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September 2024 Newsletter

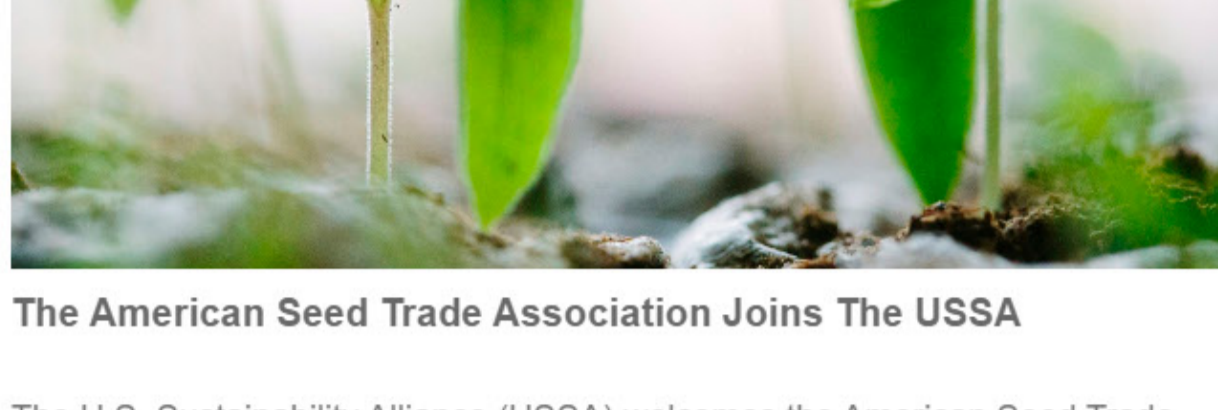
This month, we welcome the American Seed Trade Association (ASTA) to the U.S. Sustainability Alliance (USSA). With ASTA on board, USSA now has 28 members who accounted for approximately \$10.6 billion in food and agricultural exports to the UK and EU in 2023, based on U.S. Census Bureau data via Trade Data Monitor.

We also share highlights from AFIA's annual report, which shows a significant increase in the volume and value of U.S. animal food exports and highlights the industry's sustainability progress. Other stories include a new international initiative championing the use of only natural materials, California's conservation milestone, and an interview with USSEC's Tarik Eluri on U.S. soy sustainability. Keep reading for more on these stories and other sustainability news and views.

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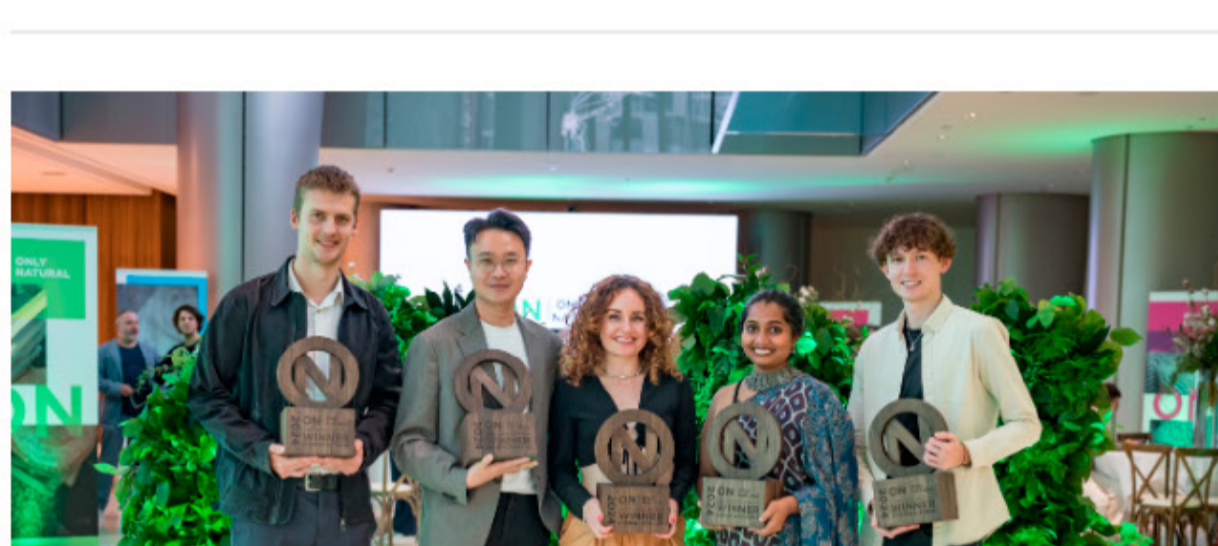
The American Seed Trade Association Joins The USSA

The U.S. Sustainability Alliance (USSA) welcomes the American Seed Trade Association (ASTA) as its newest member. ASTA represents nearly 700 companies involved in seed production, plant breeding, and related industries. It brings USSA's membership to 28 associations across farming, fisheries, forestry, and related sectors, collectively responsible for approximately \$10.6 billion in food and agricultural exports to the UK and EU in 2023. [Read more on this story.](#)



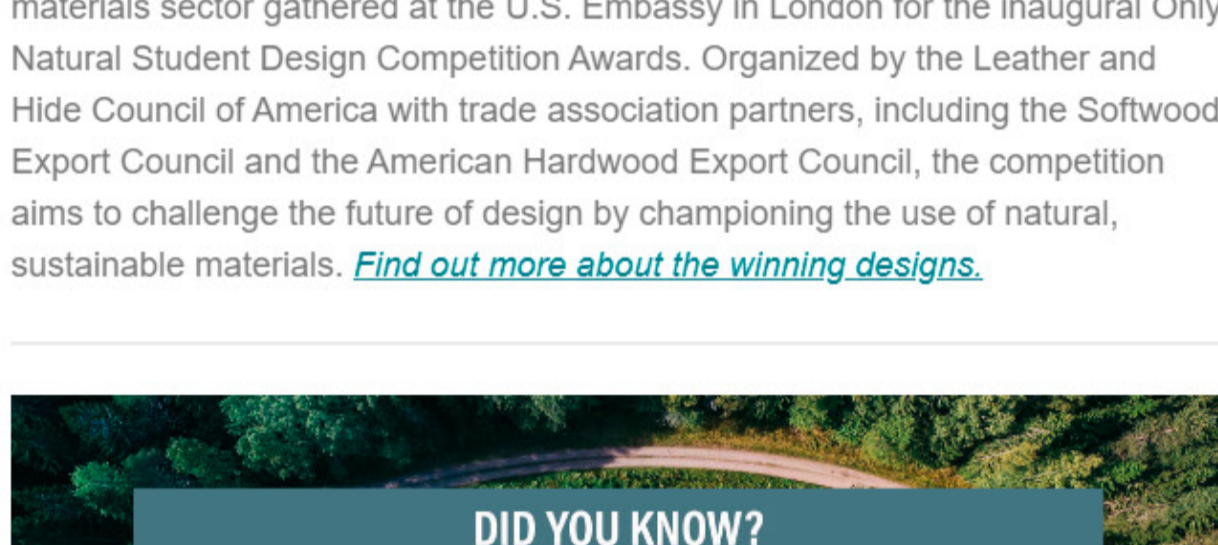
AFIA Reports 79% Rise in Value of U.S. Animal Food Exports

The volume of U.S. animal food exports increased by 120% between 2022 and 2023, while the value rose by 79%. That's according to the American Feed Industry Association's (AFIA's) latest annual report. *Our Industry, Our Promise* outlines the state of the industry and how AFIA is addressing challenges and opportunities for its members, including legislative and supply chain issues, feed and food safety, and sustainability. [Read more about trends in the animal food sector.](#)



Only Natural Celebrates Inaugural Design Competition Winners

On 24 September, creative talent and industry experts from the natural materials sector gathered at the U.S. Embassy in London for the inaugural Only Natural Student Design Competition Awards. Organized by the Leather and Hide Council of America with trade association partners, including the Softwood Export Council and the American Hardwood Export Council, the competition aims to challenge the future of design by championing the use of natural, sustainable materials. [Find out more about the winning designs.](#)



DID YOU KNOW?

One in every three bites of food we eat, including many fruits and vegetables, depends on insect or animal pollination. Organic farming enhances this essential process, increasing pollinator diversity by up to 50%

Source: The Organic Trade Association & The Organic Center #OrganicMonth2024



Interview: USSEC's Tarik Eluri on U.S. Soy Sustainability, From Innovation to Verification

Tarik Eluri, sustainability manager at the U.S. Soybean Export Council (USSEC), a founding member of the U.S. Sustainability Alliance (USSA), recently discussed U.S. sustainable agriculture with Spain's *Fundación Antama* – a non-profit that promotes new technologies for agrifood and the environment. The conversation focused on USSA's mission and the U.S. soy industry, including the evolution of sustainability and the role of innovation. [Check out Tarik's interview for more details.](#)



Rooted in Conservation: Partnership Drives Best Practice on Louisiana Rice Farms

Join us on a virtual trip to southwest Louisiana to meet two rice farms that are models in conservation. Durand Farms in St. Martinville and Simon Farms in Morse are collaborating with organizations such as USDA's Natural Resources Conservation Service, Ducks Unlimited, USA Rice, and their local Soil and Water Conservation District to protect their soil and improve their water use and quality. [Discover more about their best management practices and the water quality advantage of growing rice.](#)



California Conserves More Than a Quarter of its Land in Historic Milestone

California is a leader not only in agricultural production and exports but also in conservation, as evidenced by a report released by Governor Gavin Newsom. *The 2024 Pathways to 30x30 Annual Progress Report* shows that California is on track to meet its ambitious goal of conserving 30% of state lands and coastal waters by 2030. [Learn more about California's conservation progress.](#)

IN OTHER NEWS

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

- A new article in TIME Magazine by Jad Daley, President and CEO of American Forests, shares the U.S. National Forests' success story. Read how legislation and partnership are helping to reforest America [here](#).
- In other good news, the U.S. Department of Agriculture (USDA) has allocated nearly \$121 million for research to solve key challenges for specialty crop and organic agriculture producers, as outlined [here](#).
- Additional USDA investments announced in September include \$17.6 million to advance agricultural research that protects the health and welfare of agricultural animals. Read more [here](#).
- Innovation in the citrus industry is bearing fruit. University of Florida researchers have found that mesh bags used to protect citrus trees from citrus greening disease are effective even after they're removed, as reported [here](#).

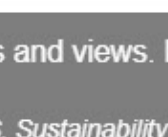
For more on the above, check out our social media accounts!

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 approximately \$10.6 billion of annual U.S. food and agricultural exports to the UK and EU (2023).

USSA Member Organizations:
Alaska Seafood Marketing Institute; Almond Board of California; American Feed Industry Association; American Seed Trade Association; American Hardwood Export 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 Sweet Potato 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](#)



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