

# Sustainable U.S. Peanuts



## Why Now and Why This?

*Today's customers demand that food be sustainably produced to protect the environment. Peanut growers must also be able to make a sustainable living. The Sustainable U.S. Peanuts Initiative unites those goals by helping our industry document and tell peanut's sustainability story.*

- **We have an incredible and evolving story to tell and we are coming together to collect the evidence to tell it:** Peanuts are by nature a sustainably produced crop. We are looking forward to telling peanut's sustainability story.



## What Is It? – [www.sustainableuspeanuts.org](http://www.sustainableuspeanuts.org)

*Sustainable U.S. Peanuts is the overarching name for the American Peanut Council led sustainability efforts. The first major initiative to launch under this umbrella is a grower platform developed by following the template from the cotton industry. This platform is already well known within the grower community. Aggregated data from platform participants will be released in future years. In the meantime, general messages about peanut sustainability, such as water use reduction over the past 10 years, or how GHG emissions have been reduced by the industry, will be messaged under Sustainable U.S. Peanuts.*

- **The Sustainable U.S. Peanuts Initiative website** is a platform for data collection with registration and enrollment steps that allow growers to view their results within minutes.



## We Need You!

*The Sustainable U.S. Peanuts Initiative is industry-born, industry-led, industry-fed and industry-financed.*

- **We think you have a great story to tell, and we need your help telling it:** This is a sustainability initiative by and for U.S. peanut growers. By confidentially sharing your data with us, we can tell U.S. peanut's sustainability story, with real-world data and examples to back it up.



# We Want to Sustain You

You are the heart of this initiative. You must be able to make a sustainable living to be able to farm into the future and to leave the farm to the next generation. Sharing your data with us will help our industry to show the world that U.S. peanuts are sustainable, and U.S. peanut growers deserve to be sustained.



## Purpose

The Sustainable U.S. Peanuts Initiative serves two purposes. One is customer-facing, to tell our story. The initiative will produce tools to help our industry communicate findings to their customers, consumers, governments, trading partners, and other stakeholders. The other is to help growers drive farm improvements and profitability.

**Who will supply the data?** Growers who want to tell their sustainability story, and who want to benefit from benchmarking their performance against others.



## Benefits for Growers

**You'll get more business intelligence: Helping us helps you.** The reports generated for participating growers will help you to gain crop rotation efficiencies, improve your business intelligence, and profit from your sustainable practices.

- **Gain rotation efficiencies:** Working together with the similar cotton platform will help peanut and cotton growers to better understand sustainability across the peanut-cotton crop rotation.
- **Gain business intelligence:** Once the Sustainable U.S. Peanuts Initiative begins reporting data, you'll be able to benchmark your farm's data against aggregated data from farms in your region and nationally, allowing you to evaluate your performance and find opportunities to continuously improve productivity.



## How The Outputs Will Be Used

Insights will be shared in an aggregated form. Examples of messages include:

- 64% of grower participants implement crop rotations of at least 3 years.
- The average GHG emissions are 0.7 pounds of CO<sub>2</sub>e per pound of inshell peanuts for participant farmers.
- 24% of participant farmers implement cover crops in their rotations.
- 56% of participant farmers establish nesting or breeding habitats for wildlife.

To register for the Sustainable U.S. Peanuts Initiative platform or for more information, please contact APC Director of Sustainability Eric Coronel at [ecoronel@peanutsusa.com](mailto:ecoronel@peanutsusa.com) or 229-339-1939 (call or text).