

For farmers, when the land is your livelihood and legacy, every day is Earth Day.



Modern agricultural practices, including the use of crop protection products, enable farmers to meet the three goals of sustainability: conserve and protect natural resources; meet the food and fuel needs of a growing population; and be financially viable for both growers and consumers. Innovative products and other modern agricultural practices, like the use of herbicides, have given rise to trends like conservation tillage, a farming process which helps prevent land loss erosion of nearly 360 billion pounds of soil a year.* These sustainable practices mean future generations of growers can expand their production and continue to supply the world with sufficient food while also serving as environmental stewards.

Want to Know More? Check out how innovative crop protection products benefit the foods and products we use every day at www.CropLifeAmerica.org or contact us for brochures and other tools available through our Tell Me More campaign to better understand and communicate the benefits of modern agriculture.

*U.S. Agriculture Department's
Natural Resource Conservation Service

