



For Immediate Release

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Sustainable Agriculture Practice Standard Development Takes New Steps Forward: SCS Commits to Nonprofit Ownership and Clears the Path for Fundraising Campaign

Madison, WI, May 13, 2009 – The National Sustainable Agriculture Practice Standard setting process moves up to a new level with two recent developments. Scientific Certification Systems (SCS) of Emeryville, CA—the organization responsible for launching the initiative—has committed to transferring the copyright ownership for any standard developed in the process to a charitable nonprofit organization. With this commitment in hand, Leonardo Academy has launched a fundraising campaign to support the ongoing development of the standard.

Development of the National Standard for Sustainable Agriculture Practices has the potential to make significant strides toward sustainability in many dimensions of U.S. agriculture, which faces significant challenges entering the 21st century, including the need to adapt to a changing climate, increasing competition for natural resources and improving crop productivity to meet the food and fiber demands of a growing population. Producers will further be expected to meet all of these challenges in an era of global economic uncertainty. This standards-setting process will deliver new tools, frameworks and metrics that will help U.S. agriculture effectively address these challenges and measure its progress toward specific environmental, social and economic outcomes.

Leonardo Academy has launched a fundraising campaign to build the broad base of financial support necessary to ensure an inclusive and sustained standards-setting process. Leonardo's goal is to raise \$400,000-500,000 per year to support its ongoing facilitation of these efforts, as well as Committee member and stakeholder participation. Funds are needed immediately to support the May 27-28, 2009 Standards Committee meeting in St. Charles, Illinois, in particular the travel expenses of several Committee members who will not be able to attend without financial support.

All donations to support the Sustainable Agriculture Practice Standard development process, large and small, are welcome. Donations can be sent to: Donations, Sustainable Agriculture Standards Development, Leonardo Academy, PO Box 5425, Madison, WI 53705.

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About Leonardo Academy

Leonardo Academy is a charitable organization dedicated to advancing sustainability and environmental stewardship. We develop and distribute strategies, metrics, standards, and information. We provide education and help companies, organizations, families, and individuals increase sustainability. We strive to put the competitive market to work on improving the environment. We are a Think and Do Tank with an interdisciplinary approach that makes sustainability practical for everyone.



About Scientific Certification Systems

SCS is an independent certifier of environmental, sustainability, food quality and food purity claims. Over two decades, SCS has developed internationally recognized standards and certification programs aimed at spurring the highest level of environmental improvements, social accountability and product performance. Its programs span a wide cross-section of the economy, recognizing accomplishments in agricultural production, food processing and handling, forestry, fisheries, floriculture products, energy, green building, consumer and business product manufacturing, and retail. SCS is an accredited certifier with the U.S. National Organic Program, the Forest Stewardship Council, and the Marine Stewardship Council. For more information about SCS, visit www.scscertified.com or call 510-452-8000.
