



December 2019

**DID YOU KNOW?**

**U.S. almond growers have cut their use of water by 33%  
in the past 20 years.**

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**USSA Spotlight: Rick Clark, Field to Market's Farmer of the Year, Shares His Approach to Regenerative Farming**



Indiana corn and soy farmer Rick Clark is Field to Market's Farmer of the Year 2019, recognized for "outstanding conservation efforts on his farm and leadership in advancing sustainable agriculture." USSA spoke to him about how his farming practices benefit productivity, profitability and the planet. [Read our interview.](#)

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**Role of Science in Sustainable Agriculture**

Sustainable development, innovation and the role of science in food production were the themes of a seminar hosted by the U.S. Sustainability Alliance in Warsaw on December 6. Earlier in the week, the USSA also held a roundtable discussion in Prague with representatives from the Czech food and drink industry and the environment ministry.

[Read here for more details.](#)





## U.S. Cotton Trust Protocol Names Inaugural Board of Directors

The inaugural Board of Directors has been named for the U.S. Cotton Trust Protocol. This new standard has been developed to help the U.S. cotton production sector further reduce its footprint by enabling producers to assess their performance against specific sustainability goals. Environmental targets set to be achieved over the next 10 years range from increasing soil carbon by 30% to decreasing energy use by 15%. [Read the official announcement.](#)

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## Consumer Companies to Miss 2020 Net Zero Deforestation Targets

The world's leading consumer goods companies will miss the 2020 target for zero net deforestation in key commodity sectors (soy, cattle, palm oil, paper and pulp/timber), set by the Board of the Consumer Goods Forum, says not-for-profit charity CDP. This exposes many companies in the food sector to potential reputational, financial and supply chain risks. [Read more about the CDP report.](#)



## Forget Veganism. Meat is Crucial for Feeding the Planet!

Climate activists and some scientists might urge consumers to give up meat to "save the planet", however, experts from the University of Edinburgh and Scotland's Rural College argue that going vegan is no better for the environment. Meat is crucial for children's development, they say, and any climate impacts from livestock production can be mitigated by using more efficient cattle. [Learn more.](#)

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## Penn Students 'Hack' Fruit to Save Billions of Dollars in Food Waste

Two Pennsylvania University students have developed a technology that can predict when apples and other fresh fruit in storage are ripening and ready for the grocery store. Their aim is to help reduce food waste and the risk of apple spoilage by over \$10 billion per year. [Learn more about their invention.](#)





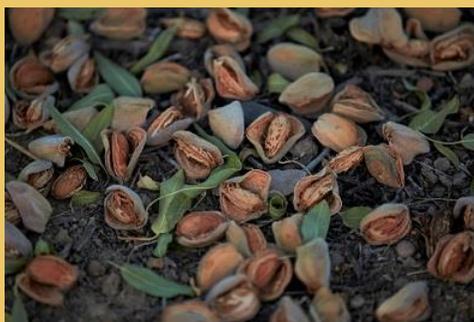
## USSA Insight & Opinion: Something to Chew on – Feeding the World in 2050

The November issue of British publication *Innovations in Food Technology* features an opinion piece by David Green, Executive Director of the U.S. Sustainability Alliance. He highlights the urgent need for safe and trusted innovations to help feed a growing population sustainably – and, crucially, the license for farmers across the world to be able to use them. [Read David's article in full.](#)

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### THE FACTS ABOUT U.S. ALMOND SUSTAINABILITY

With its ideal growing conditions, California supplies more than 80% of the world's almond demand. U.S. almond growers take this responsibility seriously and are committed to producing nutritious, sustainably-grown almonds while serving their local communities and conserving natural resources. Cutting their use of water by 33% in the past 20 years is just one achievement. [Learn more about U.S. almond sustainability.](#)



### Reducing Soil Tillage Helps to Increase Yields, Enhance Soil Health, Boost Water Retention and Reduce Erosion

Farmers who use conservation tillage can increase their crop yields while also nurturing healthier soils and lowering production costs, says a study from Stanford University in California published on World Soil Day earlier this month. [Read the full report.](#)

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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; North American Export Grain Association; North American Renderers 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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