

Grassland Oregon Blog

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Part I of our 5-part sustainability blog series.

Sustainability Creates Opportunities

By Duane Klundt

Sustainability. What some may have once dismissed as a popular marketing buzz has proven to be a fundamental element to the future of food production. However, the term gets thrown around so often it's not always easy to pinpoint what it means. According to Mr Webster, sustainability is "of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged."



Sustainable Agriculture Research & Education translates this as:

Economically Viable: If it is not profitable, it is not sustainable

Socially Supportive: The quality of life of farmers, farm families and farm communities is important

Ecologically Sound: We must preserve the resource base that sustains us all

For some, this may mean producing more with fewer inputs. For others, it may mean producing slightly less with significantly fewer inputs.

From vineyards in Napa Valley rejuvenating soil, sod growers in Wisconsin reducing disease to cash crop farmers in Illinois reducing reliance on synthetic fertilizer, there is no one-size-fits-all approach to creating a sustainable system. Through the combination of modern technology and holistic management practices, agriculture has an abundance of tools and sustainable opportunities.

Sustainable rewards

As the stewards to our natural resources, agricultural producers have an enormous social responsibility to implement management practices that safeguard our environment. For those answering this call, the rewards are two-fold.

First reward: reducing the cost of production

By investing in things like soil health, water use and production efficiency, producers will reap the long-term benefits of land meeting its production potential while reducing their dependence on added inputs. This investment into the ecosystem will help protect the land's production for generations to come.

Second reward: financial premiums

There is a growing demand from consumers to have a better understanding of the production practices of the food they put on the dinner table to the turf they swing a golf club. As a result, retailers and suppliers are under pressure to be more transparent in where they source products, creating financial opportunities for producers with the ability to verify they are utilizing responsible practices.

Novel solutions for growing concerns

Whether you are already implementing sustainable practices or are curious to learn more about the opportunities a new approach can mean for your business, there are benefits to surrounding yourself with those who have a similar purpose.

For close to 20 years, we've made it GO Seed's mission to develop cutting edge turf, forage and cover crop varieties to provide **novel solutions for growing concerns** to agricultural producers, seed distributors, food companies and other stakeholders in the supply chain.

Just like your journey of sustainability has no end point, we will continue our dedication to safeguarding the future of our customers' business while protecting our planet's natural resources.



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