



Field to Market®

Board of Directors 3/16/2015 Call Summary

Present

Board of Directors: Keith Alverson – Day 1 (NCGA), Kate Anderson (WWF), Mark Eastman (Walmart), Suzy Friedman – Day 2 (EDF), Stefani Grant – Day 1 (Unilever), Marty Matlock (University of Arkansas), Kari Niedfeldt-Thomas - remotely (Mosaic), Gary O’Neill (USDA NRCS), Steve Peterson – remotely (General Mills), David Primozich (The Freshwater Trust), Jennifer Shaw (Syngenta), Rod Snyder (Field to Market),

Other Participants: Sarah Alexander - remotely (Keystone), Catherine Campbell (Marker Campbell Consulting), Kate Fairman (Field to Market), Jonathan Geurts (Keystone), Betsy Hickman (Field to Market), Allison Thomson (Field to Market)

Motions

- Keith Alverson moved to approve the minutes. Stefani Grant seconded the motion. The motion passed unanimously without objection.
- Keith Alverson moved to approve FMC, the National Association of State Departments of Agriculture, and the University of Nebraska as members. Stefani Grant seconded the motion. The motion passed unanimously without objection.
- Stefani Grant moved to develop specifications and costs for the benchmark database query tool. Mark Eastman seconded the motion. The motion passed unanimously without objection.
- David Primozich moved to start a more in-depth conversation with the Canadian Roundtable on Sustainable Crops. Suzy Friedman seconded. The motion passed without opposition.

Action Items

- Board members should let Betsy know if they have any contacts within these organizations.
- Board members should let Betsy know if any likely organizations are missing from the full member recruitment list.
- Board members should distribute the FPC 3.0 development RFP to any companies that would have the capacity and orientation to fulfill it.
- Rod Snyder will convene a special group, containing Verification and Technology Work Group and Board members to address data questions posed in the IBM Technology Roadmap.
- Rod Snyder will form a FTM/NRCS work group to address WEPS modeling errors encountered in North and South Dakota.
- Gary O’Neill will connect Stewart Ramsey with the new NRCS Client Gateway to inform future conversations between FTM and NRCS about grower facing technologies.
- The task of connecting Fieldprint Projects with NRCS Resource Stewardship tool pilot projects will be added to the FTM 2015 work plan.

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

DAY 1

Opening

Rod Snyder reviewed the agenda for the meeting. The Board reviewed the anti-trust statement and the minutes from the January call.

- Keith Alverson moved to approve the minutes. Stefani Grant seconded the motion. The motion passed unanimously without objection.

Finance and operations (PowerPoint (PPT), slides 4-5)

Rod presented the finance and operations update. Field to Market (FTM) is working with a new accounting firm, Raffa, in exchange for Keystone's in-house accountant. This makes sense as Keystone is now a contractor to FTM. Given the transition time, the full financial statement will come out later this month.

The foundation funding needed to fill the budget for 2015 has been secured, and FTM needs only \$67,000 in additional member dues to fill the full revenue requirements. CropLife International remains the only organization to drop its membership this year, which it did because CropLife America is filling the role.

New Staff

- Kate Fairman, administrative assistant, comes to FTM from Michigan State University and has worked with Senator Debbie Stabenow. She has been with FTM for two months.
- Allison Thomson, science and research director, comes to FTM from the University of Maryland where she worked with the Joint Global Exchange. She has experience in scaling up crop modeling to national and global scales for carbon pricing, bioenergy, and crop systems.

Contractors

In addition to Raffa Accounting, FTM has also hired Justworks for payroll and benefits coordination. Both firms are experienced with the needs of small nonprofits.

Membership and governance

Betsy Hickman presented the membership prospects newly engaged since the January Board call. These include VF Corporation, Stone Brewing, and Target (full list on PPT, slide 8). GMO Renewable Resources will be interested in joining FTM, pending the new membership dues structure. JBS may provide an entry into animal agriculture.

- Board members should let Betsy know if they have any contacts within these organizations.

Betsy then presented the full list of organizations under recruitment (PPT, slide 9).

- Board members should let Betsy know if any likely organizations are missing from the full member recruitment list.

New membership applications have been received from FMC, the National Association of State Departments of Agriculture, and the University of Nebraska.

- Keith Alverson moved to approve the new members. Stefani Grant seconded the motion. The motion passed without objection.

Board members discussed the membership process and recruitment strategy with Rod and Betsy, coming to the following conclusions.

- By the time the Board receives new member requests, the applications have been validated by FTM staff. Board approval is the final opportunity for Board members to express concerns about new members.
- FTM's current membership strategy is aimed downstream, including clothing retailers, food and beverage companies, and the biofuels industry. This downstream engagement is key to gaining grower engagement, establishing a bigger overall draw, and increasing the relevance of FTM. Therefore, this downstream oriented strategy aims to build all of FTM's sectors.
- The ex officio sector needs to help FTM craft its message to prospective academic members, who will want to know how engagement with FTM will help them expand scholarship. This messaging should be a top priority for the sector at the April meeting.

A Board member asked Betsy to summarize the push-back she has encountered from prospective FTM members in her experience. She replied with several points.

- The typical member recruitment process begins with one individual who is interested in FTM. Afterwards, building internal support and waiting for budgetary cycles takes time. Generally, this process requires 3-5 contacts with FTM staff along the way to build a suitable comfort level.
- The value proposition needs to be very clearly expressed, which the completed business plan will make much easier to achieve.
- Some companies do not yet have a strategy for sustainably sourcing commodity crop, as it may still seem an unattainable goal.

Communications update

Betsy listed upcoming conferences and events (PPT, slide 11). Several Board members have helped to extend FTM's reach, including Jennifer Shaw, Steve Peterson, and David Primozich, who each have covered events representing FTM.

Board members discussed the strategy behind in-person speaking engagements with Rod and Betsy and came to the following conclusions.

- FTM's website currently features a speaker request form to channel new inquiries. The incoming requests might best be grouped into three main categories, 1) events FTM needs to seek out, 2) events where the benefit exceeds the cost, 3) events where the cost exceeds the benefit.
- In the previous year, it was important to signal the increasing momentum of FTM and get the word out to a wide audience. Now FTM can afford to be more selective.

Betsy reviewed communication successes.

Events

At Commodity Classic, a panel discussion featured FTM members for every panelist. FTM also staffed a booth, with a baseball hat as a premium giveaway in exchange for growers signing up to attend a Fieldprint Calculator webinar. Sixty-four attendees registered for the webinar. In December, Marty Matlock testified before Sen. Stabenow, mentioning FTM; he was followed by NRCS Chief Jason Weller, who reinforced the message.

Media

So far in 2015, FTM has received 6.6 million media impressions. Major triggers included regional reports related to Rod's travel and new member announcements. The FTM goals statement still receives some coverage. Most mentions of FTM are still in agricultural magazines, with a goal to become more active in downstream trade journals. Betsy has been introducing FTM to media outlets directly and is talking with GreenBiz about writing a monthly column. Currently, she is looking for representative growers who will be willing to tell their stories and have them shared downstream. FTM's Twitter following has grown 268% since last year, and website visits have also increased, generally in response to big announcements.

The Board briefly discussed the FTM-related projects funded by the Regional Conservation Partnership Program grants.

- USA Rice and Ducks Unlimited explicitly named FTM and were funded for their six state initiatives.
- A Louisiana collaborative is using the Fieldprint Calculator directly.
- Other FTM members won projects, with membership as the only tie.
- The Illinois Corn project is intending to move forward on a smaller scale than initially planned, and is aiming to reapply next year.

2015 work plan update

Rod reviewed the 2015 work plan at a high level, and Board members discussed it.

Initially, the work plan was designed to codify what the work groups were already doing, but Rod and the Executive Committee decided to design the plan around primary goals for FTM. In February, staff and contractors met in Sedona, AZ, to discuss the specifics of implementing the plan.

Membership, governance, and program development

This section is very front-loaded to the year, as many of the other goals flow out of this section's products and decisions.

Discussion

- This plan will need to be revisited once the business plan is drafted.
 - o This plan is definitely a living document.

Metrics and tool development

These elements are being handled by the Metrics and Technology Work Groups.

Discussion

- Tool maintenance and performance testing do not appear to be addressed.
 - o These components are contained in the governance section of the work plan, under SOP (standard operating procedure) development.
 - o ZedX's contract this year specifically includes this element, unlike in previous years, to give them a trial run at offering the service.
- The changes seem to be ambitious to complete in 2015.
 - o The Metrics Work Group is still determining the scope of changes that will be feasible. This work plan doesn't commit FTM to completing all of the changes.
 - o For Fieldprint Calculator version 3.0, the metrics changes can be added in at any time; whereas, the Technology Work Group has a hard deadline for its structural improvements.

- Developing a process for metrics development is under the governance section under SOP development.
- This plan is an important document for four reasons: 1) prioritization and buy-in, 2) division of labor between staff members, 3) governance and measurement against objectives, and 4) transparency

Program implementation, partnerships, and scaling

This section, which focuses on providing resources to projects and growers, is primarily being addressed by the Continuous Improvement Work Group.

Communication, outreach, and alignment

This section includes events, potentially a monthly member update, developing materials, and maintaining communications with other sustainability efforts.

Discussion

- This plan doesn't appear to contain the development of trademark guidelines to police against.
 - At present, FTM staff is monitoring how members are using the logo and trademarks. The code is in the communications toolkit, but FTM might benefit from a formal SOP.

This document includes a summary of personnel and human resources at the back because it is meant to be used as the primary quick reference for the current activity of FTM.

Business Plan Development

Rod introduced the business plan and membership restructure. Broadly, the transition represents a change from a roundtable model to an implementation model for FTM. The introduction of the new structure took place in November, and at the end of February FTM floated an RFP for a business plan consultant. Plan components are expected to include the following.

- Cost and revenue estimates
- Tools and services
- Licensing structure
- Standard operating procedures
- Landscape assessment of other efforts

Tiered membership model

Betsy reviewed the intended benefits of adopting a tiered membership dues model, which include accessibility to small and medium sized organizations, parity between sectors, and the addition of a non-voting associate membership category. The model was developed after comparing and contrasting the models of ten similar organizations. Some details still need to be ironed out, for example whether both state and national grower organizations should be allowed a full voting membership.

Tools and Services

Rod introduced the tools and services, which would be mostly included in full membership fees but would be offered a la carte for associate members. At this point, costs need to be assigned that will deliver enough revenue to support the program.

Board members discussed the business plan, coming to the following conclusions.

- The consultants that are hired will take on an advisory role rather than a drafting role, the idea being that the end document has a better chance of lasting if it has more front end investment from those who know FTM the best, its Board members.
- It would be good to have a round of sector review at the point of high level review.
 - o Rod will add a sector review by phone to the timeline at the end of May.

Board members discussed the timing of the next National Report, raising the following ideas.

- If the plan is to publish the next National Report in 2016, then this process needs to begin in 2015. Certain decisions, such as whether to feature regional call-outs, will need to be determined in advance and will affect the amount of effort it requires.
 - o By the end of 2015, it would be good to have an outline, a scope, and a list of willing members.
- Having Allison on board will speed up the Report's timeline. The land grant university members would also be helpful resources to draw upon.
- Rod will add scoping of the National Report to the 2015 Work Plan.
 - o This effort may require its own work group, or it might be added to the purview of the Continuous Improvement Work Group.
- The Report might do well to connect with regional regulatory publications, such as the new Iowa and Illinois Nutrient Management strategies.
- The Report will need to address progress made against FTM's stated goals but will still remain separate from FTM's annual report, staying more strictly scientific in focus.
- The topic of sustainability came up frequently in the most recent Trans-Pacific Partnership (TPP) trade negotiations, particularly how the US can compare to European commitments. This focus may pressure FTM to demonstrate improvement.

Portfolio analysis/regional benchmark tool

Rod introduced a potential new tool FTM might build and offer. It would be a searchable database of FTM benchmarks based on USDA data and regionalized to the CRD (Crop Reporting District) level. Reports from this tool might fulfill the baseline-level requirement for TSC KPIs (The Sustainability Consortium Key Performance Indicators). If it is deemed worthwhile, building the tool would be straightforward as it would access data FTM has already developed.

Board members discussed the utility of the tool. Comments included the following.

- The challenge to offering this data is to ensure that users characterize it appropriately to its real value rather than as justification for a measurement or impact claim. For example, at present CRD numbers are state-level benchmarks multiplied by a CRD-specific yield.
 - o Standards for claim-making are a requirement of ISEAL membership and are being overseen by the Verification Work Group. This clarity is needed to move forward on several work plan items, which is why governance tasks are front loaded in the plan.
- This tool might offer an on-ramp to new members and projects. It seems to offer a logical step between commodity mapping and direct grower engagement.

Stefani Grant moved to develop specifications and costs for the benchmark database query tool. Mark Eastman seconded the motion. The motion passed without objection.

The board briefly discussed the motion. Comments included the following.

- o This tool's development could be wrapped into the Fieldprint Calculator v.3.0 workload.
- o The specifications for the tool need to be very clearly thought out and expressed in the RFP.

- Necessarily, the first reportable metrics will be the quantitative ones.

Board members discussed the business plan in general. Comments included the following.

- The gradation of dues in the membership structure is important. It seems as if larger revenue tiers might be appropriate.
 - To raise anything above current levels, FTM needs to be sure of a solid value proposition to the affected members. This might require price checking before April.
- It seems as if trade associations and state grower associations should be able to vote as full members. ARA (Agricultural Retailers Association) and CCA (Certified Crop Advisor), for example, are crucial members for connecting with growers, and it would be unwise not to let them fully engage.
 - The In-kind Partners category implies a strong, two-way relationship, which can be considered stronger than Corporate Membership, as it implies give and take.
 - FTM needs to be very clear on its membership policies, to prevent trade associations from sharing FTM products with their members.
 - A method for addressing trade associations will be added to the outcomes expected of the business plan process.
 - TSC has developed tiers that incentivize both trade associations and their members to join as members.
 - FTM might require trade associations to recruit a certain number of their own members to be eligible for membership.
- The current ex officio sector needs to be grown and further defined and renamed to acknowledge the diversity of its contributions to FTM.
- A business development director might be a good addition to FTM full-time staff.
 - It seems as if such positions are best filled when a company has a more well-defined product. A future markets analyst might best fill the needs of FTM.
- If the Fieldprint Calculator is to be the industry standard, then it might be best not to have barriers to its use.
 - The pricing system both rewards members who have invested in the tool and gives FTM the control to monitor and ensure its proper use.

Data Management

Rod presented pressing questions around data management, including the topics of data ownership, collection, storage, privacy, reporting, and licensing (full questions on PPT, slides 27-28)

The Board discussed data ownership. Comments included the following.

- FTM might align its data standards with those of the Digital Data Commons (DDC) program, run by the National Agricultural Library, which works with aggregated data. Its finest level of detail is at the county and watershed levels.
 - The AFBF statement does not account for the free flow of data between systems, assuming instead a single collection and storage point. DDC's methods might better address this concern.
- Data ownership sometimes does not guarantee data security. For example, if a company storing grower data goes out of business, the growers' data sometimes goes with it.
- FTM needs more education on this topic. Matt Erickson might be able to give a good webinar from a grower perspective.
- It is very important to have this component worked out completely before scaling up; otherwise, one bad experience can scuttle the whole FTM-grower relationship.

- Would it be an issue if a grower were to offer Fieldprint data to a company for competitive advantage?
 - o FTM needs to have a statement directly stating that it is the grower's right to do so.

Rod presented slides developed by IBM for the technology roadmap containing data questions that need to be answered (PPT, slides 29-34), including options for data content and location, a discussion of technical solutions, and a recommended cloud-based architecture.

A Board member commented on data content.

- It is not FTM's job to handle the fine grained data. Rather it is FTM's job to align data reporting and processing to support and lend focus to local research.

Rod will convene a special group, containing Verification and Technology Work Group and Board members to address these questions.

DAY 2

Technology Work Group update

Application Programming Interface

Catherine Campbell presented updates on the Technology Work Group. The full API is up and running, and a partial API is in development. While the full API requires proprietary software to provide all of the required inputs for the Fieldprint algorithms, a partial API would populate a new Fieldprint Calculator (FPC) profile with the overlapping fields. Then users would need to login and complete the remaining fields required to run the Fieldprint. The partial API is needed, as no company has yet been willing to change its own proprietary software to collect the full dataset required by FTM. AdaptN, a non-member partner, has been assisting FTM with API development.

The licensing and business model is key for continued API development. A number of data management companies want to connect with FTM to be connected with its members. FTM could charge something like finders fees for this networking service.

- Rod commented that he has been talking with Jason Weller on connecting the NRCS Resource Stewardship tool to the FPC.

Responses to NRCS Updates

Catherine updated the Board on the update to the NRCS LMOD platform. The process was in motion to test the platform for changes in outputs and publish them to FPC users. Then NRCS announced it would update its RUSLE2 model, potentially further changing FPC outputs. Since this change will take place in three months, FTM is going ahead with the transition to LMOD now and will transition to the new RUSLE2 model with the change to FPC v.3.0. By then, NRCS plans to incorporate WEPS into RUSLE2, improving processing speed.

- Board members raised the issue of the NRCS WEPS (Wind Erosion Prediction System) model producing erroneous results in North and South Dakota.
- Rod will develop a FTM/NRCS work group and address these issues.

Gary O'Neill presented on the NRCS Client Gateway, which is currently being tested with 300 early adopters. It allows growers who are contracted to USDA to make visit requests, check their payment status, download their conservation plan and maps, and other functions. It will roll out widely in a few months.

- Knowing what this interface looks like will aid Catherine in conveying the Fieldprint Calculator to growers.
- Gary will arrange to have Stewart Ramsey connected with the system.

Gary presented briefly on the Resource Stewardship tool, which has been piloted in six states and will roll out to six more. Expect a round of reporting from NRCS in June. The tool contains around 15 different regionally sensitive measures in one interface. The tool establishes thresholds of achievement that are meant to trigger engagement in NRCS programs.

- It is strategically important to have FTM connected to the Resource Stewardship tool.
- Rod will add the goal of connecting Fieldprint Projects with Resource Stewardship piloting to the 2015 work plan.

Fieldprint Calculator 3.0

Catherine summarized the next steps for the development of FPC 3.0. An expanded Technology Work Group meeting will take place the day before the General Assembly meeting in April, with the goal of issuing a Request for Proposals for software development in May or early June.

- Board members should distribute the FPC 3.0 development RFP to any companies that would have the capacity and orientation to fulfill it.

Goals and Regional Mapping Work Group Update

Sarah Alexander presented on the Goals and Regional Mapping Work Group (GRMWG). The initial work of the group, the development of the goals statement, is complete. The identified outstanding research tasks will be addressed in a planned combined meeting between the GRMWG and the Metrics Work Group in April.

Metrics Work Group Update

Jonathan Geurts presented updates on the subgroups of the Metrics Work Group (PPT, slide 36). Not all of the subgroups are directly oriented towards an existing metric, and not all of the metrics are being focused on by a subgroup. The subgroups are oriented, instead, towards two tiers of tasks – more straightforward tasks that will incorporate changes in time for the release of Fieldprint Calculator 3.0 and the outstanding research tasks identified by the GRMWG, which will require a more long term effort to resolve. To aid in completing the shorter term tasks, Allison Thomson is currently developing a set of Standard Operating Procedures for metrics development.

Greenhouse Gas Emissions Subgroup

Allison Thomson described the nitrous oxide workshop convened at the beginning of May by The Fertilizer Institute (TFI) and the International Plant Nutrition Institute (IPNI). The first day of the meeting, the scientists succeeded in compiling Best Management Practices, but on the second day they did not feel confident assigning N₂O reduction amounts to them. The group is being retained to coordinate ideas on this topic going forward.

Board members discussed the outcome of the TFI/IPNI N₂O meeting. Comments included the following.

- The scientists resisted assigning general numbers to N₂O emissions most because of the high variability of release, given localized atmospheric conditions.
- It is not FTM's job to develop the best science, but it is FTM's job to translate it into generalities sufficient to make useful metrics. At some point, scientific bodies need to hand off to metrics developers to take advantage of these distinct roles.

Water Quality Subgroup

Jonathan presented on the Water Quality Subgroup's main task, which is to survey the options for a more quantitative water quality metric that is still simple enough to fit the form of the FPC. The current metric, the Water Quality Index, is qualitative in its approach, and the input practices are limited to those currently cost shared by NRCS. The Subgroup is considering the NRCS STEP tool (a simplified user interface for the complex APEX model) as a potential candidate for the new water quality metric.

Land Use Subgroup

The Land Use Subgroup has been tackling some of the more ambitious and nebulous charges from the adopted FTM goals statement. These include the intent to measure land conversion, landscape quality, and conservation outcomes. Given the difficulty of meeting these goals, it is likely that the subgroup will seek to develop informational materials, such as a white paper, rather than aim directly for a new or altered metric. Recently, they reviewed the Habitat Potential Index for its potential applicability to a more expanded landscape quality metric.

The current land use metric only measures yield efficiency and is likely not the main target for this work group's charge. The Technology Work Group has already been working to make the land use metric more precise. When modified, it will be able to account for double cropping, sub-year rotations, and fallow periods by adding month-to-month granularity to the metric.

Soil Health Subgroup

The Soil Health Subgroup has been evaluating the current state of research and development in soil health models. Recently, it hosted a webinar with the Farm Foundation's Soil Renaissance project and the Soil Health Partnership. From this, it appears as if there are no plug-and-play metrics available but that there is a lot of energy directed towards their development.

In the short-term, there is still room to grow using the Soil Conditioning Index, as it will deliver better results when the Technology Work Group incorporates the double cropping modifications into the land use metric.

Irrigated Water Use Subgroup

The Irrigated Water Use Subgroup has discussed the potential for incorporating a regional water availability sensitivity into the metric. The group concluded that this topic may require policy decisions rather than metric adjustments and therefore might better be addressed by the Goals and Regional Mapping Work Group and the Board of Directors.

Metric Development Timeline

Sarah Alexander briefly referenced the metrics timeline (PPT, slide 37), mentioning that metrics alterations have a more fluid deadline than the technology upgrades and do not all need to be finished simultaneously with the release of FPC 3.0.

A Board member mentioned that the Metrics Work Group should gradually transition into a standing committee, as metrics revision is best considered an ongoing process.

Continuous Improvement Work Group

Rod Snyder reviewed the status of the Continuous Improvement Work Group (CIWG). Key tasks include developing a Fieldprint Project Handbook, drafting a Fieldprint curriculum, developing a state resource directory, improving FPC output analysis, and developing a new Fieldprint Project tracking tool.

Certified Crop Advisor is set to launch their sustainability specialization, which was developed with FTM input. Rod will keynote the conference that announces it.

The CIWG discussed the merits of evaluating tools for their effectiveness in influencing continuous improvement (CI). Board members reviewed and revisited the evaluation conversation. Comments included the following.

- At the Board's last call, members expressed concern that a product/service evaluation process would go outside the technology-neutral role of FTM.
- It is a risk to FTM if external tools, technology, and services can use the FTM name without having gone through an effectiveness evaluation process. If everything goes into the planned resource directory unevaluated, the directory will be effectively useless.
- Innovation proceeds at too quick a pace for FTM to continually evaluate new products and methods. FTM would then be a rate limiter.
- FTM may not be able to ensure CI happens at a rate fast enough to meet its ambitious goals without knowing the effectiveness of the strategies being employed at the project level at influencing CI.
- The name of this work group needs to change, as CI is a general principle that transcends all of the work groups. At least some of this discussion belongs in the Goals and Regional Mapping Work Group, which can directly address how FTM should most effectively meet its goals.

Verification Work Group

Suzan presented updates on the Verification Work Group. The group intends to deliver a verification system concept paper and a list of measurement claim guidebars to the April Board meeting. Key tasks remaining include setting the minimum geographic reach, sample size, and timing thresholds required for FTM members to issue measurement claims.

Proposal for FTM direction (see FTM Direction PPT)

Jennifer Shaw presented slides on a proposed method for scaling up conservation delivery. At present, a limited number of growers can be engaged in each Fieldprint project, and many of them are within the early adopter group that tends to have the least room to improve upon their practices. Those who are directly engaged, though, will contribute with their participation to a locally specific dataset (supplementing, for example, NASS data), which can then be analyzed statistically to develop a set of best management practices. These proven practice recommendations could then be communicated to the larger population of a given area, increasing the scope and relevance of the program.

Board members discussed the proposed method. Comments included the following.

- Given the broad sourcing of data – both from FTM project participants and from FTM analysis of data gathered elsewhere – FTM needs to be careful what kinds of claims are permitted based on this method of scaling.
- FTM is explicitly outcomes based, so messaging around recommended best management practices needs to be prescribed very carefully to avoid the unwarranted use of “FTM approved.”
 - o Growers want to know which of their practices are most driving improvement. This method aims to deliver that message.
 - o Some practices, for example conservation tillage and the use of cover crops, are less controversial and more effective than others and should be able to be openly promoted by FTM in the appropriate local contexts.

- FTM and its members need to be careful about how they characterize improvements made outside of direct FTM engagement to avoid claiming others successes as their own.

Rod proposed charging the CIWG with addressing the issues of scaling and implementation, potentially resulting in a name change. The Work Group would then best be populated by those actively involved in Fieldprint Projects and focus on field level improvement. For example, Maree Deventer (ADM) has been proposed as a co-chair for the group.

- Kate Anderson moved to appoint Maree Deventer as co-chair to the CIWG. Suzy Friedman seconded the motion. The motion passed without objection.

Alignment with other initiatives

Rod reviewed the current status of conversations with other sustainability efforts (full list on PPT slides 44-45). A Memorandum of Understanding is being drafted with the Innovation Center for US Dairy. Joint guidance on responding to Key Performance Indicators is being developed with The Sustainability Consortium.

Rod asked the Board if it was interested in engaging with the Canadian Roundtable on Sustainable Crops, which has allegedly been calling itself the Canadian Fieldprinting effort.

- David Primozich moved to start a more in-depth conversation with the Canadian Roundtable on Sustainable Crops. Suzy Friedman seconded. The motion passed without opposition.

Upcoming meetings

Rod presented the proposed meeting dates for 2015 and requested that Board members notify him of conflicts with the proposed plenary dates in November.

Adjourn