



Board of Directors | Call Summary

March 23, 2016

Present

Catherine Campbell (Field to Market), Mark Eastham (Walmart), Kate Fairman (Field to Market), Stefani Grant (Unilever), Betsy Hickman (Field to Market), Paul Hishmeh (Field to Market), Franklin Holley (WWF), Ray Massey (Thompson Coburn), Marty Muenzmaier (Cargill), Keith Newhouse (Land O' Lakes), Kari Niedfeldt-Thomas (Mosaic), Stewart Ramsey (IHS), Debbie Reed (Coalition for Agricultural Greenhouse Gases), David Schemm (National Association of Wheat Growers), Jennifer Shaw (Syngenta), Rod Snyder (Field to Market), Allison Thomson (Field to Market), Bob Young (American Farm Bureau Federation), Jun Zhu (University of Arkansas), Jonathan Geurts (Keystone)

Motions

Debbie Reed moved to approve the minutes from the January Board meeting. Jennifer Shaw seconded. The motion passed unanimously.

Keith Newhouse moved to approve the applicants as members of FTM. David Schemm seconded. The motion was approved unanimously.

Bob Young moved to approve the proposed committee structure. Marty Muenzmaier seconded. The motion passed unanimously.

Franklin Holley moved to approve the list of Science Advisory Council members. Jennifer Shaw seconded. The motion passed unanimously.

Proceedings

Welcome and Introductions

Rod Snyder opened the call and referred to Stefani Grant for opening comments.
Ray Massey read aloud the anti-trust statement.

Debbie Reed moved to approve the minutes from the January Board meeting. Jennifer Shaw seconded. The motion passed unanimously.

Finance and Operations Update

Rod presented the financial update. Field to Market (FTM) currently has \$1,037,133 in cash on hand. The accountants were still in finalizing the reclassification of income requested by the Board in January, and a full financial update would be out soon.

Personnel

Paul Hishmeh, the recently hired data and technology director, introduced himself. He has a background in information technology and environmental sciences and is looking forward to applying his agricultural engineering degree. Rod noted that the blend of IT and agricultural expertise is difficult to find in Washington, DC.

FTM has now taken over the full office space from 38 North Solutions at 777 N. Capitol Street, NE, Suite 803 in Washington, DC. In addition to the five full time staff members, FTM will be adding two summer interns by mid-May:

- Allison Thomson selected a science and research intern named Grant Wick, who is completing his master's degree at Colorado State University. His research is focused on greenhouse gas modeling.
- Betsy Hickman is taking applications for a communications intern through April 5th.

Rod will complete the job description for a business manager soon, with the goal of hiring this position prior to the June plenary. The business manager will be responsible for claims, the verification process, and the business plan. He/she will also likely manage relationships with foundations.

The RFP for an auditing firm was distributed to five firms that were recommended by the FTM accountants. Three responded with proposals ranging from \$10,500-\$19,050, and, all else equal, FTM will likely select the most cost effective option.

Membership Update

New Member Applicants

Betsy introduced four applicants for membership in FTM.

Associate Membership

- Agrible, Inc. – ag software provider
- Granular – ag software provider

Full Membership

- Dairy Business Milk Marketing Cooperative (grower sector) – wants FTM's assistance in supporting and building its sustainability program
- National Barley Growers Association (grower sector) – wants to advocate for its crop's inclusion in the Fieldprint Platform

Board members discussed the new members, coming to the following conclusions.

- The grower sector would be happy to have more members, especially having at least one to represent each crop for which FTM has metrics.
- Though associate members do not vote or actively participate in sector meetings, they will need to be directed which sector meeting to attend. So far, software companies have sat in on agribusiness meetings.

Keith Newhouse moved to approve the applicants as members of FTM. David Schemm seconded. The motion was approved unanimously.

Other Membership

Rod presented other membership updates and questions. The Freshwater Trust decided not to renew its membership due to resource constraints and differing program focus. Therefore, the conservation sector

needs to decide who will replace David Primoich as a director on this Board. All Board members should consider which other conservation groups may be interested in joining FTM to help fill this gap.

Betsy Hickman reported that agricultural finance companies have expressed interest in joining FTM as full members. So far FTM has chosen not to expand full membership opportunities to these companies in order to remain more directly focused on the supply chain.

Current members have expressed concerns about the large and growing size of the agribusiness sector, particularly in terms of increasing its representation within Field to Market commensurate with its size.

- A Board member asked Betsy why the financial sector is interested, to which she replied that its members are interested in addressing the environmental, social, and governance (ESG) concerns of their investors. Another member pointed out that the way FTM engages with the financial sector requires some thought, as it brings substantial leverage along with it.
- A Board member mentioned that ideally membership sectors should ensure equivalent representation, in which case the agribusiness sector may need to be split. On the other hand, the sector members have not expressed as much of an interest in increased participation as consultation on strategic decisions.

Proposed Committee Structure

Rod noted that the existing work group structure was created in June 2014 with a 24-month window of operation. A new committee structure has been proposed to meet the needs of the FTM program as it moves from design to implementation. The committee members will continue to be selected by each sector in June for two-year staggered terms.

Field to Market proposed committee structure

Sector appointments made each June | Staggered two-year terms
Standing committees filled by FTM full members only (Limit of two per organization)

METRICS COMMITTEE 20 members (4 from each sector) Reviews all current and future FTM metrics and revisions. Subcommittees established as needed: - Irrigation - GHG - Water quality - Land use, etc. <i>Lead staff: Allison Thomson</i>	VERIFICATION COMMITTEE 20 members (4 from each sector) Completes verification program design, ensures ISEAL accreditation, oversees engagement with third-party verifiers <i>Lead staff: Jonathan Geurts</i> DISPUTE MEDIATION BOARD 5 members from Verification (1 from each sector)	EDUCATION & OUTREACH COMMITTEE 20 members (4 from each sector) Develops training and outreach materials/resources for the Fieldprint program, oversees strategic partnership opportunities <i>Lead staff: Catherine Campbell</i>	AWARDS & RECOGNITION COMMITTEE 15 members (3 from each sector) Develops awards and recognition programs for FTM members and growers, establishes criteria for recognition and process for selecting winners <i>Lead staff: Betsy Hickman</i>
SCIENCE ADVISORY COUNCIL 12-15 members, board appointed (Not sector based – advisory role only) Provides expert guidance, recommendations for FTM's science program <i>Lead staff: Allison Thomson</i>	TECHNOLOGY ADVISORY COUNCIL 12-15 members, board appointed (Not sector based – advisory role only) Provides expert guidance, recommendations for FTM's data and technology program <i>Lead staff: Paul Hishmeh</i>	FIELDPRINT PROJECT ADMINISTRATOR NETWORK No cap on # of members, no terms (Not sector based – advisory role only) Regularly convenes Fieldprint project administrators to gather feedback and share learnings <i>Lead staff: Catherine Campbell</i>	

The Committees will be structured as follows.

- A Metrics Committee will conduct the ongoing work of metric revision.
- A Verification Committee will continue to develop and implement the verification system. An ad hoc Dispute Mediation Board will be selected from this Committee to address claims disputes as they arise.
- An Education and Outreach Committee will develop communication and training materials and seek to embed FTM programmatic elements into other curricula.
- An awards and recognition committee will set up and implement recognition programs for growers and members.

In addition to the member-driven Committees, three additional groups will serve an advisory role.

- A Science Advisory Council composed of subject matter experts will inform the science of metrics development.
- A Technology Advisory Council composed of information technology professionals will advise FTM on its technology platform.
- A Fieldprint Project Administration Network will consist of project administrators and participants and will offer programmatic feedback and peer-to-peer support.

Board members asked clarifying questions about the proposed committee structure, arriving at the following conclusions.

- Metrics Subgroups have been comprised of both Metrics Workgroup members and non-members who can contribute substantially to a given metric but do not have decision-making authority. Each subgroup has a co-chair from the full Metric Work Group to provide the connection to this decision-making body.
 - o Clarity on subgroups will be added to the proposed committee structure chart.
- Affiliate members have participatory but non-voting spots on the Committees that contribute towards fulfilling their in kind commitments. Associate members will not be permitted to participate on the Committees.
- Decisions regarding data management and the governance of licensing, as these involve FTM policy, currently fall to the Board.

Bob Young moved to approve the proposed committee structure. Marty Muenzmaier seconded. The motion passed unanimously.

Science Advisory Council

Allison introduced the proposed members of the Science Advisory Council, which include a few FTM members who she hopes will help keep the conversation relevant to FTM's needs. The remainder do not have direct linkages to FTM but represent a wide range of expertise related to the FTM metrics.

Name	Affiliation	Expertise	Topic Areas for FTM	Key Communities
Bruno Basso	Michigan State University	Crop Modeling; Geography	Crop model considerations for metrics	Crop modeling community (AgMIP)
Cliff Snyder	IPNI	Soil Science; Agronomy	Nutrient management related metrics	SSSA / Industry science
Ed Spevak	St. Louis Zoo	Biodiversity	Biodiversity metric	Pollinator & Monarch efforts
Eileen McClellan	EDF	Water quality; modeling	Water quality and GHG metrics	SWCS and hydrology modeling
Mark Tomer	USDA ARS	Water quality; agronomy	Water quality metric, National Report	Hydrology modeling and USDA ARS
Marty Matlock	University of Arkansas	GHG Inventory; Engineering; Soil Science	Metric development, verification standards	Engineering communities
Patricio Grassini	University of Nebraska	Agronomy; Geography/Remote Sensing	Irrigation, crop modeling, verification	Spatial yield prediction global community
Sasha Gennett	TNC	Biodiversity	Biodiversity metric	Landscape ecology
Tris West	US Dept of Energy	Geography/Remote Sensing; Soil Science	GHG, Soil Carbon metrics, National Report	DOE and NASA Science Communities; AGU
Chris van Kessel	U of California - Davis	Agronomy; GHG Emissions	National Report; GHG & WQ metrics	AAAS; International agronomy community

Rod added that assembling this group has involved a great deal of time and effort by Allison Thomson and that it includes solid representation from the research community. The Walton Family Foundation will contribute

towards the hosting of these meetings, including a limited fund for reimbursement of travel expenses. A Board member emphasized appreciation for Allison's work on this project and the potential value of the Council to FTM.

Franklin Holley moved to approve the list of Science Advisory Council members. Jennifer Shaw seconded. The motion passed unanimously.

Workgroup Updates

Metrics

Allison briefly reviewed updates for the metrics currently under review. The process of reviewing N20 revisions is underway. The soil health white paper is in final review and would be voted on at the April meeting. A review panel selected a contractor to develop a new water quality metric, LimnoTech, whose proposal is to customize a metric based on the SWAT model. This model was created jointly by USDA and Texas A&M University and is closely related to APEX and EPIC but is easier to modify. It will aim to deliver figures for above and below ground nitrogen and phosphorus loss and surficial sediment runoff. Additionally, an aggregate pesticide risk factor will be useful as a relative, non-quantitative, measure.

Verification

Jonathan Geurts presented updates on the measurement claims guidance, which will be finalized at the upcoming Verification Workgroup meeting. The last supplementary documents to be finished include the glossary of terms and a set of example completed measurement claims forms. Once everything is finalized, it will be distributed to the membership in the first week of April, with a first-year-only due date of June 1st to file claims on the 2015 growing season.

Information, Communication, and Education (ICE)

Rod presented on a new grower recognition program. A form soliciting nominations would be distributed in the coming week. Additionally, a Fieldprint project best management methodology project will survey existing projects for best practices in operating and administering the Fieldprint program from April to June. This survey project will be conducted by Larry Elworth and coordinated by Catherine Campbell, with the goal of compiling recommendations by November.

Technology

Catherine Campbell presented updates on the Technology Work Group. The benchmark revisions down to the CRD (crop reporting district) level, working with a 5-year rolling average, will be completed in April. These revisions will much improve the usefulness of grower-result-to-benchmark comparisons. The alfalfa algorithms are currently generating errors in outcomes. NAFA (National Alfalfa and Feed Alliance) is ready to beta test the tool when Stewart and Catherine are satisfied these bugs have been worked out. The double cropping integration is ready and awaiting entry into the Fieldprint Platform by ZedX. Catherine is looking into a data analytics tool that will permit staff to readily request and filter information from the Platform. The upgrade to NRCS's LMOD has resulted in faulty templates, which ZedX estimates will take \$100k to resolve. Paul Hishmeh is reviewing this proposal to determine the most appropriate next steps, particularly considering budget limitations. Data retention and storage will be the primary topic of conversation at the Technology Workgroup's upcoming in-person meeting. Desired functionality and specifications for version 3.0 of the Calculator will also be on the agenda.

Harmonization and Alignment

Rod updated the Board on the progress of alignment with other platforms. FTM staff has had five technical calls with SISC and is approaching clarity on the cost/revenue implications for a merger or acquisition. SISC remains highly motivated to integrate with FTM. A call between FTM staff and the SISC Steering Committee will take place next week.

FTM staff will meet with representatives of the SAI platform for a half-day meeting when they visit Washington, DC, on April 19th. SAI's practice-based approach and its large number of social metrics will continue to make alignment challenging; however, this discussion remains important to several FTM members.

National Level Claims

Several grower and conservation groups met in DC in late February to discuss the implications of national level claims. The group discussed the pressures that grower associations face as they market their commodities globally. This meeting further emphasized that FTM needs to coordinate with other standards that are recognized internationally and better define its role in this space.

Upcoming Meetings

The following are the currently anticipated meeting dates for 2016.

- Workgroup meetings: March 30 - April 6 (Washington, DC)
- Board of Directors call: May 24
- Sector calls: Week of June 6
- Spring plenary: June 21-23 (Chicago, IL) – awaiting final confirmation of McDonalds venue
- Board of Directors call: Week of August 8
- Workgroup meetings: September 7-16 (Washington, DC)
- Board of Directors meeting: October 12-13 (Des Moines, IA – World Food Prize)
- Sector calls: Week of October 31
- Fall plenary & Sustainable Ag Summit: Week of November 14 (Atlanta, GA)

Adjourn

Stefani thanked the staff and directors for their time and adjourned the meeting.