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DID YOU KNOW?

Dry beans are climate smart: they adapt to varying climates, use water efficiently, require less fertilizers, and increase biodiversity, all of which help reduce greenhouse gas emissions.

USSEC CEO Highlights Soy Sustainability at International Grains Conference

U.S. soybean customers across the world demand a product that is sustainably grown, and U.S. farmers are continually adopting innovations to meet and exceed their expectations, says Jim Sutter, CEO of the U.S. Soybean Export Council. Speaking at the International Grains Conference, he outlined the sustainable practices U.S. soy farmers are using and their goals for continuous improvement. [Read more about the U.S. soy industry's deep commitment to sustainability.](#)



Organic Continues to Grow After a Record 2019

Interest in the organic sector remains strong as shoppers reach for healthy, clean food to feed their families during the pandemic. In an Organic Trade Association poll of over 3,000 "likely organic shoppers," more than 90% said that in their current food shopping, organic is more important than ever, with 93% prioritizing organic when buying fresh produce. [Read more about the importance of organic.](#)

USSA Farmer Spotlight: Dairy Farmer Tina Hinchley on Milking Robots and Cow Comfort

Tina Hinchley is a dairy farmer in Cambridge, Wisconsin – America’s dairy land. She and husband Duane grow some 1,000 hectares (2,300 acres) of crops and milk about 240 cows every day – or, rather, their milking robots do! Tina spoke to us about how technology has transformed Hinchley’s Dairy Farm and how it’s business as usual despite the Covid-19 pandemic.

[Read her story here.](#)



Covid-19: A Silver Lining for U.S. Peanuts

American peanut farmers are enjoying a boon during the Covid-19 crisis due to a surge in peanut butter sales. Peanut butter makers are struggling to churn out product fast enough to meet demand as consumers stockpile jars of the shelf-stable, and the hope is that this trend will last.

[Read more about Covid-19's impact on the peanut industry.](#)

Insight & Opinion: Feeding the Nation in the Time of Covid-19

Farmers are used to dealing with uncertainty, forever at the mercy of the weather and fluctuating market prices. But nothing could have prepared them for a global pandemic. U.S. Sustainability Alliance’s Janine Maxwell considers the impact Covid-19 is having on U.S. farmers and ranchers and highlights how they are continuing to find ways to put food on our tables while protecting their own livelihoods. [Read more about how farmers are responding to the challenges of Covid-19.](#)



Pandemic Drives Demand for Dry Beans

U.S. Dry Bean Council data highlights growth opportunities for dry beans now and in the future. Consumers taking part in the international research indicated that they are eating more dry pulses and beans at this time, and the vast majority agreed that they will be looking for alternative sources of protein more often in the future. [Read more about the popularity of dry beans.](#)

Federally Funded Research Critical to Keep Farmers and Ranchers Afloat

U.S. federally funded agricultural research “generates outsized economic benefits that extend for decades,” finds a new report from the Supporters of Agricultural Research (SoAR) Foundation, a non-profit coalition. According to SoAR, innovations take years to develop and be fully adopted, which is why farmers need research investments now to stay afloat. [Read more about the benefits of federally-funded research.](#)



EU Consumers Are Open to Eating More Sustainably, But Lack Information to Do So

Two weeks after the European Commission presented its blueprint for sustainable food and farming, a new study shows that European consumers are willing to switch to more sustainable diets, but a number of factors prevent them from doing so. Obstacles include price, lack of knowledge, unclear information and limited choice. [Read the detailed findings from the research of 11,000 consumers.](#)

Covid-19 Impacts on Agricultural, Food and Environmental Systems

A new Institute for Sustainable Agricultural, Food, and Environmental Science (SAFES) has opened at Penn State's College of Agricultural Sciences. The institute will unify and coordinate researcher, student and stakeholder expertise to address complex food and agricultural issues, starting with supply chain disruptions caused by the Covid-19 pandemic. [Read the story in full.](#)



80% of UK Consumers Would Do as Much for Climate as They Have for Coronavirus

Despite concerns that the pandemic won't change minds on climate change, research from sustainability consultancy Futerra suggests otherwise. Its Sustainable Lifestyle Survey found that 80% of UK consumers are willing to make lifestyle changes as major as those they have made during the coronavirus pandemic.

[Read more about the trend towards sustainable living.](#)



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; Leather and Hide Council of America; North American Export Grain Association; North American Renderers Association; Organic Trade Association; 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. 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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