Learning Objectives

• Define sustainability and what it means in agriculture
• Consider incorporating sustainability to create business opportunities
• Discover resources to learn more about sustainable crop production
Addressing the Challenge

Chapter 1
The Challenge

- Growing human population
- Ever-increasing demand for meat consumption
- Soil degradation and shrinking land availability for ag
- Extreme and unpredictable climate

Source: U.S. Census Bureau, International Data Base, July 2015 Update.
What Is Needed To Meet The Challenge?

Systems level approach to develop for building health and resilience in
• soils
• farms
• wildlife habitats,
• natural landscapes
• diverse communities
Discussion
Defining Sustainability
Chapter 2
Sustainability Means:

Meeting the needs of the present while improving the ability of future generations to meet their own needs.
Three Pillars of Sustainability
Agricultural Sustainability

Seeks to improve productivity and profit while

• Improving the environment
• Conserving natural resources
• Improving human health
• Building stronger, more vibrant communities
Systems Approach for Continuous Improvement

For example:

- Cover crops
- Diversified, longer crop rotations
- Reduced tillage

Multiple practice changes with a synergistic effect

Together, they have greater impact
Discussion
The Value of Sustainability to Growers

Chapter 3
What Do Growers Want?

- Use inputs efficiently
- Conserve soil
- Increase profits

= MORE SUSTAINABLE
Grower Testimonial
Discussion
The Trusted Adviser’s Role
Chapter 4
Trusted Advisers Are Influential

- How soil and water resources are used
- How farming operations are run
- How crops are grown
- How communities respond to challenges
Improving The Environment

• Prevent erosion
• Reduce irrigation requirements
• Protect water quality
• Increase soil health
• Foster biodiversity
• Reduce greenhouse gas emissions
• Conserve energy
• Improve land use efficiency
Create Opportunities To Deepen Your Relationship With The Growers You Serve And Demonstrate Leadership

**Identify problems**
- Local resource concerns
- Crop needs
- Market considerations

**Develop and implement a plan**
- Practice changes
- Partnerships
- Financial incentives

**Measure and document impacts**
- Productivity & profitability
- Environmental stewardship
- Community engagement
Discussion
Opportunities For Professional Development

SUSTAINABILITY SPECIALTY (SSP)

https://www.sare.org/Learning-Center
Review

• Sustainability is meeting the needs of the present while improving the ability of future generations to meet their own needs
• Productivity and profitability
• Vibrant communities
Thank you!

Sustainability Programming for Ag Retailers and CCAs (SPARC)