



Field to Market®

**Board of Directors
11/18/15
Washington, DC
Meeting Summary**

Present

Board of Directors: Keith Alverson (National Corn Growers Association), Michael Doane (Monsanto), Mark Eastham (Walmart), Suzy Friedman (Environmental Defense Fund), Franklin Holley (World Wildlife Fund), Marty Matlock (University of Arkansas), Josiah McClellan (United Soybean Board), Kari Niedfeldt-Thomas (The Mosaic Company), Steve Peterson (General Mills), David Primozich (The Freshwater Trust), Jennifer Shaw (Syngenta), Bob Young (American Farm Bureau Foundation)

Other Participants: Sarah Alexander (Keystone), Catherine Campbell (Field to Market), Kate Fairman (Field to Market), John Heaston (Field to Market), Betsy Hickman (Field to Market), Judy O'Brien (Keystone), Stewart Ramsey (IHS), Rod Snyder (Field to Market), Ray Stewart (Thompson Coburn), Allison Thomson (Field to Market)

Motions

Michael Doane moved to approve October 2015 BOD minutes with change of the term "Fieldprint Calculator" to "Fieldprint Platform." Kari Niedfeldt-Thomas seconded the motion. The motion passed unanimously without objection.

Michael moved to approve new members including Cool Planet, International Farming Corporation, Marrone Bio, and United Suppliers. Keith Alverson seconded the motion. The motion passed unanimously without objection.

Franklin Holley moved to approve Suzy Friedman and Michelle Nutting as co-chairs of the Goals Workgroup. Michael seconded the motion. The motion passed unanimously without objection.

Kari moved to approve the Measurement Claims protocol with one amendment – to replace randomization with reduction in bias. Suzy seconded the motion. The motion is pass unanimously without objection.

Action Items and Next Steps

- Staff to update October 2015 BOD meeting minutes to reflect the term “Fieldprint Platform” in place of “Fieldprint Calculator”
- BOD members to help with Sector elections for new BOD members and Workgroup representatives
- Rod to post job descriptions for Business Director, Ag Data & Information Technology Manager, and Science & Research intern in December 2015
- Consider the creation of subgroup to explore the boundaries of competitive vs. pre-competitive claims, particularly in the agribusiness space which is currently less defined
- Staff to review drafts of the data management license and membership agreement being prepared by Thompson Coburn.
- Staff should work with Zedx on possible alternatives to strict adherence to the data management/API license fee for early adopters

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

Opening

Steve Peterson, Chairman of the Board, opened the meeting with a round of introductions for participants. Ray Stewart of Thompson-Coburn reads the anti-trust statement to the group. Rod Snyder clarified that this meeting is a quick 90 minute meeting to prepare BOD members for the Sustainable Agriculture Summit and Field to Market (FTM) General Assembly. This meeting has about 350 guests for the Sustainable Agriculture Summit and 150 for the FTM General Assembly, which is a much higher participation rate than previous FTM Plenary/General Assembly meetings.

Approval of October BOD minutes

It was noted that an important outcome of the October board meeting was a greater emphasis on developing the Fieldprint Platform with a de-emphasis of major additional investment in the online Fieldprint Calculator. On page six of the October minutes, it mentions rebuilding the Fieldprint Calculator, not Fieldprint Platform. It is suggested that the October minutes be corrected to say Fieldprint Platform in place of Fieldprint Calculator.

Kari Niedfeldt-Thomas asked if the board would need to vote to change the official terminology from Fieldprint Calculator to Fieldprint Platform. It was determined that it was not necessary for a vote, but should be mentioned to the entire membership on Friday, November 20th.

Michael Doane moved to approve October 2015 BOD minutes with change of the term “Fieldprint Calculator” to “Fieldprint Platform.” Kari Niedfeldt-Thomas seconded the motion. The motion passed unanimously without objection.

Review of Sustainable Agriculture Summit and Fall General Assembly Agenda

Betsy Hickman gave a review of the agenda and schedule of the Sustainable Agriculture Summit (slides 4-6). Rod provided an overview of the Field to Market Sector agendas, which are to be

used during sector meetings on November 19th (see attached). The sector meetings are to cover board elections, filling workgroup vacancies, review of decision items for November 20th General Assembly (including measurement claims protocol and 2016 budget), and workgroup updates provided to sectors. Board members are responsible to help run elections for board members and workgroups.

Financial Update

Rod presented the finance and operations update. FTM's October 2015 were compiled by its accounting firm, Raffa. As of October 31, 2015, FTM had \$806,949 cash on hand. From January 2015 to August 2015, revenue is \$1,829,284 (not including Midwest Row Crop Initiative funds) and expenses are \$1,148,060. This put FTM in good financial standing for the remainder of 2015.

Operations Update

Rod gave a plan for posting open positions for FTM. Postings for Business Director, Ag Data and Information Technology Manager and a Science and Research intern are all to be posted in December 2015.

Membership and Governance Update

Under Recruitment

Betsy highlights an extensive list of companies and organizations currently under recruitment by FTM (full list on PPT, slide 9-10). Organizations listed in bold are attended the Sustainable Agriculture Summit. These include: CF Industries, Arysutra, Bimbo Bakeries, Triple Bottom Line Commodities, Kerry Group, Kroger, Target, Ardent Mills, Ricetec, Corn Refiners Association, North American Millers Association, Dartmouth University, and Iowa State University. Betsy asked board members to look for these organizations at the Sustainable Agriculture Summit and provide a welcome.

New Members for approval

Betsy then presented four organizations who have submitted applications for membership. These include Cool Planet (Agribusiness), International Farming Corporation (Associate), Marrone Bio (Agribusiness), and United Suppliers (Agribusiness) (full description on PPT, slides 11-15).

Concerns arose from board member over scientific method used by Cool Planet, and using FTM brand to advance their technology before its undergone testing by scientific method. Jennifer Shaw mentioned that Cool Planet has reached out to her about membership. Rod referenced prior discussion of the board about keeping membership precompetitive and closely monitoring usage of FTM membership for product promotion. Cool Planet's statement provided on their membership application is problematic. Betsy specified that the 2016 Membership Agreement will have very clear guidelines of what is allowed for promotion of products. Expectations for Cool Planet will need to be managed.

A question came up about what will happen when United Suppliers and Land O' Lakes merge into one company and what sector they will be classified as. Rod clarified that this is the United Suppliers application for 2016 specifically, and their sector will be reevaluated if and when there is a more complete merger between United Suppliers and Land O' Lakes in 2017.

Franklin Holley, chair of the Verification Workgroup, proposed that these members should be approved; however, the board should consider the creation of subgroup to explore the boundaries of competitive vs. pre-competitive claims.

Michael moved to approve new members including Cool Planet, International Farming Corporation, Marrone Bio, and United Suppliers. Keith Alverson seconded the motion. The motion passed unanimously without objection.

The organization is now composed of 83 members, a 28% growth since January 2015. Betsy emphasized conferences and meetings FTM staff members have participated in for Q3 and Q4 of 2015 (see list on PPT, slides 18-20). She also focused on media engagement in 2015 for Field to Market. Field to Market's media engagement grew by 56% in 2015 as compared to 2014. In total, Field to Market had 18,700,000 total media impressions in 2015.

Update on Licensing and Business Plan Implementation

Ray Stewart updated the board on licensing and business plan implementation. Ray and Catherine Campbell have worked together on the components of a data management license agreement. Ray now has an 8 page document ready for staff to review. After staff makes edits, the draft will be passed off to the board for approval.

A question came up about how the board will structure and attract the first of our member organizations to jump in and innovate around the licensing, specifically considering that it will cost money. Should there be a fee reimbursement or no cost for the first few members to get the ball rolling? Catherine mentioned that Winfield and Agrium are interested in integrating the API within their respective software. Rod suggests that staff works with Zedx on possible alternatives to strict adherence to the license fee for early adopter. The issue should be put on agenda for the next board meeting due to time constraints.

Workgroup Updates

Goals

Michael Doane announced that he is leaving Monsanto to take a position as Director of Working Lands with The Nature Conservancy. Due to Michael leaving, a vacancy now exists for a co-chair in Goals Workgroup. Andy Jordan of Cotton Inc., the other co-chair for Goals, also needs to step down from his position. Thus, both Workgroup chairs are open. (Michael's board position will also need to be filled by the agribusiness sector.) Suzy Friedman with EDF and Michelle Nutting with Agrium have expressed a willingness to fill the co-chair positions.

Franklin Holley moved to approve Suzy Friedman and Michelle Nutting as co-chairs of the Goals Workgroup. Michael Doane seconded the motion. The motion passed unanimously without objection.

*Note: Suzy will now give up her co-chair position on ICE and that will need to be filled at a later date. Rod prefers that it be filled by a grower sector representative since Andy Jordan is stepping down, which creates a lack of grower organizations leading FTM workgroups.

Verification

Franklin Holley presented an overview of the proposed measurement claims protocol as developed by the Verification Workgroup (Measurement Claims Powerpoint is attached). Slide 1 is the scope of a measurement claim including processing, engaging and enrolling growers, intent to contribute to continuous improvement in Fieldprint outcomes, and reports of static Fieldprint outcomes relative to the USDA benchmarks. The protocol is largely to guide company specific claims within their value chain. The difference between a measurement claim and an impact claim should continue to be made more clear to the entire membership.

The key requirements to make a measurement claim are: project registration, annual project reporting, project plans (including risk management plan and grower engagement plan), and a claims request. The methodology for farm enrollment is explained including distinguishing between total farm acres and actual acres entered into the Fieldprint Platform, which requires a 10% threshold.

The board had a discussion on randomization vs. other methodologies to reduce bias in field selection. The board emphasized that 2016 will be a learning period and that we need to provide projects with some level of flexibility to encourage innovation.

Kari moved to approve the Measurement Claims protocol with one amendment – to replace randomization with reduction in bias. Suzy seconded the motion. The motion is pass unanimously without objection.

Metrics

Allison Thomson presented on the draft Request for Proposals for a Water Quality Metric. The RFP was developed with input from the Metrics Work Group and Water Quality Subgroup in order to seek a partner to develop a customized, quantitative water quality tool for use as a metric. The RFP details the technical specifications and the requirement for transparency, outlines the process for metric development consistent with the Metric Development SOP, and requests specific information in responses, including treatment of IP.

The board had a discussion around the elements of the proposal and recommended edits to clearly state the purpose of the RFP at the beginning of the document, to indicate why this new tool is needed, and to request that proposal responses indicate linkages between the requested field scale model and any watershed model. A request was made for any additional comments

be submitted within one week in written form, and the Board requested a legal review of the RFP before release.

Material on a proposed Scientific Advisory Council was available but due to time constraints was not discussed at the meeting. The material was offered as available to all Board members for the upcoming sector meetings.

2016 meeting dates

Rod mentioned that a master calendar of 2016 FTM meeting dates would be announced by the end of this calendar year.

With no further business before the board, the meeting was adjourned.