



# Sustainability 101

## 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

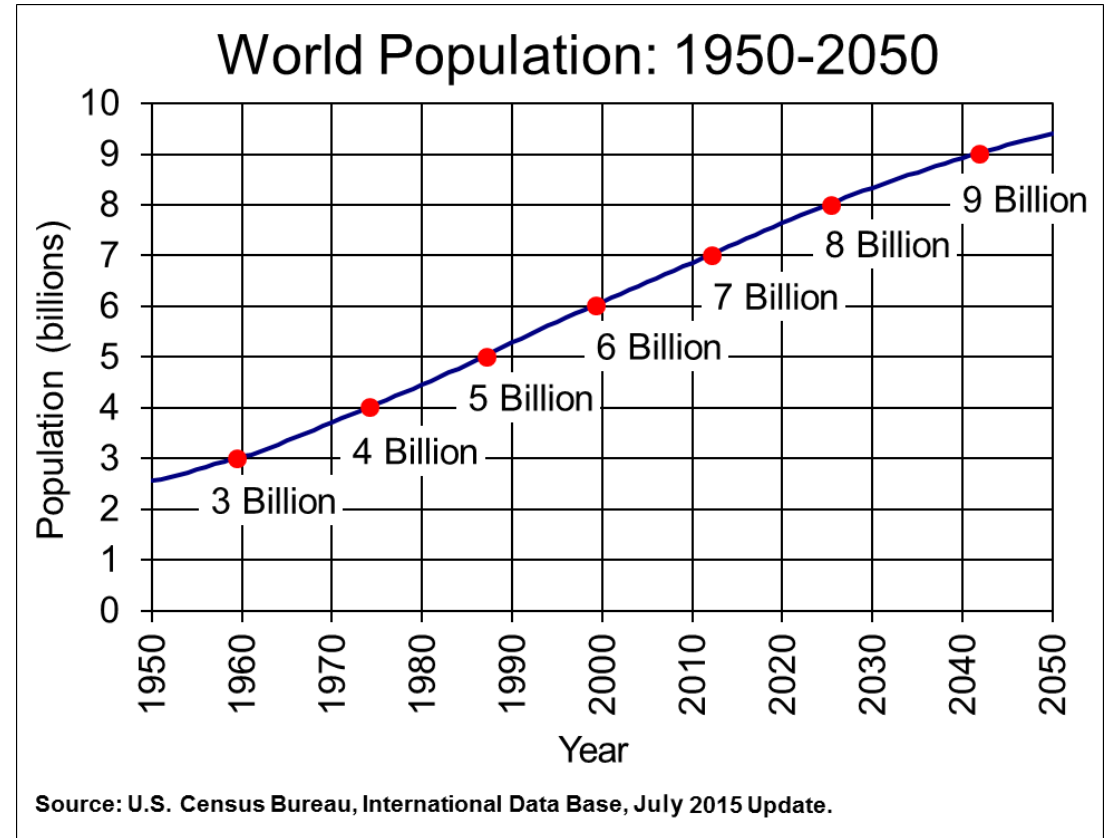


# Addressing the Challenge

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



# 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



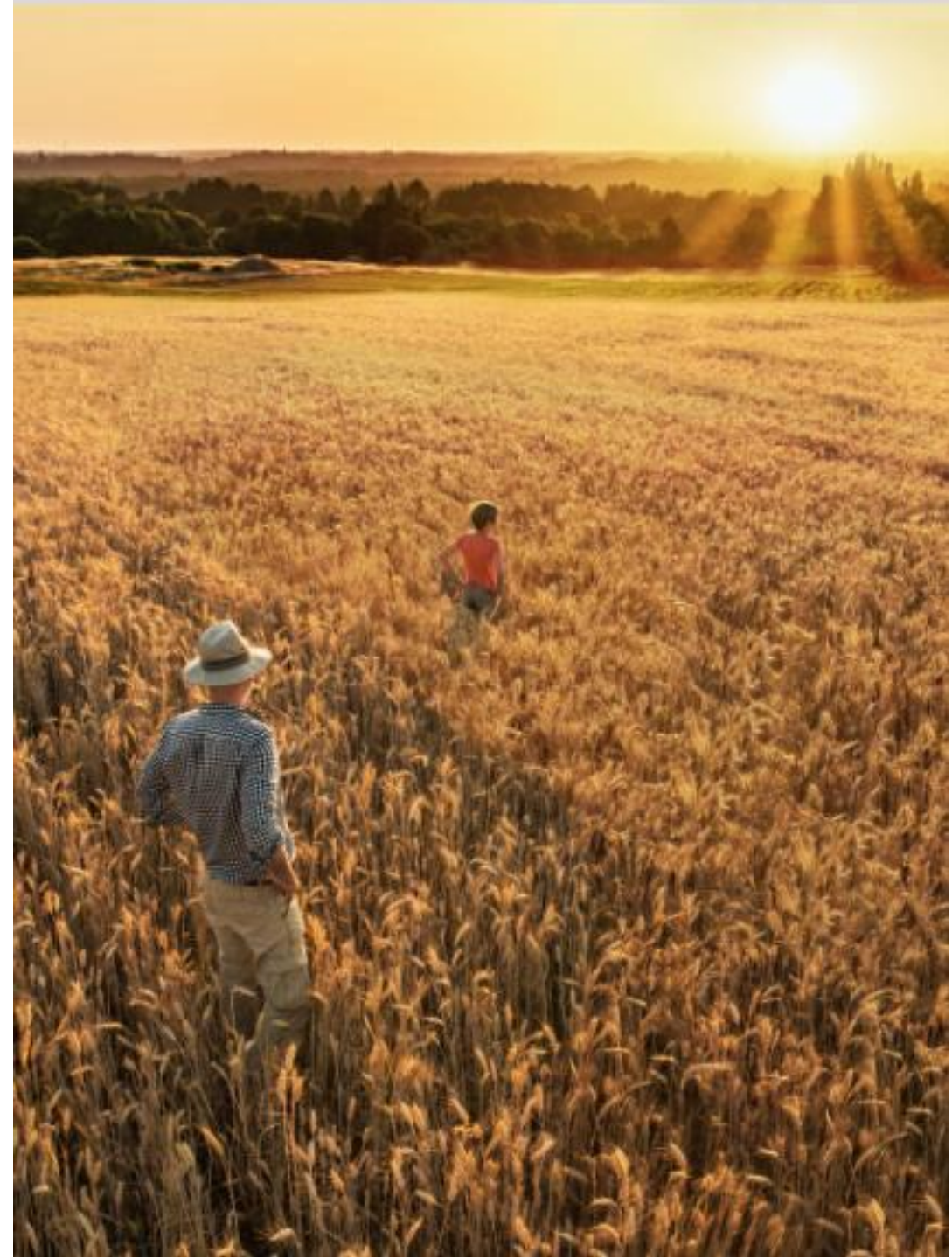
# Discussion

# Defining Sustainability

Chapter 2

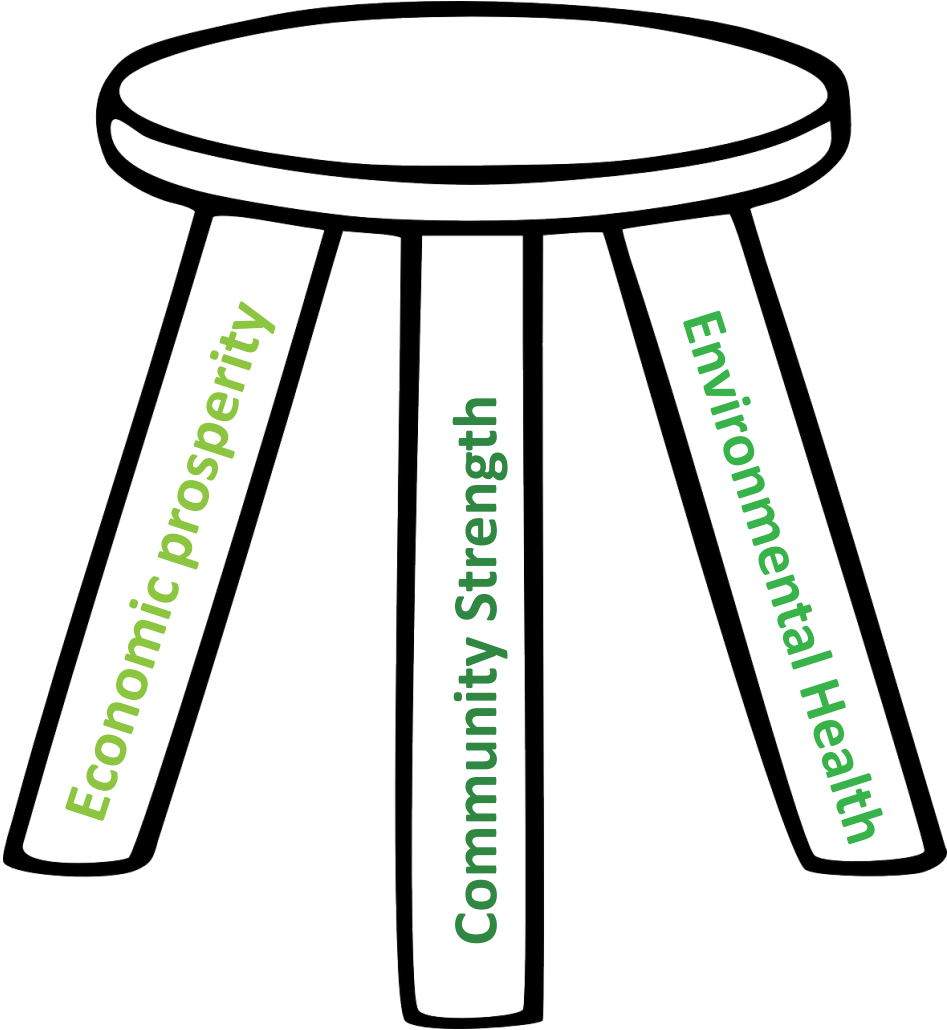
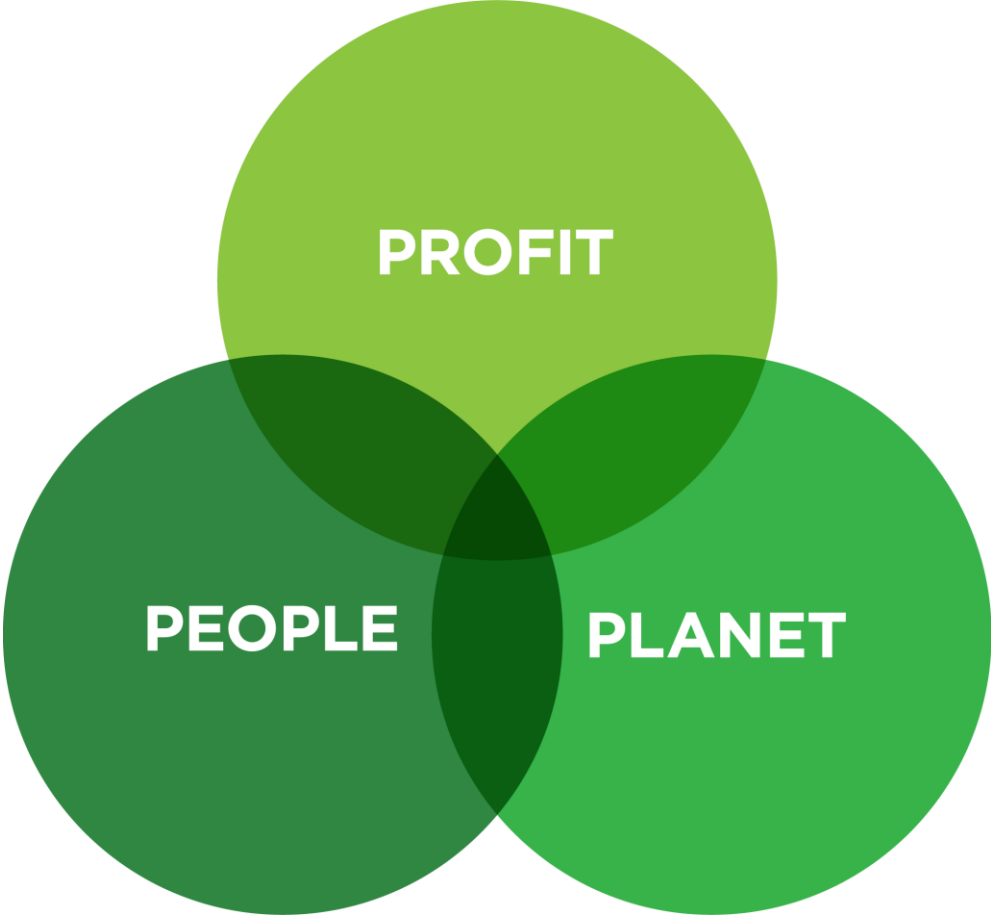
# Sustainability Means:

*Meeting the needs of the present while improving the ability of future generations to meet their own needs.*





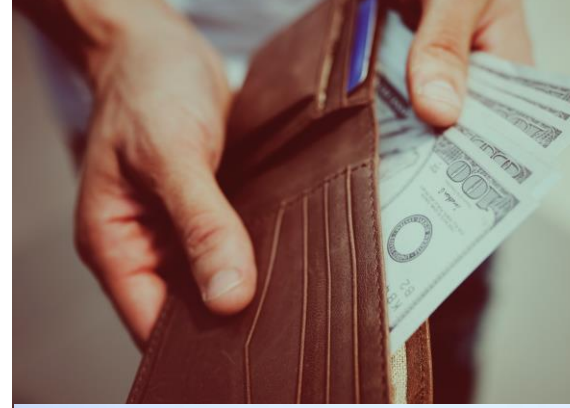
# Three Pillars of Sustainability



# 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

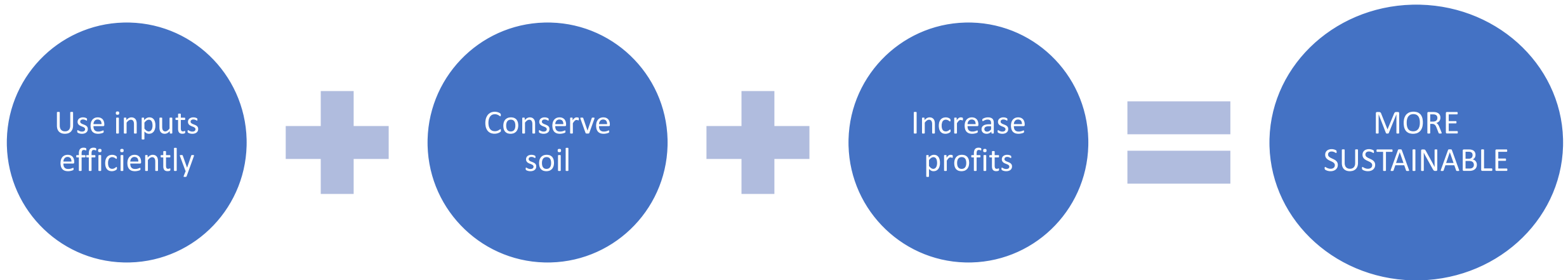
Together, they have greater **impact**

# Discussion

# The Value of Sustainability to Growers

Chapter 3

# What Do Growers Want?



# 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**

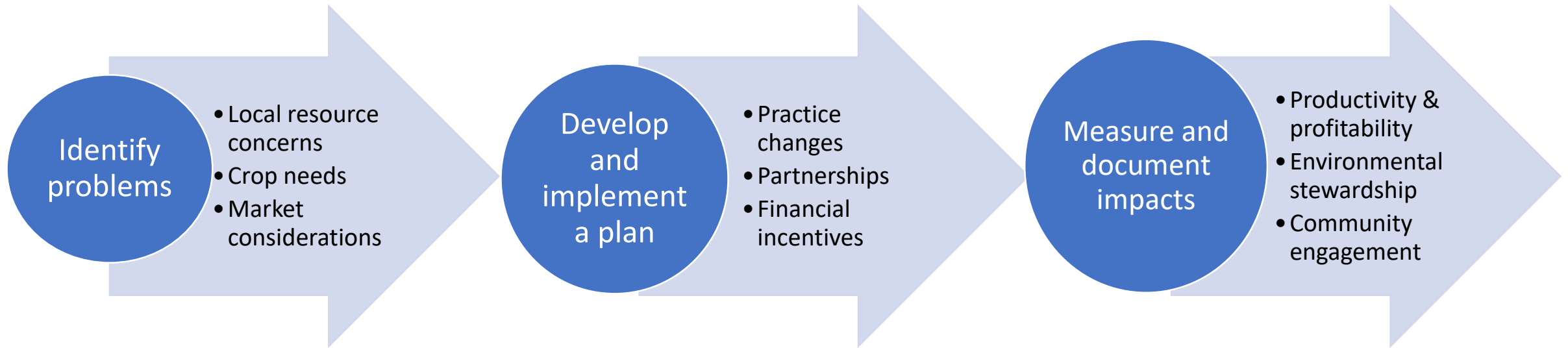
**How communities respond  
to challenges**

# 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



Discussion

# Learning More

Chapter 5

# Opportunities For Professional Development



**CERTIFIED  
CROP ADVISER**

**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)

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