

# 2021 Global Census Will Measure the Impact of Sustainability in Agriculture

*For the third year in a row the Census has been launched to the Controlled Environment Agriculture sector, building on insights from previous years'.*

AUCKLAND, NEW ZEALAND, July 16, 2021 /EINPresswire.com/ -- The 2021 Global CEA Census has launched with a focus on growers' perspectives on sustainability and how they are measuring specific ESG (environmental, social, and governance) outcomes.



This year Agritecture will partner with AgTech leader [WayBeyond](#) who have taken over responsibility of the Census from automation business Autogrow.

“Our WayBeyond ethos for sustainable crop production technology fits perfectly with this year’s Census. Understanding the impact of CEA (Controlled Environment Agriculture) on the planet allows us to continue highlighting the growers doing remarkable work to reduce their environmental impact while producing quality crops,” says WayBeyond CEO & Founder Darryn Keiller.

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“There’s clear evidence showing consumers, particularly Gen-Z, are making decisions based on the sustainability factor of not only the food they eat but also the packaging, distribution and producers themselves. This Census will give a clear view of the role CEA can play in creating a more

sustainable planet.”

This is the third year the Census has run with increasing participation each year from greenhouse, indoor vertical, and tunnel house growers. Past Census reports have brought

forward key information on the state of the industry, tactics being used, and the people behind its many operations. One example in the [2020 report](#) showed there was plenty of optimism despite the pandemic, with 95% of respondents having an “excellent” or “good” outlook for the 12 months ahead, and only 5% indicating that the business’ future was uncertain.

“We work hard to encourage as many growers to participate as possible and, with a focus on sustainability, we hope to gain an even better uptake this year, especially from large-scale operations,” explains Agritecture Consulting Founder and CEO Henry Gordon-Smith.

“This is the most comprehensive global survey of CEA operations running, and the published findings will provide valuable insights that may affect policy, financing options, operational practices, and new technology. That is a benefit for all of us in the industry.”

The 2021 Global Census will run from 7 July 2021 until 9 August 2021.

[Take the survey: Global CEA Census](#)

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