



## **Sustainable Agriculture Standard Development Donation Sponsorship Opportunities**

### **NEED FOR A NATIONAL SUSTAINABLE AGRICULTURE STANDARD**

The Sustainable Agriculture Standard is being developed in response to rapidly growing interest in practicing, defining, and standardizing sustainable agriculture, as well as purchasing sustainably produced agricultural products. Establishing a national standard for sustainable agriculture has the opportunity to serve many purposes, including:

- Encouraging the widespread adoption of agricultural production practices that are ecologically responsible, equitable, economically viable, and science-based
- Guiding producers and handlers through stages of continual, incremental improvement
- Providing a common set of metrics to gauge sustainability progress—whether in a company supply chain, an industry sector or on a state/regional/national scale
- Setting a reference benchmark for private sustainability efforts

### **SUSTAINABLE AGRICULTURE STANDARD STAKEHOLDERS**

The standard will serve a broad range of agricultural stakeholders, including farmers, providers of farm products and services, processors, manufacturers, retailers, food service providers, and ultimately the consumer. All stakeholders play an important role in the outcome of the final standard.

### **BROAD TEAM WORK ON STANDARD DEVELOPMENT**

The Sustainable Agriculture Standard is being developed by one of the most far-reaching and diverse multi-stakeholder committees ever assembled. The 58-member committee consists of representatives from U.S. agricultural production, agricultural product processing and distributing, food and clothing manufacturing, retail, government, environmental and labor organizations, academia, and certification institutions. The committee is supported by nearly 100 additional individuals and organizations that are gathering information and helping to draft criteria and develop metrics for inclusion in the standard.

### **FUNDING NEEDS**

Funding is needed to support Leonardo Academy's work on the expanding standard development process. The fund raising goal is \$318,000 annually, or \$26,000 per month. With your donations, we will facilitate a discussion on the establishment of minimum thresholds for sustainable agriculture; develop metrics for effectively measuring environmental, social, and economic sustainability in crop production; expand our support of under-funded Committee members and observers at Standards Committee meetings; and deliver the first phase of the standard – crop production within the farm gate – in 2012.

### **SPONSORSHIP OPPORTUNITIES:**

Donations are welcomed from companies, organizations, and individuals. All contributions are appreciated.

Donate online: <http://www.leonardoacademy.org/programs/standards/agstandard/donate.html>

By mail (payable to Leonardo Academy): 328 E. Lakeside Street, Madison, WI 53715.

Sponsorship recognition levels are shown on the next page.



## Donations to Support the Development of the ANSI National Sustainable Agriculture Standard

### TWO WAYS TO SUPPORT THE DEVELOPMENT OF THE SUSTAINABLE AGRICULTURE STANDARD

**IN KIND CONTRIBUTIONS:** Process participants and their organizations are making a major in kind contribution in the form of their time and resources to create a standard that is equitable and of strategic benefit to the nation. The value of their in kind contribution is estimated to exceed \$2,100,000 annually.

All Standards Committee members, Subcommittee members, and Observers are recognized on the Leonardo Academy web site: <http://www.leonardoacademy.org/programs/standards/agstandard.html>.

**FINANCIAL CONTRIBUTIONS:** Leonardo Academy invites financial contributions to support our work on facilitating the Sustainable Agriculture Standard. The annual budget for this project is \$318,000 or \$26,000 per month, which covers coordination and support of the work of the Standards Committee and subcommittee work; communications, outreach and education; committee meetings and conference calls; travel support for Standards Committee members; tool development; and more. Leonardo Academy is 501(c)(3) charitable non-profit organization. All contributions are tax deductible to the full extent allowed by law.

All donors are recognized by Leonardo Academy, according to the level of their annual donation:

Sponsorship & Recognition Levels (Recognition lasts for one year)	Annual Donation Amount				
	Green \$1,000	Bronze \$5,000	Silver \$10,000	Gold \$20,000	Platinum \$40,000
Recognition by level on the Sustainable Agriculture Standard Wiki and Leonardo Academy web site	✓				
Recognition by level on signage at face to face Standards Committee meetings	✓	✓			
Mention by name in Michael Arny, President of Leonardo Academy remarks at face to face Committee meetings	✓	✓	✓		
Featured in Leonardo Academy PowerPoint presentation at face to face Committee meetings	✓	✓	✓	✓	
Opportunity to speak at Standards Committee meeting lunch sessions(20 minutes)	✓	✓	✓	✓	✓

#### ABOUT LEONARDO ACADEMY:

Leonardo Academy is the ANSI-accredited standards development organization that is facilitating the Sustainable Agriculture Standard process. We are a charitable 501(c)(3) nonprofit organization dedicated to advancing sustainability by leveraging innovating tools and information to motivate the competitive market. WE develop integrative sustainability solutions designed to enhance the environmental stewardship, social responsibility, and economic prosperity of organizations, corporations, and, individuals. By utilizing an interdisciplinary approach to sustainability education and implementation, we strive to make sustainability practical for everyone.

All donations made to Leonardo Academy are tax deductible to the full extent allowed by law.

THANK YOU!



## Donations to Support the Development of the ANSI National Sustainable Agriculture Standard

### Sponsor Sign-Up Form

#### Your Company Information

NAME:		TITLE:	
COMPANY:		EMAIL:	
ADDRESS:		PHONE:	
CITY, STATE, ZIP:		FAX:	

#### Select Your Sponsorship Level

SPONSORSHIP LEVELS	PLATINUM \$40,000	GOLD \$20,000	SILVER \$10,00	BRONZE \$5,000	GREEN \$1,000
PLEASE CHECK YOUR SELECTED LEVEL:					

#### Please Return Completed Form

You may mail this completed form with your check to **328 E. Lakeside St, Ste. 201, Madison, WI 53715**, email ([betsy@leonardoacademy.org](mailto:betsy@leonardoacademy.org)), fax your credit card information to **(608-255-7202)** or have an invoice sent.

#### Preferred Payment Method

Preferred payment is by check or ACH Transfer. Contact Tracy Jaworski for payment assistance at **608-310-3145** or email at [tracy@leonardoacademy.org](mailto:tracy@leonardoacademy.org)

Check enclosed made payable to Leonardo Academy

Please send an invoice to: \_\_\_\_\_  
(Remittance 30 days) \_\_\_\_\_

#### Credit Card Information

CREDIT CARD TYPE:	VISA <input type="checkbox"/>	MASTERCARD <input type="checkbox"/>	DISCOVER <input type="checkbox"/>
NAME ON CREDIT CARD:			
CREDIT CARD NUMBER:		EXPIRATION DATE:	
BILLING ZIP CODE:		3-DIGIT NUMBER :	
SIGNATURE:			

Donations may also be made on line at:

<http://www.leonardoacademy.org/programs/standards/agstandard/donate.html>

THANK YOU!