



Field to Market®

**Board of Directors
4/16/2015
Meeting Summary
Atlanta, GA**

Present

Board of Directors: Keith Alverson (NCGA), Michael Doane (Monsanto), Mark Eastman (Walmart), Suzy Friedman (EDF), Stefani Grant (Unilever), Josiah McClellan (United Soybean Board), Kari Niedfeldt-Thomas (Mosaic), Steve Peterson (General Mills), David Primozich (The Freshwater Trust), Jennifer Shaw (Syngenta), Bob Young (AFBF)

Other Participants: Sarah Alexander (Keystone), Catherine Campbell (Marker Campbell Consulting), Kate Fairman (Field to Market), Jennifer Garrett (Context), Jonathan Geurts (Keystone), Betsy Hickman (Field to Market), Mark Holland (Context), Jessica Roberts (Context), Allison Thomson (Field to Market), Tim Venverloh (ADM)

Motions

- Michael Doane moved to accept the minutes from the previous Board meeting. Stefani Grant seconded the motion, which passed unanimously and without objection.
- Josiah McClellan moved to accept the applicants as members of FTM. Kari Niedfeldt-Thomas seconded the motion, which passed unanimously and without objection.

Action Items

- Board members should pay special attention to saving the dates of upcoming meetings, as their attendance will be very important given the decisions being made this year.
- Board members should be prepared to respond quickly to requests from Context to aid in achieving the desired outcome within the tight timeframe.

Proceedings *(statements reflect opinions, not consensus, unless otherwise noted)*

Opening

Steve Peterson opened the meeting and requested that members of the Board review the anti-trust statement. Board members introduced themselves for the benefit of the Context business plan consultants.

- Michael Doane moved to accept the minutes from the previous Board meeting. Stefani Grant seconded the motion, which passed unanimously and without objection.

Membership Business

Betsy introduced two applicants for membership. JBS USA is engaged with the US Roundtable for Sustainable Beef and is looking to Field to Market (FTM) for assistance in assuring the sustainability of

livestock feed. The Grocery Manufacturers Association is interested in reengaging with FTM after a hiatus.

- Josiah McClellan moved to accept the applicants as members of FTM. Kari Niedfeldt-Thomas seconded the motion, which passed unanimously and without objection.

Plenary Agenda Review

Steve reviewed the agenda for the two-day Atlanta, GA, plenary meeting, the first day of which is devoted to sector and work group meetings.

Board members should be prepared to coordinate their corresponding sector meetings, which will aim to select work group representation. The work group membership may include no more than four members per sector per work group; also, a member cannot staff more than two work groups without the express consent of its sector. The terms of the current work group representatives will last through the end of program Phase 1 (June 2016), at which point the work group structure itself may be reconfigured.

After the first round of sector meetings, the work groups will each focus on their own agendas.

The sectors will reconvene in the afternoon to address questions and concerns about the proposed new membership model and the business model. The membership model reconfigures the dues tiers, while the business model aims to shift FTM's focus from dues to fees and services as its primary revenue source.

Business Plan Update

Rod issued a Request for Proposals (RFP) for a business plan consultant roughly a month previously, and Context was selected for what will be a very rapid process between now and the June plenary meeting.

Mark Holland introduced the Context Network, a 20-year-old consultancy that has often worked with agribusiness. Context would like to be a member of FTM and has therefore offered a portion of its services in kind. Over the next few months, it will conduct a landscape analysis within FTM's membership, including an assessment of risk tolerance, by means of answering staffing, partnership and other related questions. By June, a draft plan with a main recommendation and options will be submitted for consideration.

Jennifer Garrett, also with Context, introduced herself. She originally trained as a nutritionist and has worked in the food sector for the past nine years. Previously, she worked in agriculture and has a farm in Michigan.

- Board members should be prepared to respond quickly to requests from Context to aid in achieving the desired outcome within the tight timeframe.

Steve reviewed the timeline for the rollout of the business plan, which includes Board review on the call scheduled for May 19th and sector alignment calls the following two days.

Board members discussed the business plan rollout. Comments included the following.

- Getting a business plan polished enough for general assembly approval may be difficult in this timeframe. Therefore, Board members should make an effort to keep the business plan and the new membership structure distinct when presenting the two to their sectors.

- The plan needs to be approved in time for members to decide whether to remain members in 2016. It may require an August meeting if the vote in June fails, as November would come too late for this purpose.
- The votes in June may be the first real test of FTM's governance model, which will require Board members to caucus actively with their sectors.
- While the scope of the business plan is aggressive, a lot of work in support of it has already been done over the past five years. Now all of that work needs to be assembled in preparation for real decision making.

2015 Meeting Dates

The Board reviewed the upcoming 2015 meeting dates. The November plenary will occur at the Minneapolis Convention Center in conjunction with the Tri-societies (American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America) meeting.

- Board members should pay special attention to saving the dates of upcoming meetings, as their attendance will be very important given the decisions being made this year.

Adjourn