



July 2020

DID YOU KNOW?

Producing half a kilo (1 pound) of pork uses 75.9% less land and 25.1% less water than it did in 1960. It also requires 7% less energy. The average American household would have to stop using refrigerators to achieve the same reduction! The net result is a 7.7% lower carbon footprint.



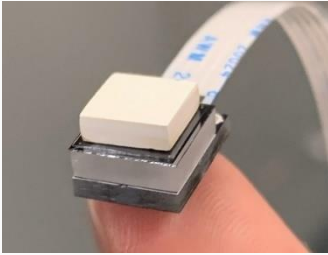
U.S. Cotton Trust Protocol Opens Up to Brands and Retailers for First Time

Brands and retailers can now join the U.S. Cotton Trust Protocol for the first time and better demonstrate their commitment to sustainability in line with growing customer demand. This follows news that The U.S. Cotton Trust Protocol is partnering with Field to Market: the Alliance for Sustainable Agriculture to accelerate sustainable outcomes for U.S. cotton production, making it easier for cotton growers and the value chain to drive continuous improvement. [Read more about the latest Cotton Trust Protocol developments.](#)

U.S. Dairy Industry Aims to Be Carbon Neutral by 2050

Speaking in the run up to this year's IFT (Institute of Food Technologists) event, U.S. Dairy Council's Krysta Harden, interim CEO and Executive VP of Global Environmental Strategy, unveiled the industry's ambition to be carbon neutral or better by 2050. This is in addition to optimizing water use while maximizing recycling and improving water quality. [Read more about U.S. Dairy's environmental stewardship goals.](#)





Cyber-physical System Innovation Promises to Boost Yields

Engineers, geneticists, agronomists, system modelers and machine-learning experts at Iowa State University and the University of Nebraska-Lincoln are working on an innovation that promises to boost corn and soybean yields. Once complete, the new CPS (cyber-physical system) will constantly monitor fields at near single-plant resolution, predict productivity and help farmers manage their water and fertilizer use. [Read more about this latest innovation.](#)

Insight & Opinion: Without Modern, Industrial Farming, Pandemic Would Have Claimed Many More Lives

In November 2019, *The Atlantic* asked “experts” what they would change if they could go back in time. The experts had titles like “mythographer” – no scientists were invited – so it’s no surprise only one response had real-world relevance. A historian at Rutgers *wished agriculture had never been invented...* Hank Campbell, founder of Science 2.0, and author of the best-selling *Science Left Behind*, considers how detrimental it would be if that Rutgers historian’s wish were to come true. [Read why he believes that a real world problem is the alarming amount of effort that environmental activists have spent promoting nonsense about food.](#)



Wheat Farmer Doug Goyings on Leading-Edge Precision and Conservation Practices

Doug Goyings has been a full-time farmer his entire adult life, managing Goyings Farms in Paulding, Ohio, with the help of his wife Diane and son Jeremy. We spoke to him about the practices that set his farm apart as leaders in technology, conservation, efficiency and profitability, from Real Time Kinematic auto steer to strip-tillage. [Read Doug’s story.](#)

Enjoy a Taste of Safe, Sustainable Seafood from the U.S. Northeast

A new video from trade association Food Export Northeast showcases the freshness, diversity and sustainability of seafood from the northeast corner of the United States. The region's fisheries are sustainably managed through distinctive science and industry partnerships that incorporate transparency and traceability. This ensures a safe, consistent and future supply of product including lobster, crab, scallops and oysters. [Learn more about the U.S. Northeast's seafood industry.](#)



Grow Your Knowledge of Softwood Sustainability

Did you know that there are three different levels of laws to protect forests in the United States and keep them economically, socially and biologically sustainable? These laws cover three different types of land: federal, state, and private. Similarly, there are laws around harvesting logs, either PEFC or FSC, which stipulate everything from how the tree is severed to how it is replanted. [Tune in to find out more about the practices that ensure softwood sustainability.](#)

Real Leather: Stay Different Student Design Competition Goes Annual

The response to student design competition 'Real Leather. Stay Different' has been so high that the event will go annual from September, says organizer the Leather & Hide Council of America. The competition, which aims to find tomorrow's design talent while promoting the sustainability of authentic leather, attracted more than 800 entries from leading fashion and design schools in Europe and Asia. [Read more and take a look at some of the winning entries.](#)



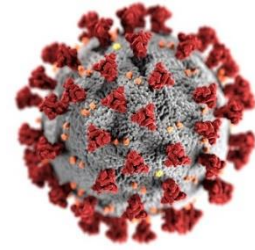
Climate Change is Top Priority for European Farmers Despite Covid-19

Climate change and extreme weather are a pressing concern for farmers and remain a key priority despite the Covid-19 pandemic, according to IPSOS Mori research. In a survey of European farmers, more than half (53%) said climate change was their immediate priority while 63% agreed climate change would have a greater impact on their business than Covid-19 over the next five years.

[Read more about the research findings.](#)

Academics Offer New Thinking to Address Economic Impacts of Covid-19 on Agri-food

A new publication from The Council for Agricultural Science and Technology and the Agricultural & Applied Economics Association highlights the economic impacts of Covid-19 on agri-food to guide positive actions to address the challenges. In a series of essays, 31 academics and subject matter experts offer new thinking on topics ranging from changing consumer food attitudes to food buying patterns in a recession. [Read more about the new publication.](#)



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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