



THE CLARK GROUP, LLC

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For Immediate Release

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Triple Bottom Line (TBL) Commodities Network Launches

A unique network of agricultural producers designed to serve emerging markets for sustainable agricultural products will be launched today.

The new organization, TBL Commodities, will strive to serve a growing niche in the marketplace, says Project Director Sara Harper. "We have formed some important strategic partnerships, specifically with key market leaders," says Harper. "By connecting food retailers and processors to strategic, elite commodity producers engaging in sustainable growing practices, TBL Commodities can be the means by which companies meet their sustainability goals."

TBL Commodities is one of the newest members of The Sustainability Consortium, an independent organization that provides decision makers and policymakers with a broader understanding of how new and innovative organizational strategies and technologies can assist in meeting various environmental, economic and social objectives.

As the TBL Commodities website notes,

"Growing enough food to feed 3 billion more people by the year 2050 while protecting the planet will be a significant challenge . . .

Already a large number of food retailers and processors have committed to pursuing policies to measure and improve the sustainability profile of their products . . .

To meet the challenge ahead, the attributes of scale and efficiency need to be added to the definition of 'sustainability'. By harnessing the power of the same technology that lets today's farmers grow more food using less resources, we can measure sustainability attributes in ways not possible before."

Triple Bottom Line (TBL) Commodities members grow corn, wheat, soybeans, beef, pork, dairy and eco-ethanol. Beyond shaping the sustainable agriculture definition, TBL Commodities is creating a business niche that understands, influences and facilitates the sustainability measurement needs of food processors and retailers while adding value to growers, adds Harper.

"Our members are deeply committed to excellence across the economic, environmental and social aspects of sustainability. As a result, we embrace the concepts of continuous improvement and learning. We strive to be on the cutting edge of agricultural sustainability on our farms and within our communities," Harper said.

The network is coordinated by The Clark Group, LLC – an environmental solutions firm. For more information, please check out the TBL Commodities website at: www.TBLcommodities.com