Food production will need to increase by up to 70% by 2050 to match population growth. Achieving this goal has become increasingly challenging and urgent due to decreasing availability of arable land as a result of urbanization and global climate change. On a global scale, the overall loss in food and fiber production due to abiotic stresses is estimated at US$120 billion p.a. and predicted to increase. In this context, the sustainable use of halophytes is absolutely essential to overcome the problem of limiting availability of good quality water and increasing land salinization worldwide. To achieve this goal, we need to move rapidly to a holistic approach to enhance sustainable plant productivity under harsh environmental conditions. This can be achieved only nurture the next generation of halophyte biologists, providing them with access to advanced technologies, the best national and international multidisciplinary expertise, and collaborative and effective mentoring. The Institute of Sustainable Halophyte Utilization plays an important role in this process, and I applaud its management and staff for all their efforts in achieving this goal.