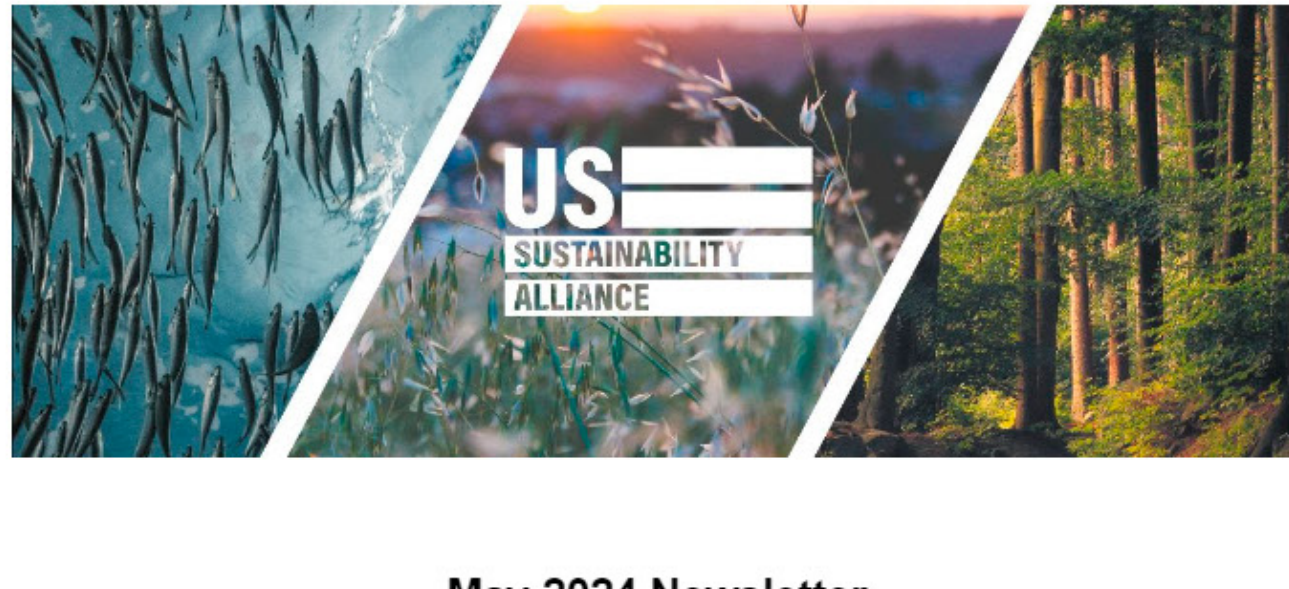


[View this email in your browser](#)



May 2024 Newsletter

In our May edition, we're excited to share highlights from USSA's recent press trip to Alaska, a collaboration with the Alaska Seafood Marketing Institute (ASMI). We provide a taste of the 49th state's agriculture, seafood, sustainability, and Native heritage ahead of our Alaska Special in June! This month, we also cover key announcements from Organic Week, a farmer's views on the best way to counter biases against biotechnology, and the status of U.S. fisheries, including a record low in overfishing. Keep reading for more on these stories and the latest U.S. sustainable agriculture and production news.

Follow us on social media:



Please share this USSA Newsletter subscription [link](#) with your colleagues and peers.



UK and EU Media Witness Alaska's Sustainability Commitment Firsthand

Earlier this month, the U.S. Sustainability Alliance (USSA) hosted a select group of UK and European media in Alaska. Partnering with the Alaska Seafood Marketing Institute (ASMI), a USSA member, we planned our trip to coincide with the Copper River opener, which marks the official start of the salmon season. We visited Anchorage and Cordova, gaining an appreciation for Alaska's deep-rooted commitment to sustainability and its vast and beautiful landscape. We then followed the fish to Seattle, Washington, and saw the first catch of the season being sold with great aplomb in Pike Place Market. [Read more about our Alaska adventure.](#)



Overfishing in the U.S. Hits All-time Low

The U.S. continued to make progress in sustainable fisheries management in 2023. According to NOAA Fisheries' annual report to Congress, the number of stocks on the overfishing list reached an all-time low, and the number of stocks on the overfished list also decreased. Approximately 94% of all stocks or stock complexes did not exceed their annual catch limits, and one stock was successfully rebuilt. [Read more about the status of U.S. fisheries.](#)



New Funding, Programs, and Partnerships Boost Organic Production

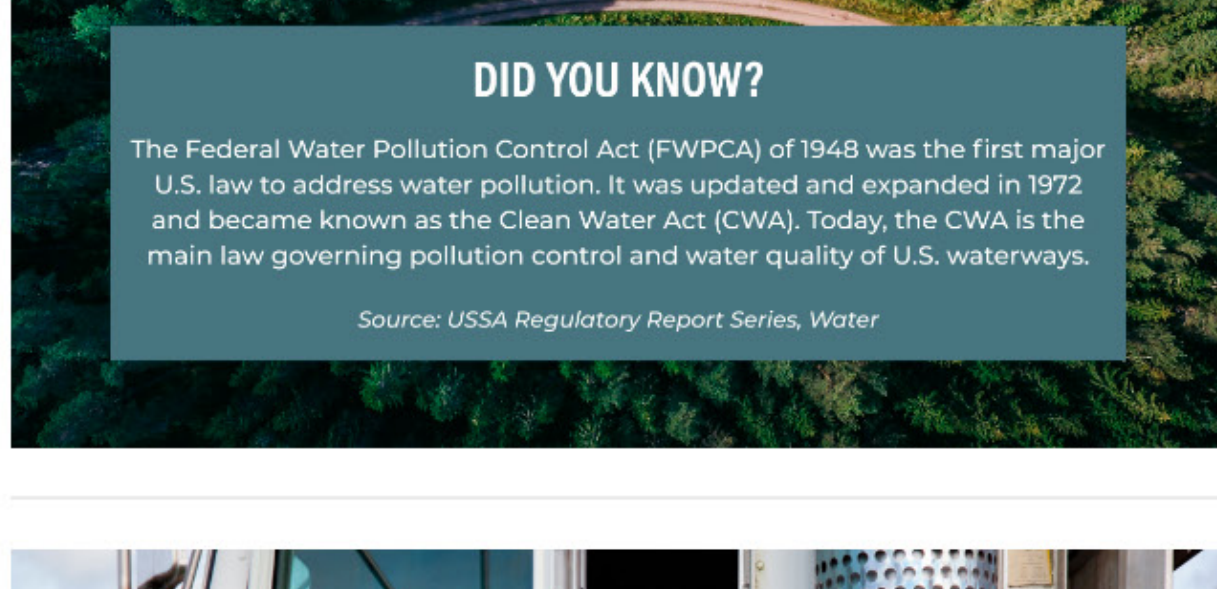
During Organic Week (14-16 May), Secretary of Agriculture Tom Vilsack announced a series of initiatives to create and expand organic markets in the United States. These new programs, partnerships, grant awards, and an additional \$10 million in funding are aimed at helping producers transition to organic and creating new and better opportunities for domestic organic products. [Read more about the support measures for organic.](#)



Photo by Craig Chandler, UNL University Communication and Marketing

Ground-breaking Precision Ag Research Center Takes Shape

Construction of a new \$160-million facility at Nebraska Innovation Campus got underway on May 6 with a groundbreaking ceremony. The state-of-the-art precision ag research center is a partnership between the U.S. Department of Agriculture, the University of Nebraska-Lincoln, and Nebraska Innovation Campus. It will bring together multidisciplinary experts to research and develop new technologies to address some of agriculture's biggest challenges. [Read more about the research center.](#)



DID YOU KNOW?

The Federal Water Pollution Control Act (FWPCA) of 1948 was the first major U.S. law to address water pollution. It was updated and expanded in 1972 and became known as the Clean Water Act (CWA). Today, the CWA is the main law governing pollution control and water quality of U.S. waterways.

Source: USSA Regulatory Report Series, Water



Photo by Crossan Photography

Sharing Stories to Counter Misinformation about Biotechnology

Jennie Schmidt, a third-generation farmer and registered dietitian, strongly believes in the power of storytelling. In her experience, personal narratives can help consumers better understand how our food is grown, especially when fewer people have first-hand knowledge of the agriculture industry than ever before. [Read Jennie's article about how personal stories help highlight the reality of agriculture.](#)



Meet Larry Santos, Organic Farmer of the Year

Larry Santos of Taylor Farming in Salinas, California, is the 2024 Organic Farmer of the Year. The Organic Trade Association (OTA) presented him with the award during Organic Week for his outstanding contribution to organic agriculture. Larry's farming roots date back to his teenage years, and he first dipped his toe in organic farming in 1995 when it was still niche and relatively unknown. [Read Larry's story.](#)

IN OTHER NEWS

Here are some of the other stories that made the news this month:

- USDA's Forest Service is investing nearly \$74 million to support local jobs and healthy forests in 41 states and American Samoa. [Read more here.](#)
- USDA is also investing in future talent. Twenty-eight organizations have been chosen to train tomorrow's conservation leaders, working with USDA's Working Lands Climate Corps. [Read more here.](#)
- In exciting trade news, USDA has awarded \$300 million to build demand for U.S. agricultural exports in high-potential markets around the world. [Read more here.](#)
- Meanwhile, USDA's Foreign Agricultural Service has just released its latest yearbook, summarizing U.S. agricultural exports during 2023, with a focus on top markets and commodities. [Access it here.](#)
- And finally, Jack Bobo, from Nottingham University's Food Systems Institute, is the 2024 Borlaug CAST Communication Award recipient. The former senior advisor for food policy at the U.S. Department of State is recognized for his work promoting science communication. [Read more here.](#)

For more on the above, check out our social media accounts!

The USSA is the voice of U.S. sustainable food and agricultural production. It represents the fertile lands and expansive waters of a great country and gives a voice to all that work and rely on them for food, clothing and materials.

Today, we represent more than twenty-five farming, fishery, forestry associations, and related production & processing sectors who are together responsible for more than \$8 billion of annual U.S. food and agricultural exports to the UK and EU.

USSA Member Organizations:

Alaska Seafood Marketing Institute; Almond Board of California; American Feed Industry Association; American Hardwood Export Council; American Peanut Council; California Prune Board; Cotton Council International; Florida Department of Citrus; Food Export Association of the Midwest; Food Export USA Northeast; Intertribal Agriculture Council; Leather and Hide Council of America; North American Export Grain Association; North American Renderers Association; North Carolina SweetPotato Commission; Organic Trade Association; Softwood Export Council; U.S. Dairy Export Council; U.S. Dry Bean Council; U.S. Grains Council; U.S. Livestock Genetics Export, Inc.; U.S. Meat Export Federation; U.S. Soybean Export Council; U.S. Wheat Associates; USA Dry Pea & Lentil Council; USA Poultry & Egg Export Council; and USA Rice Federation.

[Learn More About Our Members](#)



[Click Here to Subscribe to Next Month's Newsletter.](#)

We welcome your comments and views. Please find our contacts [here](#).

Copyright © 2024 | The U.S. Sustainability Alliance. All rights reserved.

Permission to reprint information in whole or in part contained on the USSA website is granted, provided customary credit is given.