

A Century of American Sustainability



     October 2019

DID YOU KNOW?

Since 1980, U.S. wheat farmers have increased wheat yields by more than 25%. They now produce the same amount of wheat as in 1980 but on 28% less land.

Farmers and Consumers Ready for New Plant-Breeding Technologies, Finds Financial Times Group Research

Consumers and farmers agree that sustainability is a priority and that new plant-breeding technologies can help protect the environment. However, sustainability is currently not rewarded by the market, leaving most (78%) farmers who have adopted sustainable practices out of pocket, [according to research by the Financial Times Group's Longitude](#).



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FAO Report Offers Way Forward on Food Loss and Waste Reduction

A report from the UN's Food and Agriculture Organization (FAO) sheds new light on how much food is lost – as well as where and why this happens – at different stages of the supply chain. [The State of Food and Agriculture](#) calls for informed decisions for effective reduction and [offers new ways to measure progress](#).

Field to Market Shares Findings from Latest Cross-Sector Dialogue

[Field to Market](#) has released the findings from its latest Cross-Sector Dialogue. More than 70 experts from across the U.S. agricultural value chain came together to “explore strategies for both building resilience in, and reducing greenhouse gas emissions from, agricultural production systems”. Talking points included agriculture’s emerging role in addressing climate change and strategies for mitigating the risk of more extreme weather.



➤ [More details here.](#)

Agriculture has Unique Opportunity to Tackle Sustainability



When it comes to sustainability, agriculture has “the opportunity to bring solutions to the table like nobody else because of working directly with the earth.” That is according to Brandy Wilson, Sustainability Director of food and agribusiness firm [J.R. Simplot](#). She spoke to [leading U.S. farm journal Ag Pro](#) about what farmers can bring to the sustainability conversation and how Simplot is “bringing earth’s resources to life.”

➤ [Find out more.](#)

A Taste of America with a British Twist

Guests at a recent U.S. Embassy *Common Ground* dinner in London were treated to a delectable spread of British and American produce cooked up by culinary duo Mary Sue Milliken, of Border Grill LA and Las Vegas fame, and Fergus Henderson, co-founder of London’s iconic St. John restaurant. U.S. Sustainability Alliance member Alaska Seafood featured prominently on the menu alongside the California Prune Board and the Brewers Association.



➤ [What was on the menu?](#)



INSIGHT PIECE: GUEST POST

The Next Chapter in Agriculture’s Sustainability Story

According to Zippy Duvall, President, American Farm Bureau Federation, U.S. farmers aren’t swayed by the latest trends. They are driven by doing what is right for their families, their land and their animals, and are eager to embrace new tools and technologies to help them do that even better.

➤ [Read his guest post on how U.S. farmers are doing their bit for the environment.](#)

THE FACTS ABOUT WHEAT SUSTAINABILITY

In the face of rapidly growing populations, ever-changing weather and market risks, U.S. wheat farmers know that they must grow more grain on less farmable land and with fewer other resources. Improved agronomic practices, research and development, and sustainable transportation methods are helping them rise to the challenge.

- [Read more about the wheat industry's sustainable practices.](#)



USSA FARMER SPOTLIGHT: Rice Farmer Tim Gertson

Fifth generation rice farmer Tim Gertson has achieved a 20% reduction in water use on his approximately 405-hectare farm thanks to his inventive use of technology. But his most ambitious undertaking is yet to come, as he dreams of a rice field irrigating itself autonomously.

- [Learn how technology is helping Tim to up his sustainability game.](#)



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](#)

USSA Member Organizations:

Alaska Seafood Marketing Institute; Almond Board of California; American Hardwood Export Council; American Peanut Council; Cotton Council International; Food Export Association of the Midwest; Food Export USA Northeast; National Renderers Association; North American Export Grain Association; Organic Trade Association; Popcorn Board; Softwood Export

Council; USA Poultry & Egg Export Council; USA Rice Federation; U.S. Dairy Export Council; U.S. Dry Bean Council; U.S. Grains Council; U.S. Hide, Skin and Leather Association; U.S. Meat Export Federation; U.S. Soybean Export Council; and U.S. Wheat Associates

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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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