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## [A Century of American Sustainability](#)



November-December 2020

### DID YOU KNOW?

Today's farmer grows twice as much food as his or her parents did – using less land, energy, water and fewer emissions. To put that in context, in 1960, a farmer fed just 26 people, while today, the average U.S. farmer feeds 155 people. (*Farm Flavor*)

### **Poll Finds Unwavering Trust in U.S. Farmers and Admiration for their Sustainability Practices**

More than half of U.S. consumers rate farmers' sustainability practices highly, while an overwhelming majority (88%) trust farmers, finds a poll from The American Farm Bureau Federation. In a survey of 2,200 U.S. adults, respondents recognize the importance of sustainability for farmers but say they shouldn't have to bear the financial burden alone: 70% think government incentives would be effective, while 62% say corporations should contribute to the cost.

[Read the results in full.](#)





## USDA Economic Research Service Examines Economic Impacts of EU's Farm to Fork

The European Commission's Farm to Fork and Biodiversity strategies are the focus of a new economic brief from the USDA's Economic Research Service. It examines the economic implications of several of the targets proposed by the EU and finds that they would lead to a reduction in global agriculture production, higher prices, less trade, and more global food insecurity.

[Find out more.](#)

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## Field to Market Report Highlights Concerning Trends in Farm Financial Well-Being

A prolonged period of low commodity prices has created significant financial pressures for U.S. agriculture. This is jeopardizing many farming operations and challenging the ability of supply chains to meet ambitious sustainability goals. That's according to a new report from *Field to Market: The Alliance for Sustainable Agriculture* based on University of Illinois research and analysis. [Read the report findings.](#)



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## Insight & Opinion: Dis/Mis-Information – Difficult to Detect, but Impossible to Ignore



Do you know the difference between mis-information and dis-information? According to social scientist Dr. Cami Ryan, the two are inextricably linked and both come at a cost – such as in delayed or shelved innovations or diminished scientific integrity. Read more to discover Dr. Ryan's views on how we can inoculate ourselves against misinformation and why it is vital that we do.

[Read the opinion piece.](#)

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## U.S. Dairy Advances Journey to Net Zero Carbon Emissions by 2050

Underscoring its commitment to bold climate change action, the Innovation Center for U.S. Dairy has launched the Net Zero Initiative, to help U.S. dairy farms adopt new technologies and economically viable practices. Nestlé (the world's largest food company) has already confirmed its support for the industry-wide initiative, committing up to \$10 million in a multi-year partnership. In other sustainability news, The Innovation Center has signed a Memorandum of Understanding with the U.S. Environmental Protection Agency. [Read the story in full.](#)



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## USDA Updates Conservation Practice Standards



The U.S. Department of Agriculture Natural Resources Conservation Service has reviewed and updated its [National Conservation Practice Standards](#). Fifty-eight standards have been updated or revised to improve flexibility and integrate technology, while two new conservation practices for wastewater treatment and wildlife habitat planning have been added. [Read more.](#)

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## Smithfield Foods Wins Trio of Awards for Sustainability Excellence in Manufacturing

American food company [Smithfield Foods](#), Inc. has won a trio of *Sustainability Excellence in Manufacturing Awards* for improving [sustainability](#) in its facilities and going beyond environmental compliance. It is recognized for: reducing solid waste by nearly 4.5 million kgs (10 million pounds) at its Nebraska Crete facility; using LED lighting to drive energy savings at its Kinston facility in North Carolina, and reducing the need for city water in its Sioux Falls facility in South Dakota by roughly 19.5 million liters (5.15 million gallons) per year. [Read more.](#)





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



Forward

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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.

**We welcome your comments and views. Please contact us at:**

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