

## A Century of American Sustainability



May 2020

### DID YOU KNOW?

On a national level, U.S. rice farmers are producing more with less -- relying on fewer inputs to produce more rice. Achievements over the past 36 years include a 39% increase in land use efficiency and a 52% reduction in water use.

### EU Champions Global Transition to Sustainable Food Systems

The European Commission launched its long-awaited Farm to Fork Strategy, which aims to “promote a global transition to sustainable food systems”. Targets set out in the Strategy include reducing the use and risk of pesticides by 50%, reducing the use of fertilizers by at least 20% and achieving 25% of agricultural land under organic farming. [Learn more about the Farm to Fork Strategy.](#)



### USA Rice Sets New Sustainability Targets for 2030



USA Rice and The Rice Foundation have announced ambitious new sustainability targets for 2030, which build on more than three decades of conservation achievements. The new targets span six key areas and include decreasing water use by 13% (already reduced by 52% in the past 36 years) and increasing land use efficiency by 10% (already improved by 39%). [Read more about the U.S. rice industry's sustainability goals.](#)

### USSA Producer Spotlight: Sonny Beal, Lobsterman

Sonny Beal is a third-generation lobsterman from Beals Island, Maine, where he lives with his wife Abbi and two young sons Kaden and Damon. He explains how the ethic of conservation was ingrained in him from an early age and outlines [what sustainability means to him and to the industry](#).



### Innovation Holds the Key to More Sustainable Global Agriculture

A webinar co-hosted by the UN's Food and Agriculture Organization (FAO) North America, the United States Department of Agriculture (USDA) and the United States Mission to the United Nations (UN) Agencies in Rome, underlines the urgent need for innovation in agriculture. Covid-19 threatens to exacerbate "an already dire food and nutrition security situation", meaning that there are even more people to feed with diminishing natural resources. [Read more about this FAO/USDA/UN webinar](#).

### Guest Insight: Why We Fear the Food We Eat

Formerly a senior advisor on global food policy and agricultural trade at the U.S. Department of State for 13 years, Jack Bobo is CEO of [Futurity](#), a food foresight company that helps brands get ahead of trends.

He offers a thought-provoking insight into [why we fear our food when it has never been safer](#).



### Retailers Fail to Disclose Extent of Food Loss and Waste Emissions

Food retailers are failing to fully disclose their indirect food loss and waste (FLW)-based emissions, finds a report by non-profit financial think tank [Planet Tracker](#). This prevents them from creating accurate emissions-related targets and exposes them to financial risk. To tackle the problem, Planet Tracker is calling for measures which include food retailers reporting on FLW by volume in their annual reports from 2021 onwards. [Learn about the "Calls for Action."](#)

## University of Georgia's Alexa Lamm Wins the 2020 CAST Communication Award

The Council for Agricultural Science and Technology (CAST) has announced that this year's Borlaug CAST Communication Award goes to Alexa Lamm, an Associate Professor of Science Communication at the University of Georgia (UGA). A scientist, educator, writer, and acclaimed research scholar, Professor Lamm is recognized for making technology and science accessible for all, from policymakers to the general public. [Read the full story here.](#)



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## USDA Video Series Shows Common Conservation Practices in Action



USDA's Natural Resources Conservation Service has published a new series of videos that shine a spotlight on common conservation practices. *Conservation At Work* shows how U.S. farmers, ranchers and forest managers are using practices ranging from cover crops to micro irrigation and outlines the benefits they are seeing as a result. [Read more about this USDA video series.](#)

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## Demand for Organic Surges Due to Covid-19

Demand for organic and sustainable foods has grown due to the Covid-19 pandemic, finds sustainability development research firm Ecovia Intelligence. Its research shows that online retailers such as Whole Food Markets are seeing the biggest boost. Health food stores that have remained open are also benefiting from new customers and higher spend from existing customers as consumers look to boost their personal immunity in a trend that is predicted to continue. [Read more about consumer demand for organic foods.](#)





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.

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