ERS: Rural Development & Natural Resources

Jon Scholl
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Jon Scholl, President
The nation’s leading conservation organization dedicated to:

• saving America’s farm and ranch land

• promoting environmentally sound farming practices

• supporting a sustainable future for farms
CONGRATULATIONS
AND
THANK YOU!
ERS: Shining a Light on Key Issues

- **Codification system**: understanding food in the path of development
- **Possible Implications for U.S. Agriculture from Adoption of Select Dietary Guidelines**: amount of agricultural land needed to grow food
- Key information to reshape CRP in 1996
Looking Ahead: Agriculture

• Complex industry
• Complex problems
• Polarizing debates
• Facts enlighten decision making process
• Insufficient information = bad policy
• Won’t be done for us
Looking Ahead: Land Resources

- Shape better policy
- Explore new drivers
  Ecosystem Service Markets
- Assess new technologies
- Improve efficiencies
- Data to address national landscape integrity and water security
Rural Development

- More sophisticated focus
- Flourish while remaining rural
- Smart growth and planning for agriculture
Congratulations from American Farmland Trust

www.farmland.org