

SEEKING CONTINUOUS IMPROVEMENT

Jon Scholl

My Objectives:

1. My seat in the middle
2. Different perspectives –
common objectives
3. How to move forward

In the Middle

Lifelong Partner in McLean County Farm

Illinois Farm Bureau staff

Ag Counselor to the USEPA Administrator

President of American Farmland Trust

Different Perspectives

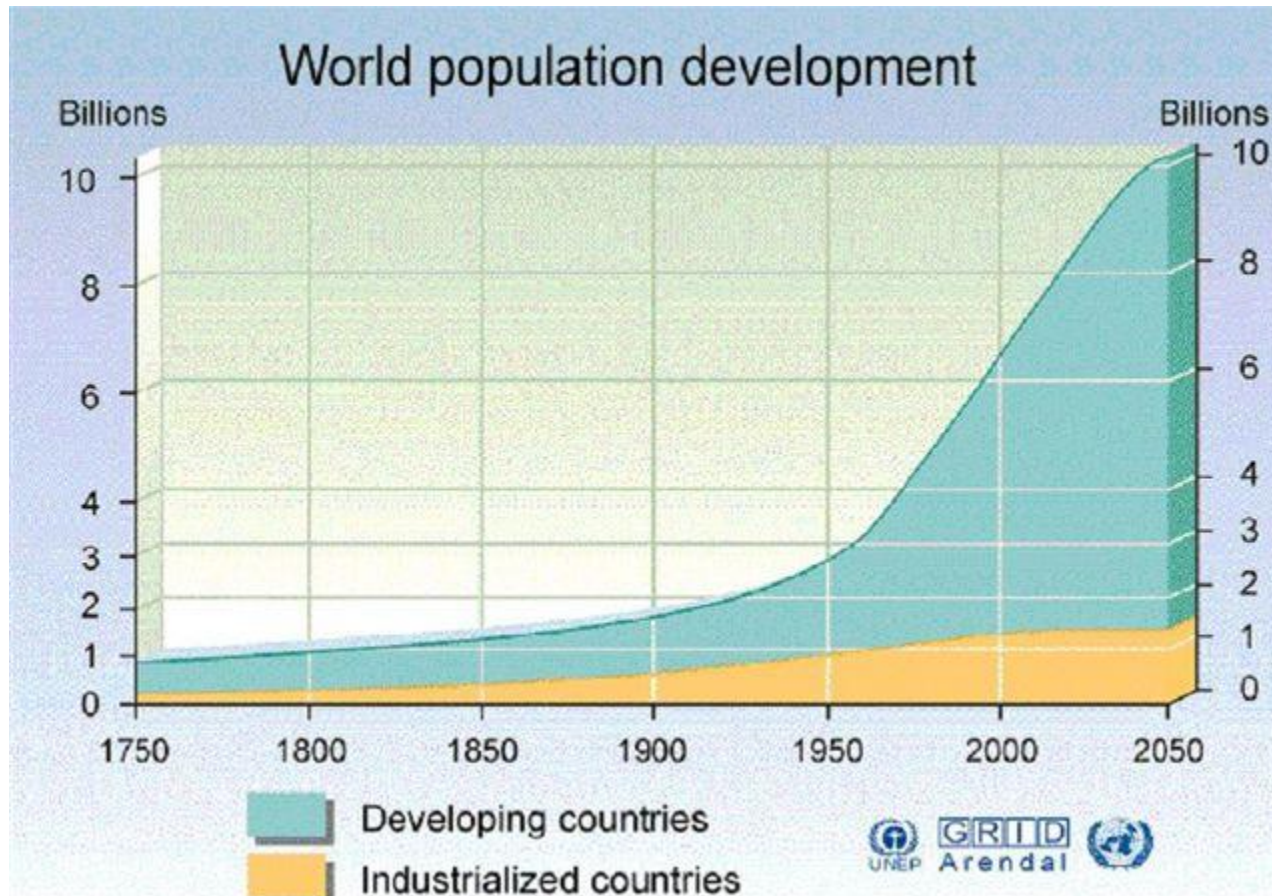


Kate
www.katelewin.com

Farmer Concerns:

1. Managing uncontrollable risks
2. Maintain a viable family farm
3. Government policy – foreign and domestic
4. Regulation
5. Changing public attitudes

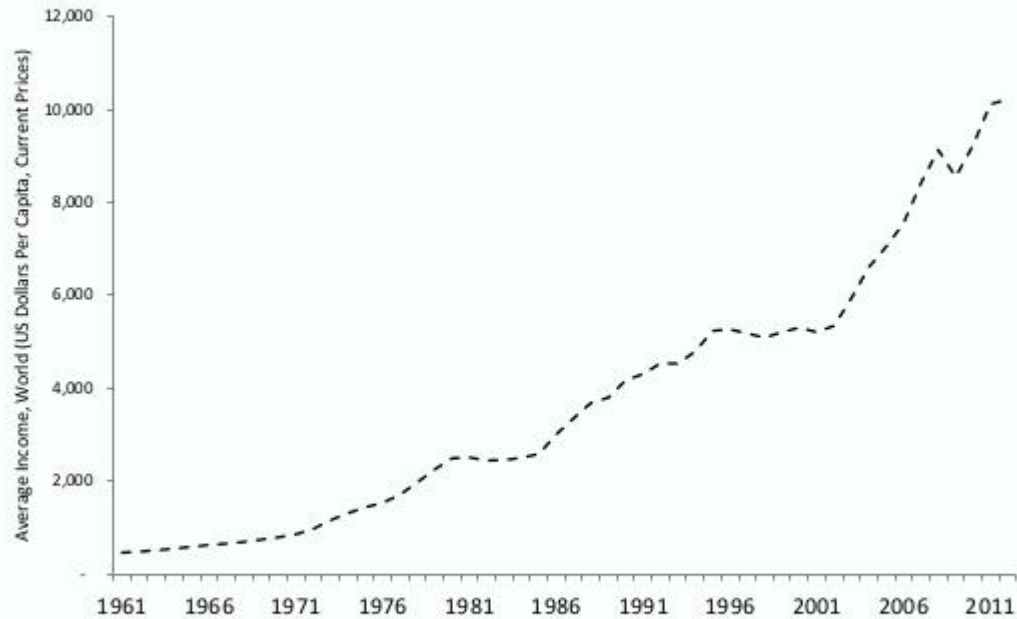
Opportunity! Population Growth



Opportunity!

Income Growth

It's not just more people, it's more people with greater buying power

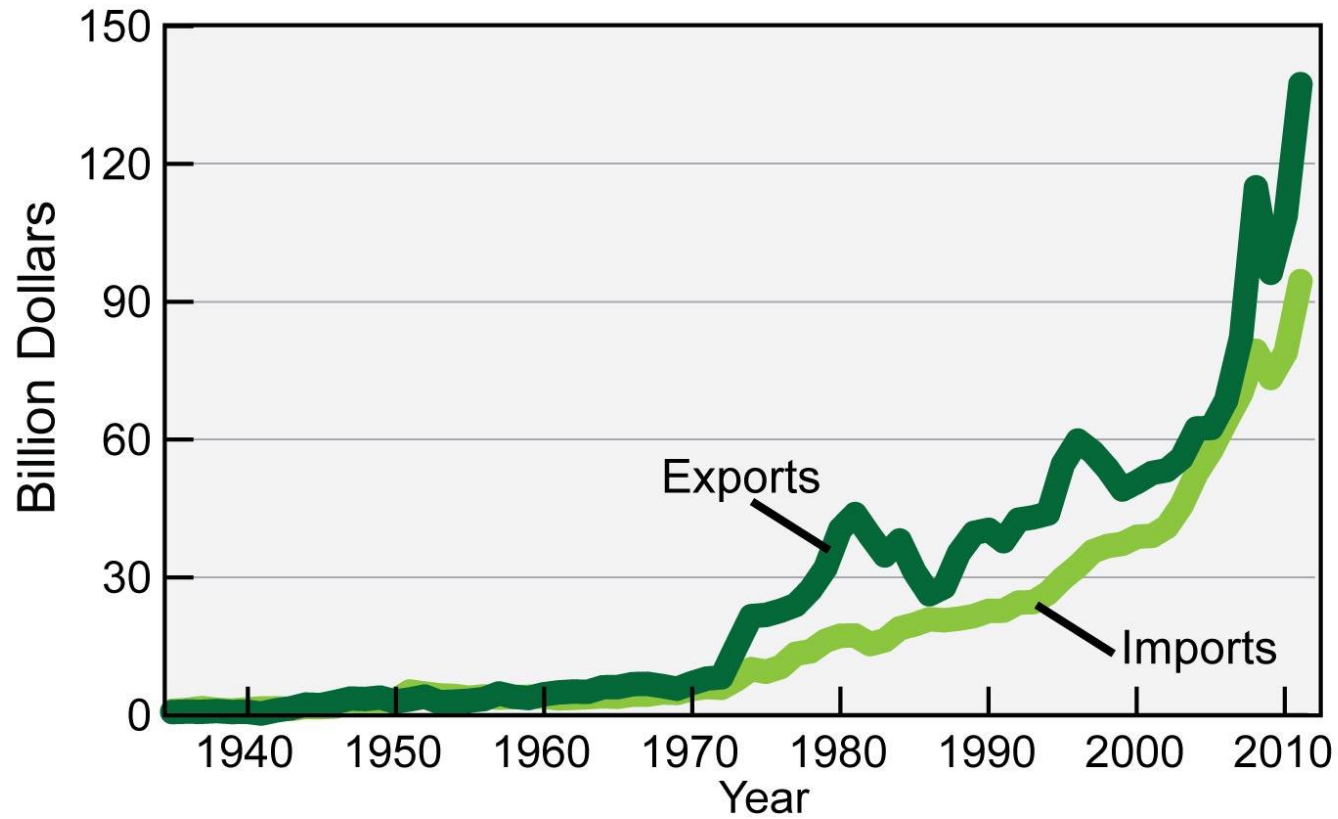


Source: World Bank Indicators



Opportunity!

U.S. Agricultural Trade



Opportunity! Innovation



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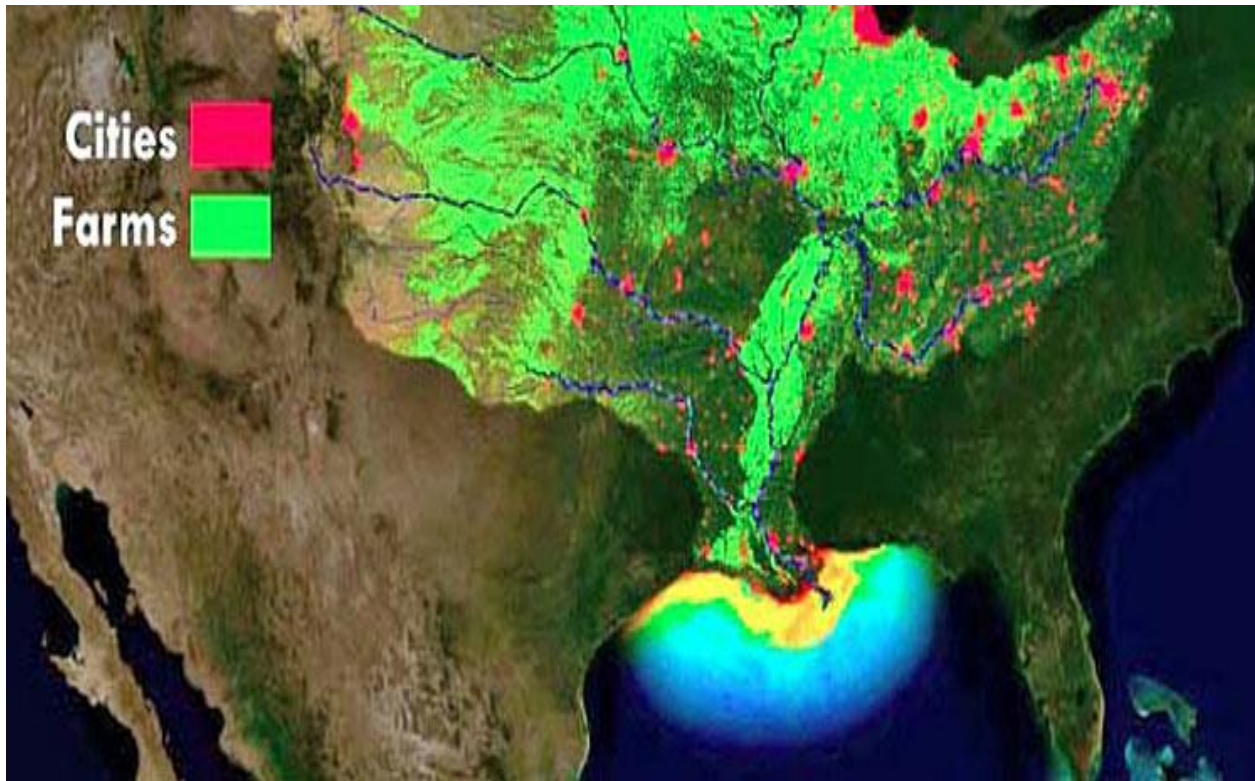
Environmental Concerns:

Is our ag system sustainable?

Are solutions in the works?

Are farmers aware? Do they care?

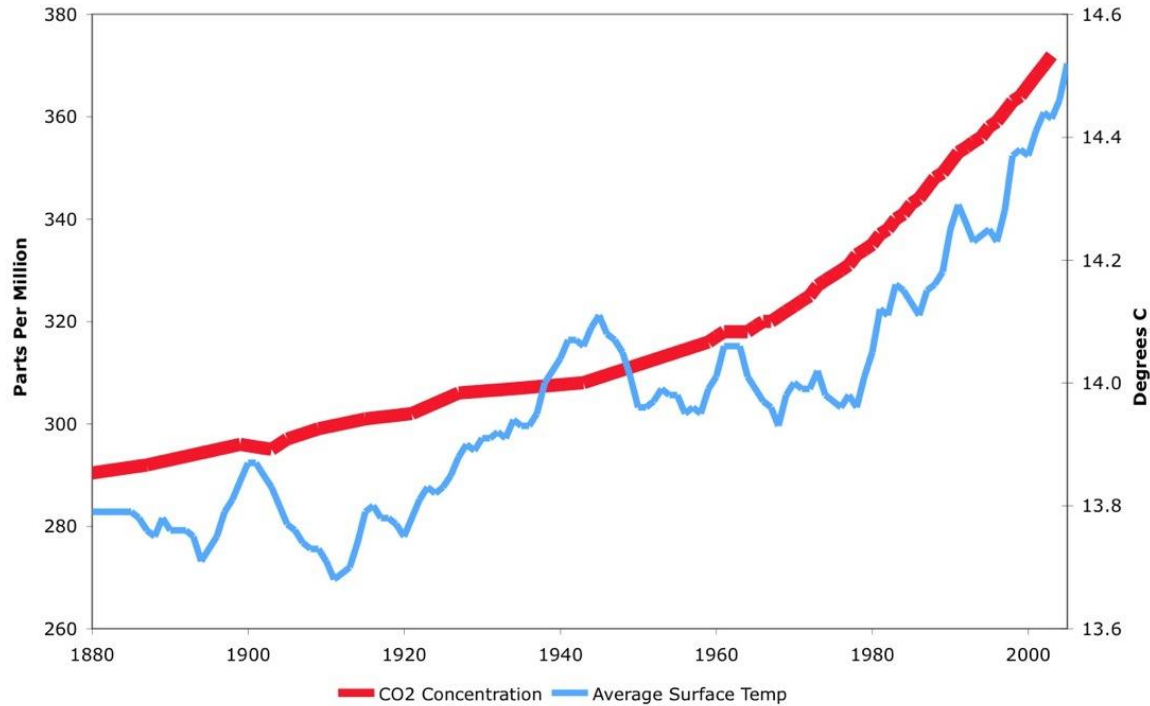
Resource Concerns Runoff



NOAA

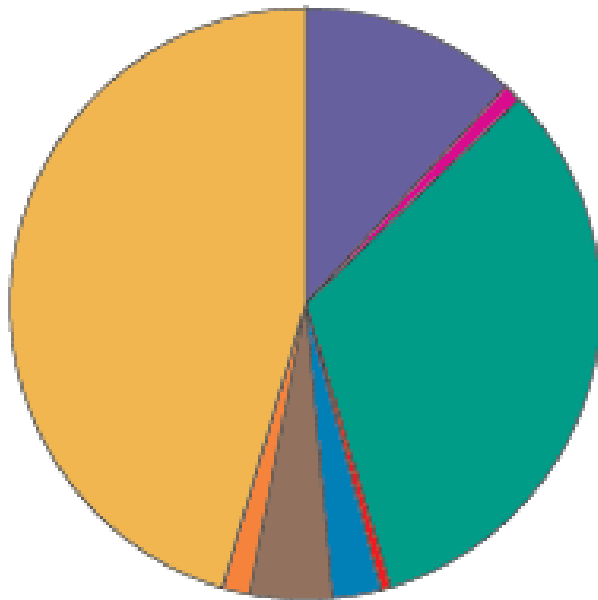
Resource Concerns Climate Change

CO2 Concentration and Surface Temperature



Resource Concerns

Consumptive Water Use



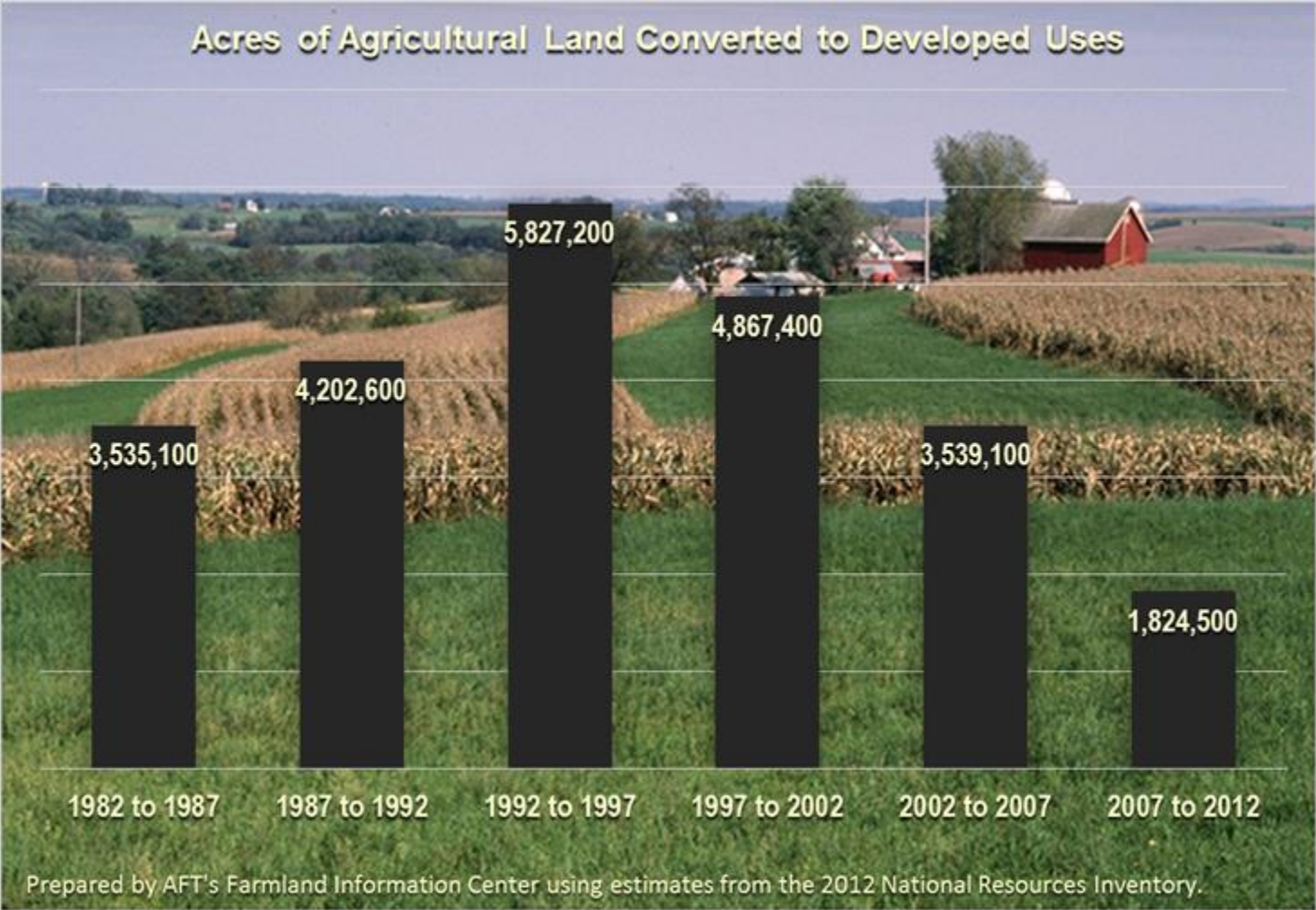
2010 withdrawals by category,
in million gallons per day

Public supply	42,000
Self-supplied domestic	3,600
Irrigation	115,000
Livestock	2,000
Aquaculture	9,420
Self-supplied industrial	15,900
Mining	5,320
Thermoelectric power	161,000

Values do not sum to 355,000
Mgal/d because of independent
rounding

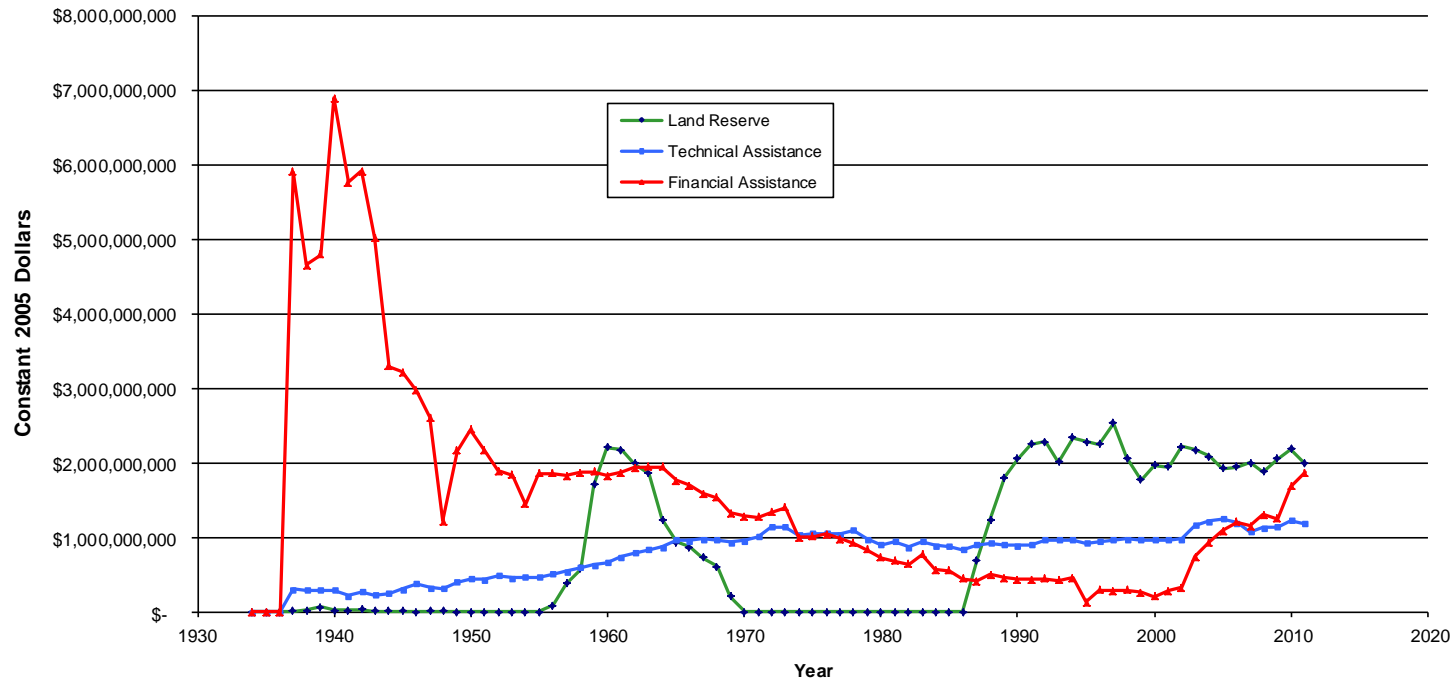
USGS

Resource Concerns Competition for Land



Resource Concerns Public Commitment

Historical Trends in Conservation Payments



What do we do about it?

1. Commit to giving our land the highest level of care – seek continuous improvement!
2. Replace contention and confrontation with communication and collaboration.
3. Push technological innovation.
4. Change approach to problem solving.
5. Use public resources more strategically.

The Environmentalist

The Farmer

