

Sustainability (re)defined



If you're making a list of your favorite (least favorite?) corporate buzz-words, "sustainability" is probably on there. What does it really mean? And, in particular, what does it mean in American ag?

Corteva Agriscience, like so many companies, has made sustainability central to how we operate. What's different is how we define it, and where we think it has the potential to take our industry.

Let's start with what sustainability really means: **Taking care of things today, while keeping an eye on tomorrow.** We're talking socially, environmentally and economically.

It's a lofty idea, sure, but that doesn't make it pie in the sky. At Corteva, we believe in making sustainability practical. How?

It starts by putting the farmer at the center. Farmers are already leaders in sustainability – even if they don't always call it that. They're taking care of the land so it's productive for many years. They don't want to use any more inputs than they have to. They're always interested in doing more with less. Our job is to give them technologies that make all of that easier and more profitable. Your business is one of the most vital links in that chain, too, figuring out what's going to work for your customers and bringing them the best the industry has to offer.

Every season, everyone is looking to grow more and do it better.

Sustainability done right isn't a trade-off, it's a trade-up.

The Corteva sustainability program outlines real commitments, real goals and an actual path for getting there. It's focused on three areas where we see the most potential to make a difference:

- Improving soil health
- Protecting the environment and ecosystems
- Supporting communities

With better ways to farm, we can do better by the environment, our society and our industry. We can help consumers feel good about what farmers grow and how they do it. We can help farmers yield more and better crops. As we like to put it, "We're in it for good," and there's a lot of good that can be done.

Through this work, we hope to make sustainability not so much buzz-worthy, but farmer-worthy – by delivering what they need to be successful.

If you want to read more about our take on sustainability, visit Corteva.com/sustainability.

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