

What is sustainability?



...and what does it mean to our industry?

"...capable of maintaining productivity and usefulness indefinitely...

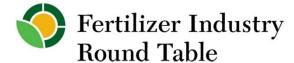


Sustainability is not a bad word!



"We've got to start thinking positively, and follow the lead of companies that accept sustainability as a business opportunity rather than something they have to do"

—Dr. Mike Boehlje, Prof Economics, Purdue University





Would consumers pay a premium for a CFL?



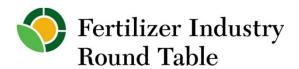
Business for Social Responsibility

—250 industry members

—Mission: Develop sustainable business strategies and solutions

—Offices in Asia, Europe and North America







Some examples we know:

- —reduced or no-till
- —crop rotation for pest control
- —fertilizer selection with Chinese SCU production starting in 2007; over 200,000 tons in 2009
- —USDA involvement: Sustainable Agriculture Research and Education

