



# The U.S. Sustainability Alliance



September 18, 2018

## DID YOU KNOW?

There are more than 19,500 organic operations in the U.S., representing an approximate increase of 250% since 2002.

### **Farming: There's an App for That**

This summer, National Geographic published a feature on the [rapidly advancing technological developments](#) in farming. Farmers are increasingly using a wide range of tools aimed at refining and personalizing every farming season to increase yield and profits while decreasing land use, and resource waste. It's called precision agriculture. USSA wrote about it last year in our piece about [Silicon Valley's increasing role on farms](#).

Sponsored by U.S. agricultural cooperative, Land O'Lakes, the article features eye-catching infographics and data charts developed by National Geographic that highlight how precision agriculture works including U.S. Department of Agriculture case studies and data. One eye-catching infographic explained that when the average farm invests in technology, it pays itself off in approximately 3 years.

### **Innovation Center for U.S. Dairy: 10 Years of Sustainability Achievement**

by Lisa Watson, Social Responsibility Officer at Innovation Center.

This year the Innovation Center for U.S. Dairy celebrates its 10th anniversary of collaboration, alignment and action around the topics most important to our community and those we serve. U.S. dairy farmers took a bold step in 2008 and created the Innovation Center to unite farmers, dairy companies and other organizations to address pre-competitive barriers, issues and opportunities that impact the entire dairy industry. Consumer perceptions simply don't live in silos that segregate farmers from milk processors from dairy companies-- people look to the whole chain for transparency about [how their food is produced](#)

## **100+ Years of Conservation**

Commitment to environmental sustainability and conservation in the U.S. stretches back more than 100 years beginning in the early 1900s with the enactment of federal laws that protect wildlife and food production. In 1935, the Soil Conservation Service (now the National Resources Conservation Service (NRCS)) was created as a branch within the United States Department of Agriculture (USDA) with the intent to stop the waste of soil and water, decrease the negative effects of grazing, and help farmers become better [managers of their land](#).



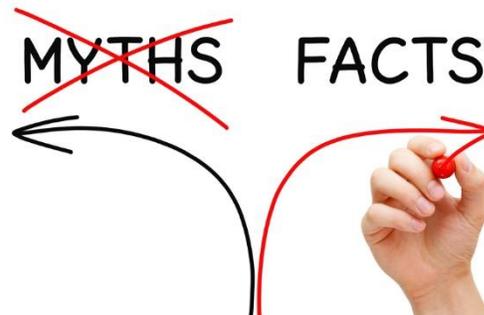
## **U.S. Rice: Focus on the Farmer**

It's believed humans have been consuming rice for at least 5,000 years. Rice is the most cultivated crop in the entire world, right behind corn. Today, it's one of the largest agricultural crops grown in the United States.

U.S. rice farmers know that sustainability is central to delivering the best rice to homes around the country and the world. Here are a few ways rice farmers think about and practice [sustainability every single day](#).

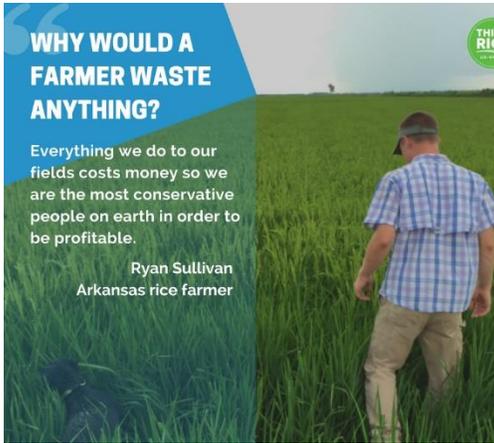
## **Sustainability Myths & Truths**

The past decade has brought a wave of conscientiousness as consumers, especially Millennials and Gen-Z's, seem more interested than ever before to know more about their food's journey before it reaches their plate. Unfortunately, the urge to learn has also made consumers more vulnerable to self-proclaimed gurus and well-intentioned, but informed influencers. Hungry for Truth, South Dakota Soybean Research and Promotion Council's initiative for sharing transparency about growing food, shared a blog addressing five common sustainability myths related to farming. We're highlighting those sustainability [myths and truths here](#).



## **U.S. Organic Fact Sheet**

Organic agriculture in the U.S. is based on practices that not only protect environmental health, but also strive to improve it. Organic farmers understand that what 'you put in to the soil has a profound impact on what you get out of it'. This is why they rely on natural processes and materials when developing farming systems-- these contribute to soil, crop and livestock nutrition, pest and weed management, attainment of production goals, and [conservation of biological diversity](#).



The U.S. Sustainability Alliance strives to provide current and important stories about America's farmers, fishermen and foresters. Please let us know how we're doing by taking our 1-minute survey.

[SURVEY](#)



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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.

**Contact us:**

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