



*Education and Outreach Committee Meeting Notes  
March 17-18, 2020*

To comply with CDC instructions to limit public gatherings in an effort to manage the spread of COVID-19, the meeting was held entirely remotely.

In attendance: Liz Hunt, Adam Shea, Anna Hartley, Ariel Kittle, Leif Fixen, Sunni Heikes-Knapton, Michelle Yoshinaka, Ryan Kurtz, Amy Roady

*Refreshed Member Portal and Learning Center and Updating the Project Handbook*

Lexi Clark walked the group through the new Member Portal, including the Partnership Exchange and Learning Center. It should be much easier to find needed documents and explore partnerships for effective projects. The handbook will be available for comment on formatting and ease of navigation within the next few days.

**Action items:**

1. If you need help navigating the Member Portal, please send a message to [support@fieldtomarket.org](mailto:support@fieldtomarket.org).
2. Practice looking for documents and other resources using keyword searches. Let Kelly ([kyoung@fieldtomarket.org](mailto:kyoung@fieldtomarket.org)) know of any missing tags and document descriptions or if any of the files are too large and should be reduced.
3. Review the Project Handbook, when available and Lexi ([lclark@fieldtomarket.org](mailto:lclark@fieldtomarket.org)) know what needs to be added and where callout boxes with examples would be helpful.

*Public Metrics Webinar Preview*

Allison Thomson shared a draft of a metrics webinar to be modified for broadcast to the public and solicited suggestions for making the presentation appropriate for non-FTM members. The data metrics input summary chart can be found [here](#). [View the webinar](#) and [submit comments](#).

**Action items:**

1. Kelly will work with Allison to incorporate the committee's suggestions, including adding a section on quantitative measures versus indexes, using graphics to break up the text, including a scale to illustrate the range of possible scores and a sample Fieldprint Analysis.
2. Committee- please have a look at the presentation and send suggestions to Kelly.

*Alignment with other sustainability programs*

Rod Snyder explained how Field to Market partners with a number of other sustainability programs and standards to achieve a more streamlined approach to ag sustainability for growers and supply chain companies and give added recognition and value for growers and companies utilizing Field to Market's metrics and process-based standard. [View Rod's presentation.](#)

**Action item: Kelly and Rod will convert Rod's presentation into a document to share back.**

### *Learning Academy*

The committee offered suggestions for making this two-day member training experience impactful for current and future continuous improvement project administrators. Please note: The Academy is being postponed until July.

**Action item: Project admins, what do you wish you knew about FTM's programs, projects, the Fieldprint Platform, data quality, reporting, verification and storytelling when you started your first project? Please share your suggestions with Kelly.**

### *Updates from Other FTM Committees*

Please see the meeting slide deck for updates.

### *Fieldprint Analysis Tool*

Eric Coronel previewed a data quality tool he designed to help projects identify outliers or incorrect data entered into the Fieldprint Calculator. This tool can be used to communicate within projects, but is not intended as a reporting mechanism.

### *Farmer Case Studies – Michelle Perez, American Farmland Trust*

Michelle shared four new economic case studies on growers that enjoyed financial gains as a result of implementing agronomic practices that improve environmental outcomes. Read more [here](#).

### *Sustainable Ag Resource Inventory*

Sunni Heikes-Knapton informed the group that NACD, the Soil Health Institute and NRCS will be publishing a series of grower case studies later this year. Ryan Kurtz shared that the Plant Management Network will be changing its name soon and will update us once the new name is finalized.

**Action items: Please share any resources that should be included in FTM's new Learning Center. Of particular interest are resources that empower members to recruit and retain growers in projects, offer technical support for regionally specific agronomic challenges or connect economics to conservation agriculture.**