



# Be an Ag Advocate

Investors Community Bank is making a commitment to being a stronger advocate for the ag industry. We want to start more consumer conversations about farming and the vital impact it has on our communities, country and world. One way YOU can be an ag advocate is by sharing meaningful facts to help others better tell the ag story as well.

- Farmers are outnumbered 99 to 1. (Source: USDA Economic Research Service)
- Today's farmers produce 262% more food with 2% fewer inputs (labor, seeds, feed, fertilizer, etc.) compared with 1950. (Source: American Farm Bureau Federation)
- Since 1950, we have increased milk production by 60% with 16.4 million fewer cows, 78% less feed, 65% less water and 90% less land. The total carbon footprint of one glass of milk has decreased by 63%. (Source: Jude Capper, PhD, *The Journal of Dairy Science*, "The environmental impact of dairy production: 1944 compared with 2007.")
- We grow two times as much corn per acre as our parents did and five times as much as our grandparents did. (Source: Field to Market)
- In the last 30 years, corn farmers have cut erosion by 67%, reduced irrigation by 53%, decreased land use per bushel by 30%, lowered energy use per bushel by 43%, lessened greenhouse gas emissions by 36% and increased production by 101%. (Source: Field to Market Report)
- When our grandparents were children, it took five acres of land to feed one person. Today it takes less than 1/3 of an acre. (Source: Field to Market)
- Compared to 1960, the production of each carton of eggs has been reduced: energy use by 69%, water use by 68% and feed use by 74%. (Source: US Egg Industry Center)
- Since 1977, U.S. cattle ranchers raise 30% fewer cattle, but produce 31% more beef and for each pound of beef produced use 33% less land, 12% less water and reduce the carbon footprint of beef production by 16%. (Source: Capper, J.L. [2011]. The environmental impact of U.S. beef production: 1977 compared with 2007. *J. Anim. Sci.*)

## Additional Resources

[findourcommonground.com](http://findourcommonground.com) | [gmoanswers.com](http://gmoanswers.com) | [bestfoodfacts.org](http://bestfoodfacts.org) | [milktruth.com](http://milktruth.com)  
[milkmeansmore.org](http://milkmeansmore.org) | [fieldtomarket.org](http://fieldtomarket.org) | [fooddialogues.com](http://fooddialogues.com) | [geneticliteracyproject.org](http://geneticliteracyproject.org)  
[biofortified.org](http://biofortified.org) | [enoughmovement.com](http://enoughmovement.com) | [bovidiva.com](http://bovidiva.com) | [foodinsight.org](http://foodinsight.org) | [discoveringfarmland.com](http://discoveringfarmland.com)



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