

The background features a repeating pattern of light green circles on a darker green background. Overlaid on this are several large, semi-transparent circles in various shades of green and white, creating a layered, abstract effect. The text is centered within a horizontal green band.

# **NAHSA & Sustainable Agricultural Practices**

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**Director of Tech Services, The Scotts Company, Pro**

# Agenda

- Sustainability
- Current status of draft standards for Sustainable Agriculture Practices
- What actions NAHSA has taken
- Next steps/ how members can be involved.

# Sustainability

An extremely broad & complex issue involving a myriad of topics and interests including:

- agriculture & horticultural production, manufacturing, distribution, regulation, marketing, labor relations, trade, science, economics, politics, human rights, environment, etc.

# ANSI & Sustainability

## from April 2009 Workshop

- There may be a need for a multi-pronged approach, with government regulations to set the floor and voluntary standards to raise the ceiling.
- There is a need for an overarching body that will coordinate and guide the process going forward.
- Consistent and globally-accepted nomenclature and terminology - the building blocks for any burgeoning industry - top the list of stakeholder needs.
- Standards should be clearly written so they can be used for "reliable" certification. The marketplace needs claims that can be substantiated so consumers can reward good performance with their purchasing power and raise the baseline floor.
- Labels and communications to consumers about the degree to which a product addresses sustainability concerns need to be uniform and transparent.

# Leonardo Academy

- Approved by American National Standards Institute (ANSI) to lead process to develop Standards.
- 2008/ 09 –Standards committee (collection of: Producers, Crop Users, Environmentalist & General Interests) met twice.
- Observers allowed.

Sustainable Agriculture Standards Committee Member List

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SCS-001 Standards Committee Task Force Observer List

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# Leonardo Academy

## What is the timeframe for completion of the standard?

*January 2009*

- Initially the timeframe for completion of the standard was 36 months from the date of publication of the draft standard for trial use, or April 12, 2010.
- Now that ANSI has eliminated the DSTU option, there is no deadline for completing the standard.
- However, Leonardo Academy is committed to providing the necessary administrative and facilitative resources to ensure that the standard development work moves along at a timely, efficient pace.

# Sustainable Ag. Standards Committee

- the standards development process should proceed: 1) initially focus on activities up to the farm gate; 2) the standard should initially be limited to crop production; and 3) the standard should be performance-oriented.
- the standard should “encourage the widespread adoption of agricultural production and handling practices that are ecologically responsible, equitable, economically viable, science-based, meet global demand for a full range of agricultural products and ensure that future generations are able to meet their own needs
- “Our goal is to develop a standard that is based on verifiable metrics and will allow for any technology that increases agricultural sustainability.”

# Sustainable Ag. Standards Subcommittee

- 1) Criteria Development – Economic Sustainability, 2) Criteria Development – Social Sustainability, 3) Criteria Development – Environmental Sustainability, 4) Reference Library and Information, 5) Structure and Process of Standard Development, 6) Fundraising and Communications and 7) Executive Committee
- The Task Forces/ subcommittees are open to participation by any interested parties.

# Sustainability Standard

- There will be no quick solutions.
- There are different standard developers out there.
- Leonardo standards won't be the be-all & end all for us – there are other programs.
- NAHSA member need to be creative and positive about our position.

# Scientific Certification System

- ANSI has accredited SCS's Veriflora Certified Sustainably Grown program for cut flowers, potted plants, nursery plants and products using SCS-001 draft standards.
- This is as a full-functioning standard in the floriculture sector, with a five-year history of development and application in this sector. It is a draft standard in terms of ANSI development and broader applications.

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VeriFlora® Certified Product, Producer and Handler List  
June 2009

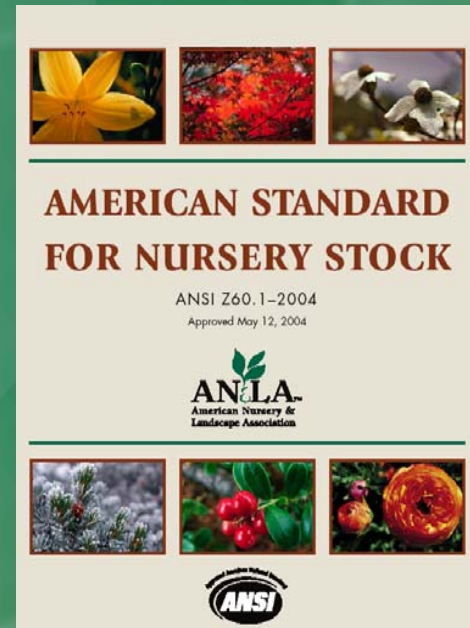


# USDA National Organic program

- National Organic Program was developed by the US Department of Agriculture under a regulatory mandate.
- National Organic Program - The Organic Foods Production Act of 1990 requires the Secretary of Agriculture to establish a National List of Allowed and Prohibited Substances which identifies synthetic substances that may be used, and the non-synthetic substances that cannot be used, in organic production and handling operations. See [www.ams.usda.gov](http://www.ams.usda.gov) website.

# ANLA

- ANLA standards for nursery stock



# NAHSA Sustainability Task Force

Chairperson: Jessica Hall

Team: Mike Blomerley, Mike Cruden, Blanche Davidson, Ron Eberly, Jim Franklin, Jeff Gabric, Charlie Hall, Fred Hulme, Kathryn Louis, Ed McConkey, Jon Oliver, Todd Pickett, Jack Shelton

- Developed Mission Statement to be presented to the NAHSA board.
- Gathered member resources around sustainability topic.
- Monitor and provide feedback into Leonardo process.
- Discussion on next steps.



## **Proposed Organizational Sustainability Statement**

The North American Horticultural Supply Association (NAHSA) is committed to providing professional growers and horticultural retailers with a wide variety of products and services used to create landscapes and interiorscapes which beautify and increase the value of our homes and business across North America.

It is NAHSA's objective, as responsible stewards of our industry, to promote the sustainability of the resources used by our members. Sustainable use of resources is vital to our environment as well as the continuation of our industry.

NAHSA will play a vital role in providing information and education to our members; assisting them to better address the challenges of today resulting in a more sustainable tomorrow.

# Defining Sustainability

- Defining POV's what Sustainable means.
- The Scotts Company Professional group's definition for fertilizer products for professional growers focuses on balancing economics, product application efficiency and environment factors.
- Sustainable is a relative term, not an absolute. Growers should strive towards improvement.
- Consider both products and how they are used.
- Focus on communications; training; demonstrating value based on data.

The Scotts logo, featuring the word "Scotts" in a white, italicized serif font inside a dark green oval.The e3 logo, consisting of a large, bold, black lowercase "e" followed by a smaller, grey "3" as a superscript.

# Wetsel Inc. Corporate Sustainability Statement

Wetsel Inc. is committed to environmentally responsible practices. Our business success depends upon the balance of economic, social and environmental objectives.

Wetsel provides optimal service and value to our customers by striving for the highest operational efficiencies and minimizing our impact on the environment. We make choices daily to be responsible corporate stewards of the environment, and encourage eco-friendly business practices from recycling programs to maximizing fuel efficiency for our truck fleet. It is our fundamental belief that we can create economic opportunity for our customers and our company while minimizing environmental impacts.

# What's next for NAHSA?

- Educate our customer base on sustainability.
- Define how we are sustainable.
- Share useful, non-proprietary info. on NAHSA web site.
- Keep informed about standard setting process – get involved in NAHSA task force/ Leonardo subcommittee work.

# What's next for NAHSA?

- Compile suggested practices (BMP) manual.
- Sustainability training modules.
- Pair with SCS to develop specific Sustainable Horticultural standards.