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U.S. Sustainability Alliance Amplifies Value of Sustainable U.S. Soy to European Stakeholders

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As a member of the U.S Sustainability Alliance (USSA), the U.S. Soybean Export Council (USSEC) collaborates with other agricultural and export-focused organizations to highlight the sustainability of U.S. production practices. This partnership creates more opportunities to highlight the low carbon footprint of U.S. Soy.



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â??USSA plays a crucial role in promoting and supporting sustainable agricultural practices,â? says Abby Rinne, USSEC Director of Sustainability. â??Through its work, USSA fosters innovation, knowledge sharing and awareness of our farmersâ?? and producersâ?? commitment to sustainability with key industry stakeholders in the UK and Europe.â?

As a leader in USSA, USSEC takes advantage of opportunities to deepen connections with key European stakeholders, while amplifying the value that the sustainability of U.S. Soy offers.

â??Essentially all the U.S. Soy products exported to Europe are verified sustainable through the U.S. Soy Sustainability Assurance Protocol (SSAP), and those certificates were transferred through the supply chain more than any other part of the world in 2023,â• Rinne reports. â??Stakeholders in the region want to understand what such sustainability verification means.â•

Two key USSA efforts provided opportunities to share those messages.

Media Tour Highlights Commitment to Sustainability
The USSA Media Tour during the 2023 growing season included a diverse group of journalists from the Czech Republic, Germany, the Netherlands, Spain and the United Kingdom. It aimed to provide participants with a comprehensive understanding of Nebraska's agricultural landscape, including U.S. Soy production.

â??Showcasing Nebraska agriculture provided the opportunity to address key sustainability issues, including soil health, water use and climate change,â?• Rinne explains.

Tour stops included farms and ranches, an irrigation company, a popcorn manufacturer, a feedyard, and the University of Nebraska-Lincoln. Key takeaways for the journalists emphasized the sustainability of U.S. agriculture.

- Participants gained insights into sustainable farming practices, including the integration of crop and livestock systems.
- Farmers showcased the use of conservation tillage, cover cropping, rotational grazing, and crop rotation to mitigate soil erosion and preserve soil health.
- Visitors received a deeper understanding of agricultural irrigation and its role in efficient water usage as they learned about the adoption and use of pivot irrigation systems.
- A visit to Loseke Feedyards highlighted animal welfare best practices, showing the measures taken to ensure healthy livestock.
- The Tractor Test Laboratory at the University of Nebraska provided an overview of the work of this global leader in tractor performance and safety testing.

Outreach Mission Cultivates Critical Relationships
USSAâ??s European Union Outreach Mission to Spain and Belgium the following fall aimed to communicate the United States' dedication to sustainable agriculture and to cultivate relationships with key stakeholders. Primary goals included expressing U.S. commitment to sustainable agriculture, dispelling misconceptions about American farming practices and engaging in meaningful discussions about the challenges and opportunities within the industry.