

Newly launched sustainability standard with Leading Harvest

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Today, on the 50th anniversary of Earth Day, a new nonprofit, [Leading Harvest](#), was launched to advance sustainability in agriculture. It's a fitting launch date with a fitting mission given that farmers and land owners are the original environmentalists and that this new sustainability standard is truly producer-focused.

Peoples Company worked with Leading Harvest for over a year to provide input and insight into the challenges land owners face as they navigate a complex and cumbersome list of sustainability standards and metrics.

As we worked with land owners in the 22 states where Peoples Company operates, we noticed a common, problematic theme: A corn operation in Iowa has one standard, but a rice producer in Arkansas had different sustainability metrics, while a grapes operation in California followed a path set by a different standard.

With its launch, Leading Harvest will provide transparency and uniformity to sustainability in agriculture. Land owners will be pleased to know that rather than prescribing a path to a sustainability solution, Leading Harvest is solution-focused.

That means land owners and producers are free to continue innovating and applying various sustainability practices in conjunction with Leading Harvest. To be in compliance with Leading Harvest, a land owner simply has to demonstrate results achieved as opposed to checking a series of mandated boxes to get to a



positive result.

For years, Peoples Company has been advising land owners on how a sustainability strategy offers measurable results, increases efficiencies and adds value for your land and operation. In addition, Peoples Company recently [hired Mollie Aronowitz](#) as our Director of Sustainability and [Mike Lauher as our National Director of Land Management and Appraisal](#).

Moving forward, our capable team will be prepared to share with land owners how enrolling their land in Leading Harvest's sustainability standard will yield dividends in the fields and provide a seamless sustainability measurement that offers validation to the marketplace.