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The crossroads of sustainability and technology

Advancements in technology and the unbridled success of the Internet continue to reach us in ways we never thought imaginable. From improvements in classrooms and hospitals to efficiencies in public transportation and payment transactions, the countless benefits of the World Wide Web are present in nearly every facet of our lives. So what's left? The next frontier for smart technology can be found in a somewhat unexpected place—on the American farm. New technologies continue to improve sustainable practices and how we get food from the farm to the consumer. Advancements in agricultural technology are making it possible for farmers and ranchers to meet many new sustainable goals that weren't possible not-so-long ago, including using less water, minimizing the use of pesticides, and countless others.

Biography

Randy Krotz serves as CEO of the U.S. Farmers & Ranchers Alliance® (USFRA®), a consumer focused agriculture movement consisting of more than 90 farmer and rancher led organizations and industry partners engaged in dialogue about growing and raising food. With nearly 25 years of experience in food, health care, agriculture and biotechnology, Randy has worked for and/or represented many food and agribusiness companies and associations including FMC Corporation, National Corn Growers Association, Grocery Manufacturers Association, BASF, Proctor & Gamble, Syngenta, DuPont Pioneer, Pepsi Nutrition and Monsanto.

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