**Field to Market
General Assembly Meeting
Tuesday, June 25, 2019
Oak Brook, Ill.**

## Voting Delegates Present

Aaron Firth (Amalgamated Sugar); Bruce Mayland (American Crystal Sugar Company); Kris Reynolds (American Farmland Trust); Pam Snelson (American Soybean Association); Paul Duncan (Anuvia); Michelle French (Archer Daniels Midland); Vaughn Duitsman (Bartlett Grain); Sean Arians (Bayer); Keith Jones (BPIA); Megan Weidner (Bunge); Ryan Sirolli (Cargill); Alex Stege (CF Industries); Michael Johnson (CHS Inc.); Jonathan Radtke (Coca-Cola North America); Christy Wright (Corteva); Ryan Kurtz (Cotton Inc.); Scott Manley (Ducks Unlimited); Lauren Brey (Edge Dairy Farmer Cooperative); Jamie Powers (Environmental Defense Fund); Greg Bohrer (Environmental Initiative); Jay Watson (General Mills); Travis Deppe (Illinois Corn Growers Association); Amy Roady (Illinois Soybean Association); Ariel Kittle (Indiana Corn Marketing Council); Aly Wells (Indiana Soybean Alliance); Andy Utterback (Ingredion); Karen Scanlon (Innovation Center for U.S. Dairy); Sean McMahon (Iowa Agriculture Water Alliance); Andy Greenlee (John Deere); Thomas Buman (K-Coe Isom); Mary Gallagher (Kellogg Company); Rebecca Kenow (Land O’Lakes, Inc.); Don Pucillo (LidoChem, Inc.); Monica Pani (Louis Dreyfus Company); Keith Pitts (Marrone Bio Innovations); Louke Koopmans (Mars Inc.); Chris Fennig (My Farm); Don Botkin (Nachurs); Jeremy Peters (National Association of Conservation Districts); Keira Franz (National Association of Wheat Growers); Rachel Orf (National Corn Growers Association); Bill Norman (National Cotton Council); Douglas Bice (National Sorghum Producers); Boone McAfee (Nebraska Corn Board); Diane Herndon (Nestle Purina PetCare); Marty Wolske (New Leader); Michelle Nutting (Nutrien); Krista Maruca (OCP North America); Margaret Henry (PepsiCo); Chad Bloom (Pheasants Forever); Adam Shea (Riceland Foods, Inc.); Maria Bowman (Soil Health Partnership); Michelle Yoshinaka (Sound-Ag); Elizabeth Hunt (Syngenta); Peyton Harper (The Fertilizer Institute); Adam Herges (The Mosaic Company); David DeGeus (The Nature Conservancy); Stephen Doench (Tria Global Solutions); Abby Rinne (U.S. Soybean Export Council); Stefani Grant (Unilever); Mark Isbell (USA Rice Federation); Megan Dillinger (Walmart); Melissa Ho (World Wildlife Federation)

## Staff and Consultants

Lexi Clark (Field to Market); Eric Coronel (Field to Market); Chisara Ehiemere (Field to Market); Betsy Hickman (Field to Market); Paul Hishmeh (Field to Market); Carter Purcell (Field to Market); Jamie Richards (Field to Market); Rod Snyder (Field to Market); Raymond Stewart (Thompson Coburn); Allison Thomson (Field to Market); Kelly Young (Field to Market)

1. Opening

Board Chair, Stefani Grant opened the meeting at 10:30 a.m. and read the anti-trust statement to the General Assembly.

1. Approval of the November 2019 General Assembly Minutes

A motion was made by Michelle French and seconded by Pam Snelson to approve the November 2018 General Assembly minutes. Motion passed unanimously.

1. Finance and Operations Update
2. *YTD Financials.* Rod reviewed the financial report as of May 31 with cash on had of $1,398,285, revenue at $1,881,951 and total expenses at $1,144,381.
3. *2018 Annual Report.* Rod reviewed the Annual report and noted that copies were available at the registration table. He also reported that current Field to Market membership stood at 144 members, which was a 4% increase over June 2018.
4. **Report on Sector Elections for Standing Committees**
5. *Board of Directors*. Suzy Friedman, EDF was elected to serve the unexpired term on the Board of Directors until November 2021.
6. *Awards and Recognition*
* Pam Snelson, American Soybean Association (2021)
* Aly Wells, Indiana Soybean Alliance (2020)
* Tommy Jackson, Syngenta (2021)
* Chad Bloom, Pheasants Forever (2021)
* Lori Duncan, University of Tennessee Extension (2021)
* 2 open seats from the Brands and Retail Sector will be filled later in the year
1. *Education and Outreach*
* Ryan Kurtz, Cotton Inc. (2021)
* Ariel Kittel, Indiana Corn Marketing Council (2021)
* Liz Hunt, Syngenta (2021)
* Michelle Yoshinaka, Sound-Ag (2021)
* Adam Shea, Riceland Foods (2021)
* Bethany Seibold, Unilever (2021)
* Kris Reynolds, American Farmland Trust (2021)
* Jamie Powers, Environmental Defense Fund (2021)
* Anna Hartley, University of Georgia (2021)
* USDA-NRCS will fill one open seat for the term expiring 2021
* 1 open seat from the Brands and Retail sector for the term expiring June 2020 will be filled later in the year
1. *Metrics*
* Rajesh Chintala, Innovation Center for U.S. Dairy (2021)
* Steve Linscombe, USA Rice Federation (2021)
* Adam Herges, The Mosaic Company (2021)
* Jeff Seale, Bayer (2021)
* Jay Watson, General Mills (2021)
* Amy Hughes, Environmental Defense Fund (2021)
* Michelle Perez, American Farmland Trust (2021)
* Anis Ragland, World Wildlife Fund (2020)
* Eric Cummings, University of Arkansas (2021)
* Sarah Sexton-Bowser, Kansas State University (2021)
* Andrea Maeda, Texas A&M Agrilife Research (2020)
* 1 open seat in the Brands and Retail sector will be filled by a representative from Riceland Foods
1. *Verification*
* Randy Stauffer, Illinois Corn Growers Association (2021)
* Andy Jordan, Cotton, Inc. (2021)
* Lydia Holmes, USA Rice Federation (2020)
* Adam Guth, Nutrien (2021)
* Alex Stege, CF Industries (2021)
* Laura Demmel (National Association of Conservation Districts (2021)
* Greg Bohrer, Environmental Initiative (2020)
* Susanne Freidberg, Dartmouth College (2021)
* David Ripplinger, North Dakota State University Extension (2021)
* 1 open seat from the Civil Society sector will be filled by a representative from the World Wildlife Fund
* 2 open seats from the Brands and Retails sector will be filled later in the year
1. **Strategic Plan Implementation: Dashboard of Key Measures of Success**

Rod Snyder reviewed the new dashboard with nine targets measuring progress over the first six months in 2019. He noted that 2017 was used as a baseline for all KPIs as that was the most recently available data. He also noted that the remaining agenda and reports would follow the structure of the Strategic Plan.

1. **Convene Diverse Stakeholders**
2. *Proposed revisions to Mission, Vision & Goals statements*. Stefani Grant reviewed the process for the proposed revisions and asked the General Assembly to vote on each piece of the document that had changes.
3. Vision – no proposed changes.
4. Mission – proposed change from the Affiliate Sector sought to be more specific on productivity and profitability.

To meet the agricultural challenge of the 21st century by providing collaborative leadership that is:

* 1. Transparent
	2. Grounded in science
	3. Focused on outcomes
	4. Open to the full range of technology choices
	5. Committed to creating productive and profitable opportunities across the agricultural value chain for continuous improvements in ~~productivity, profitability, and~~ environmental outcomes

*A motion was made by Michelle French (Archer Daniels Midland) and seconded by Sean Arians (Bayer) to approve of the proposed revision to Field to Market’s Mission statement. Motion passed unanimously.*

1. Goals – Stefani Grant reviewed each goal statement and asked for proposed revisions. Agribusiness and Civil Society proposed changes to the goals. The General Assembly had a thorough discussion about the proposed changes, the purpose of the goals and how they reflect back to Field to Market. The proposed changes discussed during the meeting were:

**Our Goals**

Field to Market is working to meet the challenge of producing enough food, feed, fiber and fuel for a rapidly growing population while conserving natural resources and improving the ability of future generations to meet their own needs.

The organization and its members recognize that resilient ecosystems and farmer livelihoods are critical components of agricultural sustainability. Field to Market will convene diverse stakeholders to support multi-sector collaboration, while providing useful measurement tools and educational resources for growers and the value chain that track and create opportunities for continuous improvement at scale. Our efforts are guided by the following **interdependent** goals:

* Biodiversity – Supporting diverse species and ecosystems by conserving and enhancing habitats across U.S. agricultural landscapes
* Energy Use – Increasing energy use efficiency from U.S. crop production
* Greenhouse Gases – Reducing greenhouse gas emissions from U.S. cropland per unit of output, and sustained contribution to ~~addressing~~ **reduce** the overall greenhouse gas emissions from agriculture
* Irrigation Water Use – **Improve** ~~Solving~~ regional water **availability** ~~scarcity~~ ~~problems~~ through continuous improvement in irrigation water use efficiency and conservation
* Land Use – Increasing land use efficiency ~~through~~ **and** improved productivity on **suitable** U.S. cropland and **agricultural landscapes**
* Soil Carbon – Increasing soil carbon sequestration on U.S. ~~cropland~~ **agricultural landscapes**
* Soil Conservation – Reducing soil erosion ~~to~~ ~~tolerable~~ ~~levels or below~~ on ~~all~~ U.S. ~~cropland~~ **agricultural landscapes**
* Water Quality – **Improving** ~~Solving~~ regional water quality **through reductions** ~~problems as evidenced by reductions~~ in **loads of** sediment, **nutrients** ~~phosphorus, nitrogen,~~ and pesticide**s** ~~loads from~~ **in** U.S. ~~croplands~~ **agricultural landscapes**

Stefani noted the discussion and asked the General Assembly to approve the Vision and Mission statements and refer the goals statements back to the Board of Directors and a subgroup for further work and revision. The final revisions to the goals will be presented to the General Assembly in November, following sector calls and discussion.

*A motion was made by Michelle French (Archer Daniels Midland) and seconded by Bill Norman (National Cotton Council) to accept the revised mission and current vision statements while referring the goals statements back to the Board of Directors for further work. Motion passed.*

1. *Update on new Cross-Sector Dialogue Series*. Ryan Kurtz gave an update on the Cross-Sector Dialogues for 2019 and gave more specifics about the dialogue planned for the afternoon on shared value. He noted that the Education and Outreach Standing Committee has assumed responsibility of the agendas for each dialogue and will welcome feedback and ideas. Finally, the third dialogue planned for 2019 will be in September in Washington D.C. covering the topic of climate change.
2. **Provide Science-Based Leadership**
3. *Metrics Committee Report*. Dave DeGeus reviewed the ongoing process with metrics, including revising on a schedule. The Metrics committee is looking to revise one to three metrics per year and is currently finishing up Water Quality, which is now open for member comment. Following that, the committee will begin working on the Soil Carbon metric.
4. *Pest Management Task Force Recommendations*. Stefani reported that the Board of Directors accepted recommendations from the Task Force and thanked the Task Force members for their work over the last year.

The recommendations were as follows:

* + Field to Market staff should catalogue communications information on product registration, labeling and enforcement for use by companies to further their understanding of existing regulation in the U.S. and keep this updated.
	+ Field to Market staff should catalogue existing consumer research that may assist with communication efforts, including communications to help growers understand consumer concerns.
	+ Field to Market should encourage members to establish supply chain pilot projects specifically focused on increased adoption of IPM and improved outcomes (e.g. drift reduction, water quality, increased pollinator habitat) with learnings shared across FTM membership.
	+ The Field to Market Metrics Committee should explore an IPM-focused metric that can be used to show measurable improvement over time.
		- * The Taskforce does not recommend including active ingredients and toxicity due to Field to Market’s technology neutral position.
			* Goal is to include in the 2020 work plan.

Stefani also noted that one of the recommendations was to create a report that will be published in December.

1. **Scale Impact Through Partnerships**
2. *Update on Project Directory and Partnership Exchange*. Betsy summarized the background of both projects and gave an update on the process, including streamlining project registrations and requirements. She noted that staff were engaging individually with current project administrators to gain feedback and insights on registration and requirements. The new Flexible Project Pathways registration will open in July. The Verification Committee is working to refine the standards-based requirements document and following Board approval and a member comment period, will pilot the standards in October. In addition, there will a second member comment period in 2020 followed by a public comment period.

Also included as part of the work are some digital properties featuring three key elements: Project Directory, Partnership Exchange and an enhanced member portal. A D.C.-based firm, Taoti Creative, will be the partner developing these online tools. Currently, Field to Market expects a November launch for the digital properties.

1. *Education & Outreach Committee Report*. Adam Shea gave an update on the currently available SPARC online resources, including learning modules and guidebook as well as fact sheets. A series of five economic case studies were also released earlier in 2019. He noted that the committee is working on developing in-person trainings, five articles in *Crops and Soils* magazine and training resources for NACD and NRCS staff. He next asked for members to complete and return a survey that was distributed during the Sector meetings about education needs
2. **Enable Credible Communications**
3. *Communications and Outreach Updates*. Carter Purcell reviewed media impressions and noted that over half of all media mentions were related to member accomplishments. She reviewed the updated communications resources for 2019 including a toolkit and new webinar series. She also went over the updated calendar of Field to Market messaging.
4. *Verification Committee Report*. Laura Demmel reported that the committee is working on the implementation of the Flexible Project Framework including setting appropriate boundaries, tech neutrality guidelines all while balancing the ease of implementation with credibility for projects. The committee is defining credible project attributes claims and will finalize them soon. She also reported that the committee is revising the program risk matrix this year, noting that most originally identified risks have been addressed so reviewing and updating the matrix will need to be done more regularly. The committee plans to release the updated matrix later in 2019.
5. *Awards & Recognition Committee Report*. Mark Isbellthanked members for their participation in the Farmer Spotlight Nominee reception and thanked the growers who attended. He encouraged members to submit nominations for Sustainability Leadership Awards.

Diane Herndon reviewed the three categories for the Leadership Awards; Farmer of the Year, Collaboration of the Year and Trusted Adviser of the Year, and reminded members of the webinar that was held on putting together a nomination, a recording of the webinar is available in the member portal. Nominations for all awards are due by July 31.

1. **Harmonization and Alignment Updates**
2. *TSC and SAI Platform Reporting in the Fieldprint Platform*. Rod introduced Marcus Weber from the Canadian Field Print Initiative (CFPI) and discussed the Board-approved licensing agreement with CFPI. Updates about the ongoing partnership and harmonization will be shared throughout the year.

Next Rod discussed the TSC reporting functionality within the Fieldprint Platform. He encouraged those members who were interested in using this function to auto-generate project data for reporting into TSC to reach out to Field to Market staff for more information.

Lastly, Rod introduced the new SAI Equivalency feature within the Fieldprint Platform that includes supplemental questions that map back to SAI Platform FSA. Responses to these questions can then allow a project to be eligible for silver or gold SAI Platform ratings.

1. *Remarks by Adrian Greet, Director General, SAI Platform*. Adrian gave an overview of SAI Platform and discussed the potential for growth between the two organizations. He also shared information about SAI Platform programs and SAI Spotlite.
2. **Other Business**

Stefani Grant announced that the Board of Directors is working to establish a task force on farmer livelihood in order to ensure that it is incorporated into all of Field to Market’s work and programming.

There being no further business the meeting adjourned at 12:07 p.m.