

Sharing your sustainability story

Key messages, resources and ideas for sharing your story

Why sustainability?

Farmers make up less than 2% of the population and care for 40% of the land while carrying the responsibility of feeding the entire population. We all share the responsibility of using our resources wisely to preserve our livelihood and ensure the success of future generations.

Consumers are demanding transparency throughout the food supply chain. Gen Z is a growing economic power and wants to know that the food they are purchasing aligns with their values. We are at a pivotal moment in agriculture to seize the opportunity to take ownership of sustainability.

Key Messages

- We all have a responsibility to use our resources wisely.
- Now is the time to act boldly, innovate broadly and implement creatively to protect and preserve our natural resources.
- Farm families are committed to doing what is right today and every day.
- Farmers are among the first to adopt practices that reduce emissions, enrich the soil and protect the water all while producing more food, fiber and fuel than ever before.
- Farmers are the original conservationists. Being good stewards of resources has always been a priority on the farm.
- Farmers are working hard today to meet the needs of tomorrow.

Ideas and Resources

- Subscribe to the Stewards newsletter.
- Nominate a YFA member for 35 Under 35.
- Attend or host a Leaders of the Land tour.
- Use our social media toolkits.
- Host a classroom conservation demonstration.
- Reach out for media training and prep.
- Find more resources and ideas at www.wfbf.com/sustainabilityinitiatives

