



General Assembly

11/20/2015

Meeting Summary

Minneapolis, MN

Present

Approximately 130 Field to Market member representatives, staff, and contractors were in attendance.

Motions

Bill Norman motion to approve the minutes

Keith Newhouse 2nd the motion

Bill Norman will motion to approve the budget

Laura Moody has 2nd the budget

Action Items and Next Steps

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

Opening

Steve Peterson presented opening remarks. He noted his time as a chair of Field to Market and expressed appreciation for working with this group.

Rod Snyder recognized the anti-trust statement and invited Ray Massey to review the statement. Rod recognized the new board members: David Schem (National Wheat Growers Association), Debbie Reid (C-AGG), Keith Newhouse (Land O'Lakes), Jennifer Shaw (Syngenta), Marty Muenzmaier (Cargill), and the affiliate Jun Zhu (University of Arkansas). He also recognized Michael Doane for his time with FTM and Steve Peterson for his contribution to FTM.

Finance Report

Rod Snyder reviewed the financial report and budget. The membership of FTM is in strong financial standing and is on track for growth in 2016.

Communication Update

Betsy Hickman presented on FTM's membership, 87 members a 34% increase in the last year and recognized. FTM attended the GreenBiz VERGE conference with Unilever and ADM and showcased the Field Print calculator. Media engagement had a 56% increase in the last year, encouraging the members to utilize social media to tell the FTM story. FTM web presence is growing and will grow further with a new website and social media support.

Business Plan Updates

Rod Snyder reviewed the approved business model framework and dues tiers. In June the dues structure was revised for 2016 with Corporate tiers, Civil Society, Grower Organization, Trade Association Membership, and Associate membership. A one year pilot has been established for licensing fees in 2016 and Rod reviewed the fee structure including Membership Participation Claims, Fieldprint Project Participation Claims, Measurement Claims, Benchmark Database Access, and Data Management Licenses, breaking down the fee structure for full members, associate members, and non—members. Additional claims information will be available in June 2016.

Future staffing plans include a Business Director to oversee licensing and building on what's already been approved, along with the Verification work stream. As well as an Ag Data and Technology Manager to work with the Technology working group and the FTM vendor, ZedX. This is an urgent need. There is also room in the DC office to hire a Science and Technology Intern with a small stipend to help with a number of projects.

Review of 2016 FTM budget

Rod Snyder presented the proposed budget with the current financial support through new membership dues and other fundraising and support from a number of foundations. Philanthropic money is coming to FTM in order to support a number of projects. Rod is confident in the ability to close the gap on the current budget and the proposed budget.

Steve Peterson and Jennifer Shaw discussed the process on how they got to the proposed budget and explained the proposed pilot of licensing and supported a solid path forward.

Comments or questions:

Will the API data agreement be an annual agreement?

- The first set is a 12 month agreement

Review of Measurement Claims Protocol

Franklin Holley presented the Measurement Claims Protocol to be voted on by the General Assembly. In addition to the explanation of measurement claims (in detail below), she noted that the Verification working group highlighted three additional needs to be addressed:

- Example reports
- Measurement claims review and approval process document
- Claims compliance/dispute resolution process

Comments or questions:

1. The working group co-chair, Keith Newhouse, identified that there are a lot of differing interests in FTM and this claims process is focused on meeting the needs of supply-chain focused projects.
2. A question came up about the forecast for claims and Rod Snyder addressed it by explaining that there are 45-50 projects in the field right now and there are several dozen companies involved. It's anticipated that there will be about a dozen over the next year that will want to make a

measurement claims. FTM enabled claims will be visible for members and the hope is that they will want to publish them. Once they're reviewed and approved, it would be great to report out on that: robust data is the goal. The working group is trying to build a manageable degree of rigor and streamline this as much as possible.

3. It was emphasized that the claims data presented is a time-static snapshot.
4. Is there an opportunity to put this on the website?
 - As it is currently formulated, all of the sector members involved in a given Fieldprint project are allowed to request claims about the project.
5. What's the difference between a measurement claim and an impact claim:
 - An impact claim will report on trends identified in Fieldprint metrics, whereas measurement claims permit only time-static reports in reference to USDA benchmarks.
 - This model is relatively simplistic and the ultimate goal is to engage growers and make change.
 - Many of the companies who are reporting have set goals that they want to work against. Eventually companies will want to get to the impact phase.
6. If you're reporting out on improvement from a grower level and improvement in sustainability, is only one sector allowed to make a claim?
 - As it is currently formulated, all of the sector members involved in a given Fieldprint project are allowed to request claims about that project.

Kari Neifeld Thomas made a motion to approve and Paul Schmidt 2nd the motion to approve.

Work Group Updates

Representatives from each of FTM's five active work groups reported out on their discussions the previous day.

Goals and Regional Mapping

Michael Doane presented the status of the Goals and Regional Mapping Work Group by reviewing the work that the group has been doing to address three areas of goals development, as outlined in the agreed up goals statement last year. Specifically, they include further consideration of the feasibility of an absolute greenhouse gas reduction goal, a more specific goal regarding landscape quality and conservation outcomes, and a soil health goal.

Moving forward this working group will work hand-in-glove with the Metrics working group to discuss greenhouse gases, with a meeting in early March to delve deeper into this issue. They will also identify opportunities before June and delineate choices between an absolute goal, an intensity goal, or a directional goal for row crops. The collaboration between the Goals and Metrics working groups is going to be important to ensure success in the future.

Metrics

Laura Moody presented an overview of accomplishments including a formal Standard Operating Procedure (SOP) document for metric development which has been approved by the Board of Directors and is available to members. As part of the SOP, a schedule for reviewing each of the 8 sustainability metrics every 3 years was established. In 2016, the working group will convene subgroups to review Soil Carbon, Irrigation Water Use, and Land Use; and in 2017, the group will convene subgroups to review Soil Erosion, Energy Use and Habitat Potential. Subgroups are oriented around conducting these reviews and making recommendations for metric revision. Subgroups will consider both advances in science that are relevant to the metric, as well as user feedback, when making a recommendation.

There are currently five subgroups with active mandates and activities, described below. In addition, the Metrics Work Group has been working with the Goals Work Group to further test and apply the Habitat Potential Index and to consider alignment between the Greenhouse Gas emissions metrics and goals.

Additional upcoming topics for the work group include alignment of Field to Market metrics with the Key Performance Indicators of The Sustainability Consortium and the sustainability metrics of the Innovation Center for US Dairy.

Technology

Jeff Peters provided the Technology Work Group's (TWG) update including what's happening presently and in the future in regard to the field print calculator. Next month, the group will integrate benchmark revision which will reflect a 500 benchmark and 6 crops to be included at the state level. In order to capture the farm enrollment acreage, enhancements to the field print calculator, SOP development, the group recognizes that it is important to take the time to create something transparent, credible, and reliable; currently there are two in a draft format. Data management and other alternatives such as the APIs, and data retention policies will be visited by subgroups over the coming weeks in order to look at data types.

Currently, they are working on Alfalfa benchmarks. Double crop has been developed and will be implemented this year. Land management templates, solar, weather, and other models are being worked on over the next year. They are finalizing the license agreement for the deployment of the API and the group is looking at how to provide more value back to the producers through GIS resources.

Continuous Improvement

Betsy Hickman provided an update for the Information, Communication, and Engagement (ICE) working group and invited the FTM members to join the ICE group. She touched on updates about awards and recognition, and harmonization and alignment. The group is working on on-farm signage to distinguish that the farm is using a Fieldprint Calculator and on a greater scale, this will elevate producers. The group also has talked about an annual awards programs for participating farms.

The working group has set out to develop companion curriculum for the Fieldprint Platform that would help provide a closer look at the practices that drive specific outcomes within FTM metrics. This document could be used by farmers and crop advisors when considering which practice changes might be most impactful in improving a Fieldprint score. The first draft of the curriculum has been completed with hopes of making the material available to the full membership by the end of the year.

In addition, staff is finalizing prototypes of state resource directories for Iowa and Illinois that could be useful in identifying potential tools, resources and partners for supply chain projects in a given state. And lastly, the group has been monitoring the development of a sustainability specialization within the Certified Crop Advisory (CCA) program that Field to Market hopes to promote as a means of bringing additional technical assistance and project administrators to many of the FTM engagements.

Finally, FTM is budgeting for a website overhaul in 2016 that will include the development of a member portal for information sharing between members, Fieldprint project reporting, and general improved organization of our governance materials. An RFP for development of the portal and website will be circulated in December or January.

Verification

Franklin Holley presented on how the Verification Working Group has solidified the tiers of claims to be granted by FTM, matching them with corresponding degrees of verification. The tiers include participation, measurement, and impact claims. Participation claims have already been enabled, for which guidance can be found in the FTM Communications Toolkit.

Measurement Claims

The group has developed a method for measurement claims verification for approval by the General Assembly. It is based on claimant self-assessment and FTM staff enforcement. The scope and context of such claims is as follows:

When FTM sponsors and partners are engaged in Fieldprint projects, a measurement claim may be made when a project has been in place for more than 1 year and is benchmarking performance on an annual basis, using all Fieldprint® metrics and algorithms. The scope can include:

- Progress in engaging and enrolling growers and acreage in measuring continuous improvement in years 1-4 of a Fieldprint Project
- Intent to contribute sustained improvements or reductions against FTM's outcomes-based metrics (i.e. water use efficiency, GHGs, soil conservation)
- Engagement in a process of measuring environmental performance, including reports of Fieldprint outcomes on enrolled acres relative to USDA benchmarks* for the same time period and geography. Does NOT include reporting a demonstrated impact or trend in outcomes (e.g. decreased energy use or GHGs/improved water quality or soil conservation) and does NOT permit comparison between years.

**USDA Benchmarks here refer to benchmarks produced by running USDA data through Fieldprint algorithms and are displayed for comparison to grower values in the Fieldprint output report.*

Impact claims

While measurement claims include time-static statements of Fieldprint outcomes and enrolled acres and growers, impact claims will include trends in Fieldprint metric outcomes. The group will focus next on what improvement statements can be made in reference to the various metrics. The risks posed in granting impact claims will require some degree of 3rd party assessment at the project level but not behind the farm gate. Impact claims verification requirements will be developed over the coming months and are anticipated to be ready for approval in June 2016.

Upcoming Meeting Dates & Other Final Questions

Rod Snyder will have the 2016 meeting dates set by the end of December. The January meeting date will be set ASAP. In the upcoming year there will be a June Plenary and a September Plenary.

Keith Newhouse: additional agreement as far as property use?

—renewal invoices go out, working with Thompson Coburn to have a membership agreement with invoicing this year. It will be different.

The phase 1 work groups will expire in June and the board will be determining how to structure these moving forward. Resetting the working groups will happen in June.

Steve Peterson closed the meeting by emphasizing that the working groups are the footings of FTM and challenged members to get involved on a personal and organizational level through collaborative approach.

Adjourn