



USSA Newsletter

Hello and welcome to our latest edition!

This month, we share the findings from the U.S. wheat industry's first Life Cycle Analysis (LCA). We also report on U.S. agriculture's multitrillion-dollar contribution to the American economy and its vital role in export trade. Other highlights include new data on animal feed consumption in the United States, which reveals an interesting sustainability trend, and insights into why wood products are a superior environmental choice.

Keep reading for more on these stories and other news, opinions and resources covering beef, cotton, pork and soy.

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Industry-First LCA Confirms Sustainability of U.S. Wheat Production

A new Life Cycle Analysis (LCA) confirms continuous improvement in the sustainability of U.S. wheat production. The analysis, commissioned by organizations including U.S. Wheat Associates, shows that U.S. wheat growers have reduced greenhouse gas emissions, energy use, water use, land use and soil erosion on a per-bushel basis over 40 years. [Read the LCA findings.](#)



U.S. Agriculture Contributes \$9.5 Trillion to the Economy

U.S. food and agriculture are the backbone of the American economy. They account for more than \$9.5 trillion in domestic economic activity, directly support more than 24 million jobs and play a vital role in international trade, with exports estimated at \$183 billion. That's according to *Feeding the Economy*, a report sponsored by food and agriculture groups, including several USSA members. [Read the report findings.](#)



DID YOU KNOW?

In 2023/24, 71% of all U.S. Soy export shipments had a U.S. Soy Sustainability Assurance Protocol (SSAP) certificate, which verifies the sustainability of U.S. produced soybeans.

Source: the U.S. Soybean Export Council's 2024 annual report, Nurturing Trust.



More than a Third of U.S. Animal Diets Include "Circular" Ingredients

In 2023, U.S. livestock, poultry and farmed aquaculture consumed nearly 284 million tons of feed. Beef cattle consumed the largest share and aquaculture led the way in using "circular" ingredients - byproducts from other industries. Those are among the findings of a new IFEEDER report, a collaboration with the American Feed Industry Association and the North American Renderers Association's research arm. [Explore the report findings in more detail.](#)



Why Sustainably Produced Forest Products Have the Edge

As the public and private sectors increasingly choose building materials based on factors such as carbon footprint and renewability rather than solely on cost, sustainably sourced wood products offer a promising solution. In an article for *Open Access Government*, Rose Braden, President of the Softwood Export Council, highlights the environmental benefits of using wood. [Read Rose's article.](#)



URBN Joins the U.S. Cotton Trust Protocol to Advance Responsible Sourcing Goals

URBN, the parent company of fashion brands such as Urban Outfitters and Anthropologie, has joined the U.S. Cotton Trust Protocol, a voluntary sustainability program and traceability platform. URBN's membership reinforces its commitment to responsible sourcing and cotton production. [Read more about URBN's responsible sourcing goals.](#)



Parker Ranch, Hawaii: Caring for the Land, Cattle and Customers

The old Hawaiian proverb "The land is chief, and man is its servant" guides Parker Ranch and its cow-calf operation. The ranch raises cattle in a way that respects natural resources while ensuring cattle health, beef quality and food safety. These efforts haven't gone unnoticed, earning it a 2025 Beef Quality Assurance Award. [Read Parker Ranch's story.](#)

IN OTHER NEWS

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

- U.S. Secretary of Agriculture Brooke Rollins is embarking on a program of international visits to support and expand markets for U.S. agricultural products, as outlined [here](#).
- A new report from the Council for Agricultural Science & Technology (CAST) highlights the potential of artificial intelligence (AI) in agriculture and how to overcome the biggest barriers to its widespread adoption. Access the report [here](#).
- The National Pork Board has released its 2025 We Care Sustainability report, outlining the U.S. pork industry's progress towards its 2030 sustainability goals. Read more about it [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 who 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 Hardwood Export Council; American Peanut Council;

American Seed Trade Association; 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; 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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