

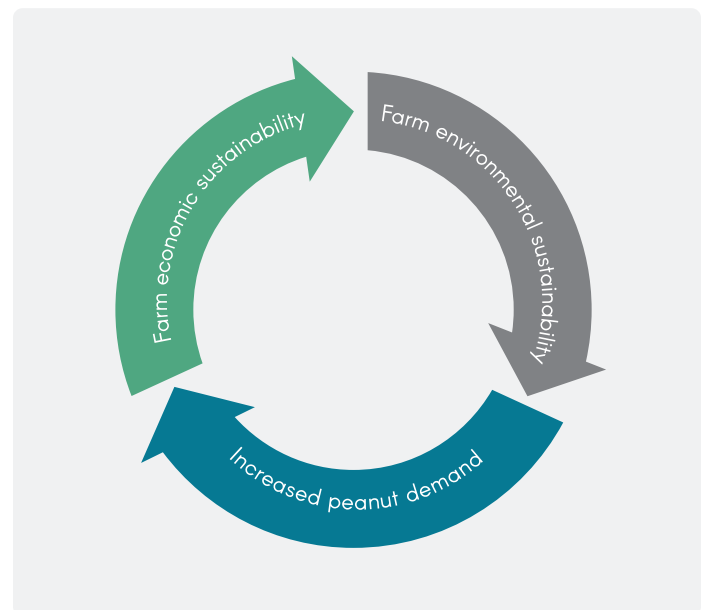
Peanut sustainability begins with our industry supporting its farmers to balance economic, social and environmental factors.

That's why the peanut industry has united on the Sustainable U.S. Peanuts Initiative - to support America's 7,000 peanut-farming families as they continue to do what they do best: provide a tasty and nutritious food that's healthy for the environment.

Why does it matter?

Not only are consumers demanding sustainable food production practices, but manufacturers, retailers and even our international trading partners are increasingly having the same expectations.

The Sustainable U.S. Peanuts Initiative is supporting America's peanut farmers with metrics on the most efficient use of on-farm resources, as well as encouraging farm operation sustainability practices that will help meet these expectations, lead to increased demand for peanuts and set the stage for long-term economic viability.



In partnership with the American Peanut Council, we were proud to continue support of the Sustainable U.S. Peanuts Initiative and its mission to help growers document and measure their environmental footprint and support continuous improvement.

**- Brian Reed
The J.M. Smucker Company**

What does success look like?

- Ensuring the long-term economic viability of growers
- Satisfying the sustainability interests of buyers, consumers and trading partners
- Increasing the demand for peanuts - both domestically and globally

How does it work?

Growers enroll by completing an annual self-assessment (20-40 minutes) and field-level survey (20-30 minutes). Subsequent years' enrollment times are much faster after a grower's initial enrollment. We will randomly select a few growers for verifications (a Zoom meeting or farm visit).

“Sustainability is what distinguishes peanuts from other nuts and the SUSP is helping the industry share that message with the world.”

-Courtney Dorsett
Premium Peanut



Enroll for the 2024 crop year through April 2025

Learn more by scanning the
code below or by visiting
SustainableUSPeanuts.org



Already enrolled in the Cotton Trust Protocol?

Growers who are enrolled in the Cotton Trust Protocol can join that account with Sustainable U.S. Peanuts to streamline their enrollment.

“I think getting our sustainability story out is going to be more and more important in the future. The Sustainable U.S. Peanuts Initiative is the best tool we have to get that story told.”

-Otis Lee Johnson | Texas peanut grower

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