

SAMPLE INCUBATION PROJECT REGISTRATION



Field to Market’s Continuous Improvement Accelerator harnesses the power of collaboration across the agriculture value chain to implement locally-led conservation solutions to deliver sustainable outcomes for agriculture.

Each project in the Accelerator seeks to support farmers in advancing their journey of continuous improvement and addressing pressing local natural resource concerns, while also contributing to global sustainable development priorities.

By registering continuous improvement projects and publicly reporting progress against achieving continuous improvement goals and objectives, the Accelerator creates a standardized and validated approach to recognize and reward the contributions of Field to Market members in advancing sustainable agriculture.

Effective August 2019, all Projects must be registered with Field to Market, providing a Continuous Improvement Plan no later than October 31, 2019 to be listed on the public-facing project directory. Projects will be required to report publicly on an annual basis on progress achieved against this plan by April 30 each year.

PROJECT REGISTRATION

PROJECT INTENT & SCOPE

The following information is required to register the project on Field to Market’s public facing project directory. Project names will be auto-generated based on information supplied.

1. Project Pathway

Please select the pathway that best describes the intent of your project.

Incubation **Insight** **Innovation**

2. Project Boundaries

Provide the state of the project (required) and whichever categories of more localized geography most accurately define the project.

State(s): **Texas**

County/District(s) (optional): **Lubbock County SWCD, Hockley County SWCD**

Watershed (optional): Click here to enter text.

Supply Shed (optional): Click here to enter text.

3. Primary Crop(s)

Please list the primary crop(s) the project will address.

Alfalfa Corn, silage
 Barley **Cotton**
 Corn, grain Peanuts

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- Potatoes
- Rice
- Sorghum

- Soybeans
- Sugar Beets
- Wheat

4. Rotational Crops (optional)

If applicable, please list any additional Field to Market crop(s) in rotation that will be engaged by the Project.

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Alfalfa | <input type="checkbox"/> Potatoes |
| <input type="checkbox"/> Barley | <input type="checkbox"/> Rice |
| <input type="checkbox"/> Corn, grain | <input checked="" type="checkbox"/> Sorghum |
| <input type="checkbox"/> Corn, silage | <input type="checkbox"/> Soybeans |
| <input type="checkbox"/> Cotton | <input type="checkbox"/> Sugar Beets |
| <input type="checkbox"/> Peanuts | <input type="checkbox"/> Wheat |
| <input type="checkbox"/> Other: | |

5. Key Natural Resource Concerns and Target Sustainability Metrics

Please select at least one primary natural resource concern and associated target metric(s) critical to the region where the project is operating:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Climate change | <input checked="" type="checkbox"/> Soil health/quality |
| <input type="checkbox"/> Greenhouse Gas Emissions | <input checked="" type="checkbox"/> Soil Carbon |
| <input type="checkbox"/> Energy Use | <input checked="" type="checkbox"/> Soil Conservation |
| <input checked="" type="checkbox"/> Soil Carbon | <input checked="" type="checkbox"/> Water scarcity |
| <input type="checkbox"/> Ecosystem conservation | <input checked="" type="checkbox"/> Irrigation Water Use |
| <input type="checkbox"/> Land Use | <input type="checkbox"/> Water quality |
| <input type="checkbox"/> Biodiversity | <input type="checkbox"/> Water Quality |
| | <input type="checkbox"/> Soil Conservation |
| <input type="checkbox"/> Other, please specify: Click here to enter text. | |

6. Local Relevance

Please describe how the local relevance of these natural resource concerns was identified and prioritized. For guidance on available resources to identify and prioritize natural resource concerns, please download Field to Market's quick reference guide to Addressing Key Natural Resource Concerns.

University or Extension

Please Describe: Working with Texas Tech University and Texas A&M AgriLife to support improved soil infiltration and irrigation water management.

7. Related Programs (optional)

Please indicate if this project is communicated about by any other names or as part of a larger corporate or organizational program.

Texas Alliance for Soil Health and Water Conservation

8. Contact Information

Please provide the name, organization, and email address of the lead contacts responsible for this project.

Primary Contact: Maria Smith, Texas Tech University, maria.project@ttu.edu

Secondary Contact: Benjamin Jones, Texas Cotton & Grain Association, benjones@tx.cotton.org

CONTINUOUS IMPROVEMENT GOAL(S) & OBJECTIVES

The following components must be completed and on file with Field to Market before a project can be considered an active project in the Continuous Improvement Accelerator and listed on the public-facing Project Directory.

1. Project Summary

Provide a brief (3-5 sentence) overview of the project's continuous improvement goal(s) to appear on the Field to Market Project Directory.

Collaboration between Texas Tech University and local Soil and Water Conservation Districts to provide educational opportunities for cotton producers in the Lubbock, Texas area. We will conduct educational events and field days to introduce soil health and irrigation water use efficiency practices with follow-up consultation with interested growers. Local Soil and Water Conservation Districts will provide technical assistance and assist growers with applying for financial assistance to adopt applicable conservation practices.

2. Multi-Stakeholder Participation

Sponsors

Provide a list of Field to Market Full Members investing in the project (financially or in-kind)
Texas Tech University, Soil and Water Conservation Districts

Partners

If applicable, please provide a list of Associate Members and/or Non-Members that contribute to the project. Please note that any entity wishing to make public communications about their involvement in the project must meet Field to Market's licensing requirements before they can be affiliated with your project.

Texas Cotton and Grain Association

3. Continuous Improvement Objectives

Please list three or more time-bound, measurable continuous improvement objectives that define the near-term scope and achieve the project's continuous improvement goal(s) summarized above.

Objective 1: *Achieve a 50% increase in adoption of practices that improve soil health (reduced till planting and cover crops) in project area by December 2020.*

Objective 2: *Host irrigation workshops in three locations over the next six months to promote and increase awareness in practices that improve irrigation water use efficiency (nozzle selection and drip irrigation) by December 2020.*

Objective 3: *Support 200 interested growers with technical assistance to develop conservation plan and support these growers in financial assistance application process with local Soil and Water Conservation Districts by December 2020.*

Objective 4: Click here to enter text.

Objective 5: Click here to enter text.

4. Mechanisms for Evaluating Progress

Please provide a baseline against which progress and success will be evaluated for each continuous improvement objective (i.e., baseline of 15% of enrolled growers have nutrient management plans; to meet the project objective, nutrient management plans will be developed for 100% of enrolled growers by the end of Year 2). Please note that baselines may either be established prior to project implementation or updated from the status of "In Process of Drafting" to actual baseline during Year One of project implementation.

Objective 1: *Practices that improve soil health have been adopted by 10% of participating farmers.*

Objective 2: *No irrigation workshops have been conducted in this area in four years.*

Objective 3: Only 52 growers in the local community have updated conservation plans and/or applied for financial assistance programs over the last four years.

Objective 4: Click here to enter text.

Objective 5: Click here to enter text.

5. Other Sustainability Initiatives or Equivalencies (optional)

Field to Market seeks to harmonize our approach with other sustainability initiatives. Please indicate other sustainability initiatives or equivalencies which you are utilizing in your project.

- | | |
|---|---|
| <input type="checkbox"/> SAI Platform | <input type="checkbox"/> Soil Health Partnership |
| <input type="checkbox"/> The Sustainability Consortium | <input type="checkbox"/> NRCS Regional Conservation Partnership Program |
| <input type="checkbox"/> Cotton Trust Protocol | <input type="checkbox"/> Other: Click or tap here to enter text. |
| <input type="checkbox"/> Midwest Row Crop Collaborative | |

6. Level of Verification (optional)

How do you plan to verify Project results? *This can be altered during annual reporting. For more information about the Verification process and requirements for each level, please review Field to Market's Assurance Principles which outline criteria for verifying claims.*

- I plan to self-report progress achieved
- I plan to have a partner to support progress reporting
- I plan to have an independent, third-party validate progress reporting

CONTINUOUS IMPROVEMENT PLAN



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GROWER ENGAGEMENT

The development of a grower engagement plan which identifies methods in which the project will engage growers and specifies qualitative and quantitative engagement goals for the project is an essential element of a successful project. Each project is required to provide a feedback mechanism that enables farmers to identify and pursue opportunities for continuous improvement. The plan must also include a strategy for using grower engagement to advance Field to Market's overall goal of continuous improvement in sustainability outcomes.

1. Planned Outreach/Recruitment Mechanisms

Identify the methods your project will utilize to reach, recruit, engage and retain growers. Examples include, but are not limited to, community outreach mailers, targeted outreach (calls or email) and/or in-person events.

Direct outreach through local Soil and Water Conservation Districts and Texas Cotton and Grain Association newsletters. Workshops will be hosted by influential community leaders throughout the area with individual follow-up from Extension and District staff.

2. Engagement Goals & Timeline

Identify timebound targets for the number of growers and collective acreage under management that your project will engage during the lifespan of the project. Progress against these targets will be reported on annually.

Growers: 200

Acres: 20,000

Target Year: 2020

3. Grower Support

All projects are required to help participating growers advance their continuous improvement journey through providing a feedback mechanism and/or tangible support.

What are the tangible outcomes that participating growers receive as a result of their involvement in the project? (Some examples include, but are not limited to, Incubation: written conservation plan, nutrient management plan; Insight: actionable feedback on their Fieldprint Analysis and peer-to-peer comparison at annual grower meetings; or Innovation: cost-share on practice adoption.)

Conservation plans and financial assistance application support to adopt soil health and irrigation efficiency practices, such as reduced till planting, cover crops, nozzle selection, and drip irrigation.

How is the project's strategy for supporting farmers tied to improvements in environmental outcomes?

Connect locally led conservation efforts to producers to address soil health and irrigation concerns through education and planning efforts.

4. Enrollment Methodology (Required for Insight and Innovation Projects)

What is the percentage of enrolled acres for which you intend to collect data? Please note that Field to Market requires participating growers to enter data for a minimum of 10% of the total acreage they wish to enroll for the project, ensuring that the fields selected are representative of their overall operations.

Click or tap here to enter text. % of Each Farmers' Total Acreage

How are you ensuring that the fields that are selected are a representative of the farmers' total acreage enrolled?

Click here to enter text.

INVESTING IN CONTINUOUS IMPROVEMENT (Required for Innovation Projects)

Please document the strategies the project will employ to advance the continuous improvement objectives previously identified and highlight what direct investments the project will make to support farmers in adopting conservation practices.

1. Practices

- a. *What practices are you promoting with the farmers in the project to address the identified natural resource concerns?*

Click or tap here to enter text.

- b. *Select, from the list below, what guidance you utilized to determine the applicable practices for this region.*

Choose an item.

2. Value-Added Incentives

What value-added incentive strategies do you plan to incorporate into your project to help participating farmers pursue opportunities for continuous improvement and de-risk adoption of new practices? For examples, please reference the Value-Added Case Studies White Paper.

 Financial Assistance

- Practice Incentive Payments
- Per Unit Premium for Data
- Per Acre Premium for Data
- Reduced Crop Insurance Premiums
- Tax Credits of Conservation Equipment
- Payment for Ecosystem Services / Pay for Performance
- Equipment Rental Availability
- Extended Lease Terms
- Other – Please Describe: _____

 Technical Assistance

- Dedicated trusted adviser
- Grower training on effective practice implementation

Other – Please Describe: _____

Market Access

Long-Term Contracts

International Market Access

Other – Please Describe: _____

Please provide a written description of the value-added incentives available to farmers in your project.

[Click here to enter a response](#)

Date submitted: [Click here to enter a date.](#)