability](#).

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The U.S. Sustainability Alliance (USSA) is a group of American farmers, fishermen and foresters who have come together to explore and share our values, regarding sustainable practices and conservation programs.

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