



Board of Directors | Meeting Summary

May 24, 2017

1:00 PM – 3:00 PM EST

By Phone

Present

Directors

Keith Alverson, NCGA; Heather Anfang, Land O' Lakes; Stefani Grant, Unilever; Franklin Holley, WWF; Marty Muenzmaier, Cargill; Michelle Nutting, Agrium; Gary O'Neill, NRCS; Debbie Reed, C-AGG; Jennifer Shaw, Syngenta; Bob Young, American Farm Bureau Federation

Staff and Consultants

Catherine Campbell, Field to Market; Lexi Clark, Field to Market; Chisara Ehiemere, Field to Market; Kate Fairman, Field to Market; Paul Hishmeh, Field to Market; Wil Mannes, Field to Market; Rod Snyder, Field to Market; Ray Stewart, Thompson Coburn; Allison Thomson, Field to Market

Motions

Marty Muenzmaier moved to approve the March minutes. Jennifer Shaw seconded. The motion was approved unanimously.

Michelle Nutting moved to approve VF Jeanswear and Farm Journal Media as members. Jennifer seconded. The motion was approved unanimously.

Michelle moved to approve by-law changes with amendments mentioned. Debbie Reed seconded. The motion was approved unanimously.

Bob Young moved to approve Allan Feters from J.R. Simplot to the Technology Advisory Council. Michelle seconded. The motion was approved unanimously.

Franklin Holley moved to approve the changes to the N2O emissions factors for corn, soy, and wheat within the greenhouse gas metric. Keith Alverson seconded. The motion was approved unanimously.

Next Steps and Action Items

NEXT STEPS: For future Board meeting, include a slide that lists total number of members by Sector.

NEXT STEPS: Clarify guidelines for trade associations emphasizing that FTM information should not be distributed to non-FTM members of their organization. Provide in annual membership agreement sent with membership contribution form.

NEXT STEPS: Staff will update proposed bylaws changes with the four agreed upon amendments. This includes clarifying that Board can dissolve committees, Board appoints co-chairs for committees, clarifies how vacancies for the Board are handled, and how special meetings are called.

NEXT STEPS: FTM staff will work with the Verification Committee to create a glossary of all terms for the verification process.

NEXT STEPS: FTM staff and Verification Committee to create a data analysis guide for calculating Measurement and Impact Claims.

Proceedings

Opening

Stefani Grant opened the meeting. Rod Snyder takes roll. Ray Stewart reads the anti-trust statement to the Board. Stefani asks for changes to the minutes. A question is asked on how the Board is following up on action items from previous action items. Stefani and Rod have added a new section to Board meetings called “Old Business” that will cover previous action items.

Marty Muenzmaier moved to approve the March minutes. Jennifer Shaw seconded. The motion was approved unanimously.

Old Business

Stefani and Rod cover action items from the March 29th Board call. The first item was staff connection with National Milk Producers Federation regarding what Sector they wanted to be in. The National Milk Producers Federal has selected the Agribusiness Sector.

The second item was to provide the Board with a list of current members divided by sector, which was included in the pre-read materials. A request is made to include total number by sector in the slides, as well.

A subcommittee on product attributions claims was created and met in May. They are referring much of this discussion to the Verification to consider after completion of Impact Claims protocols.

Field to Market (FTM) met with the Canadian Fieldprint Initiative on April 19 in Minneapolis. FTM staff will continue discussions with the Canadian Fieldprint Initiative to try and find opportunities for collaboration and alignment.

FTM staff is working on a memo regarding FTM intellectual, which will be presented at the June 20th Board meeting. This will help inform not only future open source considerations but also requirements related to ISEAL’s transparency standards.

Rod also informs the Board the FTM has talked with the staff of Cool Farm Alliance, and are working on creating a document that highlights the differences and similarities of the two programs with the likelihood of pursuing an MOU between the two organizations. FTM and Cool Farm have decided that they will not strive for full metrics harmonization, as the scope and scale of the programs are too dissimilar.

NEXT STEPS: For future Board meeting, include a slide that lists total number of members by Sector.

Finance Update

Rod provides a finance update through March 31, 2017. At that time, Field to Market (FTM) had \$614,502 cash on hand. The organization's revenue from January – March 2017 was \$506,333 and expenses for the same period totaled \$466,705.

Operations

Rod then gives an operations update to the Board. FTM recently underwent an audit by the Squire Lemkin & Company, the same firm that audited FTM for FY 2015. Fieldwork was completed the week of May 15. The auditors will make a report to the Board at the June 20th meeting.

Two recent hires to FTM include Wil Mannes and Kelly Young. Wil has joined FTM as a science intern for Summer 2017. He is a graduate student from Colorado State University and grew up on a farm in Indiana. Kelly Young will be the Educational Resource Manager beginning on June 9, 2017. Kelly was previously an extension agent at the University of Arizona, working primarily in horticulture. She has significant background in row crops as well. She has spent the past decade in educational settings with growers, which is valuable experience in her new position.

Rod also touches on the NRCS Conservation Innovation Grant. FTM has requested \$1.9 million in funding from 2017 -2020. An announcement is expected the week of May 31.

Membership

Kate Fairman presented two members for approval to the Board: VF Jeanswear and Farm Journal Media. VF Jeanswear is a division of the larger VF Corporation. VF Jeanswear represents the brands of Wrangler, Lee, Riders by Lee, and Rock & Republic. They are applying for Associate membership in the Brands and Retail Sector. Farm Journal Media is the largest US media company serving the agriculture market. They are applying for Full membership in the Affiliate sector.

If these two companies are approved, Field to Market will be comprised of 126 members. Membership has grown 39% since the May 2016 Board of Directors meeting.

Michelle Nutting moved to approve VF Jeanswear and Farm Journal Media as members. Jennifer seconded. The motion was approved unanimously.

Review of Proposed Bylaws Amendment

At the January 2017 Board meeting, the Affiliate Sector asked for FTM's bylaws to be changed to allow them a third Board member. Because of the size of the Affiliate Sector when the bylaws were created, the Affiliate Sector only has two Board members. A subcommittee of the Board was created to review the bylaws for any other potential revisions that may be necessary.

The proposed changes include updating bylaws to reflect membership model changes, including the creation of the Associate membership level, and clearly differentiate the differences between membership classes; streamline decision making of governance model due to growth of FTM, giving greater authority to Board, particularly for organization strategy of annual work plan and budget; update description of General Assembly to reflect terminology approved under new membership model regarding five membership sectors; change mentions of "dues" to "contributions" to comply with 501c3 tax status; clarify that any alternates to a Board or Standard Committee meeting are to come from the member's organization; use inclusive language when

referring to officers (changing titles to Chair and Vice Chair); and finally, remove use of Seal, update office location to current FTM address, and add a provision that it will be updated if office location changes.

A few additional suggestions are made by Board members. One suggestion is made to clarify how Standing Committee co-chairs are selected. Another suggestion is made to update how vacancies are handled on the Board by clarifying that alternates must come from the same member's organization.

A question is asked about trade associations whose members do not all being to Field to Market. Rod clarifies that these organizations have previously been informed that they cannot disseminate FTM information to their members who are not also our members.

A question is asked on the language surrounding calling special meetings. It was agreed that it is intended to articulate two separate ways of calling special meetings. A suggestion is made to change the grammar of that sentence to clarify that.

NEXT STEPS: Clarify guidelines for trade associations emphasizing that FTM information should not be distributed to non-FTM members of their organization. Provide in annual membership agreement sent with membership contribution form.

NEXT STEPS: Staff will update proposed bylaws changes with the four agreed upon amendments. This includes clarifying that Board can dissolve committees, Board appoints co-chairs for committees, clarifies how vacancies for the Board are handled, and how special meetings are called.

Michelle moved to approve by-law changes with amendments mentioned. Debbie Reed seconded. The motion was approved unanimously.

Data and Technology Updates

Paul Hishmeh gives an update on the Request for Proposals for version 3.0 of the Fieldprint Platform. The RFP was sent to pre-qualified vendors on May 12 with responses due June 2. Vendor selection will happen in late June with work targeted to begin in July 2017. Paul also presents a chart with a proposed timeline for overall development of version 3.0 of the Fieldprint Platform.

Paul presents a proposed addition to the Technology Advisor Council. The new member would be Allan Feters, Director of Technology at J.R. Simplot.

Paul discusses the acquisition of Zedx by BASF. Zedx provides current hosting and maintenance for the Fieldprint Platform. This acquisition should not have an immediate impact on FTM. Paul is working with ZedX on the transition planning, including the possibility of moving hosting services to a new provider well before the end of the year. He will update the Board accordingly.

Finally, Paul gives an update on an MOU between USDA NRCS and FTM, which is intended to be a continuation of the previous agreement executed in early 2014. The purpose of the MOU is to clarify duties, responsibilities, and expectations for both organizations around use of the NRCS models.

Bob Young moved to approve Allan Feters from J.R. Simplot to the Technology Advisory Council. Michelle seconded. The motion was approved unanimously.

Subcommittee on Product Attribution Claims Update

Allison Thomson informs the group of the progress of the new Board subcommittee on product attribution claims. The two types of claims that the subcommittee is looking at are: a) Behavioral Change – refers to claims that could be made about adoption of specific practices, without necessarily demonstrating change in environmental outcomes, and b) Attribution Claim – suggests causal effect between a change in input product or practices and the environmental outcome trends. Regarding the latter, there is a high bar of scientific rigor to pass for such statements to be verifiable.

Next steps include working with the Verification Committee to discuss options for potentially making claims around behavioral change. It was noted that one potential risk here is that it strays from Field to Market's principle of outcomes based metrics. The subcommittee will also consider drafting a set of principles on attribution claims and will develop case studies or examples focused on products and practices.

Proposed Changes to N2O Emissions

Allison gives an update to the effort to revise the N2O emissions factors for corn, soy, and wheat within the greenhouse gas metric. On March 22, the Metrics Committee voted to proceed to public comment and Board approval for revising the N2O emissions calculator to account for location, crop type, soil texture and 4R practice tables. The public comment period was open from March 31- May 5, but no comments were received.

Allison goes over the specifics of the proposed change. The current approach is IPCC Tier 1, a universal calculation that 1.4% of N applied is lost as N2O. The new approach has two steps: assessment of specific emissions multiplier based on crop, soil texture, and location, and more detailed description of fertilizer management practices. The metric outcome would be influenced by the specifics of soil and climate, and improvements would be reached through changes in fertilizer management. A subcommittee of the Metrics Committee has been tasked with developing an implementation plan for the changed metric within the Fieldprint Platform. FTM staff will work with the selected technology vendor of Fieldprint Platform Version 3.0 to ensure the revision is in the updated version.

Franklin Holley moved to approve the changes to the N2O emissions factors for corn, soy, and wheat within the greenhouse gas metric. Keith Alverson seconded. The motion was approved unanimously.

Proposed Impact Claims Protocol

Chisara Ehiemere provides an overview of several items that the Verification Committee is looking for approval on. This includes the Impact Claim Verification Protocol, Impact Claim Verification Protocol Guidebook, Impact Claim Request Form, Continuous Improvement Plan, and Measurement Claim Amendment.

The Impact Claim Verification Protocol and Guidebook provide guidance and requirement for projects that make Impact Claims, and for the verifiers that will deal with these claims during an assessment. This will also provide transparency externally about how these claims are verified. Chisara goes over the scope of an Impact Claim.

A suggestion is made that a singular glossary of terms for the verification process be created. All other documentation on verification could reference this singular glossary.

Rod tells the board that FTM needs to create a data analysis and claims calculation guide, which is not currently included in this protocol. Rod recommends that the Verification Committee and Board address this later in the summer.

Due to time constraints, Rod and Stefani decide to call a special meeting of the Board to finish the verification discussion. This special meeting will happen between now and the June 20th Board meeting. The Board will not be approving anything related to verification today. Rod will send out Doodle poll to Board. It is suggested that questions related to the claims protocols are submitted to FTM staff by June 2, 2017.

NEXT STEPS: FTM Staff and Verification Committee to create a glossary of all terms for the verification process.

NEXT STEPS: FTM Staff and Verification Committee to create a data analysis and claims calculation guide.

Upcoming Meetings

A brief overview is provided for upcoming meetings. Sector calls are scheduled for the week of June 5th. FTM staff will provide slides and guidance for Board members on this. The June Plenary and General Assembly will be June 20-21 in Raleigh, North Carolina. The Board meetings for this will begin at 8:00 AM on June 20th. There is another Board call scheduled for August 9th.

Adjourn