



Board of Directors | Meeting Minutes

January 27-28, 2020

Washington D.C.

Day One

Directors Present

Chad Bloom, Pheasants Forever; Keira Franz, National Association of Wheat Growers; Suzy Friedman, Environmental Defense Fund; Michelle French, ADM; Stefani Grant, Unilever; Franklin Holley, Keystone; Brandon Hunnicutt, National Corn Growers Association; Jeremy Peters, National Association of Conservation Districts; David Stanko, Nutrien; Megan Weidner, Bunge; Jun Zhu, University of Arkansas

Directors Remote

Margaret Henry, PepsiCo; Diane Herndon, Nestle Purina

Staff and Consultants

Rod Snyder, Field to Market; Betsy Hickman, Field to Market; Eric Coronel, Field to Market; Jamie Richards, Field to Market; Ray Stewart, Thomson Coburn

Motions

- *A motion was made by David Stanko and seconded by Jeremy Peters to approve the consent agenda. Motion passed unanimously.*
- *Election of Officers for the two-year term ending January 2022 approved as follows: Chair-Brandon Hunnicutt, Vice Chair-Jeremy Peters, Secretary-Diane Herndon, Treasurer-Michelle French*
- *A motion was made by Keira Franz and seconded by Dave Stanko to approve the Research Database and allow staff to continue developing the tool and to work on a communications and implementation strategy. Motion passed unanimously.*
- *A motion was made by Michelle French and seconded by Megan Weidner to approve the Process-Based Standard and change the language in section 3.3.3 Innovation Projects, Phase 4, bullet 2: Projects may pursue an Impact Claim, quantifying change over time, by using a minimum of five years of data. Motion passed unanimously.*
- *A motion was made by Stefani Grant and seconded by Keira Franz to approve the Alternative Approach to Impact Claims analysis as recommended by the Verification Committee. A motion to amend was made by Michelle French and seconded by Chad Bloom to ask the Verification Committee to reevaluate the 5-year data threshold for Impact Claims in conjunction with the Science Advisory Council and Metrics Committee. Amendment to the motion approved unanimously. Motion with amendment approved unanimously.*
- *A motion was made by Stefani Grant and seconded by Keira Franz to approve the 2020 Work Plan with noted amendments. Motion passed unanimously.*

Next Steps and Action Items

- The Board formed a subcommittee to review associate member dues and licensing fees ahead of the June Plenary meeting. The subcommittee was tasked with developing a proposal to bring before the Board in May. Any changes to licensing fees could be determined by the Board, but any changes to membership dues would require a General Assembly vote. Members of the subcommittee are Megan Weidner, Chad Bloom and Brandon Hunnicutt.
- Revise the 2020 Workplan to include additional language changes as suggested by the Board (including outcomes and striking the 2020 Sustainability Goals report as written).
- Generate a reference sheet of member corporate sustainability goals that have already been made public.
- Get clarification and more information on three proposed co-convening events before approving Field to Market's engagement: Sustainable Brands, GreenBiz Verge Food Conference and CropLife America Universal Food Conference.
- Staff will develop a red-line version of proposed bylaws changes for review by the Executive Committee. Any changes to the bylaws will need to be presented to each sector and requires approval by the General Assembly.
- Pest Management Report - Staff to revise a key message prior to release: "Protecting crops against damage from pests can be supported by adoption of sustainable and regenerative agriculture practices that build healthy soils, which in turn can support healthy, resilient plants."
- Process-based standard – Reevaluate after one year and determine if a public comment period should be implemented. Include a section on the project amendment form to allow projects to provide an explanation or rationale for changing to a lower project pathway.
- Member Portal – Provide Board member permissions to view all governance documents, including standing committees. Include an option to direct-download documents without having to view the interior resource page.
- Impact Claim Protocol – Alternative Approach to Impact Claims Analysis was approved with the request that the Verification Committee reevaluate the 5-year threshold for making impact claims and make any revisions as necessary, while working with the Science Advisory Council and Metrics Committee.

Proceedings

Opening

Board Chair, Stefani Grant called the meeting to order at 12:07 p.m. and Ray Stewart read the Antitrust Statement. Rod Snyder reviewed old business from the November Board meeting.

Consent Agenda

The consent agenda included review and approval, with an amendment to include Brandon Hunnicutt on the list of Directors Present, of the meeting minutes from November 19, 2019; review and approval of two new membership application

- Zurich (Agribusiness, Full)
- Farmer Business Network (Agribusiness, Associate)

Also included was the revocation of membership from Leaf (Agribusiness, Full) for failure to pay dues or participate in 2019.

A motion was made by David Stanko and seconded by Jeremy Peters to approve the consent agenda. Motion passed unanimously.

Election of officers for 2020-2021 term

The Board discussed the rules and terms of the election and Stefani asked for nominations.

Chair - Brandon Hunnicutt, National Corn Growers Association

Vice Chair – Jeremy Peters, National Association of Conservation Districts

Treasurer – Michelle French, ADM

Secretary – Diane Herndon, Nestle Purina (nominated by Stefani Grant in absentia)

With no additional nominations, the Board approved the election of officers unanimously.

Finance and Operations Update

Rod reviewed the draft December financials and reported cash on hand of \$428,376 with revenue at \$2,688,356 and expenses of \$2,960,199. He next reviewed the timeline for the FY 2019 audit with an expectation that the final report will be presented to the Board in May. Rod also reviewed Field to Market's current grants and asked the Board for ideas and leads on funding organizations that might be interested in Field to Market's existing scope of work.

The Board of Directors went into Executive Session from 12:40pm-1:10pm

Discussion of Associate Member Dues and License Fee Structure

Rod reviewed the prior discussions about licensing fees and associate dues and asked the Board about any feedback from sector meetings. The Board discussed the data management license fee and whether Field to Market should consider a flat-fee, per-acre fee or API call-fee. The Board also discussed how to incentivize associate members to become full members, as well as how to engage smaller companies that wish to make claims but could not join Field to Market.

The Board formed a subcommittee to review associate member dues and licensing fees ahead of the June Plenary meeting. The subcommittee was tasked with developing a proposal to bring before the Board in May. Any changes to licensing fees could be determined by the Board, but any changes to membership dues would require a General Assembly vote. Members of the subcommittee are Megan Weidner, Chad Bloom and Brandon Hunnicutt.

Strategic Plan Implementation: Dashboard of Key Measures of Success

Rod reviewed an update of the strategic plan dashboard and the Board discussed the status of each goal. He noted that the total number of projects and acres in 2019 won't be fully known until April 30, 2020.

Review and Approval of 2020 Work Plan

Rod gave an overview of the 2020 Work Plan which continues to focus on the four overall goals from Field to Market's Strategic Plan and those related objectives and action items.

- I. *Convene Diverse Stakeholders*
The Board discussed events scheduled for the year and emphasized that the Cross-Sector Dialogues should lead to tangibles actions or outcomes.
- II. *Science Based Leadership*

The Board discussed developing a quantitative soil carbon metric and the need to work with other organizations that are also focused on this task.

III. *Scale Impact Through Partnerships*

The Board discussed the new Continuous Improvement Accelerator Program and the need for additional educational opportunities for our members.

IV. *Enable Credible Communications*

The Board reviewed the ongoing harmonization work with other organizations as well as the new Trusted Adviser and Accelerator Program Spotlights. The Board removed the 2020 Sustainability Goals task as written: “Publish a report evaluating outcomes of companies’ 2020 sustainability goals and an outlook on the next decade of public targets and commitments.” Rather, the Board asked for a reference sheet of member corporate sustainability goals that have already been made public.

Rod asked the Board to consider any additional changes to the Work Plan for final action on Day 2.

Strategic Plan Implementation

I. *Convene Diverse Stakeholders*

Rod reviewed the member engagement report from 2019 and discussed the upcoming Cross Sector Dialogues for 2020. Next, Betsy introduced three proposals from other organizations to co-convene or plan events in 2020. The Board discussed the options as well as next steps.

- A. Sustainable Brands: “Moonshot for Good” – The Board was concerned about the amount of work and possible cost for this event, as well as whether the audience would be beneficial for Field to Market. The Board agreed that Field to Market would need to raise an additional \$30,000 to cover the expenses associated with the conference in order to consider it.
- B. GreenBiz: Verge Food Conference – The Board asked for more information on this conference and the specific role of Field to Market. The proximity to the Sustainable Ag Summit was also a concern.
- C. CropLife America: Universal Food Forum – The Board was concerned about being the only NGO partner and that the intended audience might conflict with Field to Market’s 501c3 status if the event was seen as a lobbying effort.

The Board asked for clarification and more information on these three events before approving Field to Market’s engagement with any.

Next the Board discussed the bylaws and potential revisions for 2020 to incorporate some of the changes and items from 2019. Staff will make suggested edits to the bylaws and submit them to the Executive Committee, acting as a Bylaws committee, for review before submitting to the Board and the General Assembly. The Board asked for any general bylaws changes to be submitted en-bloc to the General Assembly, and if a membership change is included that it be separated for individual discussion and approval.

II. *Provide Science-Based Leadership*

- Research Database – Rod reviewed the proposal as well as the comments and feedback received from QDMPs and grower groups. He also outlined the next steps for the database, pending Board approval. The Board discussed messaging and encouraging participation, especially amongst grower organizations.

A motion was made by Keira Franz and seconded by Dave Stanko to approve the Research Database and allow staff to continue developing the tool and to work on a communications and implementation strategy. Motion passed unanimously.

- Pest Management National Trends Report – Rod reviewed the data and results with the Board and discussed the next steps for release of the report. The Board asked staff to revise a key message from the report: “Protecting crops against damage from pests can be supported by adoption of sustainable and regenerative agriculture practices that build healthy soils, which in turn can support healthy, resilient plants.”
- Metrics Review Process and Timeline – Rod and Eric discussed the metrics scheduled for review in 2020. The Civil Society Sector may revisit the Land Use metric and raise some questions or potential suggestions.
- 2021 National Indicators Report – Rod discussed the scope of the report as well as the questions pertaining to USDA data availability.
- Qualified Data Management Partners – Rod reviewed the current QDMPs and the updates on licensing agreement synchronization for 2020.

There being no further business, the Board adjourned until Day 2 at 5:23 p.m.

DAY TWO

Directors Present

Chad Bloom, Pheasants Forever; Keira Franz, National Association of Wheat Growers; Suzy Friedman, Environmental Defense Fund; Michelle French, ADM; Stefani Grant, Unilever; Brandon Hunnicutt, National Corn Growers Association; Jeremy Peters, National Association of Conservation Districts; David Stanko, Nutrien; Megan Weidner, Bunge; Jun Zhu, University of Arkansas

Directors Remote

Margaret Henry, PepsiCo; Diane Herndon, Nestle Purina; Franklin Holley, Keystone

Staff and Consultants

Rod Snyder, Field to Market; Betsy Hickman, Field to Market; Chisara Ehiemere, Field to Market; Lexi Clark, Field to Market; Jamie Richards, Field to Market; Ray Stewart, Thomson Coburn

Opening

Chair Brandon Hunnicutt called the meeting to order at 8:37 a.m.

Strategic Plan Implementation – Continued

III. Scale Impact Through Partnerships

- Process-Based Standard – Rod reviewed the overall timeline and process, then Betsy reviewed the comments and feedback received during the second member comment period. The Board discussed ISEAL requirements and the need for a public comment period to adhere to ISEAL member policies. The Board discussed the following aspects of the Process-Based Standard:
 - Revaluation of the standard and timelines. The Board determined to implement the current standard for one year and then reevaluate to see if changes need to be made, and to reevaluate if a public comment period would be included.

- Qualified Data Management Partners and supporting organizations. The Board asked for flexibility on project support and asked for clarifications to be added for roles within projects to the registration form.
- Establish a policy for projects that are not achieving adequate progress after 3 or more years. The Board discussed the term adequate and asked about the process of downgrading, if it would fall to the Verification Committee or another member-body.
- Level of expectations for how Insight Projects accelerate continuous improvement, and if they are required, like Incubation and Innovation Projects, to select locally relevant conservation practices to improve knowledge and understanding of participating farmers. The Board discussed consistency in wording for Insight but preferred to keep the term 'should' rather than 'must' for at least the first year to gauge participation and implementation.
- Use of baselines from one year of data to establish a point of comparison.
- Allow projects to change status after activation – e.g. moving from Innovation to Insight or from Insight to Incubation. The Board discussed the need for transparency and asked for the inclusion of an explanation or rationale for the change section of the amendment form for projects.
- Requirement of 5 years of data to demonstrate impact. The Board discussed how other groups make claims based on less data or fewer years and the need to allow members to make claims more easily. The Board referred this time requirement back to the Verification Committee to reevaluate impact claims protocols to allow for more flexibility. The Board discussed changing the Process-Based Standard document to refer to the Impact Claim Protocol document rather than specify a time.

A motion was made by Michelle French and seconded by Megan Weidner to approve the Process-Based Standard and change the language in section 3.3.3 Innovation Projects, Phase 4, bullet 2: Projects may pursue an Impact Claim, quantifying change over time, by using a minimum of five years of data. Motion passed unanimously.

- Member-led projects in 2019 – Lexi Clark reviewed the status of projects within the Continuous Improvement Accelerator. Final acreage and numbers will be available following the annual reporting period. The Board discussed RCPP and the possibility of hosting another webinar for members.
- Digital Properties – Lexi Clark demonstrated the new member portal including the Project Directory, Partnership Exchange and Learning Center. The Board asked for necessary permissions to view all governance documents, including standing committees and to include an option to direct-download documents without having to view the interior resource page.
- Continuous Improvement Learning Academy – Rod discussed a new training event focused on project administrators to walk through all aspects of the new Continuous Improvement Accelerator. He noted that there would be fees associated with the event for members and associate members, and that registration would be limited.
- SPARC 2020 – Rod reported on the number of current downloads the SPARC online education modules had seen in 2019 and on the goals and work for SPARC in 2020.

IV. *Enable Credible Communications*

- 2019 Media Impressions – Rod shared a chart of media impressions and noted 460M was a record amount for Field to Market.
- Awards Program Changes – Rod reviewed the new recognition opportunities in 2020 with additional “Spotlights” and how these can be used as case-studies for best practices.
- Alternative Approach to Impact Claims – Chisara Ehiemere reviewed the work of the Verification committee in regard to what an acceptable 5-year analysis would look like. She noted that the committee worked in conjunction with the Metrics Committee and Science Advisory Council to develop three recommendations for Board approval:
 1. Agreement that a more flexible, less prescriptive approach to data analysis is acceptable
 2. Agreement to allow the Verification Committee to define and communicate Statistician/Data Analyst Requirements for Projects and for peer reviewers:
 - Skills required
 - Documentation and analysis assistance/guidance that Field to Market should provide
 - Peer review incentives that may be needed
 - Articulate specific steps for Qualified Data Management partners and their analysis
 3. Revise existing Impact Claim documentation to include these clarifications, including a defined timeline for the process (ideally not to exceed six weeks)

The Board discussed their prior request to shorten the time requirement for Impact Claims and asked how this might fit into the flexibility the Verification Committee was already considering. Chisara noted that the Committee had not specifically discussed that. The Board discussed different options for allowing member organizations and companies to make impact claims and asked the Verification Committee in collaboration with the Science Advisory Council and Metrics Committee to determine if a 5-year baseline is needed. However, if a project has 5-years of data, they may still move forward with impact claims while the reevaluation is taking place.

A motion was made by Stefani Grant and seconded by Keira Franz to approve the Alternative Approach to Impact Claims analysis as recommended by the Verification Committee. A motion was made by Michelle French and seconded by Chad Bloom to ask the Verification Committee to reevaluate the 5-year data threshold for impact claims in conjunction with the Science Advisory Council and Metrics Committee. Amendment to the Motion approved unanimously, Motion with amendment approved unanimously.

- Changes to ISEAL Membership – Chisara reviewed the new ISEAL membership structure and its financial implications. The Board looked at other ISEAL members and the global credibility that ISEAL imparts. Chisara noted that she will still serve on the steering committee with ISEAL regardless of Field to Market’s membership level. The Board determined to wait until 2021 and then discuss membership benefits and budgetary considerations.

Brandon referred the Board back to an outstanding item from day one and asked the Board to vote on the 2020 Work Plan. The Board asked for the following changes in the Work Plan: Broaden the language

on the Member Portal description, replace the 2020 Corporate Goals report with a reference document of public member goals.

A motion was made by Stefani Grant and seconded by Keira Franz to approve the Work Plan with noted amendments. Motion passed unanimously.

- Key Harmonization and Alignment Updates
 - SAI Platform – Rod updated the Board regarding ongoing conversations and work with SAI Platform leadership. The Board discussed potential challenges and possible disconnect on intent between the two programs. Rod asked the Board to review a set of FAQ's being developed to help clarify scope of work for each program in the United States.
 - Ecosystem Services Market Consortium – Rod noted the overlap in members between the two organizations and that Field to Market and ESMC have reciprocal membership with one another. The Board discussed additional overlaps in projects and tools as well as where Field to Market's existing program can compliment ESMC's.

Rod referred the Board back to the pre-read materials and distributed slide deck from the meeting to cover the remaining harmonization updates as well as the Standing Committee, Advisory Council and Task Force Updates.

Review Upcoming Meetings/Events

Rod reviewed the draft 2020 meetings calendar and action items from the meeting.

There being no further business, the meeting adjourned at 12:03 p.m.