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Context for Standard



The new American National Standard for Sustainable Agriculture (ANSI/LEO-4000) is the first comprehensive Standard that provides sustainability branding from producers to consumers for all food and fiber crops—a vital mechanism to increasing the environmental, social, and economic sustainability of our agricultural markets.

U.S. agriculture is ready to lead the nation in defining sustainability. Agriculture is the original green economy, the foundation on which this country was built, and a vital source of sustenance to local and global populations.

As we grapple with unprecedented challenges such as climate change, natural resource constraints, an ever growing population, and the plight of rural communities, it is imperative that U.S. agriculture adapts and innovates to meet production demands sustainably. Broad use of ANSI/LEO-4000 will motivate all levels of the agricultural supply chain towards this necessary improvement.

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Thank you for your support!

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