



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
<http://ageconsearch.umn.edu>
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*


Agricultural Outlook Forum
U.S. Department of Agriculture

Presented: February 24-25, 2011

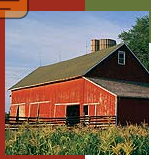
ERS: Rural Development & Natural Resources

Jon Scholl

ERS: Rural Development & Natural Resources



Jon Scholl, President



American Farmland Trust

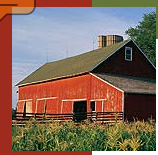
The nation's leading conservation organization dedicated to:

- **saving America's farm and ranch land**
- **promoting environmentally sound farming practices**
- **supporting a sustainable future for farms**



American Farmland Trust and ERS

**CONGRATULATIONS
AND
THANK YOU!**



ERS: Shining a Light on Key Issues

- ***Codification system: understanding food in the path of development***
- ***Possible Implications for U.S. Agriculture from Adoption of Select Dietary Guidelines: amount of agricultural land needed to grow food***
- **Key information to reshape CRP in 1996**



Looking Ahead: Agriculture

- **Complex industry**
- **Complex problems**
- **Polarizing debates**
- **Facts enlighten decision making process**
- **Insufficient information = bad policy**
- **Won't be done for us**



Looking Ahead: Land Resources

- **Shape better policy**
- **Explore new drivers**
Ecosystem Service Markets
- **Assess new technologies**
- **Improve efficiencies**
- **Data to address national landscape integrity and water security**



Rural Development

- **More sophisticated focus**
- **Flourish while remaining rural**
- **Smart growth and planning for agriculture**



**Congratulations from
American Farmland Trust**

www.farmland.org

