

# FIELD TO MARKET COMMUNICATIONS 101



## RESOURCES FOR MEMBERS

We encourage our members to take full advantage of their participation in Field to Market to shape a strong sustainability story—and we stand ready to partner with you. To help our members confidently share information about Field to Market, we offer a number of communications resources on the Member Portal:

- **A Communications Toolkit with information** on a variety of topics, including:
  - Engaging with the Press
  - Getting Started with Field to Market
  - Brand and Trademark Standards
  - Engaging with our Recognition program to tell your sustainability story
- **Template Press Releases** available for new members to amplify their membership in the Alliance
- One-pager **Event Guides** available throughout the year to help members engage with sustainable ag conversations during events like National Farmer Day, Climate Week, World Soil Day and more;

## COMMUNICATIONS APPROVAL

To ensure consistent communications from our members and strengthen the Field to Market brand, we request that members notify us when you intend to communicate about Field to Market in external communications.

Please e-mail a draft claim or mention and the context in which it will appear via email to Field to Market's **Communications & Membership Manager, Carter Purcell** (cpurcell@fieldtomarket.org) and allow for a period of 3 to 5 business days for approval.

**Utilizing the following basic approved language as a template will expedite the approval process:**

**ABOUT FIELD TO MARKET** Field to Market: The Alliance for Sustainable Agriculture brings together a diverse group of grower organizations; agribusinesses; food, beverage, restaurant and retail companies; conservation groups; universities and public sector partners to focus on defining, measuring and advancing the sustainability of food, fiber and fuel production. Field to Market is comprised of more than 140 members representing all facets of the U.S. agricultural supply chain, with members employing more than 5 million people and representing combined revenues totaling over \$1.5 trillion.

### YOUR PARTICIPATION IN FIELD TO MARKET

- As a member in Field to Market: The Alliance for Sustainable Agriculture, [company / organization] is [engaged in, contributing to, supporting, advancing, promoting, creating] solutions for sustainability and continuous improvement in U.S. commodity agriculture.
- Through membership in Field to Market, [company / organization] participates in a collaborative multi-stakeholder alliance to advance continuous improvement in environmental outcomes for U.S. agriculture.
- Our membership in Field to Market: The Alliance for Sustainable Agriculture demonstrates our commitment to work across the value chain to promote continuous improvement in the sustainability of U.S. agriculture.

*\*Please note: Associate members should use the following language: As an Associate member of Field to Market: The Alliance for Sustainable Agriculture...*

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