A Century of American Sustainability

September 2019

DID YOU KNOW?
USDA statistics show that 89 percent of U.S. farms are **small**
and operate on more than half (52%) of U.S. farmland.

What Do GHG Emissions Reporting, Body Hydration, and Children under Five Have in Common? Milk!

American dairy producers will soon have access to greenhouse gas (GHG) accounting and reporting guidance to help them credibly disclose their GHG footprint.

The U.S. Dairy Stewardship Commitment has developed the system – the first agricultural sector guidance to obtain the 'Built on GHG Protocol' mark of endorsement. In more good news for dairy producers, a St. Andrews University (Scotland) study found that milk is even more hydrating than plain water.

And a landmark report recommends plain milk along with breast milk, water and infant formula as part of a new set of beverage recommendations for children. ***Details on this good news for dairy***.

Prolonged Droughts Could Lead to Higher Cost for Bread

A new study predicts that droughts threaten to affect more than half of the world's wheat fields, prompting the researchers to "warn of potential market upheavals and political unrest."

The world's top wheat exporters could "face severe water scarcity while farmers in South America may only be marginally affected," **according to the study**.

Sustainability is a Business Imperative, says Euromonitor International

According to a report from market research provider Euromonitor International, sustainability is no longer a nice-to-have – it is a business imperative.

"How to Become a Sustainable Brand" explores the mega trends forcing businesses to take action, from a consumer appetite for 'living with less' to expectations for more transparent information from brands, and **outlines five key areas they should focus on in order to adapt**.

Save the Date, 19 November: How Can Science Save Us?

How can innovation help us feed a growing population sustainably? Expert panels will discuss and explore potential solutions at the inaugural Food Matters Summit in London.

The Summit will address the key issues facing the industry, and how innovation and technology can help solve them.

U.S. Sustainability Alliance's David Green will be a panelist on 'How can science save us?,' which will explore what the next food and agricultural revolution will look like, and how science will make it possible. *Find out more*.

USSA FARMER SPOTLIGHT: Christine Gemperle, The Almond Board of California

Christine Gemperle is a second-generation almond farmer and a hobbyist beekeeper. She and her brother Erich farm 16 hectares (40 acres) of almonds near Turlock in Stanislaus County, California and another 37 hectares (93 acres) in nearby Gustine.

She talks to us about the challenges of working in one of the riskiest professions in the world and shares her pride in being part of an industry committed to sustainable production and protecting the land.

The Facts on Organic Agriculture

U.S. organic farmers know all too well that what 'you put into 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, which contribute to soil, crop and livestock nutrition, pest and weed management, biodiversity, and attainment of production goals.

Read more about **organic farmers' commitment** *to the environment and to future generations.*

Less Talk, More Action Needed to Achieve the SDGs by 2030

The food industry needs to do more to tackle food loss and waste throughout the farm-to-fork cycle, says the UN Food and Agriculture Organization's (FAO) Director-General Qu Dongyu.

Speaking at the *Fixing the Business of Food: The Food Industry and the SDG Challenge event,* the FAO chief said that the food industry and businesses have a "critical role in achieving food security and nutrition as they influence the production, processing, retail and marketing of the food that we eat."

Also at the event, The Barilla Center for Food and Nutrition and partners **launched a report** outlining actions to accelerate progress towards the 2030 Sustainable Development Goals.

Wine Quality Improves with Sustainability

"I can't think of a single example where sustainable practices don't improve wine quality."

So said viticulturist Steve Matthiasson, speaking at a recent joint Harpers-California Wine Institute seminar on sustainable wine.

Steve believes that because consumers view wine as a luxury item, they are willing to pay for quality, enabling wine producers **to invest even more in sustainability**.

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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