

SAMPLE INSIGHT 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): **Indiana**

County/District(s) (optional): Click here to enter text.

Watershed (optional): Click here to enter text.

Supply Shed (optional): **Draw region for Acme Grain Elevator Morristown, IN**

3. Primary Crop(s)

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

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Alfalfa | <input type="checkbox"/> Corn, silage |
| <input type="checkbox"/> Barley | <input type="checkbox"/> Cotton |
| <input checked="" type="checkbox"/> Corn, grain | <input type="checkbox"/> Peanuts |

COMPLETE TO REGISTER PROSPECTIVE PROJECT

- Potatoes
- Rice
- Sorghum

- Soybeans
- Sugar Beets
- Wheat

4. Rotational Crops (optional)

If applicable, please list any additional 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 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 |

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 type="checkbox"/> Climate change | <input type="checkbox"/> Soil health/quality |
| <input type="checkbox"/> Greenhouse Gas Emissions | <input type="checkbox"/> Soil Carbon |
| <input type="checkbox"/> Energy Use | <input type="checkbox"/> Soil Conservation |
| <input type="checkbox"/> Soil Carbon | <input type="checkbox"/> Water scarcity |
| <input type="checkbox"/> Ecosystem conservation | <input type="checkbox"/> Irrigation Water Use |
| <input type="checkbox"/> Land Use | <input checked="" type="checkbox"/> Water quality |
| <input type="checkbox"/> Biodiversity | <input checked="" 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.

State Department of Agriculture

Please Describe: Working with Indiana State Department of Agriculture to address water quality through Indiana State Nutrient Reduction Strategy.

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.

[Click here to enter text.](#)

8. Contact Information

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

Primary Contact: Samuel Farmer, Indiana Corn, Samuel.farmer@in.corn.org

Secondary Contact: Laura Smith, Indiana Farm Bureau, laura.smith@infb.com

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.

Improving water quality in the Mississippi River Basin is a critical need Indiana Corn and Indiana Farm Bureau are focused on supporting. We are engaging farmers throughout the state to enter data into the Fieldprint Platform. This three-year project will guide our future support to farmers throughout Indiana and allow us to demonstrate how Indiana farmers are helping contribute solutions to improve water quality outcomes.

2. Multi-Stakeholder Participation

Sponsors

Provide a list of Field to Market Full Members investing in the project (financially or in-kind)
Indiana Corn, Indiana Farm Bureau

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.

Acme Grain, Purdue University

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: *Support 100% of participating farmers in understanding the water quality impacts of their current management decisions through use of the Fieldprint Platform by Year One.*

Objective 2: *Host annual grower workshops with Purdue University to offer participating farmers ability to analyze their sustainability performance with anonymized peer-to-peer comparisons and provide education on suite of practices to improve water quality outcomes.*

Objective 3: *Increase by 20% the number of participating farmers implementing 4Rs of nutrient stewardship to deliver against Indiana State Nutrient Reduction Strategy by Year Three.*

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: *In process of drafting baseline based on Year One data collection.*

Objective 2: *In process of drafting baseline based on Year One data collection.*

Objective 3: In process of drafting baseline based on Year One data collection.

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



Field to Market®

COMPLETE TO REGISTER ACTIVE PROJECT

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 Farm Bureau member newsletters and direct phone calls to use the Fieldprint Platform.

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: 40

Acres: 4,000

Target Year: 2023

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.)

Annual grower workshop to share aggregate results and discuss learnings in December (each year).

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

Provide actionable feedback and education around best management practices to improve water quality through nutrient stewardship, conservation tillage and other relevant conservation practices.

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.

10% of Each Farmers' Total Acreage

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

Farmers will be instructed to enter fields that have the soil types and management characteristics that are most prevalent on their operation.

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 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.](#)