



April 2021



## **USDA Puts American Farming and Forestry at the Heart of Climate Change Action**

The U.S. Department of Agriculture is rolling out a number of initiatives to help American farmers, ranchers, producers and foresters mitigate the effects of climate change. It will provide essential support through its voluntary Conservation Reserve Program and invest more than \$376 million in areas including innovation, soil health and training to educate the next generation of producers in climate-smart solutions.

[Read more about USDA's climate-smart strategies.](#)

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## Leather and Hide Council of America Targets Zero Waste and Transparent Supply Chain

On Earth Day (April 22), The Leather and Hide Council of America set out an ambitious goal to expand its traceability program developed with NGOs and to reduce waste by using every hide from the dairy and meat industry. Its aim is to advance the fight against ‘fast fashion’, which currently accounts for an estimated 8-10% of the world’s carbon emissions. [Read more about its target.](#)

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## ***Insight & Opinion: Six Keys to Success for Private Sector Conservation Efforts in U.S. Agriculture***

Emerging leadership from the private sector has the potential to reshape our industry's approach to conservation, says Field to Market President Rod Snyder. He shares his views on the six principles that will be key to translating the private sector's ambitions into meaningful impact, from the use of pre-competitive metrics to the need to move away from a single carbon focus.

[Read Rod Snyder's views on the 6 keys to success.](#)



## **New California Pollinator Coalition Pledges to Increase Pollinator Habitat**

The California Pollinator Coalition, a group of some 20 organizations convened by the California Department of Food and Agriculture and the Almond Board of California, is collaborating to increase pollinator habitat on working lands. Its goal is to protect California's 1,600+ native bees and hundreds of other pollinator species for the benefit of biodiversity and food production. [Read about this bee-friendly initiative.](#)



## **Sustainability in Motion: Balancing the Needs of the Land, Business and Future Generations**

Almost 40 years ago, Jay Hardwick traded a life in academia for what has turned out to be a fruitful career in farming. Today he grows mainly cotton, corn and soybeans on his family's 12,000-acre operation in Tensas Parish, North East Louisiana. His dedication to the land is exemplary and has earned him a clutch of awards, but now he's starting to hand over the reins to sons Mead and Marshall – the fifth generation. USSA spoke to them about the challenges of running a business while respecting nature. [Read their story.](#)



## **U.S. Dairy Net Zero Initiative Set to Reduce Emissions through Improved Cow Feed**

The Innovation Center for U.S. Dairy, agricultural company Syngenta and The Nature Conservancy are partnering on a program to reduce greenhouse gas emissions by improving the efficiency of dairy cow feed. A new feed formulation that is more digestible for cows will enable them to produce more milk, whilst reducing their methane emissions. [Read more about the partnership.](#)

### DID YOU KNOW?

University of Florida researchers have found that onion skins can be used to preserve fish and avoid food waste.  
Source: [UF/IFAS Blog](#)

## A Century of American Sustainability

For more than 100 years, there has been an ongoing commitment to sustainability through conservation programs and practices that protect natural resources.

U.S.  
SUSTAIN  
ABILITY  
THIS IS HOW WE GROW

**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.**

#### **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

[Learn More About Our Members](#)

#### WHAT WE'RE READING, TUNING INTO & SIGNING UP FOR

- + The world's first carbon credits for cow burps: Yes, you read that right! [Learn more](#) about the new natural feed supplement making this possible.
- + Alaska Seafood features on the TODAY show! [Tune in](#) for Fisherman Hannah Heimbuch's tips on how to make sure the fish you're buying is sustainable.
- + The Almond Board of California's 2021 Virtual Tour: The walk-a-long orchard visits and live Q&A with almond growers and sustainability experts sound too good to miss! [Sign up](#) here.



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