

The Alliance for Sustainable Agriculture

Communications Toolkit

Marketing, Communications and Claims Guidance



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1 Introduction

INTRODUCTION



One of Field to Market's central strengths is our diverse membership, bringing together stakeholders from across all corners of the value chain who share a commitment to advancing sustainability in U.S. agriculture. These voices together help shape a common approach to continuous improvement, and amplify a common story around agricultural sustainability to stakeholders and consumers alike.

To help our members confidently share information about Field to Market and shape their story about their involvement with the Alliance, this practical toolkit outlines a number of basic elements that are essential for spreading Field to Market's message:

- Rallying our membership behind specific communications objectives
- Creating a consistent drumbeat through different engagement mechanisms
- · Working with traditional and new media
- Mobilizing others to amplify our message

Consistency in our communications strengthens Field to Market's brand and elevates the value of our program for both members and outside stakeholders, helping to amplify our messages with core audiences while adding additional credibility to the Alliance and its work.

This Toolkit will provide you with important messaging and resources to use in promoting Fleld to Market which will help you identify your audiences, develop targeted messaging, engage the media and learn how to make the most of amplifying your participation in the Alliance.

If you have questions or would like support for your communications efforts on behalf of Field to Market, please contact **Carter Purcell, Communications and Membership Manager** Office: (202) 559-2747 • Mobile: (202) 297-8345 • cpurcell@fieldtomarket.org



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...





PROMOTING FIELD TO MARKET



Compelling stories, timely hooks and insightful data lay the foundation for successful communications and outreach. The most persuasive messages are those that are relevant to your target audience. As you plan and implement your communications efforts on behalf of Field to Market, be prepared to:

- Show the scope and urgency of the problem Field to Market is trying to address
- Understand the current conversation around the issue either among industry/subject matter experts and influencers and/or in the media
- Make supply chain sustainability relevant not only to industry players but also to the average consumer
- Demonstrate the costs of inaction of not moving on sustainability
- Demonstrate an honest assessment of what still needs to be done in order to solve the problem, such as the need for:
 - More companies to understand where and how the raw materials used in their products are produced
 - More growers to understand their environmental footprint and share their story of pursuing continuous improvement
 - More collaboration across the supply chain to advance continuous improvement in the sustainability of U.S. agriculture

4 Developing Messaging

DEVELOPING MESSAGING



Each day we are bombarded with information from a myriad of sources — whether from the news, social media, meetings, personal conversations or targeted ads. Breaking through the noise is key to helping Field to Market messages be retained and remembered by our target audiences.

Crafting messages that are tailored to the needs and readiness of the intended audience in a visually compelling manner is key. Our ultimate goal is to raise the profile of the important work Field to Market and our members are undertaking every day. It's important to think through key audiences, messages and goals to refine your message, keeping in mind that any strong communications plan begins with answering:

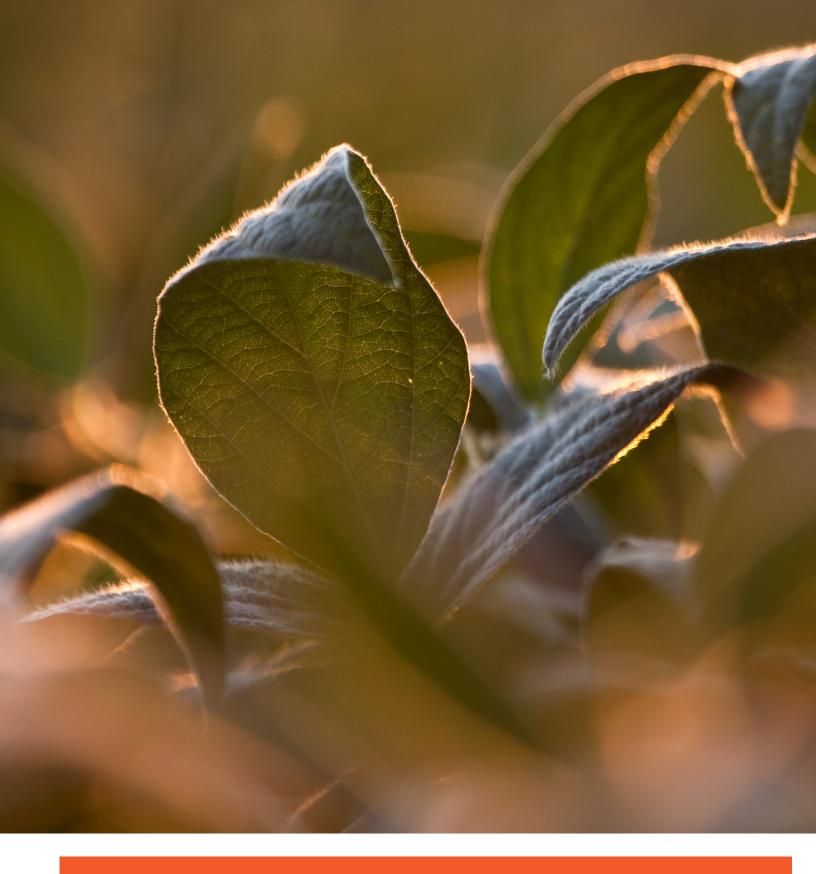
- What do you want to achieve?
 - e.g., greater supply chain adoption, increased membership, improved stakeholder engagement, better consumer awareness
- Why do you want to achieve it?
 e.g., cost savings, better efficiencies, mitigate environmental impacts
- How do you propose to achieve it?
 e.g., audience engagement, behavior change
- Who will you need to communicate with?
 e.g., consumers, downstream customers, growers
- What action do you want the audience to take?
 e.g., rally around the issue, influence key stakeholders, spread the word

Once the message objectives have been determined, the challenge is to shape the message around supply chain sustainability issues that use compelling rhetoric (based on facts) and create a sense of urgency to act.

The following chart of messaging is Field to Market-approved content to describe the Alliance and our work. The content is constantly evolving and will be updated as the organization continues to grow in size and scope.

AUDIENCE/MESSAGE MATRIX

AUDIENCE	CONCERN	POSSIBLE MESSAGE	CHANNEL
Business Decision- Maker	What is the advantage of Field to Market's approach to measuring sus-tainability?	"Consumers are increasingly asking questions about where and how their food was produced. Field to Market's pre-competitive measurement framework for measuring sustainability allows us to tell a credible story backed by conservation groups, scientific experts, growers and members of the supply chain."	Field to Market Member Company Through: • Traditional Media • Social Media • Stakeholder Engagement • Presentations • In-Person Meetings
Conservation Community	How can we create a future in which people, business and nature thrive?	"Creating a more sustainable future requires collaboration across the supply chain and across sectors – that is why multi-stakeholder initiatives like Field to Market are important for scaling sustainable agriculture."	Field to Market Civil Society Member Through: • Sustainability Outlets • Conference Speech • Op-Ed • Presentations
Growers	How can we educate the supply chain and consumers on our sustainability story?	"Having a common framework, like Field to Market, to measure the environmental performance of farm management practices is key to helping us tell our sustainability story to a broader audience in collaboration with other supply chain partners."	Field to Market Member Grower/ Grower Organization Through: • Trade Outlets • Industry Conferences • Trade Expos • Letter to the Editor
Constructive Critic	Are you making positive changes with respect to the environmental performance of U.S. agriculture?	"Since we (Company X) began working with other Field to Market members to engage (crop) growers through a continuous improvement project in (region), we have seen improvements in Y and Z."	Field to Market Member Company Through: • Trade Outlets • Industry Conferences • Op-Ed • Social Media
Consumers	Do products I buy negatively impact the environment?	"Through Field to Market, farmers, companies and the environmental community are working together to improve environmental outcomes on issues like water quality, greenhouse gas emissions or biodiversity on farms around the country. These efforts move the needle on the environmental footprint of crops from corn to cotton which are in the food, fuel and apparel products you buy."	Brand Ambassadors/ Field to Market Member Through: • Traditional Media • Social Media
Trusted Advisers	What part does sustainability play in the work of the trusted agronomic adviser?	"Conservation practices like no-till, nutrient management and cover crops are often beneficial to the grower's bottom line—as well as conserving natural resources. Trusted advisers from ag retailers to CCAs have a critical part to play in partnering with growers on approaches that ensure both resilient ecosystems and thriving farmer livelihoods."	Field to Market Member Company/Grower Through: • Industry Conferences • Trade Outlets • Presentations • In-Person Meetings



OTHER AUDIENCES TO CONSIDER:

- Sector leaders not yet represented in Field to Market
- Procurement officers
- Prospective sustainability professionals and students



ABOUT FIELD TO MARKET: APPROVED LANGUAGE

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OUR VISION

To harness the collective action of the value chain to support resilient ecosystems and enhance farmer livelihoods.

OUR MISSION

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

- Transparent
- Grounded in science
- Focused on outcomes
- Open to the full range of technology choices
- Committed to creating productive and profitable opportunities across the agricultural value chain for continuous improvements in environmental outcomes.



FIELD TO MARKET - KEY MESSAGES

THE CHALLENGE

- The food and agriculture industry in the United States continues to undergo rapid, profound change.
- Throughout the entire agricultural value chain, the challenge of producing enough food, feed, fiber and fuel for a rapidly growing population, while conserving natural resources, has become increasingly complex.
- In the next 30 years, agriculture will have to keep pace with growing global population with rising incomes, changing diets and increasing demands.
 - By 2050, global population is expected to reach 9 billion
 - More than 50% of the world's population is now considered middle class
 - This increasingly affluent group of global consumers will have more income to purchase protein rich foods, including milk, meat, poultry and eggs
- To meet this demand, we'll have to double agricultural output in the face of a changing climate and more volatile weather events while conserving our planet's natural resource base.

THE SOLUTION

- The entire supply chain must work together to deliver sustainable solutions for agriculture.
- By forging partnerships across sectors and across the supply chain, Field to Market: The Alliance for Sustainable Agriculture brings together farmers, industry, academia, the conservation community and public sector partners to define, measure and advance the sustainability of U.S. agriculture.
- Through multi-stakeholder collaboration, that is grounded in science, focused on outcomes and open to the full range of technology choices, Field to Market strives to create productive and profitable opportunities across the agricultural value chain for continuous improvement in environmental quality.
- By establishing metrics and benchmarks to measure, promote and report continuous improvement in eleven commodity crops, Field to Market has created a common sustainability framework for the entire value chain.
- Field to Market offers programs for growers and the supply chain to collaborate on member-led track and achieve continuous improvement against key sustainability outcomes, while engaging in broad communication and collaboration with stakeholders and other efforts to ensure a coordinated and comprehensive approach to sustainable agriculture.

FIELD TO MARKET'S APPROACH

- Field to Market harnesess the power and collective action of the agricultural value chain to support resilient ecosystems and enhance farmer livelihoods.
- Field to Market is committed to providing leadership that is grounded in science, outcomes-based and technology neutral.
- Because trust in food and agriculture is more important than ever, we prioritize transparency in our approach.
- Our approach focuses on convening diverse stakeholders, leading with science, scaling impact through partnerships and enabling credible communications.
- Field to Market's Continuous Improvement Accelerator brings together partners across the agricultural value chain to implement locally-led conservation solutions and deliver sustainable outcomes through member-led continuous improvement projects.

FIELD TO MARKET KEY MESSAGES

Field to Market's 2019—2021 Strategic Priorities reflect the Alliance's commitment to delivering sustainable outcomes at scale. Use these key messages as a starting point as you explore which features of Field to Market's programs are most relevant to your own communications efforts.

CONVENING DIVERSE STAKEHOLDERS



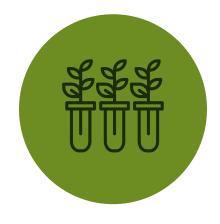
Field to Market's convene stakeholders from across the full food and agriculture value chain to facilitate multi-sector collaborations, advance shared learning and drive collective action.

- The entire supply chain must work together to deliver sustainable solutions for agriculture.
- By forging partnerships across sectors and across the supply chain, Field to Market:
 The Alliance for Sustainable Agriculture brings together growers, agribusinesses,
 food brands and retailers, academia, the conservation community and public
 sector partners to define, measure and advance the sustainability of U.S. agriculture.
- Field to Market members gather during Field to Market's Cross-Sector Dialogue series to collaborate across sectors, advance shared learning, and drive collective action by focusing on seizing opportunities and overcoming systemic barriers to scaling sustainable agriculture.
- Field to Market hosts the Sustainable Agriculture Summit, the premiere sustainable agriculture event in the U.S., along with the Innovation Center for U.S. Dairy and other partners, convening nearly 600 food and agricultural supply chain leaders and experts.

LEADING WITH SCIENCE

Enabling farmers and the supply chain to measure continuous improvement—at both the national and field level—is one of the hallmarks of Field to Market's programs. Field to Market's science-based tools and resources provide benchmarks for eight sustainability metrics at the local, state and national level to assess the sustainability performance of eleven commodity crops.

- Through a multi-stakeholder approach, Field to Market has developed benchmarks
 and metrics to help growers of alfalfa, barely, corn, cotton, peanuts, potato, rice,
 sorghum, soybean, sugar beet and wheat document and demonstrate the
 sustainability of their management practices.
- Utilizing Field to Market's Fieldprint® Platform, growers can analyze and benchmark their performance of biodiversity, energy use, greenhouse gas emissions, irrigated water use, land use, soil carbon, soil conservation and water quality.
- By establishing metrics and benchmarks to measure, promote and report continous improvement in eleven commodity crops, Field to Market has created a common sustainability framework for the entire value chain.
- To inform continuous improvements in agricultural production and guide the efforts of our members,
 Field to Market continues to analyze national-scale trends in environmental and socioeconomic progress for commodity crops over time. This trends analysis, compiled in our National Indicators Report, provides important context, enables informed discussions of priorities for more localized efforts, and creates a baseline against which to monitor and measure future change.



PARTNERING FOR IMPACT



Experience has taught us that measurement alone is not enough – our efforts are most successful when we can support and accelerate progress. Field to Market facilitates partnerships and leverages capacity to support farmers in delivering improved environmental outcomes at the field and landscape levels.

- Field to Market offers programs for growers and the supply chain to collaborate on member-led continuous improvement projects, while engaging in broad communication and collaboration with stakeholders and other efforts to ensure a coordinated and comprehensive approach to sustainable agriculture.
- Field to Market's Continuous Improvement Accelerator brings together partners
 across the agricultural value chain to implement locally-led conservation solutions
 and deliver sustainable outcomes through member-led continuous improvement
 projects.
- Each project in the Continuous Improvement 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. These projects utilize the power of voluntary, and often
 market-driven, solutions to incentivize improved environmental outcomes and enhanced farmer livelihoods.

ENABLING CREDIBLE COMMUNICATIONS

Field to Market seeks to enable credible stakeholder communications that facilitate and improve supply chain and industry reporting, showcase leaders in sustainability and strengthen public confidence in the food and agriculture system. national and field level—is one of the hallmarks of Field to Market's programs. Field to Market'

- Field to Market seeks to harmonize our approach with other srategic sustainability programs, providing a pathway for additional recognition for participating farmers and supply chain entities.
- Field to Market partners with diverse sustainability initiatives and schemes such as SAI Platform, the U.S. Roundtable for Sustainable Beef (USRSB), the Mississippi Rivers Cities and Towns Initiative (MRCTI) and more., seeking to find ways to complement other efforts while maintaining our original and differentiated focus on outcomes-based metrics developed through sound science for U.S. commodity crops.
- Field to Market's Awards and Recognition Program spotlights sustainability champions throughout the year and recognizes a Farmer of the Year, Trusted Adviser of the Year and Collaboration of the Year through the Sustainability Leadership Awards Program.





of supply chain surveysShare sustainability story with consumers

CREATING SHARED VALUE





The Alliance for Sustainable Agriculture

- Connect growers they source commodities from with downstream companies
- Report the sustainability of their sourcing areas through a single sustainability platform
- Reduces or eliminates challenge of responding to multiple, competing surveys
- Share sustainability story with consumers



Food Companies

- Access aggregated data to characterize sustainability of their sourcing regions
- Partner with suppliers to advance continuous improvement in sustainability outcomes
- Benefit from industry alignment around a common sustainability framework to enable supply chain sustainability claims
- Share sustainability story with consumers

- Partner with suppliers to advance continuous improvement in sustainability outcomes
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- Provide value-added service to growers
- Help farmers meet participation and continuous improvement goals
- Share sustainability story with consumers
- Benefit from confidence in a sustainability framework
- Collaborate on establishing metrics that advance conservation mission
- Support initiative that advances sustaiable agricultural production
- Contribute to building more sustainable supply chains
- Share sustainability story with consumers





ENGAGING THE MEDIA

The media is a powerful tool for spreading the word about sustainable agriculture and Field to Market.

As members of Field to Market, you or someone in your organization may receive inquiries from the media for interviews or additional information. It is important for Field to Market to maintain consistency and accuracy in its media response to ensure our messages are clearly communicated at each opportunity.

This section provides tips on how you can help Field to Market get the best exposure through media outlets and the process to help Field to Market achieve consistency in our messaging and response to the media.

When you or a colleague receive a request from the media, please follow these guidelines. Not only will this benefit Field to Market, but also help the reporter seeking information as we can ensure he or she is connected with the most appropriate person to answer questions on a specific topic.

If you have any questions, please contact:

Carter Purcell, Communications & Membership Manager • (202) 297-8345 • cpurcell@fieldtomarket.org.

GETTING THE MOST FROM THE MEDIA

Be factual.

Give precise and concise information; avoid wandering vaguely around the topic. Make the facts interesting. Journalists appreciate a vivid statement, creative slogan and especially a personal anecdote to help illustrate your points. State the sources of any facts and statistics you cite.

Be fair.

You must be fair to journalists if you expect them to be fair to you. If you favor one news outlet consistently, you will lose the confidence of the others.

Be fast.

Respect deadlines. If a journalist telephones for information, return the call immediately, even if it is past normal working hours. The next day will probably be too late. By then, the story may have already been aired or printed.

Be frank.

Never mislead journalists. Be as open as possible and respond frankly to their questions. So long as you explain yourself, most journalists will understand and respect you even if you cannot be completely candid.

Be friendly.

Like everyone, journalists appreciate courtesy. Remember their names, read what they write (and let them know), listen to what they say and know their interests. Thank them when they cover your issues.

THE KEYS TO SUCCESSFUL WORKING RELATIONSHIPS WITH THE MEDIA

- Be factual.
- Be fair.
- Be fast.
- Be frank.
- Be friendly.

GETTING THE MOST FROM THE MEDIA (Continued)

Anything in the news mentioning supply chain sustainability, agriculture, food, fiber, biofuels, responsible business management and other Field to Market related topics is an excellent opportunity to engage reporters and promote Field to Market. The following list provides some ideas on opportunities to approach and engage the media:

- Calls to Journalists
- Editorial Meetings
- Letters to the Editor
- News Advisories
- News Conferences
- Opinion Pieces (Op-Eds)

- Photo Opportunities
- Press Briefings
- Press Releases
- Suggesting a Feature Story
- Targeted Pitches

MEDIA INQUIRY PROTOCOL

Fielding questions or interview requests from the media can be more complicated than it appears. Today's media landscape runs the gamut from mainstream newspapers and broadcast outlets to trade journals and online-only channels, via watchdog organizations to social media influencers and citizen journalists.

If you receive a media inquiry regarding Field to Market, contact **Communications & Membership Manager Carter Purcell** with answers to as many of the following questions as possible.

THE BASICS

- 1. Who is the journalists and for which outlet is he/she working?
 - Journalist's name
 - Name of the publication/media outlet
 - If it isn't obvious, how did the journalist learn about Field to Market?
 - Was the journalist referred to Field to Market? If so, by whom?
- 2. What is the scope of the assignment? What news does he/she intend to 'break' or share with audiences?
 - What is the story? Is Field to Market the focus or are we being asked to comment on a broader issue?
 - What other organizations or individuals has the journalist been speaking (or does he/she intend to speak)
 with?
- 3. Who specifically or what type of Field to Market spokesperson does the journalist want to speak with or interview?
- 4. Where will the article, blog post, broadcast or other kind of reporting appear?
 - Will it be solely for an online publication?
 - Will it go to print?
 - Will it be online but could eventually go to print?
- 5. When will the piece be published? What is the journalist's timeline?
 - Is there a hard deadline by which he/she must have final answers or interview completed?
- 6. What is the question format?
 - Is this a request for an in-person or phone interview?
 - Can the journalists share questions, or sample questions, for Field to Market to consider answering the request?

DO YOUR HOMEWORK

- Remember to never agree to a request or grant an interview without first vetting the journalist, the opportunity and determining what kind of impact mention of Field to Market in the news could have.
- How seasoned or amateur is he/she?
- How many articles/broadcasts has he/she published/produced?
- What is the extent of the journalist's following on Twitter, via RSS feeds, Google search results?
- Read/watch the journalist's previous work. Get a sense of the journalist's style, tone and authority on the topics he/she covers.
- Does the journalists tend to have a bias?
- Search for any previous reporting by the journalist on peer organizations, Field to Market members and/or stakeholders in the past. Determine if there was a particular subjective slant to the coverage.
- Familiarize yourself with the journalist's outlet. Is it a well-regarded publication/news outlet? Has it covered Field to Market or related issues in the past? If so, has the coverage skewed positive, negative or neutral as it relates to Field to Market?

Working with Carter Purcell, Field to Market's Communications & Membership Manager, you can decide if and how to engage with the journalist. Whether it is you or someone else who engages with the journalist, be sure to reference Field to Market's Dos and Don'ts for Media Engagement and follow-up with Carter after the interview to provide an overview of the questions asked, general tone of the conversation and anticipated print/air date.

PREPARING FOR AN INTERVIEW

When you are called upon to speak to the media on behalf of Field to Market, prepare for the interview by:

- Researching the reporter, publication/program, interview format and audience. This will help you anticipate the type of information they want to receive.
- Knowing what you want to say.
 Review the Field to Market key message points included in this document.
- Jotting down likely questions and appropriate answers.
 Also refer to the "Frequently Asked Questions" included in this document.

REMEMBER:

Always refer to the organization as "Field to Market: The Alliance for Sustainable Agriculture" on the first reference. "Field to Market" may be used for follow-up references.

DOS & DON'TS FOR MEDIA ENGAGEMENT

DO

- Be brief. Quotable content is king. Reporters appreciate colorful, positive images and phrases to quote. Keep your comments short, simple and matter of fact.
- Avoid jargon. Remember your audience and think about what language, level of sophistication and technical detail will speak best to them and relay the most important points for and about Field to Market.
- Ask for clarification if you don't understand a question.
- Be as helpful as possible, even if you must defer to another expert. Reporters will appreciate your assistance and will be more likely to call you in the future.
- If you don't know the answer, say you'll get back to them and be sure to follow up.
- Offer feedback when appropriate. If a story contains a major error, bring it to the reporter's attention. If you like the story, send a thank-you note.
- Keep in mind that every encounter with the media is an opportunity to communicate what is important to Field to Market. All engagements with the media are entry points to weave key messages into your responses in a natural way.

DON'T

- Ask to review or approve the story before it is published.
- Say "no comment." It makes you sound as though you have something to hide and can appear defensive.
- Ask to speak off the record. Presume everything you say is on the record and can be published or broadcast verbatim and attributed to you. This applies to anything you say before, during and after a formal interview; to email; and to social media posts.
- Say anything you shouldn't. A good journalist will ask tough questions, but you are not obligated to answer them. Rather than bluffing your way through, be upfront and say that you don't know and will look into the matter and get back to the journalist.
- Ignore a reporter's request for an interview.
- Mislead or lie to a reporter.

FIELD TO MARKET STORY ANGLES

UNLIKELY ALLIES: COMPETITORS SET ASIDE DIFFERENCES TO COLLABORATE PRE-COMPETITIVELY TO ADVANCE SUSTAINABILITY.

Field to Market brings together competitors like General Mills and Kellogg's, Coca-Cola and Pepsi, ADM and Cargill, Bayer and Corteva to collaborate on creating a supply chain sustainability program.

TRANSPARENCY IN SUPPLY CHAINS LIKE NEVER BEFORE - AND IT'S GOOD FOR BUSINESS.

Companies open up to show the entire lifecycle of a product and demonstrate how pursuing sustainability from the production of raw materials through manufacturing and transport to the store makes sense for the customer, the environment and the bottom line.

LEADERS FOR A BETTER TOMORROW

Showcases growers, industry executives, conservationists and professors working together to solve for our most pressing issues--from climate to biodiversity.

DOING MORE WITH LESS

Demonstrate how efficiencies are good for the bottom line and the environment, highlighting how agriculture is driving sustainability outcomes and enhancing farmer livelihoods.

TAKING SUSTAINABLE AGRICULTURE FROM NICHE TO NORM

Field to Market's Continuous Improvement Accelerator harnesses the power of the full food and agriculture value chain to implement and scale locally-led conservation projects.



8
Speaking Opportunities

SPEAKING OPPORTUNITIES



INCLUDING FIELD TO MARKET IN YOUR PRESENTATIONS

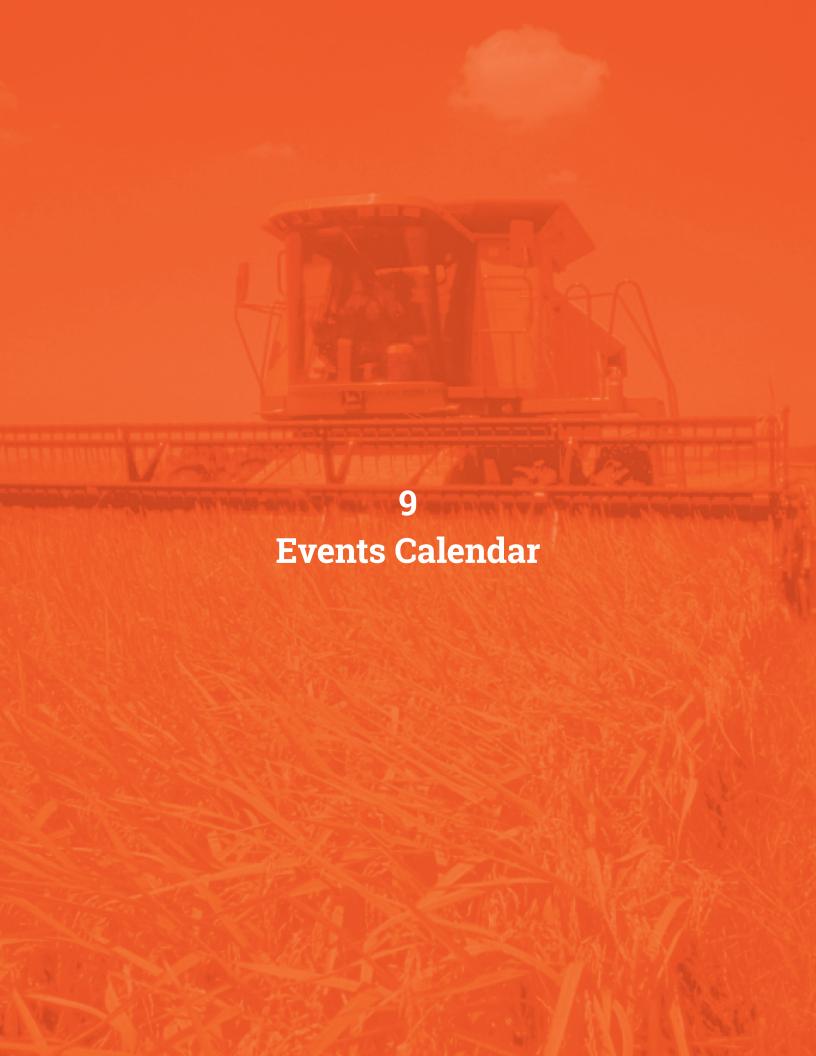
Many of our members are frequent and sought-after speakers at industry events and conferences. When relevant, we encourage you to amplify your participation in Field to Market at these engagements. If you or another member of your organization is scheduled to speak at an event and plan to include Field to Market in your comments, please inform us of the scheduled presentation by emailing **Carter Purcell (cpurcell@fieldtomarket.org)**.

A **Field to Market 101 Presentation** is available on the **Field to Market Member Portal**, and Field to Market would be happy to work with you to develop additional slides or materials. We would appreciate the opportunity to review your prepared comments to help ensure consistency in our message. In addition, sharing these opportunities is beneficial in tracking the audiences we have reached with Field to Market information and helping us anticipate requests for information that may follow such an event.

JOINING FIELD TO MARKET'S SPEAKERS BUREAU

Field to Market regularly receives speaking invitations from industry conferences and events. If you would be interested in representing Field to Market, please send an email to Betsy with the following details:

- How far would you be willing to travel (cover conference in my state, flexible)?
- What topics are you comfortable speaking on (grower engagement, sustainable business, environmental issues, supply chain, big data, precision agriculture)?
- Would you be willing for Field to Market to pitch you as a speaker or panelist for key events?



EVENTS CALENDAR

NEWS "PEGS"

Field to Market has the opportunity to focus people's attention and increase the chances of gaining coverage by rallying around specific news "pegs". The following dates can be used an opportunity to communicate about your organization's participation in Field to Market and contributions to sustainable agriculture during 2020.

JANUARY • World Economic Forum at Davos

Opportunity to collaborate with member companies on major milestones or commitments related to sustainable agriculture.

FEBRUARY • Spring Fashion Week

Opportunity to engage in conversations around the work that Field to Market and the cotton industry are undertaking to make fibers and fashion more sustainable.

MARCH 24 • National Ag Day

Opportunity to recognize and celebrate Field to Market's contributions to advancing the sustainability of U.S. agriculture.

MARCH 22 • World Water Day

Opportunity to demonstrate Field to Market's efforts to help growers track continuous improvement in water quality on their farm by assessing irrigation; nutrient, tillage and pest management; and conservation practices.

APRIL 22 • Earth Day

Opportunity to demonstrate how Field to Market's membership is solving for sustainable ag's most pressing issues, from climate to biodiversity, and working towards a healthier planet. Earth Day 2020 will mark the 50th anniversary of the world's largest environmental movement.

MAY 22 • Biodiversity Day

Opportunity to shine a light on the critical role agriculture has to play in supporting biodiversity on the field and landscape level.

JUNE 5 • World Environment Day

Opportunity to demonstrate how Field to Market unites the entire agricultural supply chain to drive continuous improvement in environmental outcomes.

SEPTEMBER • Climate Week

Opportunity to spotlight Field to Market's role in supporting climate smart ag and uniting our membership to solve for our most critical environmental concerns.

SEPTEMBER • National Rice Month

Opportunity to engage in conversations around the work that Field to Market and the rice industry are undertaking to promote sustainability for U.S. rice growers.

SEPTEMBER • Fall Fashion Week

Opportunity to engage in conversations around the work that Field to Market and the cotton industry are undertaking to make fibers and fashion more sustainable.

OCTOBER 12 • National Farmer's Day

Opportunity to recognize, celebrate and thank growers who campion conservation practices in their work with Field to Market and your organization.

OCTOBER 16 • World Food Day

Opportunity to engage consumers in a conversation on agriculture and food production and the efforts of U.S. growers and the value chain to deliver sustainable outcomes for agriculture.

NOVEMBER 9 - 19 • UN Climate Change Conferences

Opportunity to engage with FIeld to Market members and global agriculture stakeholders to demonstrate agriculture's potential to drive solutions to the climate crisis.

DECEMBER 5 • World Soil Day

Opportunity to shine a light on the critical role soil health plays in delivering sustainable outcomes for agriculture.

CONFERENCES & EVENTS

The following list are the types of upcoming conferences, issue summits and notable events convening influencers and stakeholders that are relevant to Field to Market. If you or your team will be attending these events, please let a member of Field to Market staff know. We are always interested in collaboration with our membership on presentations, panel discussions or announcements surrounding sustainable agriculture.

JANUARY

American Farm Bureau Federation Annual Meeting

Each January, thousands of the more than 6.1 million American families who are members of Farm Bureau get together to conduct the business of the national organization, benefit from informative sessions on agricultural and rural issues and share camaraderie with their fellow farmers and ranchers.

Beltwide Cotton Conference

Three days of individual reports, panel discussions, hands on workshops and seminars are designed to provide attendees with information they need to help producers make key cotton production/marketing-related decisions.

FEBRUARY

Green Biz Forum

Defines the trends, challenges and opportunities in sustainable business now.

Commodity Classic

Farmer-focused and farmer-led convention and trade show hosted by National Corn Growers Association, American Soybean Association, National Association of Wheat Growers and National Sorghum Producers.

Annual Meeting of the National Association of Conservation Districts

Opportunity to participation in forums discussion natural resource issues and legislation, influence conservation policy and connect with landowners, partnering organizations, companies and government agencies.

MARCH

Ceres Conference

Brings together more than 600 corporate sustainability leaders, the country's largest institutional investors, and leading social and environmental advocates to mobilize action on the world's most significant sustainability challenges.

Global Food Security Symposium

Convened annually by The Chicago Council's Global Agricultural Development Initiative, the Symposium on Global Agriculture and Food Security provides a platform for discussion about the US government and international community's progress on addressing the problem of food insecurity.

APRIL

Food + Beverage Environmental Conference

Brings together senior environmental managers from food and beverage companies to share their experiences with sustainable practices, environmental compliance and new technologies and approaches.

Water for Food

Brings together experts from around the world to explore how the data revolution can help address the need for global water and food security and improve the productivity and sustainability of small and large farmers.

Waste to Worth

Brings together the nation's best science on animal agriculture and the environment with a focus on innovative outreach, opportunities to meet and network with outstanding people, and learning from multidisciplinary specialists in a collaborative atmosphere.

JUNE

Sustainable Brands

The largest gathering of global sustainability and brand professionals who have focused attention on understanding and leveraging the role of brands in shaping our future.

Aspen Ideas Festival

Gathers some of the most interesting thinkers and leaders from around the US and abroad to present their ideas, showcase their work, and engage with you as they discuss the issues that inspire them.

Forbes Agtech Summit

The annual Forbes Agtech Summit brings together over 600 global agriculture leaders and entrepreneurs to tackle some of the world's most critical challenges.

AUGUST

Farm Progress Show

Producers from the U.S. and around the world attend this key annual agricultural event. The show is an excellent learning opportunity for producers and includes a wide variety of marketing, management and production seminars.

CONFERENCES & EVENTS (Continued)

OCTOBER

Forbes Global Food Forum

Hear leaders in agribusiness, food production, consumer products, economics and government discuss and debate how changing new technology, global competition, consumer tastes and other trends are transforming the sector, to unleash new perspectives and insight through dynamic interviews and a highly interactive program.

Bioneers

Highlights breakthrough solutions for restoring people and planet, acting as fertile hub of leading social and scientific innovators with practical and visionary solutions for the world's most pressing environmental and social challenges.

3BL Forum

Brings together corporate leaders keenly focused on how to simultaneously be more sustainable and profitable and build a sustainable supply chain.

Borlaug Dialogue

Features expertise and diverse perspectives on global agriculture from governmental leaders; policymakers; farmers; CEOs and executives from agribusiness; leaders of non-governmental organizations; and scientific, academic and development experts from around the world.

James Beard Foundation Food Conference

National, invitation-only conference is held over several days each fall. Leading up to the larger gathering, the Foundation conducts smaller regional meetings, or "salons," around the country to explore related themes.

NOVEMBER

Sustainable Agriculture Summit

The premiere agriculture sustainability event in the U.S., Field to Market hosts the Sustainable Agriculture Summit along with the Innovation Center for U.S. Dairy and other partners, convening nearly 600 food and agricultural supply chain leaders and experts.

National Association of Farm Broadcasters Convention

Each year, NAFB members gather in Kansas City, Missouri for three days of professional improvement, networking, listening to newsmakers and celebrating the accomplishments of their peers.

Business for Social Responsibility

The BSR Conference will explore how transparency can transform supply chains, energy and climate, consumer engagement, community impacts, and more, and how businesses are managing differently in a fully transparent world.





COMMUNICATIONS OPPORTUNITIES FOR NEW MEMBERS

Welcome to Field to Market: The Alliance for Sustainable Agriculture! As you embark on your sustainability journey, we encourage you to utilize our Communications Toolkit to tell your story of collaboration with Field to Market. This section offers a few simple steps to take as a new member to ensure you are making the most of your commitment to sustainable agriculture through membership in Field to Market.

Members throughout the value chain have critical sustainability stories to tell—and Field to Market wants to partner with you to make the most of those communications opportunities. Whether you are communicating the impact of conservation practices to your customers down the supply chain, sharing best practices and lessons learned with others in the industry, or communicating about the environmental impact of ingredients directly to consumers. Field to Market offers resources to help you craft a credible sustainability story.

We encourage you to take the opportunity to announce your membership with Field to Market. Here are additional steps you can take to communicate about your membership:

- Determine whether you would like to announce your membership with a press release and amplify sustainability commitments and leadership to consumers, partners or other stakeholders. Field to Market offers templates press releases to make this process as simple as possible.
- **Provide a web and print resolution of your logo** for use in Field to Market collateral and presentations. With a clear and current logo, we are able to share your membership on our Members web page and in Field to Market overview materials.
- Review our Claims Protocol to explore how to communicate about your participation in Field to Market on your communications channels and make verifiable claims.
- Register for upcoming Field to Market In Focus webinars to stay up to date on topics of interest for membership.
- Connect with us on social media @FieldtoMarket to stay up to date on Field to Market news.
- Provide this Toolkit or connect us with your communications team members to ensure your organization is prepared to communicate your sustainability commitments and leadership.

Questions? Contact Communications and Membership Manager Carter Purcell (cpurcell@fieldtomarket.org) to learn more about communications opportunities or to schedule a membership orientation.





SHINING A LIGHT ON SUSTAINABILITY LEADERS

Through our Awards and Recognition program, Field to Market publishes content throughout the year recognizing exceptional growers, collaborations and trusted advisers, as well as recognizing an annual Farmer of the Year, Collaboration of the Year and Trusted Adviser of the Year.

These sustainability leaders are recognized through articles, videos and media placements. Field to Market encourages members to utilize these pre-packaged, easy to understand materials to share success stories with your audiences. Joining the conversation--by sharing this pre-packaged content or submitting a nomination for a leader deserving of recognition--can help your organization and Fleld to Market shape a credible and positive story around the sustainability of U.S. agriculture.

WHY SHOULD I ENGAGE WITH FIELD TO MARKET'S RECOGNITION CONTENT?

Whether congratulating one of your partners in the supply chain on their Sustainability Leadership Award, or sharing your own project's accomplishments, amplifying content about sustainability leaders is a simple way for members across the value chain to communicate easy-to-understand conservation success stories.

Consumers are asking more questions about where and how their food is grown, so sharing personal and positive messaging of sustainability done right can help inform consumer audiences about on-farm realities they may be removed from. In addition, farmer, adviser and supply chain success stories can inform stakeholders within the value chain about replicable best practices to improve sustainability outcomes and scale sustainable agriculture.

HOW CAN I GAIN RECOGNITION FOR MY SUSTAINABILITY LEADERSHIP BY FIELD TO MARKET?

We encourage our members to submit nominations to recognize exceptional projects, growers or trusted advisers, whether through our monthly Spotlight Series or annual Sustainability Leadership Awards. To learn more about criteria and deadlines, visit the Member Portal.

FIELD TO MARKET'S RECOGNITION CALENDAR



Monthly Member UpdatesSpotlight articles published

June Plenary

Spotlight Honorees Announced

November Plenary

Sustainability Awards Winners Announced; videos and articles published



WHAT ARE THE SUSTAINABILITY LEADERSHIP AWARDS?

Field to Market's Sustainability Leadership Awards program recognizes exceptional leaders from across our membership, honoring a Farmer of the Year, Collaboration of the Year and Trusted Adviser of the Year which have demonstrated outstanding commitments to sustainability.



WHY SHOULD I SHARE AWARDS CONTENT?

The Sustainability Leadership Awards present an opportunity for agriculture stakeholders to congratulate their peers on exceptional achievements and share success stories that contain replicable sustainability strategies for organizations across the value chain. Field to Market honors Sustainability Leadership Awards winners with easily share-able communications materials celebrating their accomplishments, including:

- Recognition at Field to Market's November Plenary
- Coverage by ag trade, sustainability and local press
- Production of a video and article published on Field to Market's channels

HOW CAN I JOIN THE CONVERSATION?

Congratulate awards winners and amplify sustainability success stories across your channels:

- Congratulate award winners tagging @FieldtoMarket, along with a quote or summary of their unique practices
- Share Field to Market's pre-packaged materials on your social media, newsletter or website
- Amplify local, ag trade and sustainability media coverage

KEY MESSAGES

- [Your organization] is proud to partner with @FieldtoMarket and conservation leaders like [awards winner] who are moving the needle on the sustainable of U.S. agriculture.
- Trusted advisers have a key role to play in advancing continuous improvement on the farm level. Learn how @FieldtoMarket's Trusted Adviser of the Year works with farmers to improve their bottom line and environmental footprint.
- Congratulations @FieldtoMarket Farmer of the Year [winner]! [Your organization] works with [crop] farmers like [winner] to improve their environmental footprint. Learn more about their sustainability journey.



EXPLORE PAST SUSTAINABILITY LEADERSHIP AWARD WINNERS

WHAT IS THE SPOTLIGHT SERIES?

Field to Market is committed to recognizing' stewardship and conservation efforts across the supply chain. For the past three years, we have recognized exceptional growers through a monthly Farmer Spotlight series. Beginning in 2020, we will introduce Project Spotlights and Trusted Adviser Spotlights to showcase additional success stories throughout our membership..

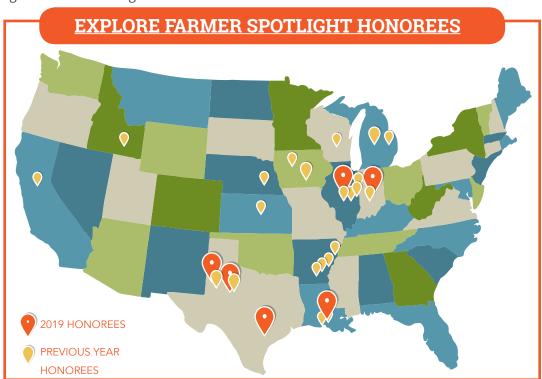
WHY SHOULD I SHARE SPOTLIGHT STORIES?

Organizations across the value chain can benefit from sharing success stories in sustainable farming. Field to Market's Farmer Spotlight Series has highlighted dozens of conservation champions around the U.S. who work closely with our membership. Sharing these easy-to-understand, bite-size success stories can help organizations across the value chain shine a light on the exceptional practices they are supporting through their membership in the Alliance.

HOW CAN I JOIN THE CONVERSATION?

We encourage our members to repurpose and amplify our Spotlight Content throughout the year. These articles are written for any audience to understand how sustainable management techniques help farmers protect their land and improve their bottom line. Help amplify Farmer Spotlight Honorees through:

- Congratulate honorees and tag @FieldtoMarket, along with a quote or summary of their unique practices
- Share Field to Market's prepackaged materials on your social media, newsletter or website
- Amplify local, ag trade and sustainability media coverage
- Nominate a deserving farmer, trusted adviser or collaboration for future recognition



KEY MESSAGES

- [Your organization] is proud to work with farmer leaders like [Spotlight Honoree] who was recognized as a @FieldtoMarket Farmer Spotlight Honoree! Learn how we support farmers' sustainability journeys:
- Congratulations to @FieldtoMarket Trusted Adviser Spotlight [Spotlight Honoree]! [Honoree] supports farmesr in moving the needle on #sustainability in [region/project/value chain]. Learn more about their accomplishments:
- As a member in Field to Market, [company / organization] is shaping solutions for sustainability in U.S. commodity agriculture. Learn how our Continuous Improvement Project in [region] is supporting farmers in advancing continuous improvement:



FREQUENTLY ASKED QUESTIONS

WHAT IS FIELD TO MARKET?

Field to Market: The Alliance for Sustainable Agriculture is a multi-stakeholder initiative that is working together to develop a supply-chain system for agricultural sustainability. It includes a diverse group of grower organizations; agribusinesses; food, fiber, restaurant and retail companies; conservation groups; universities; and public sectorpartners to focus on defining, measuring and advancing the sustainability of food, fiber and fuel production in the U.S.

The Alliance defines agricultural sustainability as meeting the needs of the present while improving the ability to future generations by focusing on building resilient ecosystems and enhancing farmer livelihoods.

WHY IS SUSTAINABLE AGRICULTURE IMPORTANT?

Nearly all estimates of future demand for agricultural goods suggest a need to double agricultural production by 2050, if not before, to help feed, clothe and transport a growing and more affluent global population.

The entire agricultural value chain must work together to increase food, feed, fiber and fuel production to meet the needs of this generation while preserving the ability of future generations to meet their needs. At the same time, growers need access to resources that will help them identify practices that are both environmentally and economically beneficial.

WHAT DOES FIELD TO MARKET DO?

Field to Market: The Alliance for Sustainable Agriculture brings together a diverse group of grower organizations; agribusinesses; food, fiber, restaurant and retail companies; conservation groups; universities; and public sector partners to focus on defining and measuring the sustainability of food, fiber and fuel production.

Our goal is to provide transparent, science-based leadership that is focused on sustainability outcomes and open to a full range of technology choices. Our suite of measurement tools and programs support growers and the value chain document and demonstrate continuous improvements in key sustainability outcomes and scale sustainable outcomes for U.S.

Together, our membership delivers sustainable outcomes for agriculture by convening diverse stakeholders, providing science-based leadership, scaling our impact through partnerships and enabling credible communications and transparency in U.S. agriculture.

HOW IS FIELD TO MARKET UNIQUE FROM OTHER AGRICULTURE SUSTAINABILITY EFFORTS?

Field to Market is unique in its collaborative engagement of the entire supply chain and key stakeholders, from growers to agribusiness to restaurant and retail companies to academia and the conservation community. It is outcomesbased, grounded in science, technology neutral, and focuses on U.S. commodity crops.

WHO IS INVOLVED IN FIELD TO MARKET?

Field to Market's nearly 140 members include grower groups, conservation organizations, agribusinesses, food, restaurant and retail companies, and academia and research organizations. Our membership list changes frequently. Be sure to check www.fieldtomarket.org/members for the most current list.

WHAT BENEFIT DO GROWERS GAIN FROM FIELD TO MARKET'S WORK?

Growers can benefit from the work of Field to Market in the following ways:

- The Fieldprint® Platform provides a chance to explore how different combinations of production practices can improve or deteriorate progress in natural resource management.
- By comparing their Fieldprint® Analysis to local, state and national averages, growers can better understand how their farm management choices impact natural resources and affect sustainability outcomes.
- Field to Market is dedicated to advancing the discussion of agricultural and food sustainability with full
 representation from growers. The Alliance was created, in part, to ensure growers had a seat at the table in
 discussions that could affect how they are asked to farm. Using the tools developed by Field to Market and
 providing feedback gives growers the opportunity to influence and shape these discussions.
- Grower involvement in Field to Market demonstrates a proactive interest in agricultural sustainability to the consumer.
- Growers benefit from having a common measurement framework which they can use to document and demonstrate the sustainability of their operation to downstream customers.

WHAT BENEFIT DO FOOD AND RETAIL COMPANIES GAIN FROM FIELD TO MARKET'S WORK?

Food and retail companies benefit from a clear, confidence generating program for stimulating and tracking continuous improvement and sustainability in commodity crop production. Field to Market also provides a common sustainability framework, enabling companies to access aggregated, field-level data in a pre-competitive fashion to make sustainable sourcing claims.

WHAT BENEFIT DO AGRIBUSINESSES GAIN FROM FIELD TO MARKET'S WORK?

Farmer-facing agribusiness benefit from a clear business opportunity to provide relevant decision support tools, technologies, programs and initiatives to growers. With the demand signal of downstream, consumer facing companies pointing clearly to Field to Market's program, agribusinesses will benefit from providing tools and programs to help farmers meet participation and continuous improvement goals.

WHAT BENEFITS DO GRAIN BUYERS GAIN FROM FIELD TO MARKET'S WORK?

Grain buyers benefit from a common framework through which they can connect the growers from whom they source commodities to the downstream companies sending demand signals. Through the Field to Market program, these aggregators can report the sustainability of their sourcing areas through a single sustainability platform rather than responding to multiple, competing surveys that may not have the same degree of supply chain support or recognition.

WHAT BENEFITS DO CONSERVATION ORGANIZATIONS GAIN FROM FIELD TO MARKET'S WORK?

Conservation organizations benefit from a sustainability framework in which they can have full confidence through participating in the development of Field to Market's metrics, enabling them to point to Field to Market as the focal point of their agricultural work and goals for production and supply chain sustainability.

HOW DOES FIELD TO MARKET RELATE TO OTHER SUSTAINABILITY INITIATIVES?

Field to Market seeks to harmonize and align our approach with other sustainability efforts throughout the United States and internationally. We seek to find ways to complement other efforts while maintaining our original and differentiated focus on outcomes-based metrics developed through sound science for U.S. commodity crops. For more information on our integrations and partnerships with organizations including SAI Platform, the U.S. Roundtable for Sustainable Beef (USRSB), the Mississippi Rivers Cities and Towns Initiative (MRCTI) and more, please visit www.fieldtomarket.org/press.

ARE FIELD TO MARKET'S SUSTAINABILITY METRICS AVAILABLE IN OTHER FARM MANAGEMENT SOFTWARE?

Field to Market works with six Qualified Data Management Partners (QDMPs) to integrate our eight sustainability metrics into leading farm management and decision software products. We believe that offering our metrics through an API allows farmers greater freedom of choice in how they access sustainability decision-making tools, and streamlines supply chain reporting by integrating our common measurement framework into a variety of available tools. For more information on available integrations, please visit www.fieldtomarket.org/our-program/fieldprint-platform.

WHAT IS FIELD TO MARKET'S CONTINUOUS IMPROVEMENT ACCELERATOR?

The Continuous Improvement Accelerator is Field to Market's program that harnesses the power of collaboration across the entire food and agriculture value chain to implement locally-led conservation solutions and deliver sustainable outcomes for agriculture through member-led continuous improvement projects.

HOW DOES THE CONTINUOUS IMPROVEMENT ACCELERATOR DRIVE SUSTAINABLE AGRICULTURE FORWARD?

Each project in the Continuous Improvement 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. These projects utilize the power of voluntary, and often market-driven, solutions to incentivize improved environmental outcomes and enhanced farmer livelihoods.

13 Using Field to Market Trademarks

USING FIELD TO MARKET TRADEMARKS

"Field to Market", the Field to Market shopping cart logo, and Fieldprint are registered trademarks of Field to Market: The Alliance for Sustainable Agriculture. As such, it is important that you adhere to the following guidelines to ensure proper and approved usage.

OVERARCHING GUIDELINES:

- 1. To maintain consistency in messaging and safeguard Field to Market's brand, prior written approval is required for all communications referencing Field to Market trademarks, which include Field to Market, the Field to Market shopping cart logo and use of the term Fieldprint.
- 2. By utilizing the recommended language for Participation Claims offered in the Claims Protocol, you can expedite the review and approval process.
- 3. At this time communications and Participation Claims are strictly limited to business-to-business communications and/or stakeholder engagement channels (i.e., press release, CSR/sustainability report, sustainability info on website, blog, presentations). Communications and claims are not approved for use in consumer facing marketing materials, product catalogs, or at point of sale materials until measurement and impact claims are developed and finalized.

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.

TRADEMARKS GUIDELINES FOR USE

1. ORGANIZATION NAME

Field to Market: The Alliance for Sustainable Agriculture, is our TRADE NAME, or name under which we conduct business, and, when used in this context, never requires the ° or ™ designation. Field to Market is a noun. When referring to Field to Market as an organization name, with or without the "The Alliance for Sustainable Agriculture" tagline do not include a trademark designation.

Correct: Field to Market provides local, state and national benchmarks.

Incorrect: Field to Market® provides local, state and national benchmarks.

Correct: Field to Market drives continuous improvement in sustainability outcomes.

Incorrect: Field to Market® drives continuous improvement in sustainability outcomes.

2. TRADEMARKS ARE ADJECTIVES

The registered Field to Market and Fieldprint trademarks are used to distinguish products or other relevant nouns. "Fieldprint" when followed by a product name or other noun, such as "Platform," is a registered trademark and should be designated with the "(e.g., Fieldprint" Platform).

DO NOT USE TRADEMARKS AS NOUNS

Trademarks are adjectives and should be treated as adjectives, to be followed by the appropriate noun (e.g., tools, resources, calculator, technology, project) at least in the first mention in the text of a given piece, and thereafter from time to time throughout the piece. After the first mention of a trademark, continue to treat the mark as an adjective, even if the modified noun (e.g., tools, resources, calculator, technology or project) is implied.

DO NOT USE TRADEMARKS AS VERBS OR VERB FORMS

Correct: Use the Fieldprint® Platform to assess environmental performance at the field level.

Incorrect: Use Fieldprinting to assess environmental performance at the field level.

DO NOT USE TRADEMARKS AS POSSESSIVES

Correct: The Fieldprint® Platform spidergram is user-friendly.

Incorrect: A Fieldprint's spidergram is user-friendly.

DO NOT USE TRADEMARKS AS PLURALS

Correct: Growers assessed their continuous improvement by looking at their Fieldprint® Analysis from the past three years.

Incorrect: Growers assessed their continuous improvement by looking at their Fieldprints.

3. TRADEMARK SYMBOL USAGE

It is necessary that you include the appropriate trademark symbol with the associated mark only in the first prominent mention on a piece of marketing collateral, including introductory paragraphs, as well as in the first mention in text copy (but not including headlines, headings, or paragraph titles). In a newsletter, include the trademark symbol the first time a mark is mentioned within each article. In a publication consisting of chapters or on websites, include the appropriate trademark symbol the first time a mark is mentioned in each chapter, or on each new web page.

As stated above, you need to include the *designation only the first time you reference a trademark in a document

4. COMMUNICATIONS AND MATERIALS THAT REQUIRE TRADEMARK SYMBOLS

It is important that the appropriate *symbol is included with our trademarks in the following prominent uses: websites, promotional collateral or brochures, books or other commercial publications, data sheets, and advertisements. Field to Market-authored press releases do not currently require use of trademark symbols within the press release, but it is important that you include an accurate trademark paragraph, including a copyright notice and disclaimer (tradegraph) on all press releases. (See paragraph 5.)

5. TRADEMARK PARAGRAPH AND COPYRIGHT NOTICE (TRADEGRAPH)

At the end of the entire communication, collateral material, publication, or other material ("material") or on the copyright notice page of the material that references Field to Market trademarks, include one tradegraph|incorporating a list of all applicable trademarks used throughout the material (see below). Do not include the "symbols in the tradegraph, however.

Trademark Paragraph, Including Copyright Notice (Tradegraph):

For Field to Market-generated materials: "Field to Market, the Field to Market logo and Fieldprint are registered trademarks of Field to Market: The Alliance for Sustainable Agriculture. All other brand names, product names, or trademarks belong to their respective holders. © [insert year material is published, e.g., 2015] Field to Market: The Alliance for Sustainable Agriculture. All rights reserved."

For third parties who reference Field to Market trademarks: "Field to Market, the Field to Market logo and Fieldprint are registered trademarks of Field to Market: The Alliance for Sustainable Agriculture."

6. NOTIFY US

In the event you see or become aware of any unauthorized or improper use of Field to Market's trademarks, or if you want additional trademark information, please contact Field to Market's Communications & Membership Manager, Carter Purcell (cpurcell@fieldtomarket.org).



FIELD TO MARKET BRAND STANDARDS

BRAND, LOGO, USAGE GUIDELINES

Field to Market relies on the support and assistance of its members to share its story. To help Field to Market members confidently and consistently promote their involvement with the Alliance, the following guidelines and use recommendations have been developed.

Mentions of Field to Market or use of the Field to Market logo must be accompanied by the following statement:

Field to Market: The Alliance for Sustainable Agriculture brings together a diverse group of grower organizations; agribusinesses; food, fiber, 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.

OR

Field to Market: The Alliance for Sustainable Agriculture brings together a diverse group of grower organizations; agribusinesses; food, fiber, restaurant and retail companies; conservation groups; universities; and public sector partners to create opportunities across the agricultural supply chain for continuous improvement in productivity, environmental quality and human well-being.

Examples of proper use of the Field to Market logo in conjunction with information about the effort:

- Internal and external publications (e.g., annual reports, corporate responsibility reports, brochures, etc.)
- PowerPoint presentations
- External web sites or intranets
- Accompanying newsletter articles or Field to Market-specific direct mailings

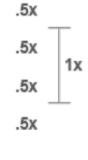
To ensure consistent communications from our members and strengthen the Field to Market brand, we request that members notify us when you intend to communicate about Field to Market or use our logo in external communications.

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.

LOGO GUIDELINES

The Field to Market logo should always be surrounded by a generous amount of clear space, free of any text or imagery. The example shown here illustrates the minimum amount of clear space around the brand. Clear space is measured by half (.5) of the height of the brand (x).





The minimum reproduction size of the brand is based on its width. The brand must never be less than .5" wide.







Tagline



Solid Color (Grayscale)



Knockout



COLOR PALETTE



#F15D22 79 100 О



Pantone 7496 C #6D8D24 40 100 38 109



#33460F 82



#4B3900 0 22 85 C M Y K 85 R G B



I

The standard typeface for all Field to Market communication materials is Avenir Heavy, a contemporary sans-serif typeface. This typeface has been selected for its distinct visual character, weight variations and legibility. Applications include, but are not limited to, brand service/product names, headlines, text, captions, promotional signing, stationery and forms.

Avenir- Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890î&?!;î

Avenir - Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"&?!;"

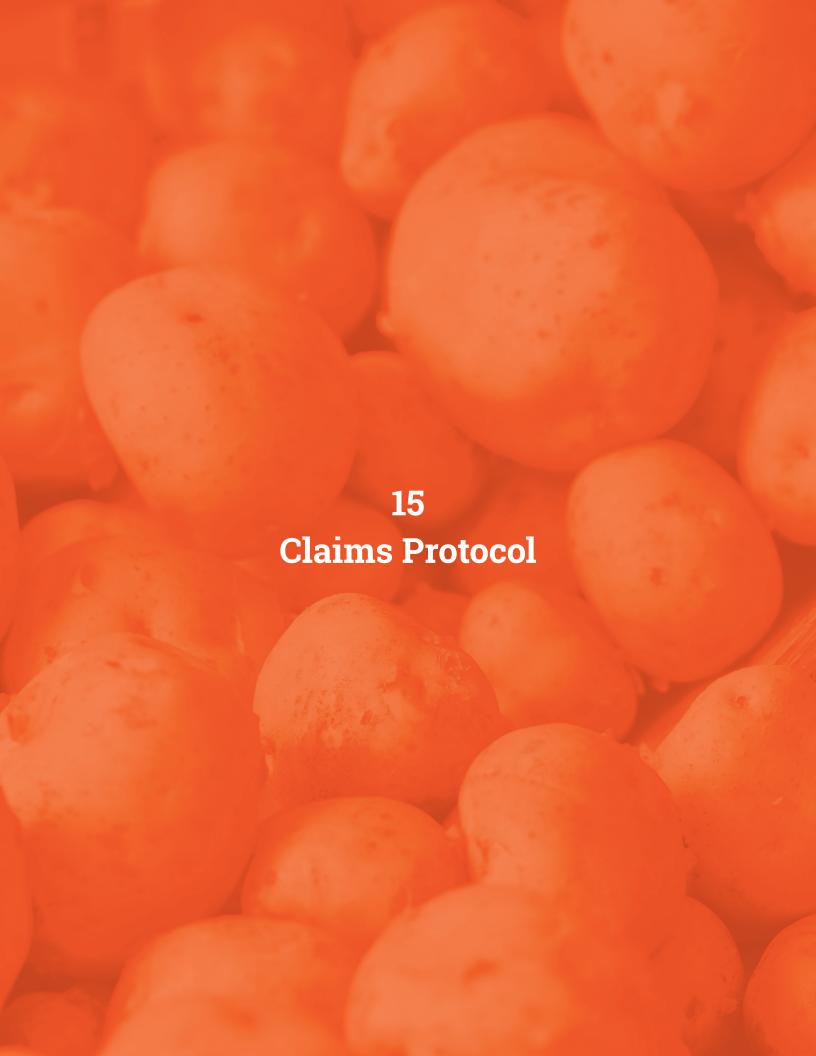
If technical or contextual limitations prohibit the use of Avenir, Arial can be used as an acceptable substitute. This alternate font is recommended for use in Powerpoint presentations, Word documents, Excel spreadsheet, and any contexts in which the documents will have to cross software platforms or multiple desktops, as well as for use in number-intensive charts and tables.

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"&?!;"

Arial - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890"&?!;"



CLAIMS PROTOCOL

This Protocol contains guidance and recommended language approved by the Field to Market Board. The recommended language is available for use in communicating your organization's participation in Field to Market: The Alliance for Sustainable Agriculture in business-to-business communications and/or stakeholder engagement channels. This version contains claims pertaining to membership in Field to Market, engagement with Field to Market, the National Indicators Report, and Fieldprint® Projects. The Protocol will be updated periodically as additional claims are approved for use and to accommodate the improving science behind claims. The current version will be circulated to Field to Market members and posted on the Field to Market intranet site.

This Protocol is currently intended for use only by Field to Market members. Work is underway to enable non-members to make claims regarding involvement or engagement with Field to Market.

CLAIMS GUIDELINES

- 1. Any claims not detailed or addressed in this guidance should be submitted, prior to use, to Field to Market's Communications Director to share with the Verification & Claims Working Group and the Executive Committee for approval. Claims will be reviewed on a monthly or as-needed basis. Send the FTM Claims Request Form to Carter Purcell (cpurcell@fieldtomarket.org)
- 2. Field to Market is a subscriber to The ISEAL Alliance a global non-governmental membership organization whose mission is to strengthen sustainability standards systems for the benefit of people and the environment and is using their guidance on credible sustainability claims to develop and implement its protocols.

ISEAL's definition of a sustainability claim follows:

"Sustainability claims are the words and images used to set apart responsible products, processes, businesses or services. Many claims are carried through the supply chain and inform market sourcing, but stop before reaching the consumer, while other claims consist of a consumer-facing label. It's important that these sustainability messages and labels are truthful, and that their language tells us what has actually been achieved."

PARTICIPATION CLAIMS

REQUESTS FOR 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 or use our logo 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.

Members in Field to Market may communicate their participation using the following statements:

- A. As a member in Field to Market: The Alliance for Sustainable Agriculture, [company / organization] is [engaged in, contributing to, supporting, advancing, creating] solutions for sustainability and continuous improvement in U.S. commodity agriculture.
- B. 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.
- FIELD TO MARKET MEMBERSHIP
- C. 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.

Additional context and guidance:

Claims regarding Field to Market membership should focus on support for and engagement in solution-building and advancement of continuous improvement tools and programs.

Field to Market does <u>not</u> authorize or endorse claims that equate membership alone with sustainability. Membership claims do not serve as a proxy for demonstrated improvement on the ground.

Members involved in Continuous Improvement Projects may characterize their participation by using the following statement

CONTINUOUS IMPROVEMENT PROJECTS

J. [Company/Organization]'s sponsorship of the [Project Name] through Field to Market's Continuous Improvement Accelerator demonstrates our commitment to promoting understanding and solutions for sustainability and continuous improvement in U.S. commodity agriculture.

Members may communicate their engagement and involvement in Field to Market using the following statements:

- D. Our organization is actively working with Field to Market: The Alliance for Sustainable Agriculture to engage [X growers] in measuring continuous improvement of outcomes-based metrics for [y acres] of [crop Z].
- E. [Company] commits to [sustainably, responsibly] source [X percent] of its [ingredient Y] by [20xx] using Field to Market metrics.
- ENGAGEMENT AND INVOLVEMENT WITH FIELD TO MAR-KET
- F. [US Crop A] is working with Field to Market: The Alliance for Sustainable Agriculture to improve the sustainability of [crop A] across the U.S. through continuous improvement.
- G. [US agricultural producers X] are working with Field to Market: The Alliance for Sustainable Agriculture to [reduce soil erosion, improve water use efficiency, increase soil carbon, reduce greenhouse gas emissions, reduce energy use, and/or improve water quality].
- H. [Organization X] supports Field to Market: The Alliance for Sustainable Agriculture and its work with U.S. agricultural producers to [reduce soil erosion, improve water use efficiency, increase soil carbon, reduce greenhouse gas emissions, reduce energy use, and/or improve water quality].

While the National Indicators Report may be cited or referenced, the 2009 and 2012 Report should not be used to make individual sourcing or performance claims. Members may reference their use of Field to Market's National Indicators Report by using the following statements:

I. [Organization X] is using benchmarks from Field to Market's 2012 Environmental and Socioeconomic Indicators Report to assess U.S. commodity crop performance.

Additional context and guidance:

NATIONAL INDICATORS REPORT

Messaging regarding the Field to Market Environmental and Socioeconomic Indicators report should be explicit regarding the timeline of study, the source of data, the units of analysis, and the fact that results represent national averages rather than individual performance.

For referencing the National Indicators Report, see the "How to Cite this Report" section in the Environmental and Socioeconomic Indicators Report.

Field to Market does not authorize or endorse claims that equate Field to Market's national average/benchmark results with the results of specific individuals or geographies. It also does not support claims that equate past performance with future performance or that overlook and/or are not explicit regarding the relevance of units of analysis.

