



# Sustainable Agriculture

## Hope, Hype or Smoke and Mirrors?

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**MONSANTO**

**HUNGRY-MAN**

**FRANKEN-FOOD**

*Frozen Dinner*

MICROWAVABLE  
for added carcinogens

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

**GENETICALLY MODIFIED!**

**TRIPLE MSG**

**FDA APPROVED**

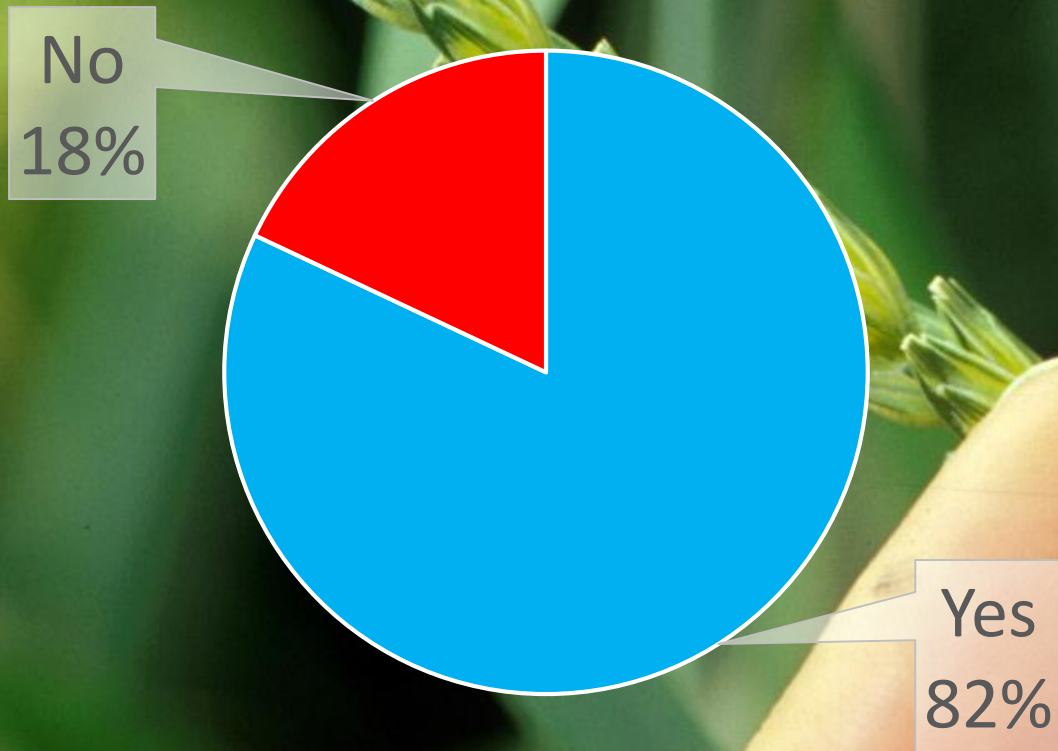
*Promotes Excessive Brain Tumors and Premature Death!*



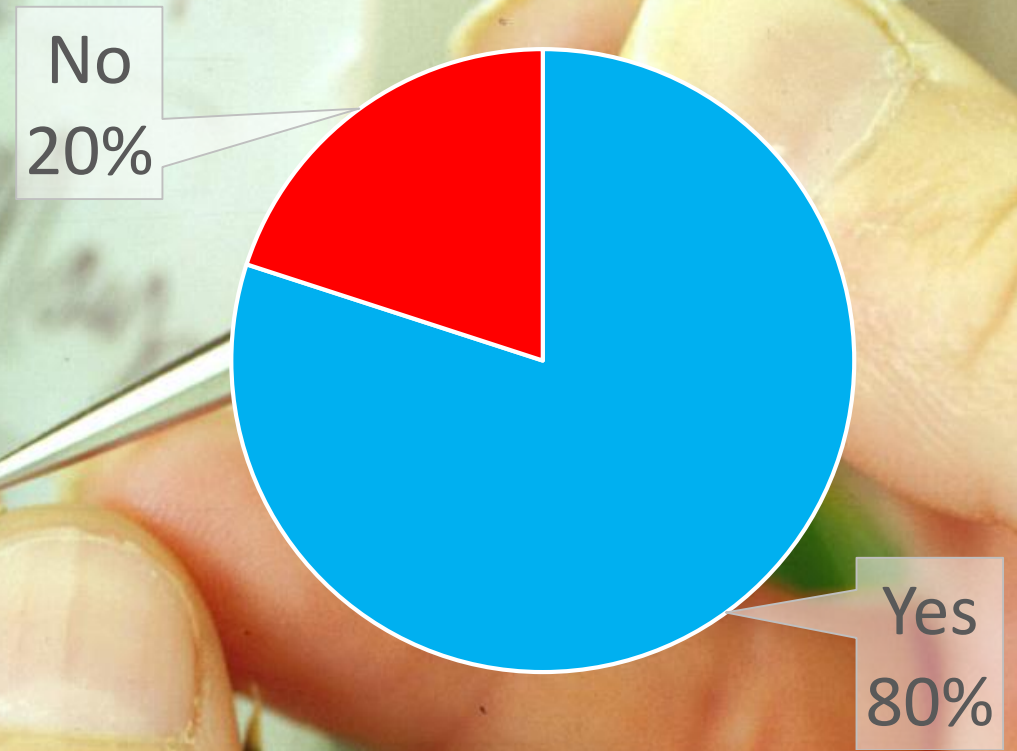


# Oklahoma State Department of Ag Economics

Support GMO Labeling



Support DNA Labeling



Dr Jayson Lusk - 2015



Sustainable  
Ag Code



Supplier Code of  
Conduct



Supplier Code





## Economy



# Sustainable Development

## Environment

[illegible]

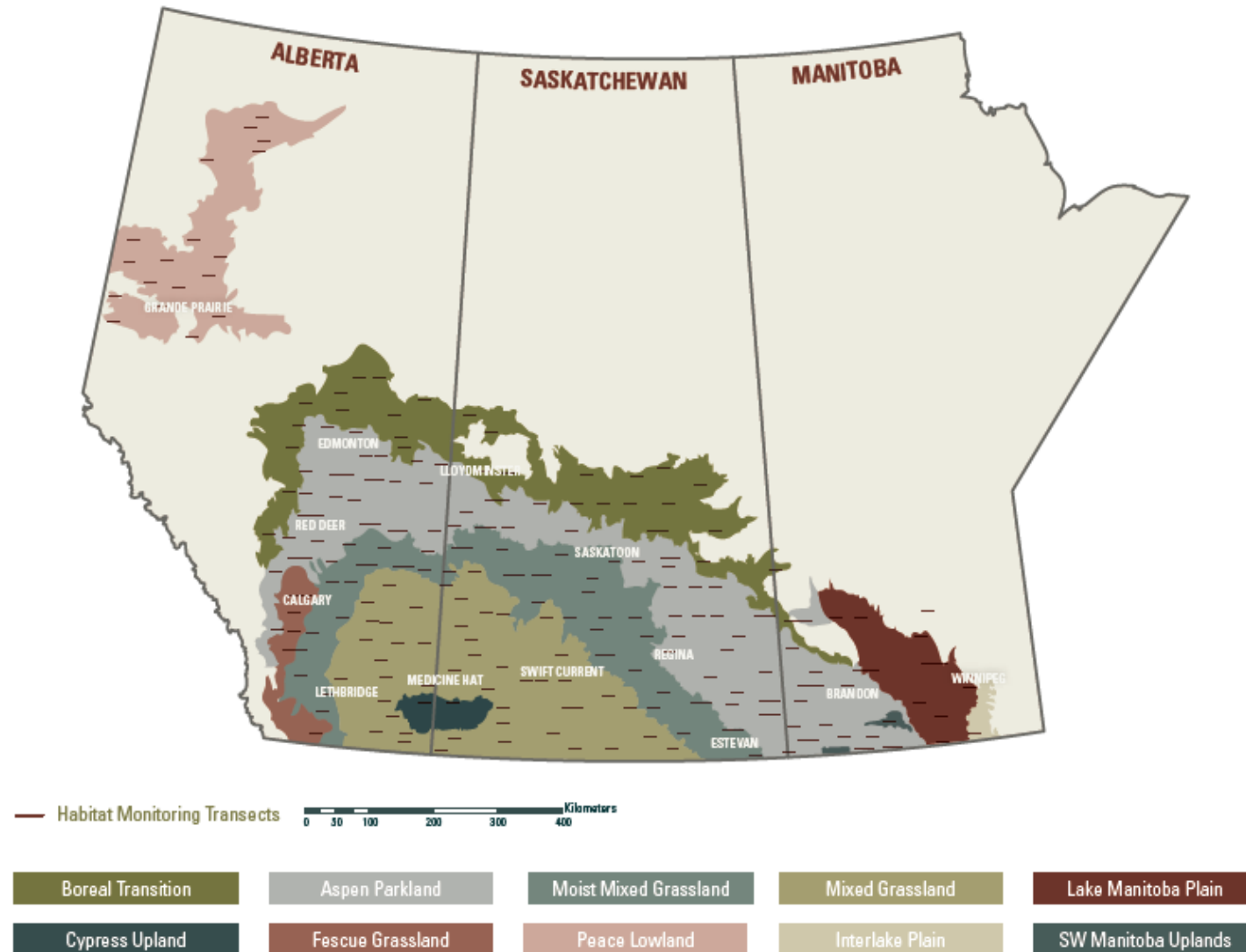
**CRSB**  
Canadian Roundtable  
for Sustainable Beef

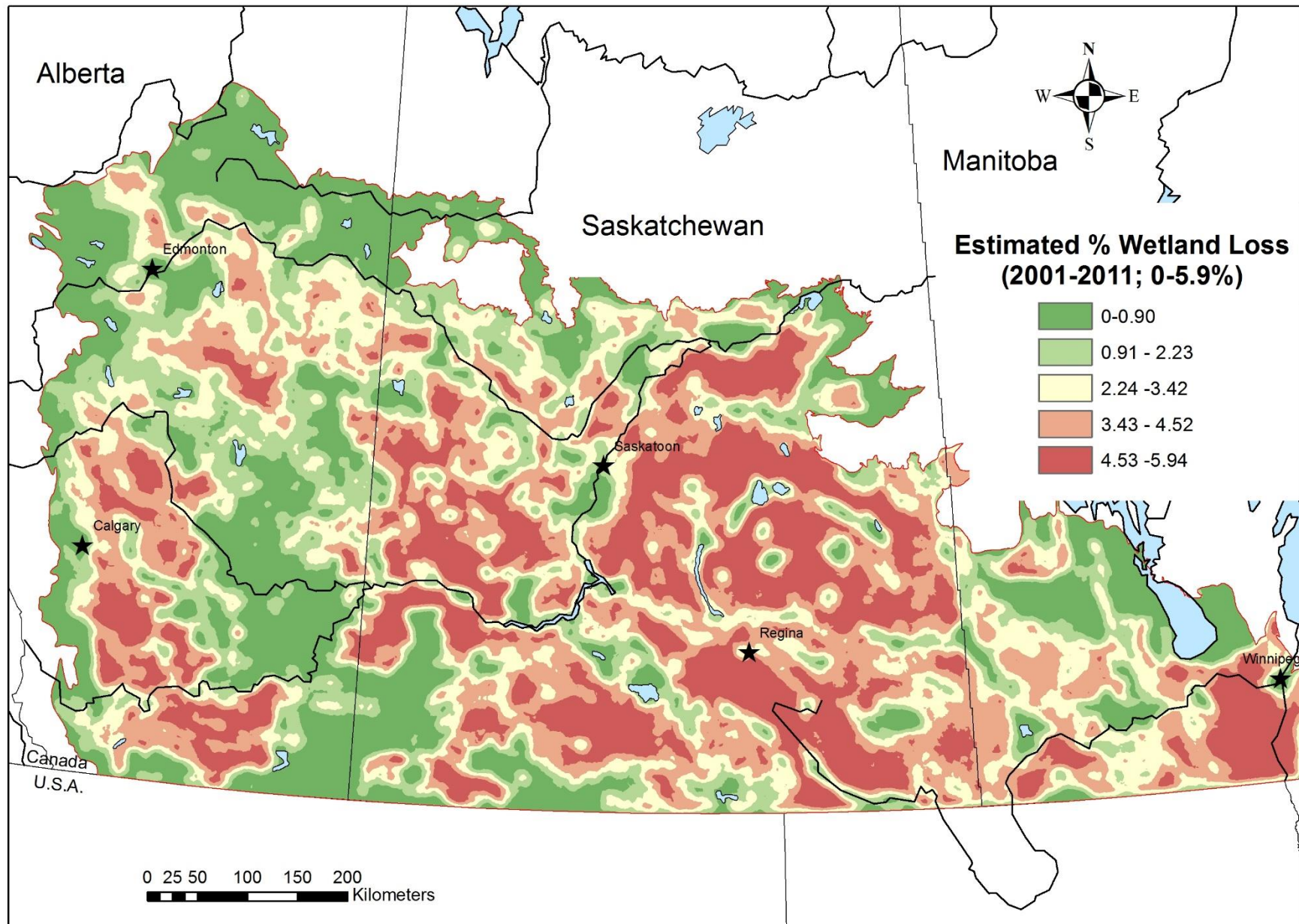






# Prairie Habitat Monitoring Program Transects







# 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.....”



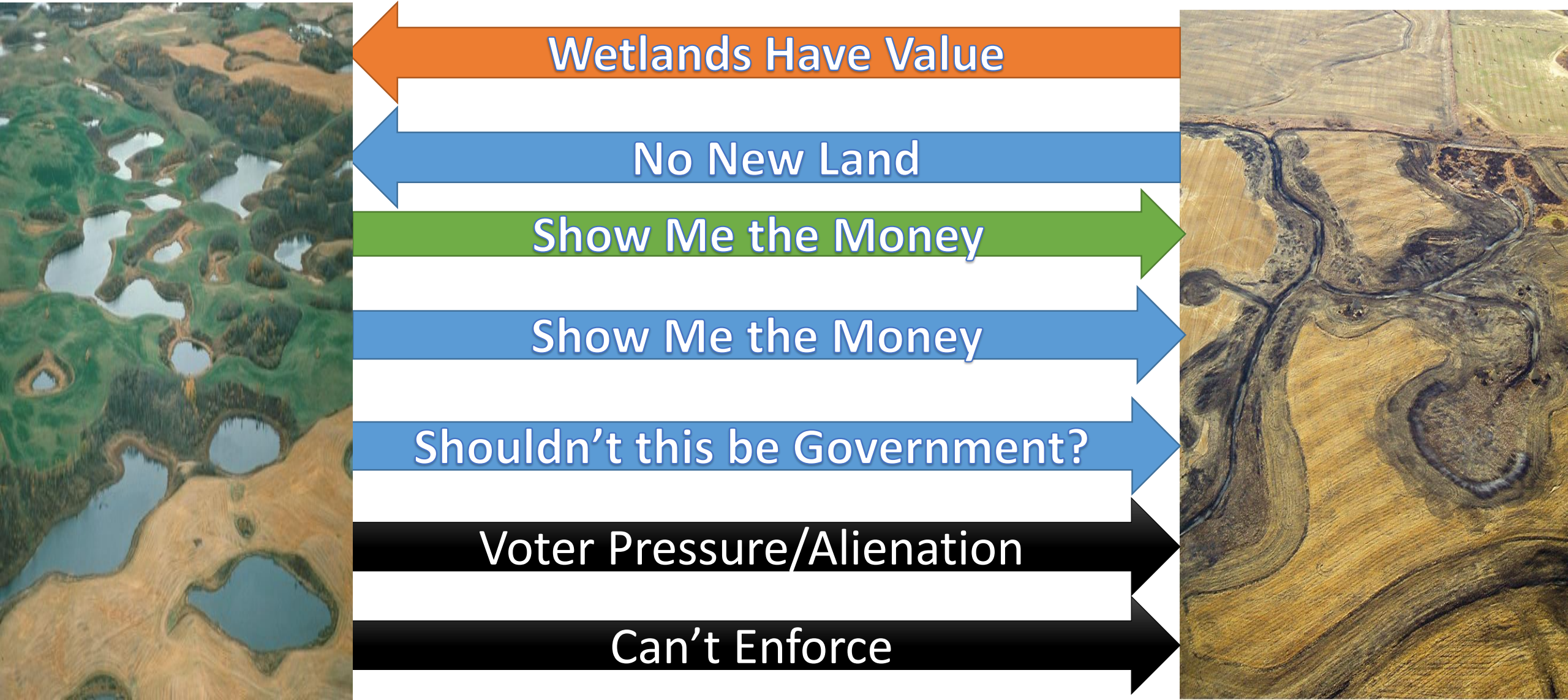


Conserving  
Canada's  
Wetlands





# Hope or Hype for Wetlands?

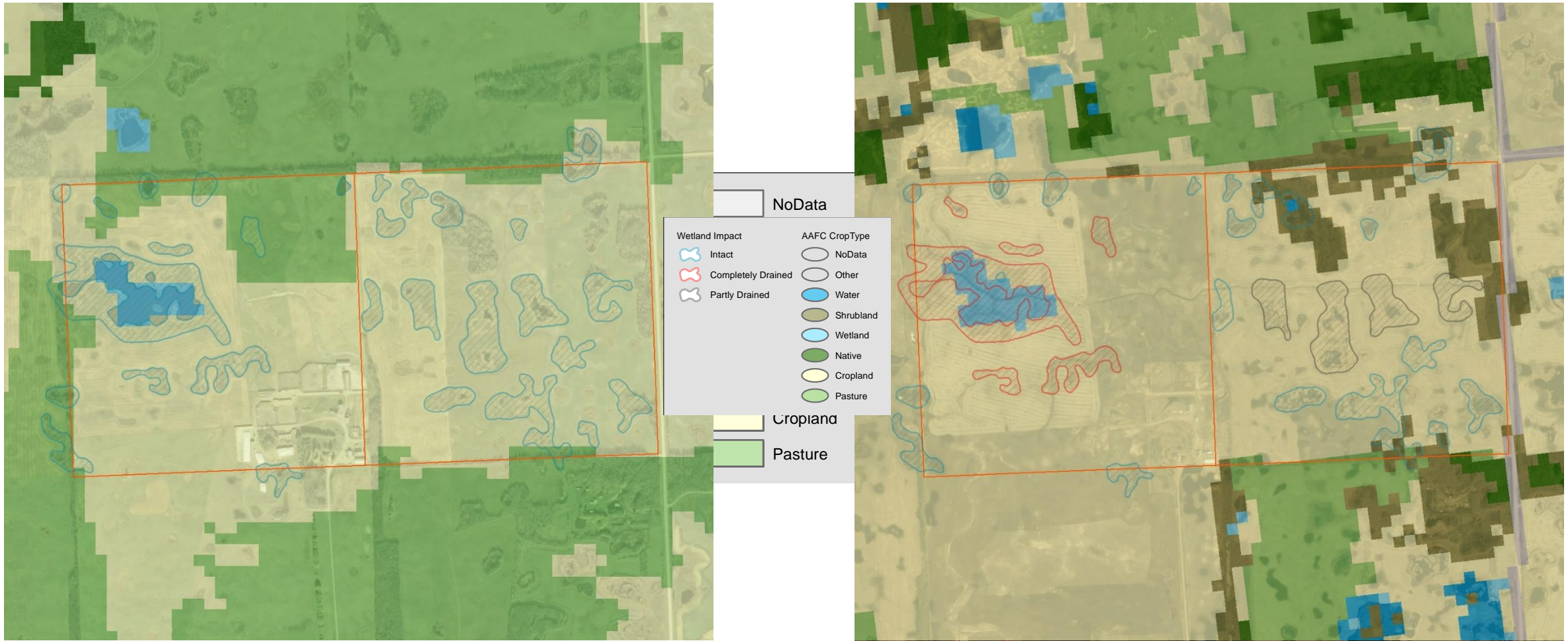




# Smoke and Mirrors

2011

2015



Source: SRC @ 2011, 2017 Canadian Wetland Inventory



# Will Sustainability Deliver?



Consumers  
Food Manufactures  
Food Retailers

Farmers

Government

ENGOS

Industry



# Thank You!

