



## FIELD TO MARKET LEARNING ACADEMY

*July 21-22, 2020*

*New Orleans, LA*

**Objective:** This highly interactive, immersive experience will explore how Field to Market's Continuous Improvement Accelerator can help advance your organization's sustainability goals and objectives. Participants will receive valuable training and insights from Field to Market staff and member peers and will leave the Learning Academy better equipped to **craft and implement successful sustainability projects with farmers and supply chain partners across the U.S.**

**Location:** AC Hotel by Marriott, 221 Carondelet Street, New Orleans, LA 70130

30 minutes

**Welcome, introductions and anti-trust reminder**

30 minutes

**Field to Market 101**

- Become reacquainted with Field to Market's guiding principles and get an overview of the programs we offer to advance continuous improvement in commodity crop sustainability

45 minutes

**Process-Based Standard: Understanding the intent and requirements within Field to Market's new standard**

- Convey your organization's unique role in advancing Field to Market's larger theory of change and vision by determining which phase(s) of a farmer's continuous improvement journey you will support
- Communicate the benefits of Field to Market's approach to accelerating continuous improvement to your sustainability, procurement and marketing teams
- Convey the comparative advantage of a process-based standard in demonstrating credible action in advancing sustainable agriculture to colleagues, customers and consumers

90 minutes

**Project Pathways: Lessons from current Project Administrators on how to create a compelling project vision for each distinct pathway**

- Highlight lessons learned from experienced FTM Project Administrators supporting ongoing projects
- Navigate the claims available by engaging different project pathways
- Communicate the requirements for the selected project pathway back to your organization
- Choose a project pathway that will meet your company's sustainability goals
- Understand if you need to set up volume accounting systems, and how to do this for your project

60 minutes

**Connecting Field to Market's Outcomes-Based Sustainability Metrics to Local Natural Resource Concerns**

- Identify the natural resource concerns that are most pressing in within your project's geographic scope
- Align natural resource concerns with Field to Market's eight sustainability metrics
- Focus on the agronomic levers that bring about real, measurable improvements
- Incorporate the metrics into an effective communication plan for growers in your project

90 minutes

**Farmer Engagement: Best practices for recruiting and retaining growers in sustainability projects**

- Learn from a fellow Project Specialist about what motivates farmers to change and how to earn their trust
- Use the Partnership Portal to find key collaborators for grower recruitment and support, including engaging implementation partners in your project area
- Identify appropriate incentives and recognition for growers and effectively communicate the value of participating in your project
- Understand how many growers to target for your project based on your needs

60 minutes

**Fieldprint Platform: Take a closer look at U.S. agriculture's leading sustainability assessment framework and learn how to manage your project within the Platform.**

- Help your growers assemble the right information to easily enter their data into the Platform

- Compare the features and functionality of available Qualified Data Management Partners for managing your project
- View and gain insight into the growers in your project and track their progress.
- Help growers opt-in to your project and assign their individual crop years.
- Create a project benchmark and a project-based rotation system.
- Generate reports for your project, including TSC and SAI.

60 minutes

#### **Data Analysis: Preparing accurate and robust project reports**

- Use the data analysis tool to identify outliers and errors in data entry to ensure inputs accurately reflect how each field was managed
- Uncover project insights using the comprehensive output report and identify opportunities for continuous improvement from the data
- Create meaningful reports and contextualize results for growers and project partners
- Know what to look for in a qualified data analyst to ensure valid and reliable interpretation of the data.
- Be prepared for potential impacts on data reporting from revisions to metrics calculations

90 minutes

#### **Assuring Credible Communications: Exploring opportunities to credibly communicate about project outcomes**

- Explore statements that can be made based on your project
- Differentiate among the types of claims, including which are implicit in the project directory.
- Learn how to make credible adoption claims along the path to quantified impact
- Determining the communications risk that your company wants to assume and your assurance options
- Communicate how Field to Market's metrics and process-based standard align with and support other sustainability programs and standards
- Bring on additional project sponsors after the project is underway

**Commented [KMY1]:** Do we need a glossary? Use plain language

60 minutes

#### **Sustainability Storytelling: Crafting messages that resonate with key stakeholders across the value chain**

- Use Field to Market communications guidance and resources to tell your sustainability story at each phase of your project's lifecycle
- Amplify your sustainability successes through Field to Market's Awards and Recognition Program
- Craft a compelling nomination for Field to Market's Spotlight Series or Sustainability Leadership Awards

30 minutes

**Bringing it All Together: Finding what you need on Field to Market's enhanced Member Portal, Project Directory, Partnership Exchange, and Learning Center**

- Quickly navigate Field to Market's website to get to the resources you need to manage your project
- Contact the right staff member to answer your questions

12:00 noon - 7:00 p.m.

*OPTIONAL FIELD TRIP:* Visit a Louisiana rice farm enrolled in one of Field to Market's Continuous Improvement Projects; end the day with an authentic Cajun dinner

10 hours – 45 minutes of classroom instruction