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Agricultural Outlook Forum
U.S. Department of Agriculture

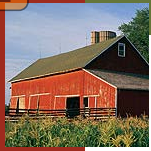
Presented: February 24-25, 2011

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

