



General Assembly | Meeting Summary
June 23, 2016

Present

See Appendix A

Motions

Keith Newhouse (Land O’ Lakes, Inc.) moved to approve the minutes from November. Sean McMahon (Iowa Agriculture and Water Alliance) seconded. The motion passed unanimously.

Wes Bolsen (Cool Planet) moved to accept all proposed modifications to the Goals Statement. Michael Schwartz (The Freshwater Trust) seconded. The motion was accepted unanimously.

Franklin Holley (WWF) moved to adjourn. Keith Newhouse (Land O’ Lakes) seconded. The motion passed unanimously.

Next Steps and Action Items

- Members should consider sponsoring and/or submitting content proposals for the Sustainable Agriculture Summit in November.
- An RFP for a complete refresh of the Fieldprint Platform will be issued by the end of 2016.
- The Technology Advisory Council, a technically-focused group, will be populated and up for Board approval in the coming months.
- The reporting procedures for the new data retention policy will be finalized in November, 2016, with manual reporting due in January, 2017, and automated reporting online by November, 2017.
- The final report of findings and recommendations from Larry Ellworth’s (RESOLVE) analysis of Fieldprint project best management practices will be released at the November plenary meeting.
- Schedule of upcoming Field to Market meetings and calls:
 - o Board of Directors Call August 8th
 - o Committee Meetings September 13th-15th Washington, DC
 - o Board of Directors Meeting October 12th-13th Des Moines, IA
 - o Sector Calls Oct 31st – Nov 4th
 - o Board of Directors Meeting November 15th Atlanta, GA
 - o Sustainable Ag Summit November 15th-16th Atlanta, GA
 - o General Assembly Meeting November 17th Atlanta, GA

Proceedings

Opening

Stefani Grant (Unilever, Chair of the Board) opened the meeting and introduced the members of the Executive Committee and Board of Directors.

Ray Stewart (Thompson Coburn) read aloud the anti-trust statement.

Keith Newhouse (Land O' Lakes, Inc.) moved to approve the minutes from November. Sean McMahon (Iowa Agriculture and Water Alliance) seconded. The motion passed unanimously.

Finances

Rod Snyder (Field to Market) reviewed finances through Quarter 1, noting that Field to Market (FTM) had just gone through its first audit, with an on-site visit from June 7th-8th. The final report on 2015 will be complete in August, and its numbers will go into FTM's first annual report.

Operations

Since the last meeting, Paul Hishmeh was hired as FTM's data and technology director. An announcement for a new business development director was posted June 20th, with a response deadline of July 19th.

Sector Appointments

Stefani thanked Kari Niedfeldt-Thomas (Mosaic) for her service on the Board and welcomed Michelle Nutting (Agrium), who will take her place.

Membership

Betsy Hickman (FTM) welcomed all the new members, which brought FTM's total number to 108.

Media Engagement

Media impressions exceeded 2015 by over 150%, including coverage in USA Today, Scientific American, and several other notable publications. Engagement on LinkedIn and Twitter and FTM's website visitation are all up. Staff and members have contributed towards establishing a FTM presence at dozens of events.

Website and Member Portal

An RFP process begun earlier this year has decided on the Shelton Group for development of the new website and member portal. The timeline estimates completion in November, 2016. The member portal will include organizational information reserved for members of FTM. All of the registration and reporting requirements for claims making will be able to be performed in this environment.

Membership for Agricultural Technology and Financial Organizations

The Board recommended a subgroup be formed to explore changes to current policy on extending full membership eligibility to agricultural technology and financial organizations.

Standing Committee Elections

Rod introduced the election results for the new standing committees established as part of the new committee structure. These include Metrics, Verification, Education & Outreach, and Awards & Recognition. The Board will select new co-chairs for the committees in August.

Stefani thanked everyone who submitted his/her name for consideration.

Goals Statement Revisions

Stefani introduced the changes to the Goals Statement recently approved by the Board for consideration by the Assembly. Michelle Nutting discussed additional recommendations made by the Goals Work Group. Bob Young (American Farm Bureau Federation) reviewed changes in wording recommended by the Grower Sector.

Wes Bolsen (Cool Planet) moved to accept all proposed modifications to the Goals Statement. Michael Schwartz (The Freshwater Trust) seconded. The motion was accepted unanimously.

Work Group Updates

Work group co-chairs and staff leads delivered a final round of updates for the work groups prior to their restructuring as committees.

Metrics

Allison Thomson (FTM) introduced recent achievements of the group, including the soil health white paper. The paper emphasizes that the science is not quite ready for the addition of a soil health metric to the Fieldprint, but that it may soon emerge. Also, the contract for development of the water quality metric was awarded to LimnoTech, in an effort to find a more quantitative metric to replace the current Water Quality Index. The anticipated timeline for development predicts completion of a pilot version by spring 2017, in time to incorporate a tested version into the new version of the Fieldprint Platform later that year. The irrigated water use subgroup has issued a web survey for users on the usefulness of and potential improvements to the metric. The greenhouse gas emissions metric revision process is being addressed in two ways. First, the N₂O methodology is being reviewed by an external advisory group, with documentation available later this summer and subject to peer and member review. Second, the rice methane update is ongoing. The goal is to add both updates to the Fieldprint Platform at the same time. In January, the soil carbon metric will be addressed as part of the 3-year metric revision cycle.

Technology

The Technology Work Group was finalized at this plenary. Allison and Paul Hishmeh (FTM) compiled a retrospective on the group's accomplishments. The final considerations made by the group involve the Fieldprint Platform API, the upgrade to the NRCS LMOD platform and updated RUSLE2 metrics, methodology to prevent double counting, benchmark updates, data retention options, SOPs for standardizing data management at the project level, and the next version of the Fieldprint Platform.

The technology work will now to be taken over by staff and contractors, informed by the Technology Advisory Council. In the near term, the major focuses will be on a sensitivity analysis being conducted by CSU (Colorado State University), improvement of the model server environment, improvement of management templates, assessment of the state of API technical readiness, and continuation of the process of adding sugar beets and alfalfa.

In the long term, a refresh of the Fieldprint Platform will aim to reconsider its effective usage at scale. Improvements will aim to make it more modular for the addition of new crops and metrics and ease its integration into other agronomic tools. The priority of needs will be assessed with a stakeholder engagement process. An RFP for the whole refresh will be issued by the end of 2016.

The Technology Advisory Council will be explicitly technically focused and will be populated and up for Board approval in the coming months.

Data Retention Policy

Rod Snyder reviewed the data retention policy approved by the Board. The Board approved a minimum requirement of semi-annual reporting of Fieldprint inputs and outcomes, aggregated to the state and crop level. Reporting would take place manually for this minimum requirement, though a project could opt to permit FTM to retain all field-level anonymous Fieldprint data, which would take place automatically. The reporting procedures for meeting the requirements of this policy will be finalized in November, 2016, with manual reporting due in January, 2017, and automated reporting online by November, 2017.

Assembly members discussed the policy with staff, including the following exchanges.

- When will corn silage be incorporated into the Fieldprint Platform?
 - o Corn silage is on the list, though at present alfalfa and sugar beets are the only crops with a definite schedule.
- What is the timeline for incorporation of the Habitat Potential Index (HPI) into the Fieldprint Platform?
 - o The HPI will be incorporated as part of the major platform refresh occurring in 2017.
- Would aggregate data be stored on a state level or on a millshed/watershed level?
 - o The Board talked a lot about the appropriate level, which in this case is partially dependent on verification decisions regarding impact claims. In determining this policy, we were trying to respond to expressed member preferences for a 3rd party to view their data rather than FTM itself.
- For the Fieldprint Platform refresh, is there any plan for a tiered approach to completing the Fieldprint that would allow for a lite version of the tool?
 - o Yes, this functionality is being looked into from a technical perspective. It will require a multi-sector policy discussion to resolve.
- What should members with multi-national supply chains do to report in Fieldprint terms?
 - o This is a common question. To this point, FTM has focused primarily on the US. Fieldprint metric models and the data required to populate them would look very different and be difficult to replicate in other countries.
 - o Alignment or seeking equivalency with international standard-setting bodies, on the other hand, is being actively pursued by FTM. Active conversations are happening with The Sustainability Consortium, the SAI Platform, and others.
- For the Fieldprint Platform refresh, will we be able to make irrigation not only an input but also an output value that takes into account in-field variables?
 - o The irrigated water use subgroup is talking about how to use scenarios to inform irrigation results. This question is an example of the kind of visioning that needs to happen as a part of the Platform refresh process.

Information, Communication, and Engagement (ICEWG)

Caroline Wade (Illinois Corn, Co-chair of ICEWG) presented on the work of the group, which will be divided between two committees with the organizational transition, Education & Outreach and Awards & Recognition. Accomplishments of ICEWG include founding the FTM Farmer Spotlight series, for which a call for nominations came out in the spring. The first farmer to be spotlighted is Steve Stevens, who will be featured on the FTM website. His operation employs a holistic perspective of sustainability. He has been working with Bill Robertson (University of Arkansas) to analyze his Fieldprint results, comparing no-till and cover crop practices

to conventional tillage scenarios. Not only did negative environmental impacts reduce with the no-till system, but also cost efficiency improved.

Karen Scanlon (Innovation Center for U.S. Dairy) introduced the farm placards developed by the group. Those projects that are up-to-date on registration and reporting with FTM will be able to purchase them for display by their growers. The cost will vary depending on quantity, from \$8 to \$10 per aluminum sign, which can be customized to include the year a producer began participation.

Karen recognized Larry Ellworth's (RESOLVE) report on best practice management methodology for Fieldprint projects. The final recommendations will be compiled by November, with a presentation at the next plenary meeting.

Harmonization and Alignment

Rod reviewed the progress made in harmonizing and aligning metrics with other agricultural sustainability efforts. Memoranda of Understanding are in place with The Sustainability Consortium and the Innovation Center for U.S. Dairy on true harmonization of metrics. With the SAI Platform, a benchmarking exercise found the main discrepancy in SAI's social metrics, which do not have equivalency in FTM metrics. SAI is currently hiring a consultant to analyze U.S. labor laws and determine which questions will be required to fill the gap. The FTM program as it stands will likely meet the SAI Platform's bronze level, with an additional question required to achieve silver and eight additional for gold. Using these handful of questions to achieve equivalency is definitely preferable to being required to use both full platforms. The alignment effort with the Stewardship Index for Specialty Crops has included a combination of a technical gap analysis and governance conversations, both of which are still open.

An Assembly member asked which questions would be required to attain SAI Platform's silver and gold tiers. Rod replied that the wording of the questions is still being drafted. The number of questions that will be required is predictable due to SAI Platform's emphasis on the quantity of questions asked and answered.

Verification

Keith Newhouse (Land O' Lakes, Inc., Co-chair of Verification) presented the progress of the Verification Work Group, which has been transitioning from finalizing measurement claims to addressing the big questions associated with impact claims. These questions will require the newly comprised committee to define continuous improvement, develop a trend reporting method, and design an accounting system that will meet the needs of FTM's members.

Franklin Holley (WWF, Co-chair of Verification) added that the accounting system chosen will enable members to track volumes as they are exchanged, enabling downstream companies to characterize their supply. A subcommittee will develop an RFP for a contractor to draft materials that will support the accounting system.

Keith closed by noting that the anticipated release of impact claims was changed from June to November when the size of the task and the difficulty of its unanswered questions became clear.

Assembly members discussed the verification work stream with the following comments and questions, to which Rod responded.

- What process is available to FTM members in the event an external party disagrees with a claim?

- The dispute resolution process was designed to be used with external disputes as well as those between members, and FTM has the ability to retrieve and compile the data necessary to check a claim.
- What prevents growers from falsifying data?
 - There is no on-farm auditing process for measurement claims. As they are one-year snapshots of performance, they were considered to require less rigor than impact claims will likely require.
- External groups could easily challenge these claims publicly. This is a big risk for FTM.
 - The dispute resolution process offers one channel for responding to challenges, and the registration and reporting process provides documentation that will serve to substantiate claims. As the claims gain substance, third party verification will be required. In general, this program attempts to balance assurance and cost in an effort to ease uptake. It helps to have constructive criticism at this developmental stage.

Upcoming Meetings

Rod reviewed the remainder of scheduled meetings in 2016 (see Next Steps and Action Items above for full schedule)

Sustainable Agriculture Summit

Betsy introduced the expanded scope of the 2016 Sustainable Agriculture Summit, which now aims to be the primary annual gathering for anyone who is working at the intersection of agriculture and sustainability. Partners in addition to FTM include the Innovation Center for U.S. Dairy, the National Pork Board, the Stewardship Index for Specialty Crops, the U.S. Poultry & Egg Association, and the U.S. Roundtable for Sustainable Beef. The partners will issue an RFP for breakout session content soon, and many sponsorship opportunities are available.

Closing

Stefani thanked the Assembly members and FTM staff. She also thanked McDonald's for hosting the meeting.

Franklin Holley (WWF) moved to adjourn. Keith Newhouse (Land O' Lakes) seconded. The motion passed unanimously.

Appendix A – Participant List

Member Representatives (one vote per organization)

<i>Name</i>		<i>Organization</i>
Michelle	Bubniak	ADM
Minos	Athanassiadis	Agrian
Danelle	Farmer	Agrible
Kelsey	Lewis	Agspring
Bob	Young	American Farm Bureau
Luther	Smith	ASA ICCA
Vaughn	Duitsman	Bartlett Grain
Burleson	Smith	BASF
Clare	Thorp	BIO
Megan	Weidner	Bunge
Debbie	Reed	C-AGG
Alex	Stege	CF Industries
Laura	Vansant	Coca-Cola
Wes	Bolsen	Cool Planet
Brian	Buege	Cool Planet
Ben	Gruitt	Corn Refiners Association
Andrew	Jordan	Cotton Inc
Ryan	Kurtz	Cotton Inc
Lauren	Brey	Dairy Business Milk Marketing Coop
Tim	Trotter	Dairy Business Milk Marketing Coop
Maria	Woldt	Dairy Business Milk Marketing Coop
Katie	Anderson	Environmental Defense Fund
Kate	Kollman	General Mills
Meghan	Stasz	Grocery Manufacturers Association
Caroline	Wade	Illinois Corn Growers
Chad	Frahm	Innovation Center for US Dairy
John	Monaghan	Innovation Center for US Dairy
Karen	Scanlon	Innovation Center for US Dairy
Keith	Newhouse	Land O' Lakes
Alycia	Nelson	LifeLine Foods
Maggie	Cole	Monsanto
Michael	Lohuis	Monsanto
Adam	Herges	Mosaic
Kari	Neidfeldt-Thomas	Mosaic
Ben	Pratt	Mosaic
Bill	Berry	NACD
Murray	Van Zeggelaarr	Nachurs Alpine Solutions
Bill	Norman	National Cotton Council
Keira	Franz	NAWG
David	Schemm	NAWG
Keith	Alverson	NCGA

Jim	Burg	NCGA
Sally	Shaver	NCGA
Margaret	Henry	PepsiCo
Lance	Knutson	PepsiCo
Trevor	Freemyer	Riceland Foods
Adam	Shea	Riceland Foods
Ed	Spevak	St Louis Zoo
Liz	Hunt	Syngenta
Jennifer	Shaw	Syngenta
Michael	Schwartz	The Conservation Fund
Peyton	Harper	The Fertilizer Institute
Anthony	Turano	Turano Baking Company
Stefani	Grant	Unilever
Josiah	McClellan	United Soybean Board
Eric	Cummings	University of Arkansas
Steve	Hensley	USA Rice
Franklin	Holley	World Wildlife Fund
Kate	Schaffner	World Wildlife Fund

Field to Market Staff & Contractors

<i>Name</i>		<i>Organization</i>
Catherine	Campbell	Field to Market
Kate	Fairman	Field to Market
Alison	Gibson	Field to Market
Betsy	Hickman	Field to Market
Paul	Hishmeh	Field to Market
Rod	Snyder	Field to Market
Allison	Thomson	Field to Market
Grant	Wick	Field to Market
Stewart	Ramsey	IHS
Jonathan	Geurts	Keystone Policy Center
Sarah	Stokes Alexander	Keystone Policy Center
Larry	Ellworth	RESOLVE