



**Common Ground
Uncommon Commitment**

The National Initiative for Sustainable Agriculture (NISA) is leading the way toward producer-engaged, whole-farm sustainability solutions.

What NISA can offer the supply chain:

- 1 Communicate a more in-depth story to your customers about the product you are selling;** we actively engage producers to join you in this dialogue, so you get to see sustainability efforts happening behind the farm gate.
- 2 You don't have to go through the trouble of engaging producers;** we provide an entry point to sustainability assessment for agricultural producers.
- 3 Your needs are unique, and we aim to serve them;** every buyer has different needs, which is why we provide whole-farm solutions regardless of region, commodity, or farm system.
- 4 Know the facts and easily communicate understanding;** we help producers document on-farm advancements along the sustainability continuum using research-based data, so you can feel confident communicating the initiative to your customers and your stakeholders.
- 5 Stay at the forefront of emerging initiatives and technologies in sustainability;** as practices evolve, it's our mission to communicate sustainability advancements and promote continual improvements, so you can save time and money.

Why NISA is important?

- 1. Sustainability is difficult to measure:** We have metrics for agriculture that address complex biological systems overlaid with environmental, economic and social factors.
- 2. Regions are different:** We know you have specific needs, which is why our solutions are flexible enough to work on a balanced, whole-farm basis, regardless of commodity.
- 3. Producers need to be at the table:** By engaging with producers in sustainability efforts, you have a great story to tell your customers, and we offer the ability to work directly with agricultural producers who are excited to help and passionate about improving on-farm sustainability solutions for both you and your buyers.

Working together, NISA, the supply chain and producers can realize effective, yet reasonable agricultural sustainability solutions.

Why partner with NISA?

We can help explain on-farm sustainability to your customers. We have existing programs that answer these needs, and we can help lead the discussion with on-farm data. While still a relatively young initiative, NISA has built a track record of producer-engaged, statistically valid sustainability programming. Contact a NISA board member for specific tools and roadmaps that you can use to get started!

For more information, visit our website:

nisa.cals.wisc.edu

or contact Jed Colquhoun,
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Examples of NISA Successes:



Soybean: Ensuring market access by engaging sustainability sectors in the discussion.

We have baseline sustainability data from over 600 grower surveys analyzed—representing 16 states and over 275,000 acres. This is helping create market access and consumer awareness for national and international partners.



Processed Vegetables: Leading the nation in engaging the food processing sector.

In only three months, we have sustainability data from over 45,000 acres from the Upper Midwest—the leading sweet corn and green bean region. We have networked with producers and processors to develop sustainability scorecards to achieve industry advancement.



Cranberry: Identifying sustainability needs and opportunities with growers and the supply chain.

We have implemented a sustainability assessment program in all major North American growing areas, with documentation from the majority of the production acreage.



Strawberry: Sustainability on the ground and addressing local needs.

We are working directly with producers to develop a marketable sustainability program that connects with customers and consumers.