

Sustainability:

What does it mean to young agriculturalists today?

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Introduction

- What does “sustainability” mean?
- Millennials entering the industry
 - What is their perception of sustainability?
 - Future implications
- Three pillars of sustainability:
 - Economic, Social & Environmental



Sustainable vs. Conventional

- Sustainable - equal or more profitable
 - Reduced costs
 - Increased yields
 - Market price premiums
- Skilled labor requirement
- Goal oriented



Sustainable vs. Conventional

- Incorporation of natural processes
- Reduction of off-farm inputs
- Optimization of biological & genetic potential
- Matching cropping patterns with ag land
- Profitable and efficient production
 - Improved farm management, prevention of disease, complex farming systems, and resource conservation

Measuring Profitability

- Issues
 - Site specific
 - Costs and results
 - Holistic approach
 - Time
- Soil fertility management
 - Profits, health, and the environment

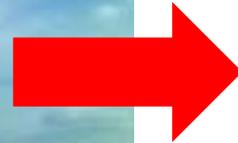


Economic Sustainability

- Strategies that make it possible to utilize all available resources to our best advantage while ensuring long-term profitability.



Economic Sustainability



Economies of scale

Social Sustainability

From an agricultural standpoint, social sustainability primarily involves the fair treatment of workers, positive farm family relationships, personal interactions with consumers, and choosing to purchase supplies locally rather than from a distant market.



Social Sustainability

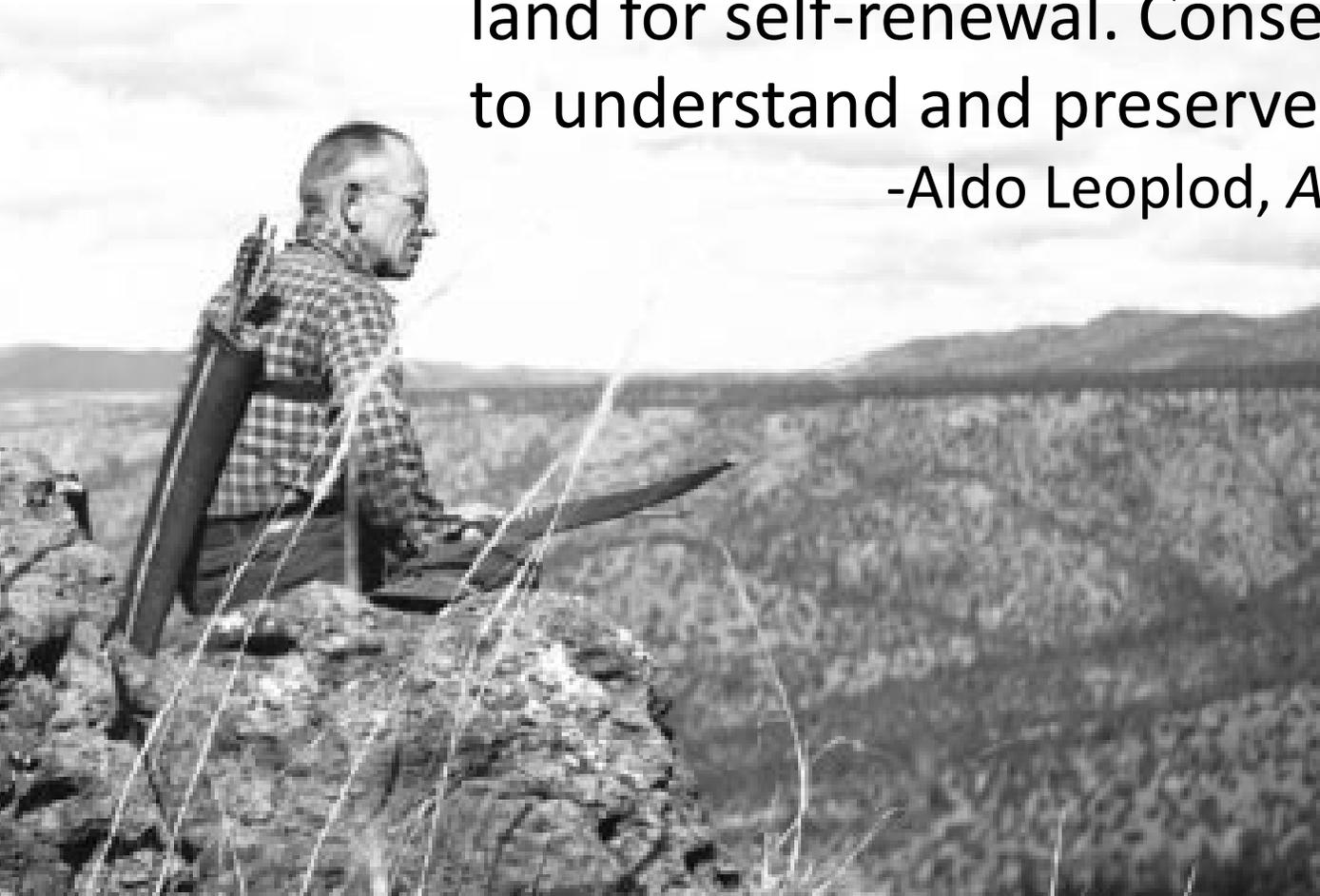
- Equity
- Diversity
- Quality of Life
- Interconnectedness
- Democracy and governance



Environmental Sustainability

- “A land ethic reflects the existence of an ecological conscience, and this in turn reflects a conviction of an individual responsibility for the health of the land. Health is the capacity of the land for self-renewal. Conservation is our effort to understand and preserve this capacity.”

-Aldo Leopold, *A Sand County Almanac*



Environmental Sustainability: Future Challenges

- Preserving the land for future generations' use
- Obstacles remain
 - Exploitation of natural resources has resulted in dramatic changes on the earth
- What role will sustainability play in the future of California agriculture?



Environmental Sustainability: California's Role

- Major contributor to the global food supply
- Must remain profitable and competitive by efficiently using resources and controlling production costs
- California Agricultural Vision
 - 12 strategies to address challenges
- As agricultural leaders, we also have a responsibility to the world as a whole

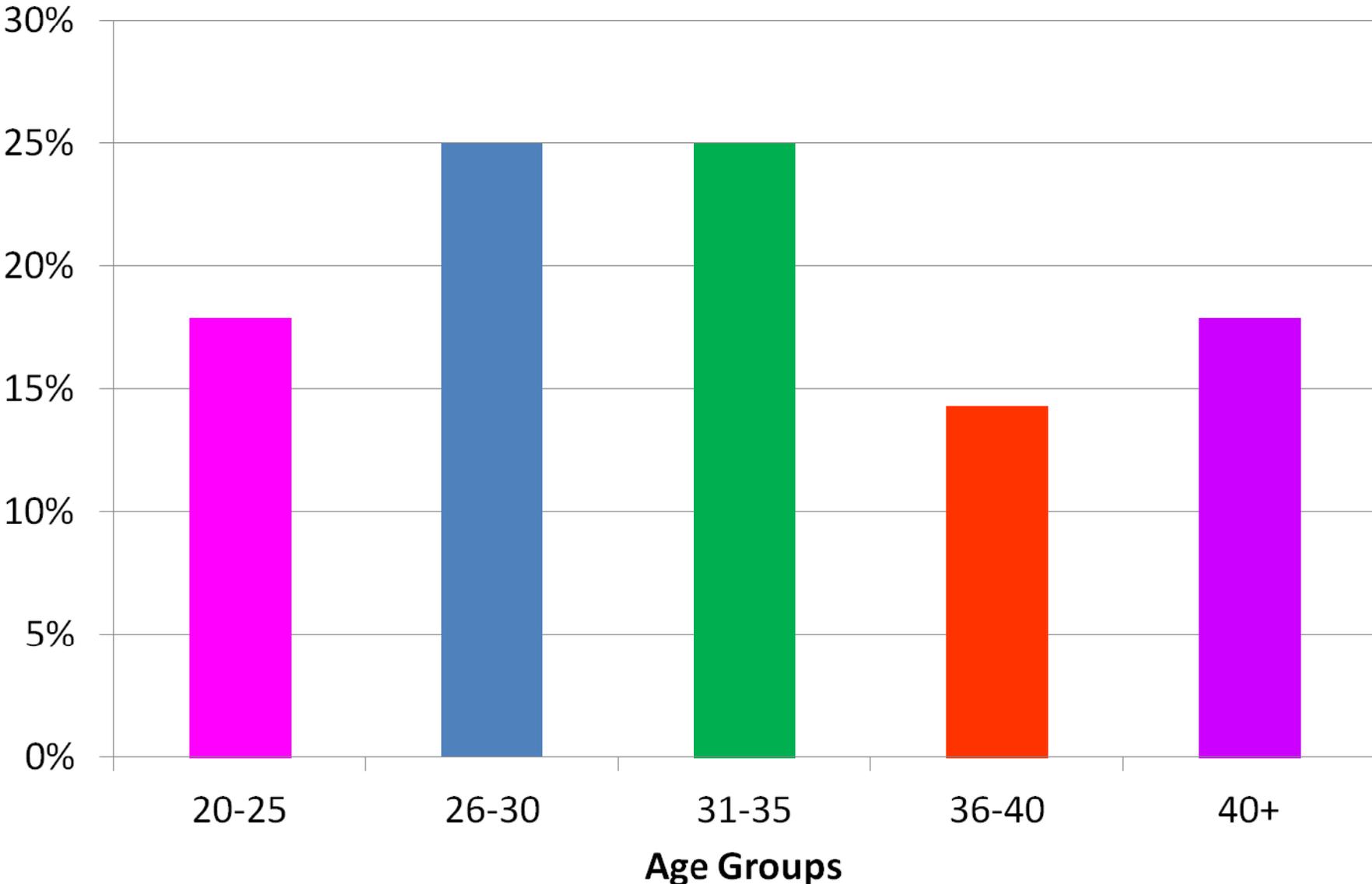


Survey Methods

- Young agriculturalists emailed survey
 - Primarily involved in production agriculture
 - 45 emailed / 27 responded (60%)
- Survey conducted using [surveymonkey.com](https://www.surveymonkey.com)

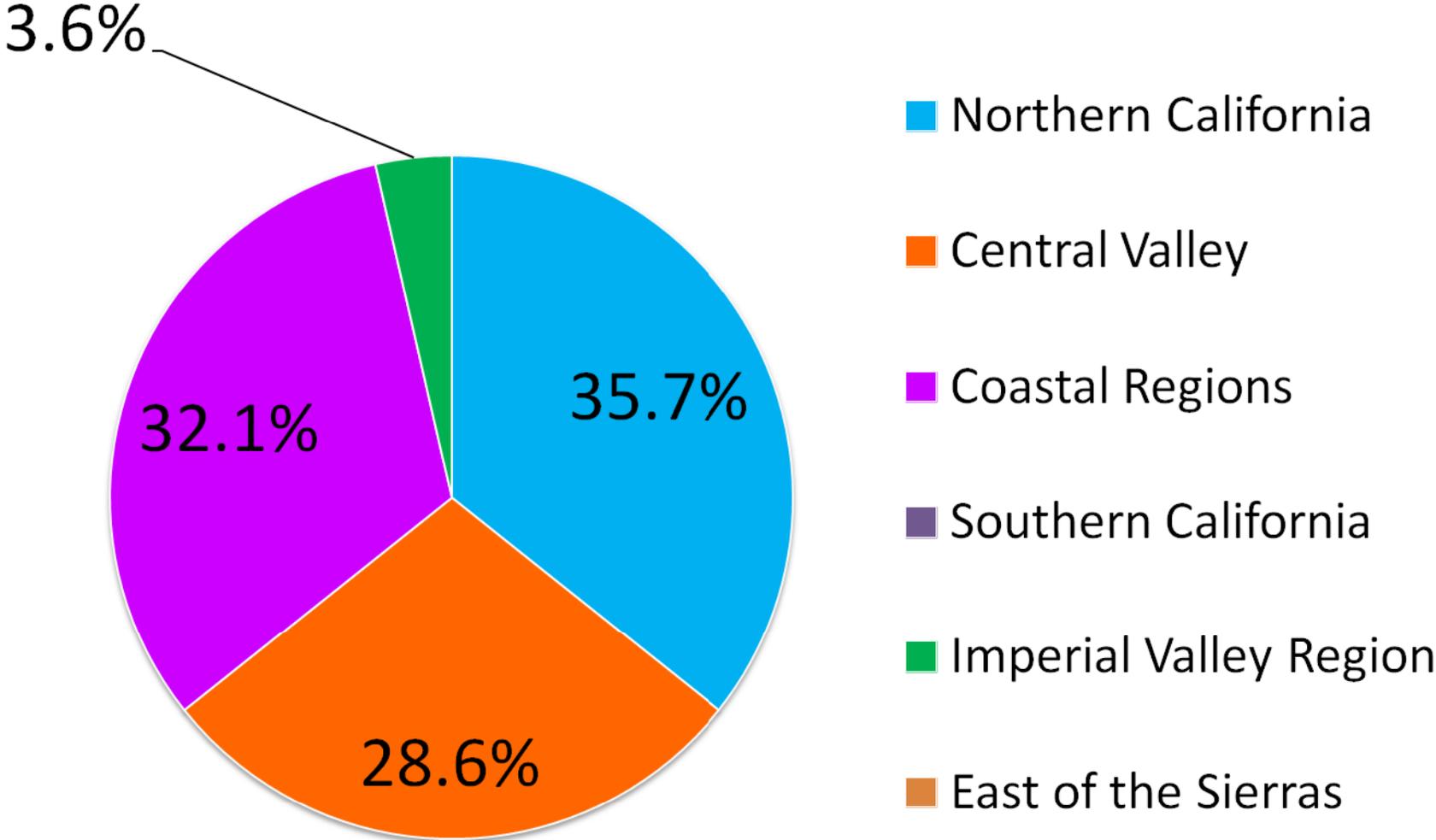
Survey Results: Demographic

Composition of Survey Respondents



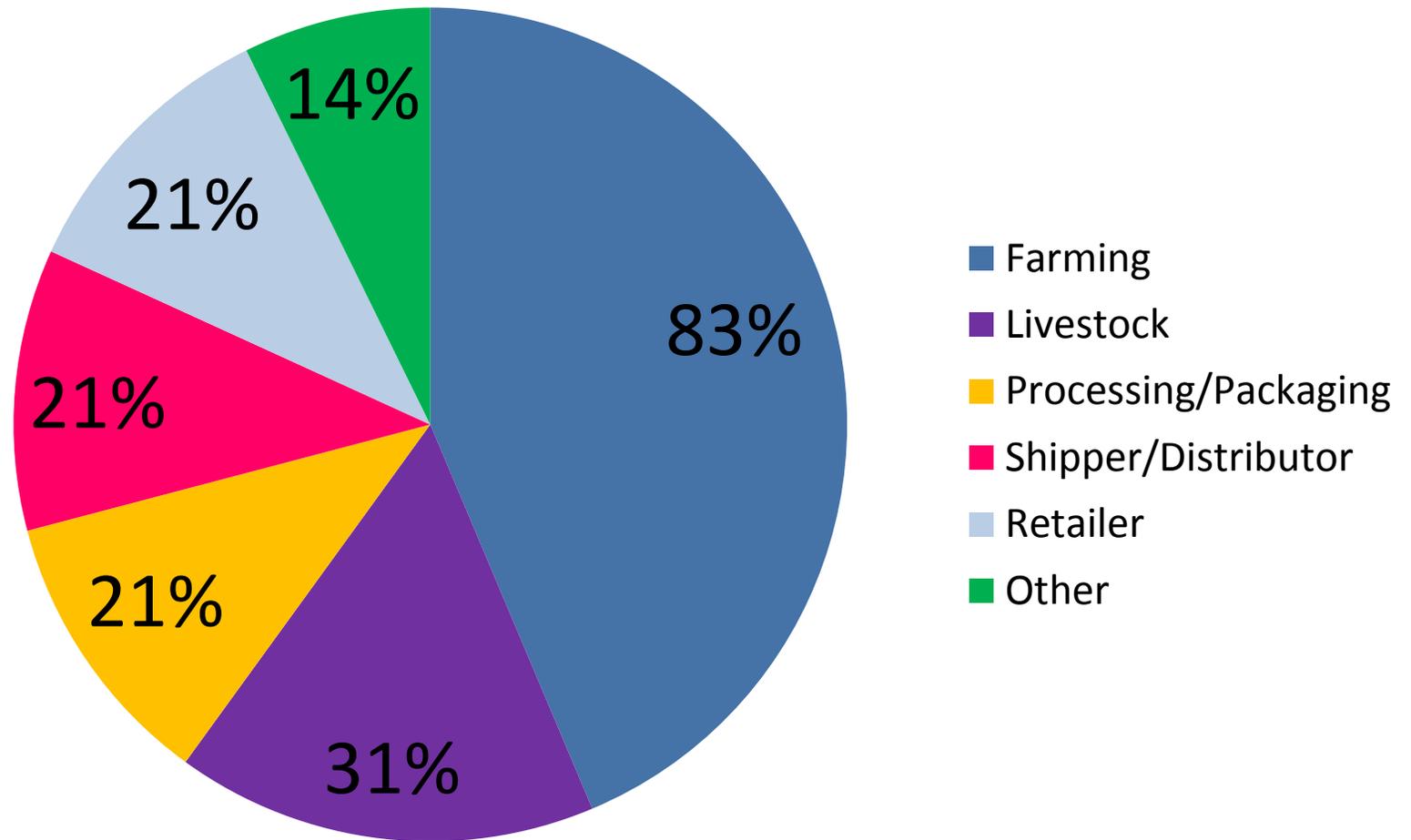
Survey Results: Demographic

In what region is your primary agricultural operation?



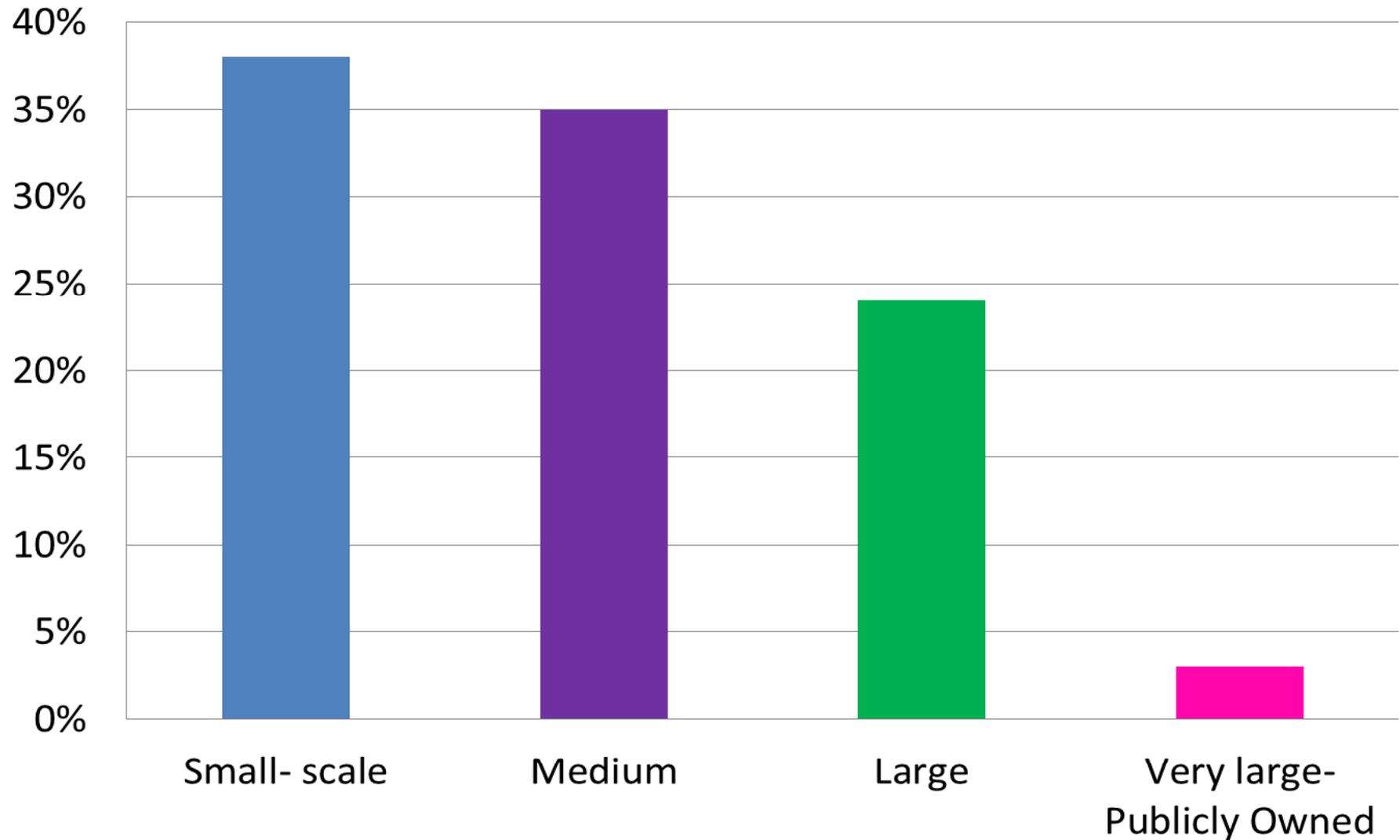
Survey Results: Demographic

Which sector of the industry are you involved in?



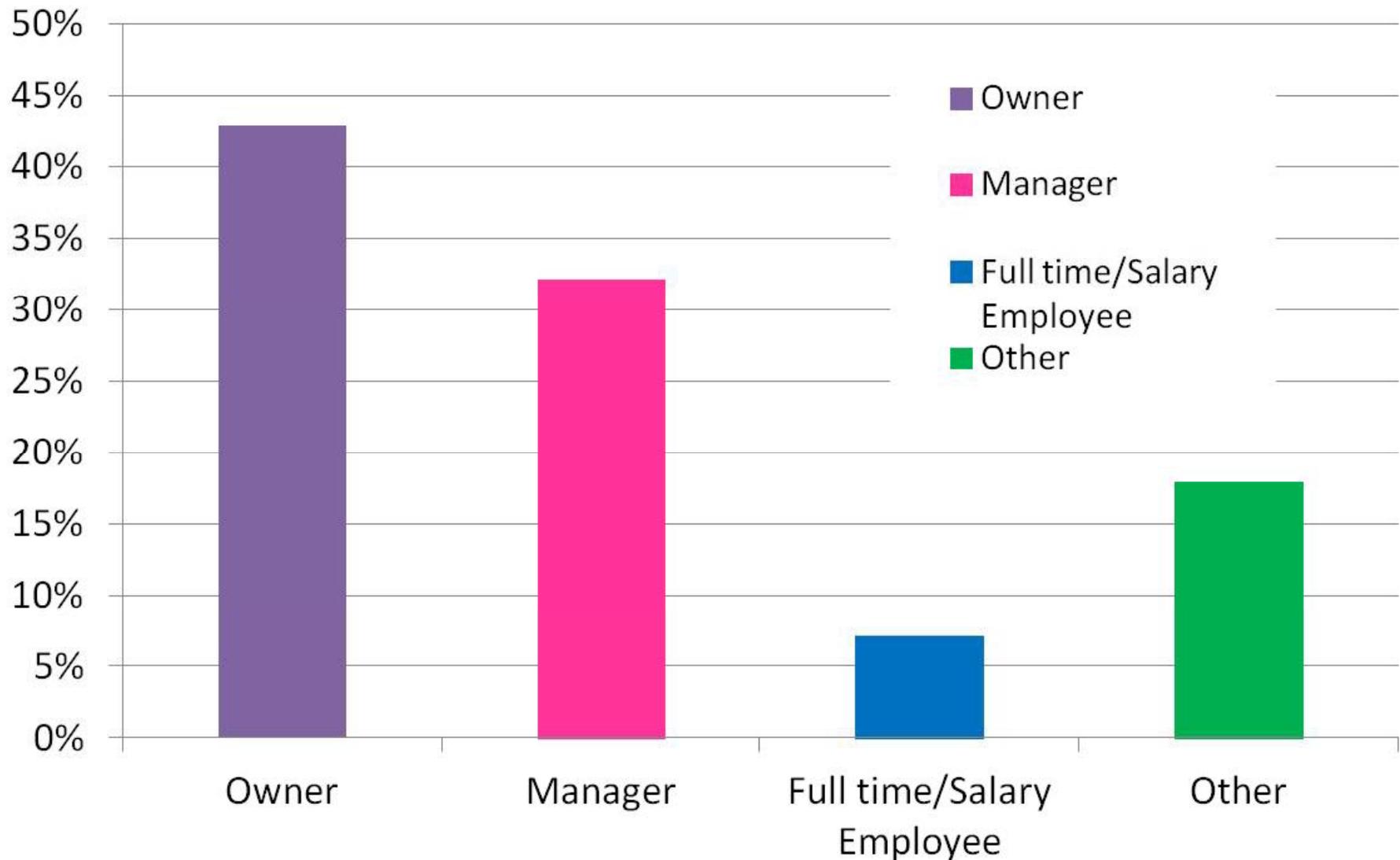
Survey Results: Demographic

How would you describe the scope of your operation in relationship to similar entities in your industry?



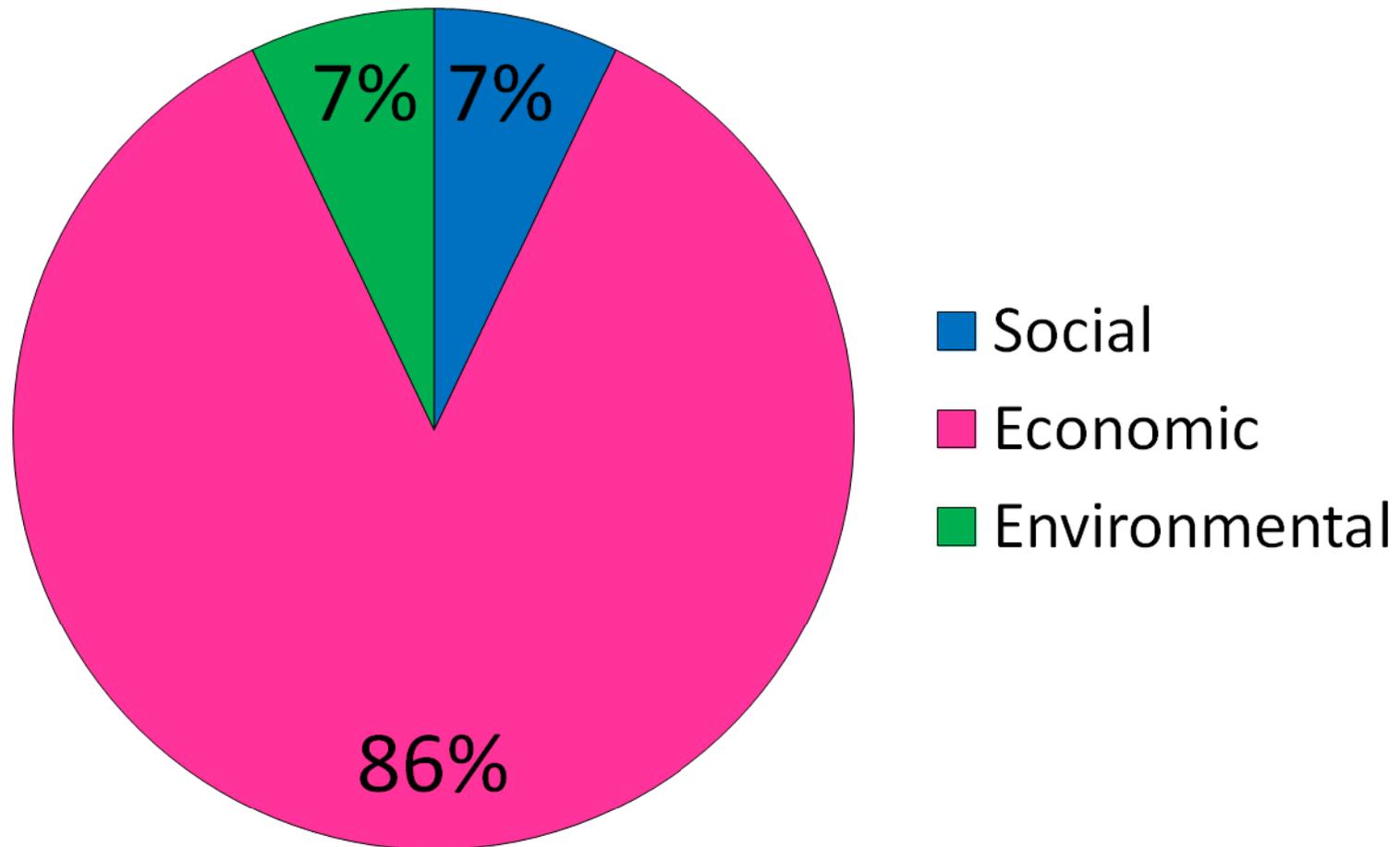
Survey Results: Demographic

Within your agricultural company / organization, what are your leadership responsibilities?



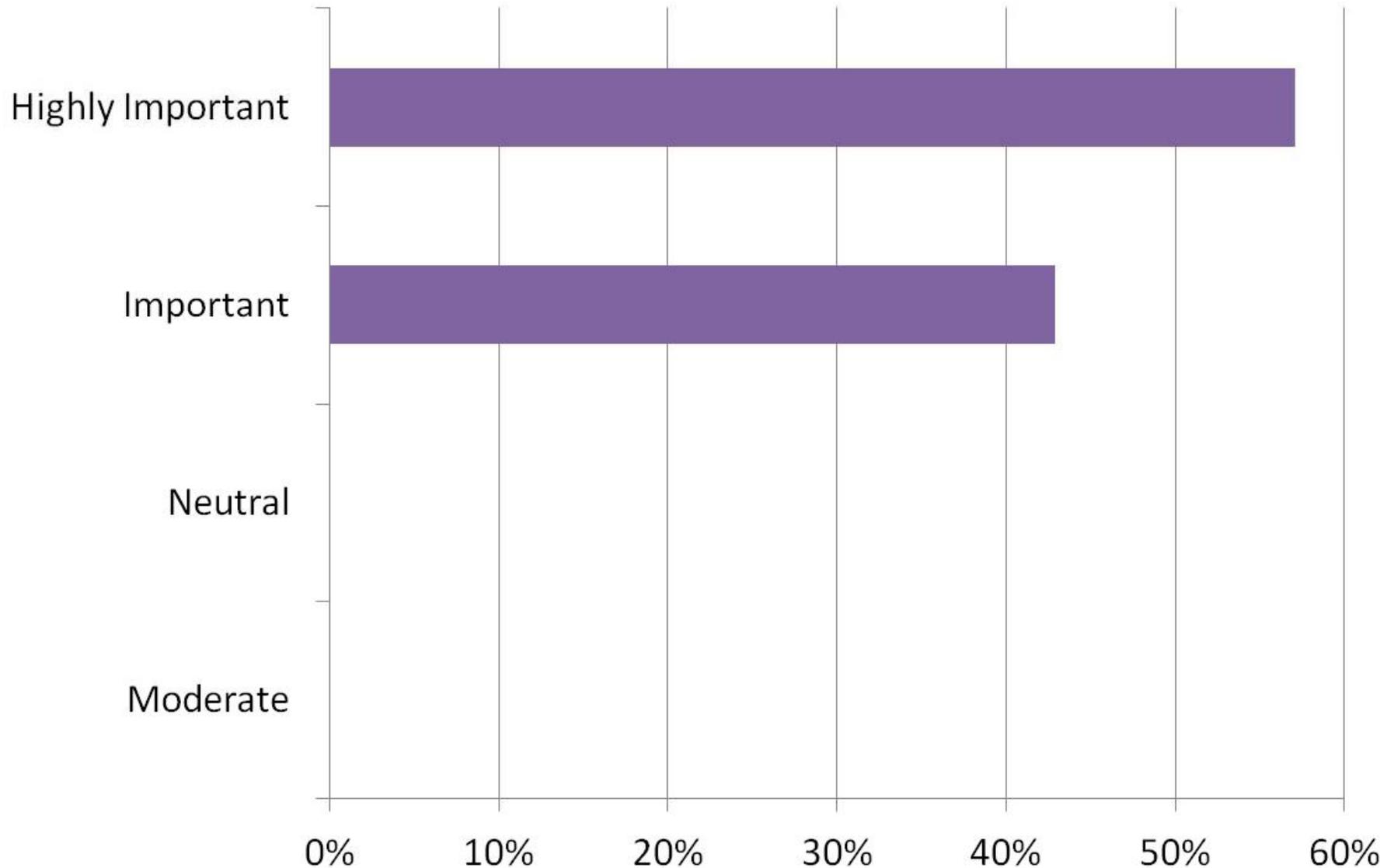
Survey Results: Perceptions

What is the most important pillar of sustainability to you?



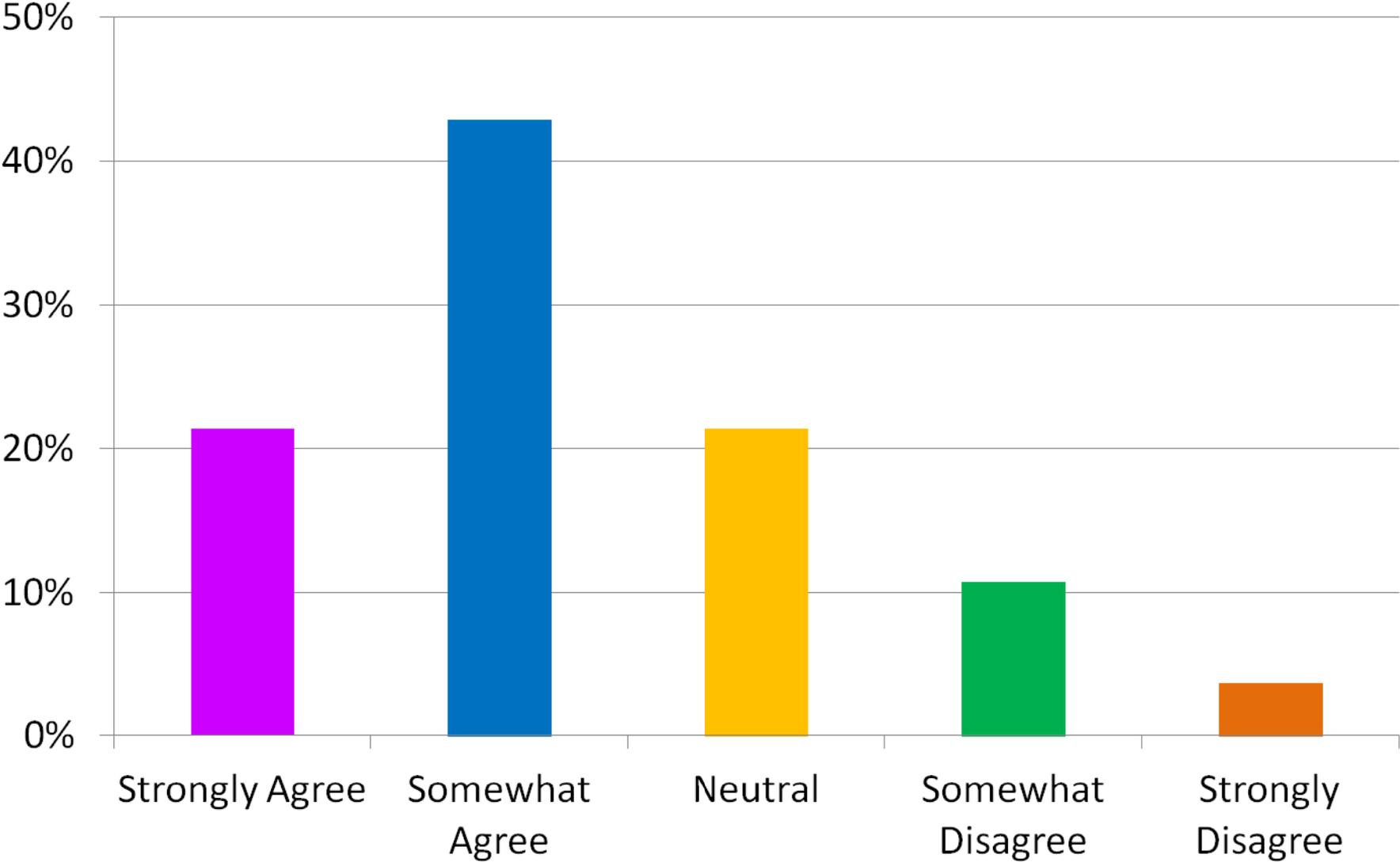
Survey Results: Perceptions

What degree of importance do you place on the pillar you selected?



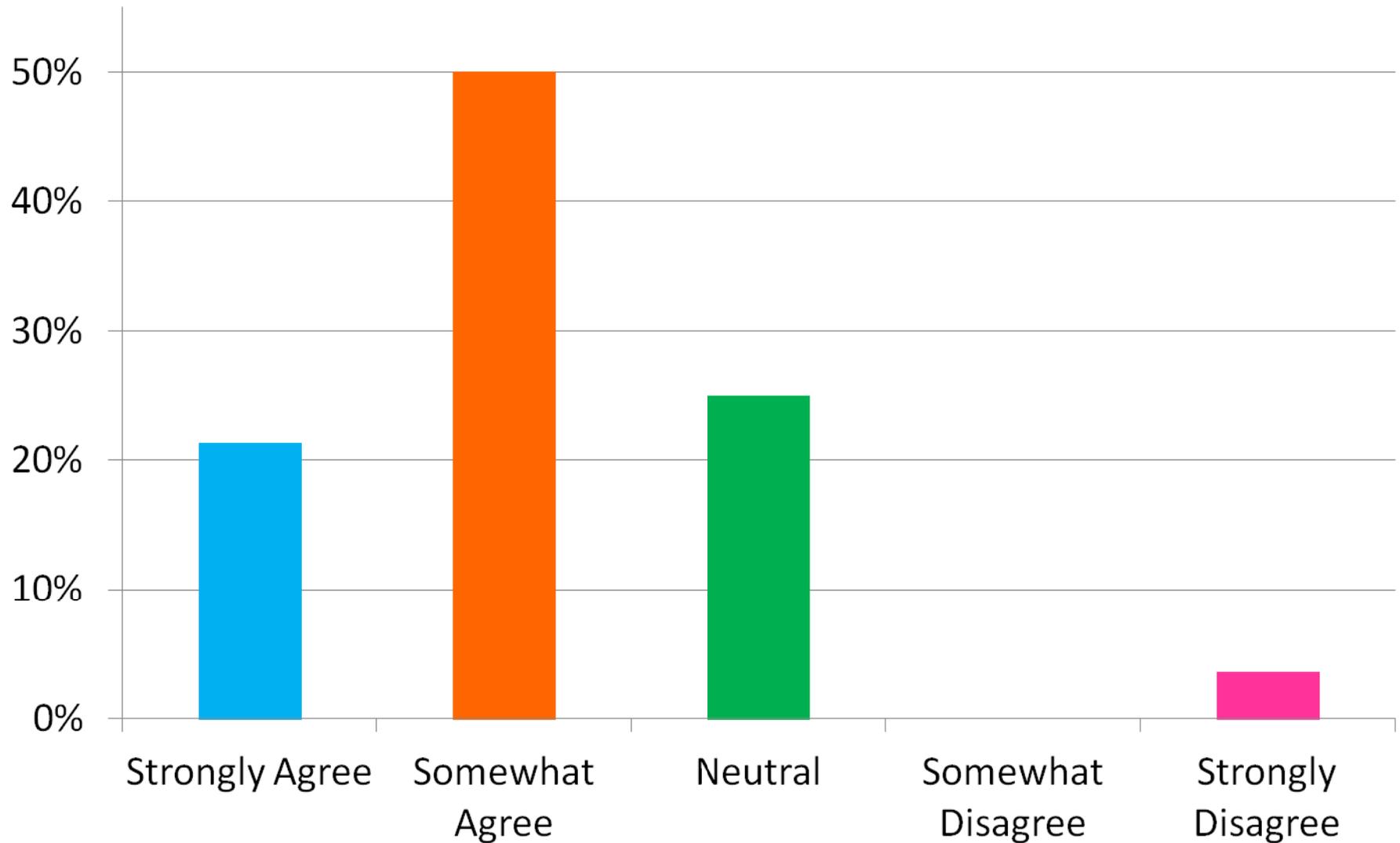
Survey Results: Perceptions

Sustainability is the most important value of my organization.



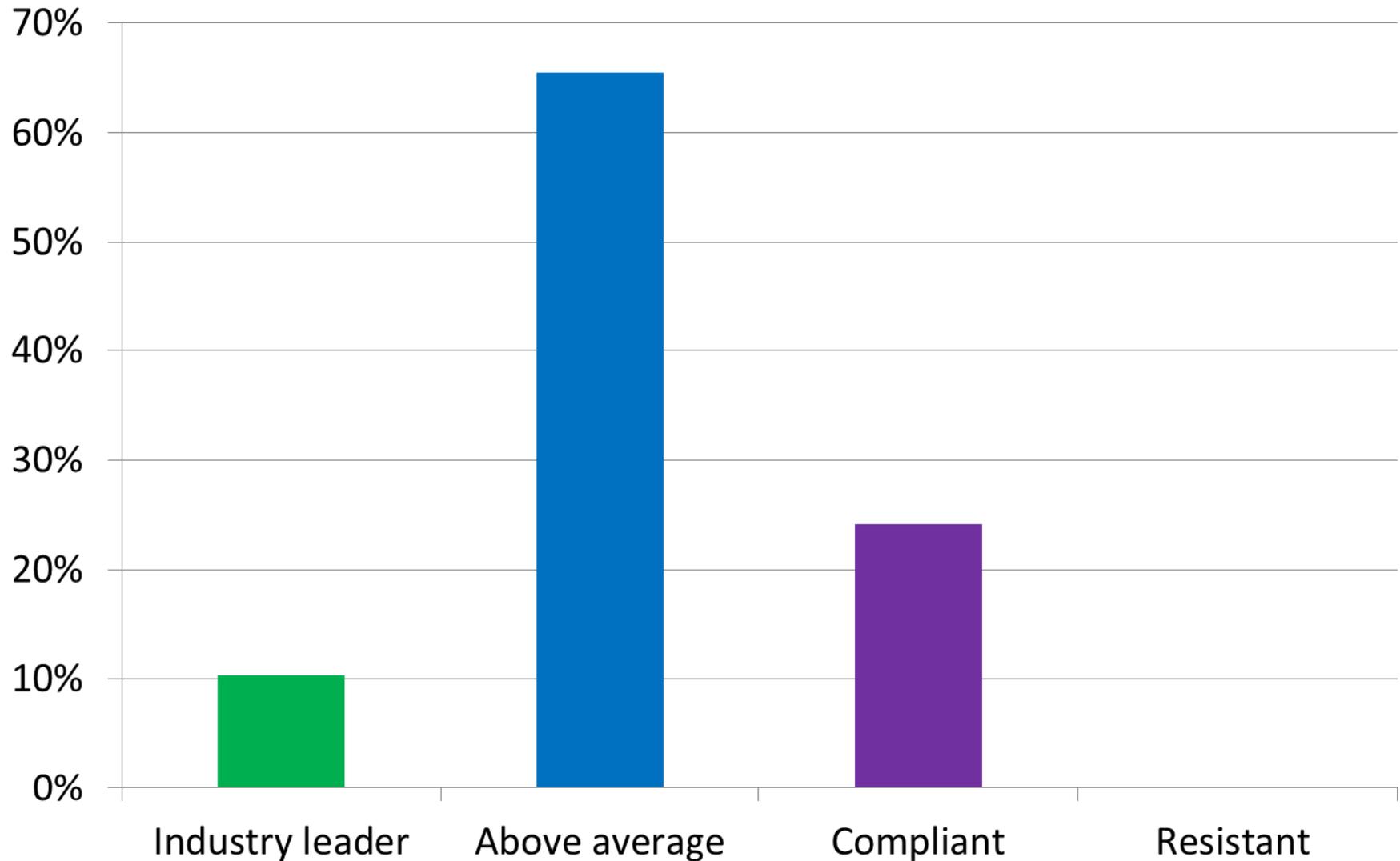
Survey Results: Perceptions

Sustainability is incorporated into my daily professional tasks.



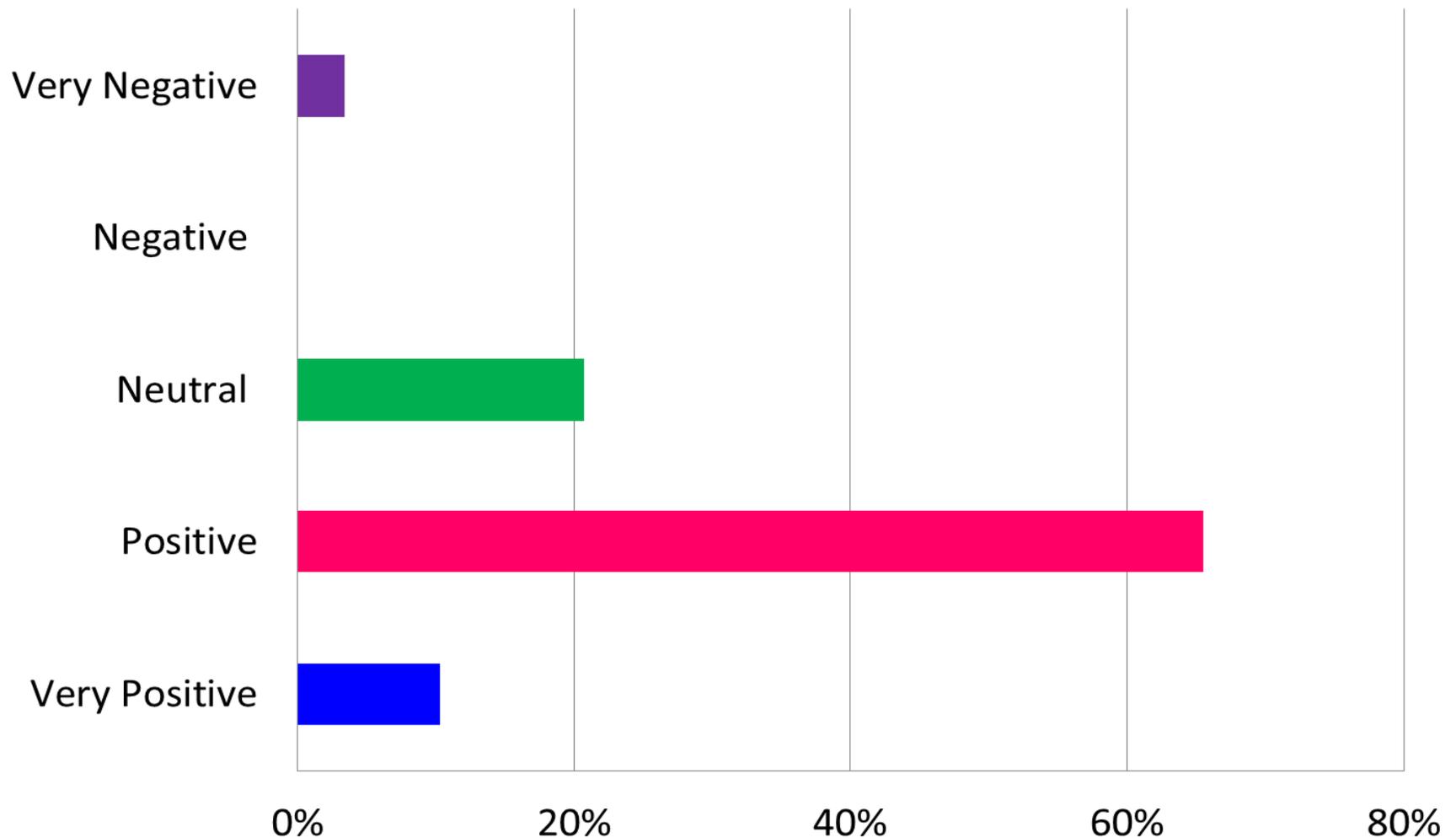
Survey Results: Perceptions

How would you consider yourself in the realm of sustainability?



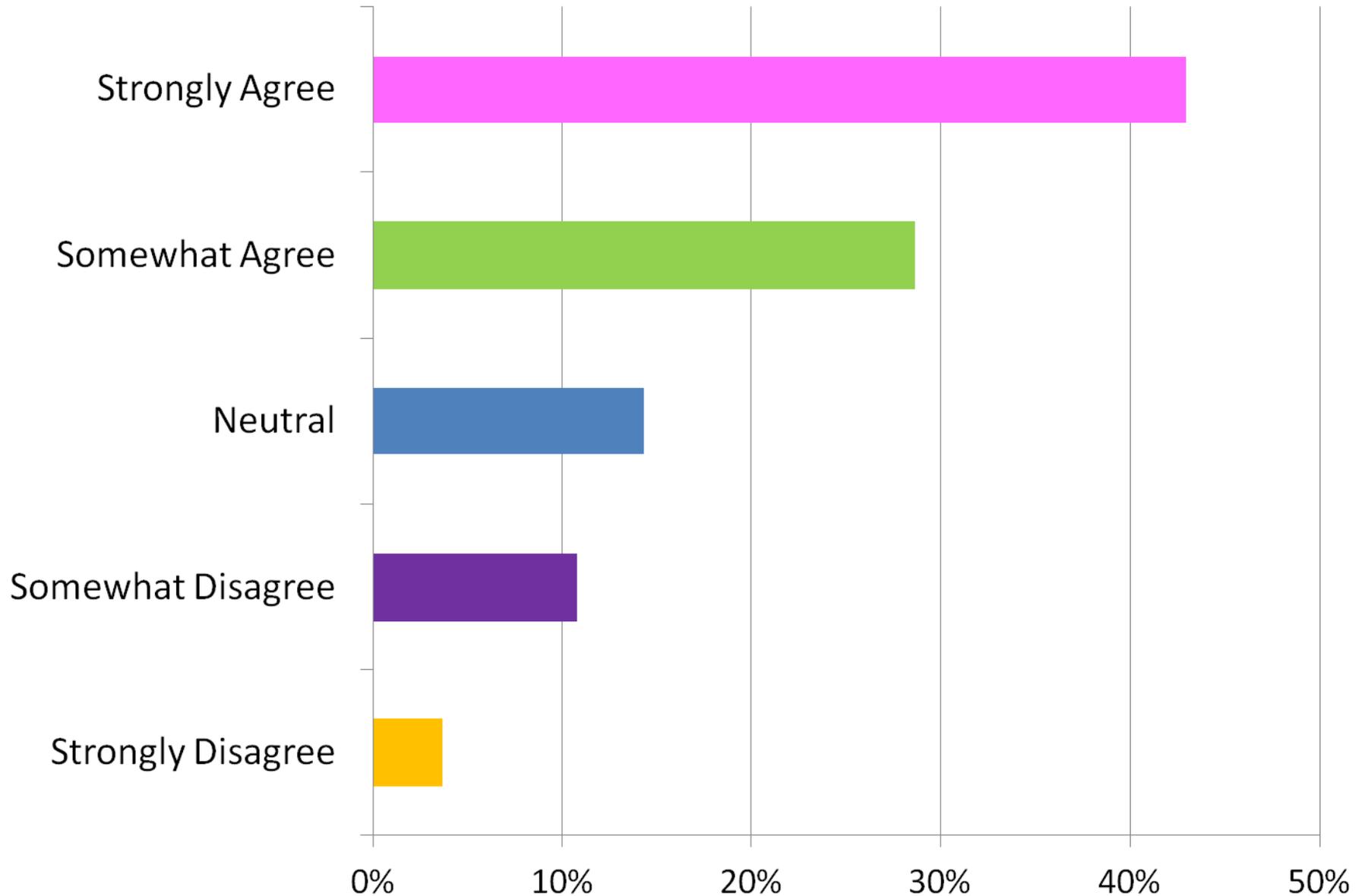
Survey Results: Perceptions

Please finish this statement, "I think the future for sustainable agriculture is...."



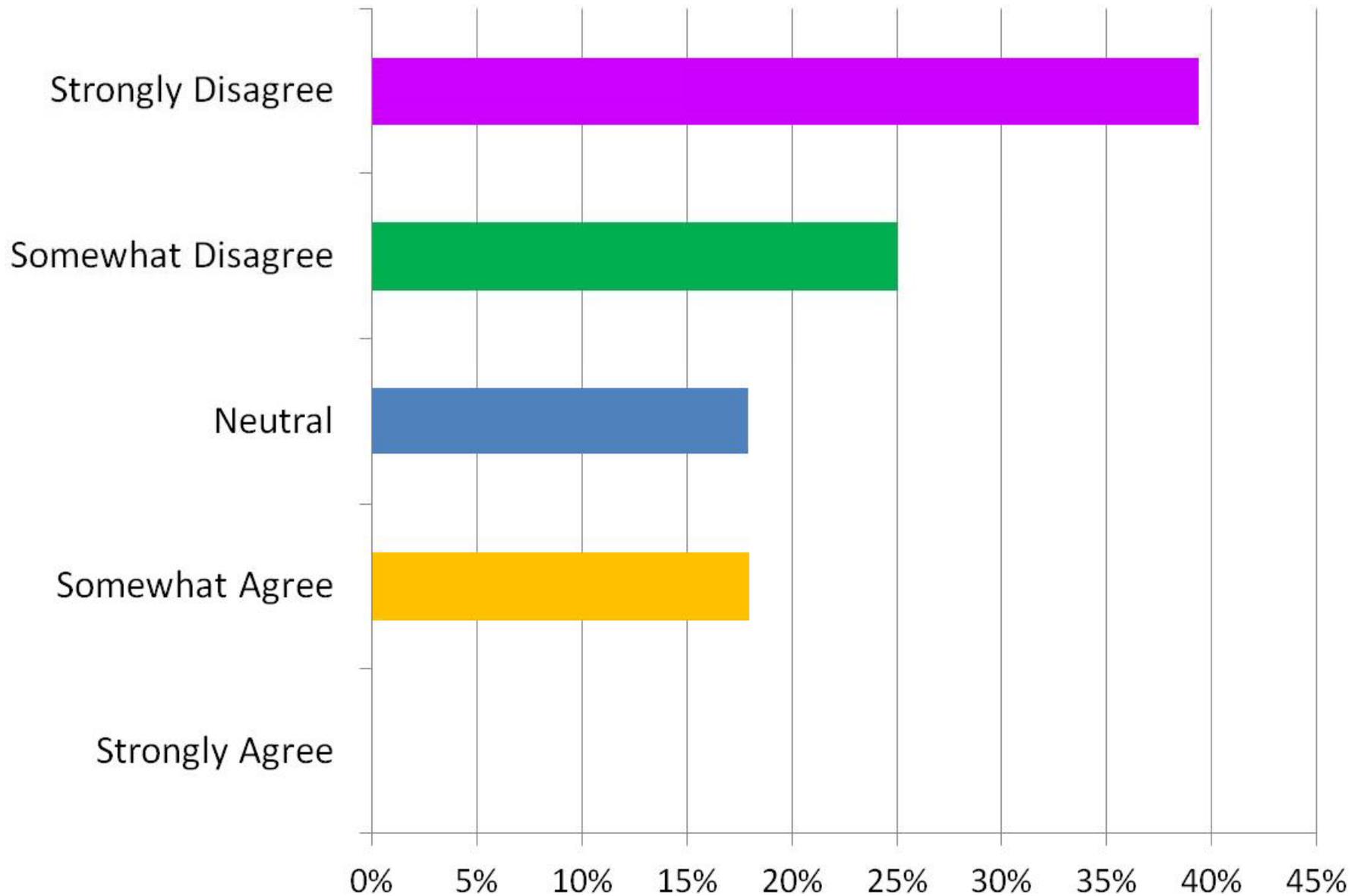
Survey Results: Perceptions

California agriculture should be the leader in sustainability.



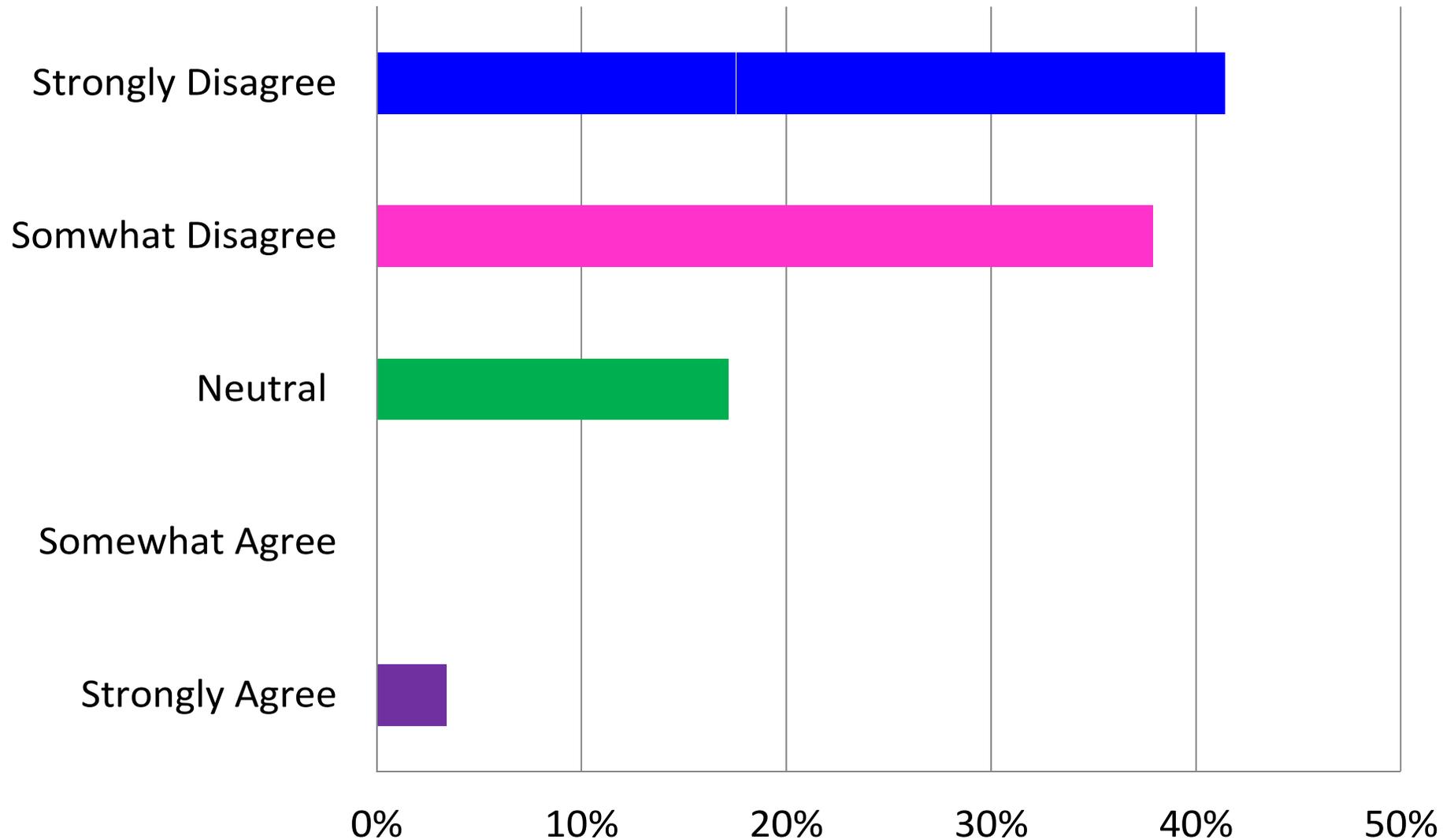
Survey Results: Perceptions

California law is favorable to sustainable practices.



Survey Results: Perceptions

The Enviromental Protection Agency's (EPA) role is extremely valuable in today's market place.



Survey Results: Perceptions

Where do you obtain information to aid you in sustainable

far



100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

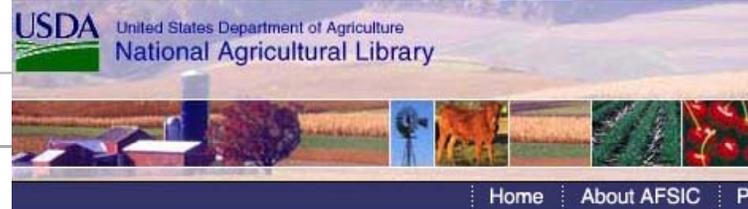


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Implications

- California sustainability leader vs California law
- Unified Information
 - Who is distributing the information?
- Developing sustainability mindset as leaders

Conclusion

Sustainability is real. It is not a fad.
Young agriculturalists get it.

*“Coming together is a beginning; keeping together is progress;
working together is success.”*

– Henry Ford