Sustainable Agriculture
Hope, Hype or Smoke and Mirrors?

Paul Thoroughgood P.Ag
Ducks Unlimited Canada
HUNGRY-MAN
FRANKEN-FOOD
Frozen Dinner

GENETICALLY MODIFIED!
TRIPLE MSG

FDA APPROVED

Promotes Excessive Brain Tumors and Premature Death!

Box Raised Tortured Chicken
With TASTY GM Corn, Tomato and Trout Genes, Snail Broccoli, Human Gene Spliced Potato

MICROWAVABLE for added carcinogens

MONSANTO
Support GMO Labeling

- Yes: 82%
- No: 18%

Support DNA Labeling

- Yes: 80%
- No: 20%

Dr Jayson Lusk - 2015
Sustainable Ag Code

International Sustainability & Carbon Certification

Supplier Code of Conduct

Delivering Responsible Products
Prairie Habitat Monitoring Program Transects
Implications of Wetland Drainage

• Stream Flow 1.2X
• Soil Loss 2.75X
• Nutrient Export:
  • Nitrogen 1.8X
  • Phosphorous 1X
• Greenhouse Gas 1ac = 333ac
• New Land

• ISCC
  • “Biodiverse and carbon rich areas are protected. Land use change after January 2008 is not allowed”
    • Includes: wetlands, forested areas, peatlands, primary forests, designated areas and highly biodiverse grassland

• FSA Bronze
  • “Have you left all primary forest, wetland, peatland and protected grassland or other native eco-systems in its original condition within the last 5 years?”

• Farm Sustainability Alberta
  • “Always avoid bringing into production land that has not been previously cropped, including all primary forests, wetland, and native grassland or other native eco-systems. Practice habitat restoration.....”
Hope or Hype for Wetlands?

- Wetlands Have Value
- No New Land
- Show Me the Money
- Show Me the Money
- Shouldn’t this be Government?
- Voter Pressure/Alienation
- Can’t Enforce
Will Sustainability Deliver?

Consumers
Food Manufactures
Food Retailers
Farmers
Government
ENGOs
Industry
Thank You!