



Making Sustainability a Way of Life

“We as farmers have always been conservationists. The land is our living, and we need it, so we try to preserve it in different ways.”

John Hoffman, Ohio
Soft Red Winter Wheat Farmer

John Hoffman farms on the same land his family has been on since the late 1800's – growing corn, soybeans and soft red winter wheat on roughly 4,000 acres. For the Hoffman family, sustainability is a way of life and the only way they can preserve the family tradition of farming for the next generation of Hoffmans. John says, **“Family farming is a way of life, but it’s also a large business.”** John considers himself an early adapter of technology and tries to embrace the latest farming technologies available to improve his business. This ranges from utilizing minimum tillage and no-tillage practices, GPS technology and participating in government conservation programs.



PRECISION AGRICULTURE

Using GPS technology, computers on the Hoffman farm provide data by the foot for every nutrient each crop takes from the soil and tells John how much fertilizer is needed so no input is ever over-applied.



GROWING COMMUNITY

John understands that total sustainability is about more than just what happens on his farm. He focuses on growing his crops, industry and community by being actively involved in many organizations and leadership roles.

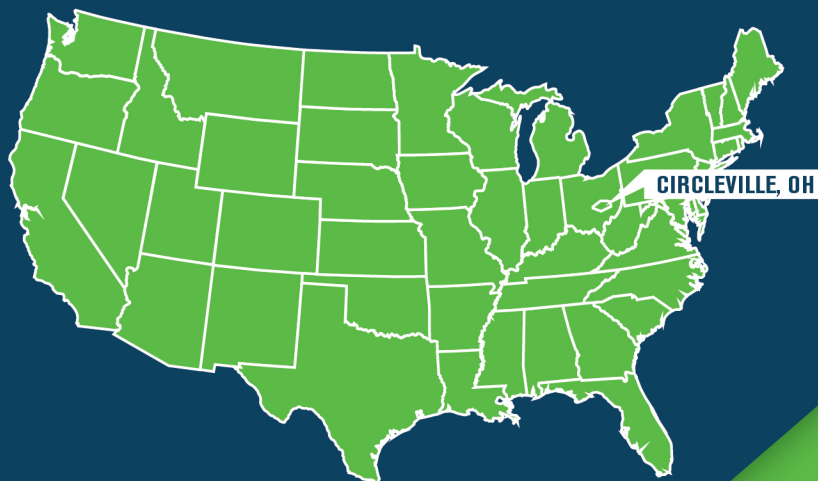


CROP ROTATIONS

The Hoffman farm rotates corn, soybeans and wheat. Some years this allows the Hoffmans to get two crops off of their wheat acres – producing more with less!

100%

No-till farming does not disturb the soil, which increases the amount of water that penetrates the soil surface and increases organic matter, retaining nutrients in the soil. Farmers also use minimum tillage to manipulate the soil to increase soil temperature or reduce moisture. Both techniques reduce erosion compared to traditional intensive tillage, which completely turns the soil.



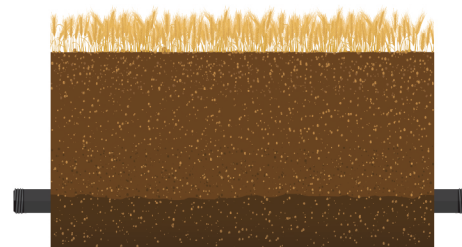
CIRCLEVILLE, OH



“ I think we’re sustainable when we’re able to start every year, able to plant a crop, harvest a crop, and do it again next year. If we’re not sustainable, that wouldn’t happen. If we aren’t sustainable we wouldn’t stay in business every year. ”

Water Quality

Farmers use the same water that urban consumers do, so it is important for farmers like John to be conscious of water quality. On the Hoffman farm, John uses a technique called “tile drainage” to reduce surface runoff. Tiles filter the water through the soil before any excess water drains off the field – potentially minimizing harmful contaminants in the water leaving the field. John and his crew are also careful not to apply fertilizer on frozen ground or prior to a heavy rain so expensive inputs stay in the soil and avoid water contamination.



Tile drainage is when the drainage pipes or “tile” are placed in the water table and flow to the ditch or back to a water source. This helps farmers “recycle” water.

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