



General Assembly Materials

Virtual Events

June 23-25, 2020



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Field to Market June Plenary & General Assembly Meeting Virtual Events June 23-25, 2020

Agenda *(All times listed are EDT)*

Tuesday, June 23

10:00 – 11:00 a.m. **New Member and Guest Orientation** ([Join Here](#))

1:00 – 4:00 p.m. **Board of Directors Meeting**

Wednesday, June 24

10:00 – 12:00 noon

Plenary & General Assembly Meeting ([Join Here](#))

- Welcome and opening remarks
 - o Brandon Hunnicutt - National Corn Growers Association
- Keynote remarks
 - o Polly Ruhland - CEO, United Soybean Board
 - o Sara Burnett - VP of Wellness & Food Policy, Panera
 - o Ebony Webber - COO, Minorities in Agriculture, Natural Resources & Related Sciences (MANRRS)
- Announcement of 2020 Spotlight honorees
- Key program updates
 - o Rod Snyder - Field to Market
- General Assembly business
 - o Agenda review and anti-trust reminder
 - o Review & approval of November minutes (VOTE REQUIRED)
 - o Finance and operations update
 - o Proposed revisions to license fees and Associate Member dues (VOTE REQUIRED)
 - o Strategic Plan implementation
 - I. Convene Diverse Stakeholders
 - a) Report on Standing Committee election results
 - b) Update on 2020 Cross-Sector Dialogue Series
 - II. Provide Science-Based Leadership
 - a) Metrics Committee report
 - b) Fieldprint Platform updates
 - III. Scale Impact Through Partnerships
 - a) Update on Process-Based Standard and Accelerator
 - b) Education & Outreach Committee report
 - c) Continuous Improvement Accelerator Academy
 - IV. Enable Credible Communications
 - a) Verification Committee report
 - b) Awards & Recognition Committee report
 - c) Harmonization and alignment updates

2:00 – 3:00 p.m.

Concurrent Sessions

I. **Identifying Research Gaps to Improve Sustainability Measurement and Benchmarking for U.S. Agriculture** ([Join HERE](#))

Speakers: Mark Tomer (USDA ARS), Tai Maaz (University of Hawaii) and Ed Spevak (St. Louis Zoo)

Moderators: Amy Jacobs (The Nature Conservancy) and Adam Herges (The Mosaic Company)

Field to Market's Science Advisory Council is developing a strategic engagement plan to shape research priorities related to measuring and advancing sustainability outcomes for commodity crop production. This session will explore how advancing the science could influence sustainability metrics and strategies in the years to come. Join experts Mark Tomer (USDA ARS), Tai Maaz (University of Hawaii) and Ed Spevak (St. Louis Zoo) for a discussion of research gaps relevant to the Water Quality, Greenhouse Gas Emissions and Biodiversity metrics and how these priority areas are being discussed with research agencies and scientific communities.

II. **Understanding Claims Enabled for Continuous Improvement Projects** ([Join Here](#))

Speakers: Chisara Ehiemere (Field to Market) and Andy Jordan (Cotton Incorporated)

Moderators: Sally Shaver (National Corn Growers Association) and Ellen Herbert (Ducks Unlimited)

Join this session hosted by Field to Market's Verification Committee to explore which claims are now included for Continuous Improvement Projects. Attendees will hear examples to determine which assurance levels will work for your project's claims.

III. **Strengthening Sustainability Impact: A Conversation with Field to Market Project Spotlight Honorees** ([Join Here](#))

Speakers: Stefani Grant (Unilever), Margaret Henry (PepsiCo) and Sarah Carlson (Practical Farmers of Iowa)

This year, Field to Market introduced a new recognition opportunity under our Spotlight series, honoring outstanding supply chain collaborations which are scaling sustainability impact through locally-implemented, member-led Continuous Improvement Projects. Join this session for a panel conversation with one of Field to Market's 2020 Project Spotlight Honorees. Attendees will learn from their peers' project successes, as well as their challenges, in establishing impactful partnerships and supporting farmers in driving continuous improvement.

IV. **Designing for Change: Motivating Conservation Adoption Through Effective Outreach and Education** ([Join Here](#))

Speaker: Center for Behavioral & Experimental Agri-Environmental Research - *Invited*

Moderator: Sunni Heikes-Knapton (National Association of Conservation Districts)

This session will turn to social science to understand the most important drivers of behavior change and how to effectively incorporate these concepts into sustainability strategies and educational materials. We will explore how to craft messages that resonate with the intended audience, including farmers, trusted advisers, landlords and other key stakeholders in the ag value chain.

Thursday, June 25

2:00 – 4:30 p.m.

Cross-Sector Dialogue | Banking on Solutions: The Role of Ag Finance and Crop Insurance in Sustainable Agriculture

*Separate registration required by [clicking here](#).

Farmers are increasingly being asked to consider new agronomic practices that conserve natural resources and produce broader societal benefits related to climate, water and biodiversity; however, financial constraints and productivity risks often create significant barriers to adoption. This Cross-Sector Dialogue will explore emerging opportunities for the ag finance and crop insurance sectors to partner with farmers and the supply chain to accelerate sustainable outcomes for U.S. agriculture.

General Assembly Virtual Meeting Participation Guidelines

- Field to Market participation is governed by its **by-laws**.
- **One voting delegate from each member organization will be sent a link for electronic voting following the General Assembly**; all members and individuals can participate in the online meeting, but only those voting delegates will be permitted to vote online.
- Organizations with more than one person in attendance are asked to **coordinate their comments with their voting delegate to the General Assembly**.
- Conversations are **not for attribution**; a summary characterizing discussion themes, agreements and outcomes will be provided to members. Specific comments should not be quoted or attributed to individual members.
- Members should **use discretion when characterizing the meeting to non-members**.
- Voting delegates are asked to **come prepared**, having read the pre-meeting materials and coordinated with their working group representatives for further information.
- Technical discussions and in-depth conversations on Field to Market activities that do not require a decision item and/or are not highlighted for extended discussion on the agenda will be **delegated back to committees and working groups**.
- Participants are expected to **honor prior agreements of Field to Market**.

Anti-trust Statement

It is Field to Market's strict policy to fully comply with both the letter and the spirit of all applicable state, federal and international anti-trust laws. Because competitors may be present at this meeting, several topics of conversation must be avoided. In general, the types of discussion that must not occur are those that may suggest or imply agreements among competitors with respect to: prices; terms of sale, discounts, credit or any other such items that could impact prices. Other topics that must be avoided include the allocation of customers, markets or territories; bid-rigging; and group boycotts or joint refusals to do business with others.

Field to Market will conduct this meeting in a manner that complies with all applicable anti-trust laws. If at any time during the course of the meeting a participant believes that a topic prohibited under the anti-trust laws is being discussed, or is about to be discussed, they should advise the facilitator and chair who will halt any further discussion.

Proposed Revisions to FTM Associate Member Dues and Project Licensing Fees

Last year, Field to Market’s Board of Directors began reevaluating license fees and Associate Member dues. This current revenue structure was established in 2015, and the organization and its programs have evolved substantially since that time. A subgroup of the board was formed in January 2020 and was asked to develop a set of recommendations to address several pressing issues:

- Prior assumptions regarding programs, services and revenue opportunities need to be revisited as a result of the organizations 2019-2021 Strategic Plan. For example, the emphasis on claims verification within the licensing structure is no longer relevant as staff will have less involvement in verifying claims, and the new online project directory will make more project information publicly available;
- There is a significant risk to Field to Market’s annual budget if large corporate members shift to the associate member category for cost savings. The organization needs to better understand the value proposition for companies to retain full membership, and we need to appropriately price the tools and services for Associate Members; and
- The organization could potentially capture additional revenue if project license fees are structured in such a way to offer aggregate data to non-members. This may include smaller companies that wish to source volumes of crops from registered projects but are not in a position to become members of Field to Market.

As a reminder, the current membership and license structure is as follows:

Revenue Category	Full Member (Corporate)	Associate Member	Non-Member
Membership Dues	Over \$1B: \$ 50,000 \$101M-1B: \$ 35,000 \$51-100M: \$ 15,000 \$11-50M: \$ 10,000 \$10M & Under: \$ 5,000	Over \$100M: \$ 10,000 \$100M & Under: \$ 5,000	N/A
Project Participation Claim	0	\$2,500 each	\$5,000 each
Measurement Claim	0	\$5,000 each	\$15,000 each
Benchmark Database	0	\$5,000 for 3 years	\$5,000 for 3 years
Data Management License Fee	\$7,500	\$12,500	\$25,000

Please note that Field to Market has never invoiced for the categories in yellow nor do we anticipate much future demand.

The Board reviewed extensive analysis from current project engagement, as well as revenue levels for all Full and Associate members. Based on this analysis, the Board adopted the following changes to the dues and licensing structure:

Revenue Category	Full Member (Corporate)	Associate Member (Corporate)	Non-Member
Membership	Over \$1B: \$50,000 \$101M-1B: \$35,000 \$51-100M: \$15,000 \$11-50M: \$10,000 \$10M & Under: \$5,000	Over \$1B: \$15,000 \$100M-\$1B: \$10,000 Under \$100M: \$5,000	N/A
Annual Project Fee*:	0	100,000+ acres: Full membership required 50-100k acres: \$3,500 10,001-50k acres: \$2,500 <10,000 acres: \$1,000	100,000+ acres: Full membership required 50-100k acres: \$7,000 10,001-50k acres: \$5,000 <10,000 acres: \$2,000
Data Mgmt. Annual License Fee	\$7,500	\$12,500	N/A




* Please note that annual project fees are inclusive of the following elements:





- Access to Field to Market intellectual property in the form of aggregate Fieldprint results for supply chain reporting, Scope 3 calculations, public claims, or other purposes consistent with Field to Market policies and protocols;
- Inclusion on Field to Market’s online Project Directory with any relevant claims information as desired (formerly Project Participation Claims, Measurement Claims, Impact Claims, etc.) and access to Field to Market trademarks per existing policies and protocols;
- Four hours of staff services/consultation per project for full members and two hours of staff services/consultation per project for associate members. Staff services billed at \$150 per hour thereafter. (Staff services not available to non-members.) Types of staff support include:
 - General Project Support (Design, Registration, Reporting, etc.)
 - Fieldprint Platform Support
 - Data Analysis
 - Claims Support
 - Communications Support



This new structure more clearly defines the value of Field to Market's intellectual property (aggregate Fieldprint results along with access to Field to Market trademarks), as well as staff support services. The proposal also simplifies the fee structure by wrapping all benefits into one project fee based on enrolled acres.

Please note that the Board has approved changes to license fees, which will take effect in 2021. **According to Field to Market's bylaws, the General Assembly must also approve changes to Associate Member dues levels (i.e. the creation of the \$15,000 Associate dues tier for companies over \$1 billion in annual revenue).** Dues changes would also not take effect until 2021. Lastly, dues levels for full members would remain unchanged under the current proposal.

Strategic Plan Dashboard

Key Success Measure	Status	Update
CONVENE DIVERSE STAKEHOLDERS		
<p>1.1) Five percent annual membership growth with a focus on underrepresented sectors. (2017 Baseline: 134 members)</p> <ul style="list-style-type: none"> • 2019 Target – 140 members • 2020 Target – 147 members • 2021 Target – 154 members 		<p>Field to Market has welcomed 5 new members in 2020, including growth in underrepresented sectors with a new Civil Society representative. While industry consolidation and a weak farm economy created challenges for membership growth and retention in 2019, our current member count stands at 141. With several strong prospects in the pipeline, we are confident we will meet our 2020 goal of 147 members by the end of the calendar year.</p>
<p>1.2) Increase member engagement opportunities, including establishment of new cross-sector convenings to address systemic barriers and opportunities to scaling sustainable agriculture. (2017 Baseline: 59%)</p> <ul style="list-style-type: none"> • 2019 Target – 70% • 2020 Target – 80% • 2021 Target – 90% 		<p>While Field to Market has not yet held an in-person event in 2020 due to COVID-19, we are still seeing strong engagement with more than 80% of members actively participating in programmatic offerings including Continuous Improvement Projects, Standing Committees, task forces and educational webinars as of May 2020. With our June Cross-Sector Dialogue and Learning Academy being held this summer, we expect member engagement to well exceed our goal of 80%.</p>
PROVIDE SCIENCE-BASED LEADERSHIP		
<p>2.1) By 2021, all eight of Field to Market’s sustainability metrics will have undergone the required triennial review to ensure best available science is incorporated, the process is transparent to external stakeholders, and any research needs identified have been clearly communicated to the scientific community.</p>		<p>The Metrics Committee has completed review of 5 out of 8 existing metrics (Irrigation, Soil Conservation, Land Use, Soil Carbon, Water Quality). The committee continues to focus on development and approval of new Soil Carbon and Water Quality metrics and enhancement of the Land Use metric (following completed review) and has begun exploration of a new metric on responsible pest management.</p>

<p>2.2) By 2021, enable farmers to have greater choice in accessing Field to Market’s sustainability metrics by scaling integration with more software providers, thereby expanding acreage influenced. <i>(2017 Baseline: approx. 25M acres through four partners)</i></p> <ul style="list-style-type: none"> • 2019 Target – 30M acres • 2020 Target – 50M acres • 2021 Target – 65M acres 		<p>With the current group of six Qualified Data Management Partners, 33.1M acres have access to sustainability measurement through the integration of metrics from the Fieldprint Platform. Two additional companies have signed data management license agreements, which will increase acreage totals when the APIs officially launch this summer.</p>
<p>SCALE IMPACT THROUGH PARTNERSHIPS</p>		
<p>3.1) One-third of Field to Market member organizations participate in online partnership portal by submitting needs/interests and/or capacity/expertise available.</p> <ul style="list-style-type: none"> • 2019 Target – 30 members • 2020 Target – 41 members • 2021 Target – 52 members 		<p>Currently, 19 member organizations with 24 offerings and 5 projects are listed in the Partnership Exchange. Due to a delay in launch of the Exchange into 2020, member participation in the early months has been impacted. We fully expect to continue growing participation in the tool throughout the year.</p>
<p>3.2) Quadruple the number of active member-driven projects. <i>(2017 Baseline: 51 projects)</i></p> <ul style="list-style-type: none"> • 2019 Target – 85 projects • 2020 Target – 145 projects • 2021 Target – 204 projects 		<p>Currently we have 56 active projects enrolled in the Continuous Improvement Accelerator and 10 prospective projects under development. In addition, Field to Market members have completed data collection for 53 legacy projects. We are evaluating how COVID-19 will impact our ability to enroll the 89 additional projects needed to reach our 2020 target.</p>
<p>3.3) 500 percent increase in acres enrolled in member-driven projects. <i>(2017 Baseline – 1.5M acres)</i></p> <ul style="list-style-type: none"> • 2019 Target – 3.75M acres • 2020 Target – 5.25M acres • 2021 Target – 7.65M acres 		<p>Based on annual progress reports for the 2019 crop year, we had more than 3.7 million acres enrolled in projects last year. We are evaluating how COVID-19 will impact our ability to scale acreage to reach the 5.25M acre target for the 2020 crop year.</p>

ENABLE CREDIBLE COMMUNICATIONS		
<p>4.1) By 2021, reach formal alignment with at least three additional sustainability programs or standards.</p>		<p>Field to Market is currently working with the U.S. Cotton Trust Protocol to determine how best to align our programs through a formal MOU. Several other programs and standards are under discussion.</p>
<p>4.2) Seventy-five percent increase in the number of impressions referencing Field to Market in public communications resulting from Claims, Sustainability Leadership Awards, Annual Impact Report and/or National Indicators Report. <i>(2017 Baseline – 212 million media impressions)</i></p> <ul style="list-style-type: none"> • 2019 Target – 250M impressions • 2020 Target – 300M impressions • 2021 Target – 375M impressions 		<p>Between January- June 2020, Field to Market achieved a total of 27.6 million media impressions. This is a lower volume of member-driven news than most years due to the ongoing COVID-19 pandemic. Nonetheless, the majority of our impressions are generally garnered throughout the summer and fall, and we expect to make up ground with future announcements, including the annual Sustainability Leadership Awards, in order to meet our target of 300M impressions.</p>

Programmatic Updates

I. CONVENE DIVERSE STAKEHOLDERS

Convene diverse stakeholders to support multi-sector collaboration, advance shared learning, and drive collective action.

Elections for Standing Committees

In conjunction with sector calls during the week of June 8th, each sector will hold electronic elections for expiring and/or vacant seats on each of the four standing committees:

- Awards & Recognition
- Education & Outreach
- Metrics
- Verification

Current members are eligible for reelection, and representatives elected this year will serve a term of two years, expiring June 2022. Only full members are eligible to run for seats on Standing Committees. Each organization is limited to serving on no more than two Standing Committees unless a seat would go otherwise unfilled.

Cross Sector Dialogue Series

Launched in 2019, this new series of programs allows our members to dive deeper on co-creating strategies to address opportunities and barriers in scaling sustainable agriculture.

- *Banking on Solutions: The Emerging Role of Ag Finance and Crop Insurance in Agricultural Sustainability* will be held remotely on June 25, 2020. Farmers are increasingly asked to consider new agronomic practices that conserve natural resources and produce broader societal benefits related to climate, water and biodiversity; however, financial constraints and productivity risks often create barriers to adoption. This Cross-Sector Dialogue will explore emerging opportunities for the ag finance and crop insurance sectors to partner with farmers and the supply chain to accelerate sustainable outcomes for U.S. agriculture. Registration is available online [HERE](#).
- *Climate Action 2.0: The Next Decade of Greenhouse Gas Reduction and Climate Resilience Efforts in U.S. Agriculture* will be held in Washington, DC on September 10, 2020. At the start of a new decade, the ag sector is evaluating what's working and where we are falling short with the industry's climate mitigation and adaptation strategies. The stakes couldn't be higher. Extreme weather events threaten to reverse long-term productivity gains in U.S. agriculture at a time when global demand for food is rising. This Cross-Sector Dialogue will explore some of the most creative examples of how the value chain is scaling the adoption of climate-smart agriculture, as well as the serious consequences of not meeting our collective goals.
- *The Human Element: What Social Science Can Teach Us About Building Effective Sustainability Strategies for U.S. Agriculture* is the final event of the year and will be held in conjunction with our Fall Plenary on November 17, 2020 in Phoenix, Arizona. Sustainability experts are turning to social science to learn more about how human behavior and decision-making create barriers and opportunities to advance environmental goals in U.S. agriculture. From consumers' purchases to farmers' agronomic practices, the factors that motivate behavior are complex and extend well

beyond the assumptions of rational economic theory. This Cross-Sector Dialogue will look past the bottom line to explore social and cultural factors that influence farmers, supply chains and consumers in the pursuit of sustainability.

Educational Webinars

Since January, Field to Market has held three webinars in our *Field to Market In Focus* series:

- [Exploring the Partnership Exchange and Member Portal](#), March 9
- [Sustainability Metrics 101](#), April 13
- [Growing Solutions for Soil Carbon](#), May 6

All webinars in the series are recorded and available to members through the Member Portal in the [Learning Center](#).

Upcoming topics in the series include:

- Understanding Claims and Sampling
- Telling Your Sustainability Story
- Fieldprint Platform 101

If there are additional topics which you would like to see covered in a *Field to Market In Focus* webinar, please contact Kelly Young (kyoung@fieldtomarket.org).

Member Portal

On February 25, Field to Market launched its new and vastly improved Member Portal. New features and functionality offer streamlined opportunities to strengthen member participation in Field to Market by building new partnerships, managing projects, accessing key members-only documents, and/or taking advantage of improved learning resources.

We have also implemented a new single sign-on (SSO) feature to ensure our members can easily access all Field to Market tools—including the Fieldprint Platform, Partnership Exchange, Project Directory, event registrations and other tools within the Member Portal—using only one login and password. (*NOTE: Please use your e-mail address to access the [Field to Market Member Portal](#) and [Fieldprint Platform](#). If you have not yet logged into the new Member Portal, please first clear your cookies from your web browser before attempting to log in with your new credentials. Then, click "I forgot my log-in name or password" and set a new password using your e-mail address as the log-in name. To access the Fieldprint Platform while logged in to the Member Portal, simply click on "Fieldprint Platform," then select "Sign in with FTM Account." You may have to verify your email address for security in the Platform.*)

If you have any questions or access issues within the Portal or Platform, so please contact support@fieldtomarket.org.

Sustainable Ag Summit

The sixth annual Sustainable Agriculture Summit is currently scheduled for November 18-19 in Phoenix, Arizona. A survey of past Summit attendees is currently being conducted to determine whether or not this year's Summit can be held as an in-person event as we continue to deal with travel restrictions related to the COVID-19 pandemic. A decision will be made in the next few weeks, and members will be notified directly.

II. PROVIDE SCIENCE-BASED LEADERSHIP

Develop and strengthen Field to Market's science- and outcomes-based resources for measuring sustainability performance and assessing opportunities for improvement.

Metrics

In 2020, the Metrics Committee has focused significant time on advancing adoption of a new water quality metric, advancing development of a new soil carbon metric, and exploring options for a new metric on responsible pest management.

Water Quality

The Metrics Committee has continued to work with USDA NRCS on adoption of the STEP (Stewardship Tool for Environmental Performance) tool as a Water Quality metric. STEP would replace the Water Quality Index (WQI) tool which has been in use in the Fieldprint® Platform since 2014. The new metric would be capable of representing additional detail specific to crop system and region, and account for a wider range of conservation practices. NRCS has released a public website with STEP documentation, and the Committee has approved the recommendation for adoption by Field to Market for a public comment period.

Soil Carbon

The Metrics Committee received a consultant report in late 2019 that provided a proof of concept for a new soil carbon metric developed from remote sensing data products and model simulations. In 2020, the Committee has identified key fundraising requirements to develop and implement this metric for a pilot region (Corn Belt). Funding for initial development has been secured from an NRCS Conservation Collaboration grant and we continue to seek additional funds to ensure timely integration of the new metric in the Fieldprint Platform. Additional details on the approach being considered were presented on a member webinar in early May, and a recording is available on the Member Portal.

Responsible Pest Management

Following the recommendations of the Field to Market Pest Management Taskforce, the Metrics Committee has begun exploring options for a metric on responsible pest management. A member input period in March led to a detailed set of recommendations from the Grower Sector, which have been taken under consideration. In addition, specific input was requested from the Brands & Retail Sector through a survey and listening session. The Committee has begun to outline a list of potential resources and hold discussions with relevant subject matter experts from the Field to Market Science Advisory Council.

Technology

Fieldprint® Platform Version 3.0

We continue the operation, maintenance and enhancement of the Fieldprint Platform (Calculator and Fieldprint API). As part of our continuous release cycle, we have deployed a number of minor enhancements and fixes in early 2020 to both the Calculator and the Fieldprint API. We also continued making ongoing improvements and configuration adjustments to the Platform technical infrastructure hosted on Amazon Web Services (AWS).

We continue our weekly coordination calls with Houston Engineering (Field to Market's ag tech vendor), USDA NRCS, and Colorado State University's (CSU) Object Modeling System

Laboratory to address topics or needs related to the vital Platform integration with USDA environmental models and data services hosted with CSU.

This summer, we are releasing two substantive Platform revisions as part of a yearly science update (scheduled for late June):

- **Farm-Level Biodiversity (Habitat Potential Index):** Building on the existing field-level biodiversity metric, we are releasing a whole farm Biodiversity assessment tool. The tool considers both cultivated and non-cultivated areas of a farm. As with the field-level-biodiversity metric, the tool assesses the habitat potential, or the ability for wildlife to flourish, and evaluates how management decisions contribute to supporting that habitat. The farm-level biodiversity assessment report provides to growers results for all cultivated and non-cultivated areas and provides recommendations within each land cover type to promote biodiversity.
- **N2O Adjustment for 4R Practices:** With this release we are making available for pilot testing a new feature that adjusts the greenhouse gas emissions metric score for certain users who are following 4R Nutrient Stewardship practices with their nitrogen management. If applicable, users will be directed to answer an optional set of questions on their N management and may qualify for a reduction in the nitrous oxide (N2O) component of the GHG score. As this feature is currently only available for corn and wheat in certain parts of the country, it will be optional, and during this pilot phase we welcome input and feedback from users of the Platform and projects focused on GHG emissions reductions and nutrient stewardship.

Fieldprint API Integration with Qualified Data Management Partners (QDMPs)

The Fieldprint Application Programming Interface (API) enables integration with existing farm management, precision agriculture and decision support software. The QDMP ecosystem is a critical strategy for scaling the Field to Market program. As of May 2020, Field to Market has six Qualified Data Management Partners (QDMPs):

- Land.db | Ag Connections (Syngenta) | agconnections.com
- Agrible | Nutrien Ag Solutions | agrible.com
- Centerfield | Bunge North America | bungecenterfield.com
- MyFarms Software Platform | MyFarms | myfarms.com
- Precision Conservation Management | Illinois Corn Growers Association | precisionconservation.org
- Truterra | Truterra LLC (Land O'Lakes) | truterrainsights.com

[More information on current QDMPs](#) can be found in the Learning Center on Field to Market Member Portal.

We continue to engage QDMPs through a newly established QDMP Network, which provides a venue for identifying key tools and resources that could support Fieldprint API implementation. To enhance support for QDMPs, we recently launched a new QDMP Support Portal, which consolidates Fieldprint API resources including Fieldprint API technical documentation, guidance documents, system notifications and quality assurance artifacts. The portal will allow

us to develop knowledge base articles and frequently asked questions to more effectively handle common support requests. Access to the portal is limited to licensed QDMPs.

Technology Advisory Council

Field to Market's Technology Advisory Council (TAC) provides expert guidance to Field to Market's membership on technology decisions when investing in, expanding upon, and advancing the Fieldprint Platform. Throughout implementation of the Fieldprint Platform Version 3, the TAC has advised on key decisions and helped to build processes in areas such as quality assurance. Field to Market's Board of Directors will be appointing new TAC members to a two-year term beginning on July 1, 2020. As the Fieldprint Platform reaches a more steady state, the TAC will take a more strategic, forward-looking focus on how emerging technologies, innovations and concepts can apply to the Platform into the future.

Research

The Science Advisory Council continues work on two main efforts. In January, the Board of Director's approved the Council's proposal for establishment of a Research Database. This would allow for Fieldprint Platform users to opt-in to share their data for use in scientific research aligned with Field to Markets mission and vision. Access to the database would be governed by the Science Advisory Council. Work in 2020 has begun to refine the application protocols, and to begin technology development required for hosting and management of the database.

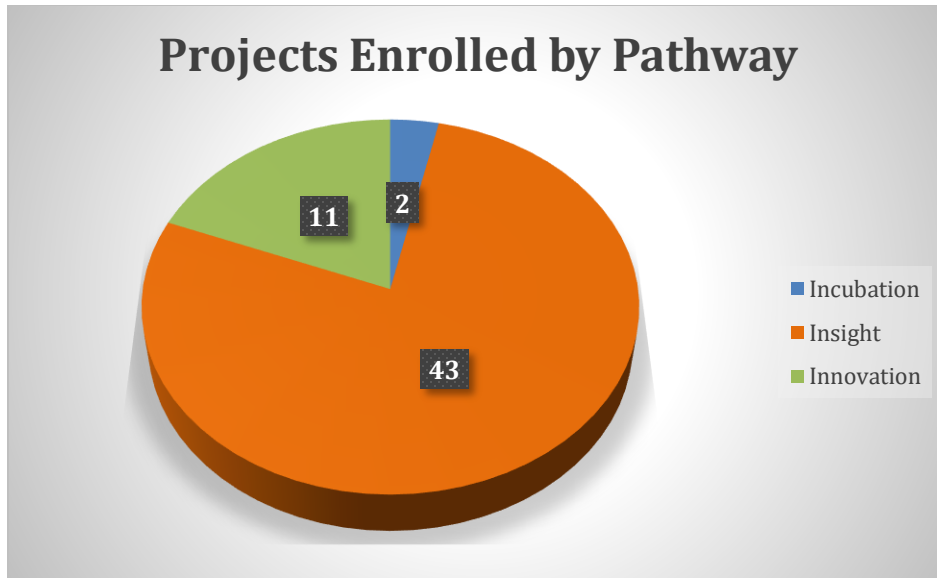
The Science Advisory Council also continues to work on identifying and communicating research gaps in sustainable agriculture to relevant communities. As part of Field to Market's 2019-2021 Strategic Plan, the Council is elevating specific concerns to catalyze research funding to priority areas that would advance adoption of sustainable agricultural practices. Key priority areas include social science research to identify and overcome structural and community barriers to practice adoption; improving nitrogen management recommendations to reduce GHG emissions and enable clear guidance for farmers how to integrate their fertility practices with regenerative agricultural practices; catalyzing development of a research data repository for edge of field water quality measurements that can be used in development of decision support models; and research on barriers to adoption of Integrated Pest Management practices.

III. SCALE IMPACT THROUGH PARTNERSHIPS

Establish a flexible program framework, facilitate partnerships, and leverage capacity to support farmers in delivering improved environmental outcomes at the field and landscape levels.

Continuous Improvement Accelerator Updates

Field to Market launched the Continuous Improvement Accelerator in August 2019, creating a new project framework that offers greater flexibility to meet companies, organizations and farmers where they are—recognizing and supporting different starting points in their sustainability journeys. The Accelerator's project pathways are designed to harness the power of collaboration across the agricultural value chain to implement locally-led conservation solutions and deliver sustainable outcomes through member-led continuous improvement projects.



2019 Statistics

- In 2019, 52 Continuous Improvement Projects across 35 states assessed the sustainability performance of **3.7 million enrolled acres**.
- Over **3,300 farmers** utilized the Fieldprint® Platform or associated farm management software offered by our Qualified Data Management Partners that integrate the Fieldprint Platform’s sustainability metrics.
- Qualified Data Management Partners account for approximately **2,700,000 acres** of the total enrolled acres from 2019. For perspective, this represents **75%** of all enrolled acres in Continuous Improvement Projects for the 2019 crop year.

Table: Continuous Improvement Projects by State and Crop

<u>State</u>	<u>Crops</u>	<u>State</u>	<u>Crops</u>
Alabama	<i>cotton</i>	Mississippi	<i>cotton</i>
Arizona	<i>cotton</i>	Missouri	<i>corn, cotton, soybeans, wheat</i>
Arkansas	<i>corn grain & silage, cotton, rice, soybeans</i>	Montana	<i>wheat</i>
California	<i>alfalfa, corn silage, cotton</i>	Nebraska	<i>corn, soybeans, wheat</i>
Colorado	<i>wheat</i>	Nevada	<i>alfalfa, corn silage</i>
Florida	<i>cotton</i>	New Mexico	<i>cotton</i>

Georgia	<i>cotton, peanuts</i>	North Carolina	<i>cotton</i>
Idaho	<i>alfalfa, barley, corn grain & silage, potatoes, sugar beets, wheat</i>	North Dakota	<i>corn, potatoes, soybeans, sugar beets, wheat</i>
Illinois	<i>corn, soybeans, wheat</i>	Ohio	<i>alfalfa, corn grain & silage</i>
Indiana	<i>corn, soybeans, wheat</i>	Oklahoma	<i>corn, cotton, soybeans, wheat</i>
Iowa	<i>corn, soybeans, wheat</i>	Pennsylvania	<i>alfalfa, corn silage</i>
Kansas	<i>corn, cotton, soybeans, wheat</i>	South Carolina	<i>cotton</i>
Kentucky	<i>corn</i>	South Dakota	<i>wheat</i>
Louisiana	<i>cotton, rice, soybeans</i>	Tennessee	<i>corn, cotton, soybeans</i>
Maryland	<i>alfalfa, corn silage</i>	Texas	<i>alfalfa, corn grain & silage, cotton, soybeans, wheat</i>
Michigan	<i>corn grain & silage, soybeans, sugar beets, wheat</i>	Virginia	<i>alfalfa, corn silage, cotton</i>
Minnesota	<i>alfalfa, corn grain & silage, potatoes, soybeans, sugar beets, wheat</i>	Wisconsin	<i>alfalfa, corn grain & silage, soybeans, wheat</i>

In 2020, six additional projects have been registered so far, bringing our current total to **56 active projects** enrolled in the Continuous Improvement Accelerator across **35 states** with **67 participating Field to Market members**. Since 2019, 12 additional projects have sunset and will be maintained as legacy projects within our Project Directory. (Information regarding an additional 46 inactive Fieldprint Projects implemented between 2014-2018 is available upon request from Field to Market staff.

Process Based Standard

In January 2020, Field to Market's Board of Directors conditionally approved the amended *Process-Based Standard for Accelerating Continuous Improvement in Agricultural Sustainability* to guide projects enrolled in the Accelerator. The approval stipulated a condition for the Verification Committee to evaluate alternative approaches for projects to make Impact Claims in under five years.

In May 2020, the Verification Committee brought forward recommendations for a new claims pathway to document interim improvement in metric outcomes, known as a Trends Claim. The Board voted to approve the Verification Committee's updates to the Process-Based Standard during their May meeting. Learn more about the new claims opportunities enabled by the Process-Based Standard below in Section IV.

The intent behind the Process-Based Standard is to clearly communicate to external stakeholders the credibility and rigor of our members' efforts to advance sustainable agriculture, while also standardizing the process that Field to Market members follow when implementing continuous improvement projects.

The deadline for transitioning existing projects to one of the three new pathways – Incubation, Insight or Innovation – was extended to May 2020 to coincide with the Board's final approval. The Education & Outreach Committee and Verification Committee will work with Field to Market staff to update all project guidance, as well as verification and claims guidance to reflect the new requirements of the Standard for public launch in Fall 2020.

New Digital Tools for Project Management & Improved Collaboration

Project Directory

An updated [Project Directory](#) was launched last fall to increase the transparency of our member-led continuous improvement projects in preparation for implementing the requirements of the Process-Based Standard. The directory assists with documenting and demonstrating progress against individual project's continuous improvement goal(s) and objective(s).

The Project Directory now offers both Field to Market members and interested stakeholders the opportunity to understand the total number of projects enrolled in the Accelerator as well as breakdowns by Member, Pathway, State, Crop, Metrics and Natural Resource Concerns. In addition, the enhanced directory within the Member Portal allows for streamlined project registration and reporting. To simplify and automate the reporting process, projects utilizing the Fieldprint Platform can now pre-populate enrolled growers and acres in the annual report within the enhanced Member Portal enabled through single-sign on and data integration between both systems.

The directory combines an overall summary of a project's continuous improvement strategy with supporting information including engagement targets, objectives, crops, and pathways with annual progress updates as required by the Process-Based Standard. As data is reported each year, projects and interested stakeholders will be able to track the collective achievements of these collaborations in advancing sustainable agriculture across the value chain.

Partnership Exchange

In January 2020, Field to Market launched the Partnership Exchange in the enhanced Member Portal to foster greater collaboration between our members in advancing continuous

improvement. The Exchange supports matchmaking in two key categories: (1) connecting member-driven projects with other project administrators interested in collaborating around given location or crop (both current and prospective) and (2) linking Field to Market members with capacity, expertise and resources to implement continuous improvement projects in various geographies with project administrators needing support.

To date we have 24 offerings and five projects listed on the Partnership Exchange. As members continue to participate in the Exchange, Field to Market anticipates additional collaboration within key production regions to address the critical natural resource concerns. If you have questions about how your organization's capabilities and resources or your project's needs can be listed in the Exchange, please contact [Lexi Clark](#).

Continuous Improvement Accelerator Academy

To support Field to Market members in implementing the requirements of the Process-Based Standard, Field to Market announced the launch of the [Continuous Improvement Accelerator Academy](#) scheduled July 21-30. The Academy is designed to help Field to Market members become better equipped to craft and implement successful continuous improvement projects with farmers and supply chain partners across the United States, learning proven strategies from member case studies. New project administrators will benefit from setting a foundation for success right from the start while existing projects will walk away with a refreshed understanding of strategies to catalyze continuous improvement and a deeper understanding of new claims and verification opportunities available through the Process-Based Standard.

Participants enrolled in the Academy will benefit from four interactive sessions on Tuesday and Thursday afternoons between July 21 and July 30, providing ten hours of valuable training and insights from Field to Market staff, conservation experts and member peers as well as access to pre-recorded online materials and access to exclusive one-on-one sessions with Field to Market staff.

Tuesday, July 21

- Process-Based Standard: Understanding the intent and requirements within Field to Market's new standard
- Project Pathways: Lessons from current Project Administrators on how to create a compelling project vision for each distinct pathway

Thursday, July 23

- Connecting Field to Market's Outcomes-Based Sustainability Metrics to Local Natural Resource Concerns
- 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.
- Data Analysis: Preparing accurate and robust project reports

Tuesday, July 28

- Assuring Credible Communications: Exploring opportunities to credibly communicate about project outcomes
- Sustainability Storytelling: Crafting messages that resonate with key stakeholders across the value chain

Thursday, July 30

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

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

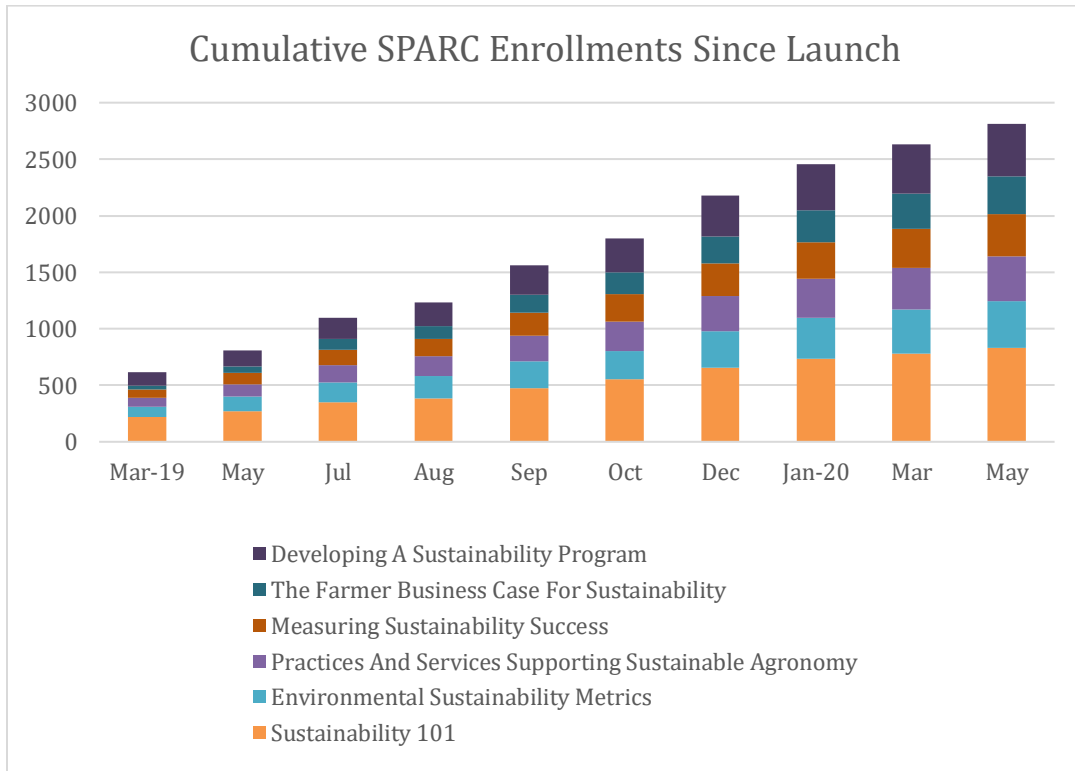
The Academy was initially scheduled as an in-person training in New Orleans but has been moved online due to COVID-19. [Registration](#) for the virtual Academy has been reduced and is available for Full Members at \$175 and for Associate Members at \$325. Given the virtual format, multiple representatives from your organization are welcome to participate in the Academy.

In connection with this immersive training, Field to Market will also release updated guidance this Summer, including a revised Project Handbook as well as topic specific video resources and quick-start guides.

Sustainability Programming for Ag Retailers and Crop Advisers (SPARC)

The SPARC Initiative equips trusted ag retail advisers to deliver improved sustainability outcomes through online learning and downloadable resources, which include:

- A series of six learning modules on the what, why and how of agricultural sustainability. Online versions of the modules can be accessed from the American Society of Agronomy’s CCA classroom. Since March 2019, the SPARC modules have been downloaded a total of 2812 times.



- A Sustainability Manual to accompany the online modules for training staff to incorporate sustainability insights into the products and services they offer their farmer clientele.
- Training decks that reflect the learnings in the online modules are intended to be delivered in a classroom setting. The decks can be mix and match among the six modules for a customizable training experience that fits your company's schedule and needs. A comprehensive Leader's Guide accompanies each deck and equips the trainer to lead a practical and effective learning experience for staff.
- "Know the Issues" Guides explain the top eight environmental issues being addressed in production agriculture. These sheets can be customized with a company logo and packaged to demonstrate sustainability expertise.
- Seven articles in *Crops and Soils* magazine, eligible for one continuing education unit each have been published since early 2019. Each article focuses on an aspect of environmental sustainability and offers crop advisers practical ideas for working with their farmer-clientele.
- Educational advertisements in *AgPro* magazine, encouraging ag retailers to approach the products and services they offer their customers in light of sustainability and to use available resources to help meet their company's staff training requirements.

IV. ENABLE CREDIBLE COMMUNICATIONS

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.

Expanded Claims and Verification Opportunities

The Continuous Improvement Accelerator and the structure of the online Project Directory have created opportunities to enable claims categories previously inaccessible to projects. By ensuring that all projects have developed a Continuous Improvement Plan, and by hosting key Continuous Improvement Project statistics transparently in the Project Directory, Field to Market has developed the elements needed to credibly enable an expanded suite of claims categories. The process required to make many of these claims has also been streamlined.

Project Participation Claim

This is a statement of participation in a Continuous Improvement Project by a Field to Market member organization or licensee, which may also include the number of enrolled acres and growers. All projects will now have access to approved Project Participation Claims through the Project Directory, including the number of acres and growers that are enrolled in projects. The supporting information included in project registrations or annual reports will be approved before posting in the Project Directory, allowing projects to refer to these approved figures in descriptions of their projects to external audiences.

Adoption Claim

An Adoption Claim is related to the uptake of a specific practice or intervention in the context of project that has a public-facing Continuous Improvement Plan. This is a new category of claim responding to a need identified by projects that want to communicate about the work that is occurring on the ground during a project lifecycle. The category allows projects to highlight and celebrate credible action taken within the project to enable improvement in metric outcomes.

Measurement Claim

A Measurement Claims is a one-year snapshots of aggregate environmental outcomes from a Continuous Improvement Project, often used in supply chain reporting or to establish metric baselines. (Please note, Measurement Claims formerly included the number of growers and acres which are now part of the standard Project Participation Claim.)

Trends Claim

A Trends Claim is a new claims category that documents directional improvements in Field to Market's outcomes-based metrics during the initial years of a project. Field to Market's Board of Directors asked the Verification Committee to explore credible pathways for Continuous Improvement Projects to communicate about changes in metric outcomes in the early years of a project. The Committee determined that these types of interim statements of improvement can be enabled by requiring the statements to include appropriate accompanying context such as the number of growers, number of acres, and grower retention rates for transparency.

Impact Claim

An Impact Claim quantifies actual sustained improvements or reductions against Field to Market's outcomes-based metrics at the conclusion of a multi-year project. The Impact Claim and its corresponding Verification Protocol and Guidebook remain unchanged. These are claims of documented sustained improvement in metric outcomes at the end of an Insight or Innovation Project, requiring the review of multiple years of data.

Harmonization & Alignment

Ecosystem Services Market Consortium

In 2018, Field to Market signed an MOU with the Noble Research Institute to begin formal collaboration toward a common goal of scaling ecosystem services for U.S. agriculture. The MOU outlined a mutual commitment to science-based quantification of environmental outcomes and an effort to pursue alignment in methodologies where possible. The agreement formalized both organizations' intent to partner in pilot projects to explore how supply chain sustainability efforts could create a runway for engagement in voluntary ecosystem service markets.

In 2019, the Noble Research Institute founded the Ecosystem Services Market (ESMC) as a standalone, multi-stakeholder organization committed to developing the tools and protocols necessary for a national ecosystem services marketplace. Late last year, Field to Market and ESMC agreed to reciprocal membership between the two organizations to maximize collaboration moving forward.

In May of 2020, Field to Market's Board of Directors established a subgroup to further study and communicate how existing Field to Market assets could be used to accelerate progress in the development of ESMC pilot projects. Potential areas of collaboration include aligning Scope 3 metrics development, data/technology platforms, and supply chain accounting methodologies where possible. Additional workstreams and pilot opportunities between the two organizations are anticipated in the coming months.

U.S. Cotton Trust Protocol

In 2019, the U.S. Cotton Trust Protocol (USCTP) was established as a new sustainability program to enable U.S. cotton producers to assess and verify their current production practices and measure their progress toward long-term sustainability goals. A key component of USCTP

requirements is the use of Field to Market's metrics for field-level sustainability measurement and reporting. The broader cotton industry has also signaled the use of Field to Market's National Indicators Report to track progress against the industry's 2025 quantitative environmental goals. Due to these strong programmatic connection between USCTP and Field to Market, the organizations are currently pursuing a more formal agreement or Memorandum of Understanding to clearly define roles and maximize collaboration.

Mississippi River Cities & Town Initiative

With support from the Walton Family Foundation, Field to Market continues to partner with the Mississippi River Cities & Towns Initiative to develop pilot projects to connect urban and rural stakeholders around improved water quality outcomes through engagement with companies in the food and ag value chain.

At MRCTI's Spring Meeting in March, Mayor Sharon Weston Broome announced that they will partner with Field to Market to create a second pilot with the city of **Baton Rouge, Louisiana**. We are in the process of finalizing a project framework for the first pilot announced last November with the city of **Dubuque, Iowa**. Together with the City of Dubuque and interested Field to Market members, we are exploring opportunities to partner with other cities throughout Northeast Iowa to support farmers in pursuing practices that improve water quality and reduce nutrient loss. Members interested in exploring opportunities for collaboration with either pilot should contact [Betsy Hickman](#) for greater detail on the current status of the project planning process with both pilot cities.

Field to Market Canada

Field to Market Canada announced the election of its first Board of Directors in May 2020. The new Board will focus on steering the newly formed organization through the development of a strategic plan in its initial year of operation. The Board represents diverse leaders from across the food and agriculture value chain who will collaborate to advance the multi-stakeholder group's mission to deliver sustainable outcomes for Canadian agriculture. Leading the Board will be newly elected officers Jeff Wildeman of Ceres Global Ag as Chair, Denis Tremorin of Pulse Canada as Vice Chair, and Russel Hurst of ADM Milling as Treasurer.

Harvey Bradford and Markus Weber of Serecon Inc. have taken on the roles of President and Secretary of Field to Market Canada. The organization analyzed sustainability outcomes for the 2019 crop year with over 150,000 acres now enrolled. Several members will be launching new projects for the 2020 crop year under the Continuous Improvement Accelerator. For any questions on projects and membership in Field to Market Canada, please contact Harvey Bradford at hbradford@serecon.ca.

U.S. Roundtable for Sustainable Beef

Field to Market continues to convene a joint task force with the U.S. Roundtable for Sustainable Beef (USRSB) focused on advancing sustainability in feed production. Since November, members of the Task Force participated in a joint meeting with several stakeholders across the protein value chain to better understand how the broader industry is tackling feed sustainability and present the strategy that the task force is pursuing to create a comprehensive pilot project in Nebraska that engages both farmer/feeders and feedyards in catalyzing continuous improvement in the feed utilized by their operations.

Several changes in the membership composition of the joint Task Force and the impacts of COVID-19 on the protein sector have delayed development of the pilot project. In early 2020, Task Force members worked to identify the targeted sustainability outcomes that the project would focus on, including GHG emissions, water stewardship and land use. The Task Force will review learnings from other projects in Nebraska and jointly develop a Continuous Improvement Plan to inform the project's strategy and approach. The Task Force thanks Nancy Labbe who recently left the World Wildlife Fund (WWF) for her service as co-chair and has selected Constance Cullman from the American Feed Industry Association to serve alongside Damon Palmer from Corteva in leading this joint initiative going forward. WWF will now be represented by Tim Hardman who joins Mikel Hancock from Walmart and Townsend Bailey from McDonalds as new representatives to the Task Force due to staffing changes within their organizations.

If you are interested in observing meetings of the USRSB/FTM Feed Sustainability Task Force or would like to support the efforts of the Nebraska pilot project to advance feed sustainability, please contact Betsy Hickman (bhickman@fieldtomarket.org).

Awards & Recognition

Field to Market's Sustainability Leadership Awards

The annual Sustainability Leadership Awards nomination period is now open through July 31. Please visit the Field to Market Member Portal to [submit a nomination](#) for Farmer of the Year, Trusted Adviser of the Year or Collaboration of the Year.

Field to Market's Sustainability Leadership Awards recognizes farmers, organizations, and trusted advisers who have demonstrated outstanding sustainability leadership through their efforts to advance continuous improvement in the sustainability of U.S. agriculture. Each year, the winners of the Farmer of the Year, Trusted Adviser of the Year and Collaboration of the Year are selected by Field to Market's Board of Directors and the Alliance's Awards and Recognition Committee. In 2019, the Committee introduced Trusted Adviser of the Year as a new awards category which recognizes outstanding leadership by advisers in supporting farmers in their pursuit of continuous improvement. Each recipient demonstrates leadership in the pursuit of continuous improvement, resulting in measurable results and significant impact on both agriculture and the environment.

Nomination Period: June 1 – July 31, 2020

Evaluation & Selection: August 1 - September 1, 2020

Awards video production: August 30 – October 31, 2020

Awards Ceremony: Field to Market's Fall 2020 General Assembly, November 17, 2020

Announcement: Coordinated release leveraging 2020 Sustainable Agriculture Summit, November 18-19, 2020

Farmer of the Year Award

Field to Market's [Farmer of the Year](#) award recognizes a farmer with multiple years of experience utilizing the Fieldprint Platform who has achieved outstanding conservation throughout their operation and is demonstrating leadership in the grower community.

The [2020 Farmer of the Year and the Farmer Spotlight Nomination Forms](#) have been combined for your convenience and is available on the Field to Market Member Portal. Farmers not

selected for Farmer of the Year that meet the Farmer Spotlight criteria, may be highlighted through the 2020 and 2021 Spotlight Series.

In 2019, Indiana corn and soy farmer [Rick Clark](#) was honored as Farmer of the Year for his outstanding dedication to conservation and commitment to delivering continuous improvement in sustainable outcomes. Clark's pursuit of innovation and passion for conservation is illustrated by a rigorous, systematic approach to maximizing the health of his soil, delivering tangible benefits on his land which will leave a powerful legacy in sustaining future generations of his family.

→ [Review the Criteria and Submit a Nomination for Farmer of the Year](#)

Collaboration of the Year Award

Field to Market's [Collaboration of the Year](#) award honors outstanding, multi-sector collaboration and partnership in advancing continuous improvement at the field and landscape level. To be considered for award, stakeholders in the collaboration represent multiple sectors, advance the mission of Field to Market and utilize Field to Market's tools and resources, such as the Fieldprint Platform. Cross-sector collaborations include:

- **Continuous Improvement Projects:** Led by Field to Market members and comprising an array of sectors involved in promoting, defining, and measuring the sustainability of food, fiber, and fuel production. The overarching goals for projects registered in the Continuous Improvement Accelerator is to identify and promote continuous improvement.
- **Public-Private Partnerships:** Collaborations between federal, state, or local government with private industry, such as USDA NRCS Regional Conservation Partnership Program projects or Conservation Innovation Grants, which utilize Field to Market's tools and resources.
- **Industry-NGO Partnerships:** Collaborations between private industry institutions and conservation organizations focused on continuous improvement within supply chains or watersheds, utilizing Field to Market's tools and resources.
- **Other:** Multi-stakeholder collaborations between grower organizations and other supply chain sectors focused on continuous improvement in sustainability outcomes, which utilize Field to Market's tools and resources.

The [2020 Collaboration of the Year and the Project Spotlight Nomination Forms](#) have been combined for your convenience and is available on the Field to Market Member Portal. Collaborations not selected for Collaboration of the Year that meet the Project Spotlight criteria, may be highlighted through the 2020 and 2021 Spotlight Series.

In 2019, Field to Market honored ten Field to Market members as the [Collaboration of the Year](#) for their involvement in the [Rice Stewardship Partnership](#), including USA Rice Federation, Ducks Unlimited, USDA Natural Resources Conservation Service, Walmart.org, The Mosaic Company and the Mosaic Foundation, Nestlé Purina PetCare Company, RiceTec, BASF, Corteva Agriscience and Riceland Foods, Inc. The collective efforts of these members support rice farmers in pursuing continuous improvement in water quality, water quantity and waterfowl habitat protection. By coordinating efforts through all six rice producing states—Arkansas, California, Louisiana, Mississippi, Missouri and Texas—this collaboration brings together partners from each of Field to Market's five membership sectors to provide conservation

services and farmer support that enable participating growers to conserve critical natural resources. including

→ [Review the Criteria and Submit a Nomination for Collaboration of the Year](#)

Trusted Adviser of the Year Award

Field to Market's [Trusted Adviser of the Year](#) award, introduced for the first time in 2019, recognizes knowledgeable and experienced experts that work with farmers in a professional capacity to advise and recommend practices and services that best meet the needs of their operation. We seek to honor exceptional Trusted Advisers who are leaders in the conservation space, serving as advocates to champion improved environmental outcomes and enhanced farmer livelihoods.

Examples of a Trusted Adviser include, but are not limited to:

- Certified Crop Adviser (CCA), independent crop consultant, agronomist, ag retailer representative, seed dealer, equipment dealer, university extension agent, NRCS conservationist, Conservation District specialist, Technical Service Provider, and livestock nutritionist.

The [2020 Trusted Adviser of the Year and the Trusted Adviser Spotlight Nomination Forms](#) have been combined for your convenience and is available on the Field to Market Member Portal. Advisers not selected for Trusted Adviser of the Year that meet the Trusted Adviser Spotlight criteria, may be highlighted through the 2020 and 2021 Spotlight Series.

In 2019, Field to Market honored [Dr. Andrew Jordan](#) as the inaugural Trusted Adviser of the Year for his dedication to enabling cotton producers across Louisiana to adopt new technologies and implement sustainable practices on their farms. Jordan established himself as a trusted adviser not only to farmers but to the wider industry. He has championed the importance of documenting and demonstrating continuous improvement in the sustainability of U.S. cotton through a 30-year tenure at the National Cotton Council, piloting project collaborations between Cotton Incorporated and cotton growers, and as a leading adviser on the newly released U.S. Cotton Trust Protocol.

→ [Review the Criteria and Submit a Nomination for Trusted Advisor of the Year](#)

Tips for a Successful Nomination

As a resource for members preparing nominations for the Sustainability Leadership Awards, we hosted a *Field to Market In Focus* webinar on crafting a strong awards nomination. Please [refer to the webinar slides and recording](#) to learn answers to frequently asked questions and tips on preparing your nomination. Some tips identified by the Awards and Recognition Committee as well as past successful nominating organizations include:

- Start early and ask questions before you begin, ensuring that your applicant meets the full criteria before you begin putting together your application. Criteria is housed on the [Member Portal](#). Nominators should contact Field to Market's Awards staff lead, [Carter Purcell](#), with questions, as they put together applications.
- Build a strong narrative with plenty of examples, strengthening your nominees' story with testimonials from colleagues or customers, examples of success, and quantitative data or analysis.

- Supporting materials like photos, letters of recommendation, or articles can be the differentiator for a strong application.
- Leadership qualities are central to the Awards, so be sure to draw out replicable strategies and examples of how your nominee shines as a leader in the industry.

Promoting & Celebrating Award Recipients

- **Awards Ceremony:** Celebrate the recipients of the Field to Market Sustainability Leadership Awards with diverse stakeholders across the Alliance's membership followed by an evening reception as the capstone of Field to Market's Fall Meeting.
- **Farmer of the Year and Collaboration of the Year Video:** First showing at the Field to Market Awards Ceremony, available online the following morning.
- **Field to Market Website:** A landing page was created housing the videos in a feature story chronicling the background of the award recipients.
- **Dedicated email blast:** Profiling the award recipients in a dedicated email sent to Field to Market's list of 1,000+ interested stakeholders in sustainable agriculture, including our diverse membership, select members of the media, and interested stakeholders from academia, civil society, industry and production agriculture.
- **Social media:** Social share cards for each award are shared on Field to Market's Twitter and LinkedIn and tools given to Field to Market's membership to amplify.
- **Press Release:** The recipients of the award are publicized through a press release distributed on CSRwire.
- **Targeted media outreach:** Engage Field to Market's list of interested journalists on award recipients under embargo, providing both the release and video, to aid them in covering the Awards.

Media coverage celebrating achievements of the Sustainability Leadership Awards' winners has included:

- Industry and trade outlets including [AgFax](#), [AgriMarketing](#), [Baking Business](#), [BakeMag](#), [Precision Ag](#), [Cotton Farming](#), and [World-Grain](#)
- Local and regional media outlets including [The Indy Star](#), [Newport Independent](#), [Louisiana Ag News](#), and [NowDecator](#)

Field to Market Spotlight Series

Field to Market is committed to recognizing stewardship and conservation efforts by farmers and the supply chain through our Spotlight Series program, where we showcase leaders who are committed to a journey of continuous improvement and helping deliver sustainable outcomes for agriculture.

This year, Field to Market is expanding its Spotlight Series to recognize trusted advisers and innovative member-led Continuous Improvement Projects in addition to farmers. Our goal is to spotlight leaders in these three categories from across our membership through a series of profiles shared through our communications channels and amplified through the media and our members' spheres of influence. Farmers, advisers and projects that are nominated for the Spotlight Series are also eligible for consideration for [Field to Market's Sustainability Leadership Awards](#), honoring a Farmer of the Year, Trusted Adviser of the Year, and Collaboration of the Year, by providing additional information.

This year, Field to Market will recognize **12 Spotlight Honorees** and associated nominating organizations during the virtual Plenary & General Assembly Meeting on June 24. Among the Honorees are **six farmers** from Missouri, Nebraska, and Louisiana, representing corn, cotton, soybeans, and wheat. For the first time, we will recognize **four trusted advisers** who work in Illinois, Indiana, Iowa, and Arkansas to support farmers in advancing continuous improvement, as well as **three Continuous Improvement Projects** which bring together **18 members** to catalyze change across **10 states**.

Following this recognition, Field to Market begins the roll-out of each Farmer Spotlight monthly starting in July. The 2020 Spotlight nominees will be recognized throughout 2020 and 2021, through:

- Field to Market Website - Spotlight article
- Field to Market Channels - Dedicated email and social media posts
- Local Media - Targeted outreach to media such as [industry publications](#), [local news outlets](#), and regular inclusion in [partner newsletters](#)
- Nominating Organizations - Collaborate on joint communications opportunities to highlight farmer in media release or article

We encourage Field to Market's membership to amplify and repurpose these spotlights in relevant communications channels to spotlight the conservation and stewardship that's happening at the field and farm level. Help share and amplify [current spotlights](#) to date.

Media Impressions

Between January- June 2020, Field to Market achieved a total of 27.6 million media impressions. This is a lower volume of member-driven news than most years due to the ongoing COVID-19 pandemic. Nonetheless, the majority of our impressions are generally garnered throughout the summer and fall, and we expect to make up ground with future announcements, including the annual Sustainability Leadership Awards, in order to meet our target of 300M impressions.

Over the last six months, Field to Market has been featured in media coverage across ag industry publications and local news outlets and has appeared in coverage of our members and placements in member newsletters and outlets. Some notable coverage of Field to Market in 2020 includes coverage of [Brandon Hunnicutt's](#) election as Field to Market's first farmer chair, a profile of [Unilever's programs to support farmers](#), an announcement by the [Renewable Fuels Association](#) on their collaboration with Field to Market to expand pollinator habitats across the ethanol industry, and an interview of Field to Market president [Rod Snyder](#) discussing the Alliance's impact in improving the sustainability of the ag value chain.

For an up to date list of relevant media coverage, please visit: www.fieldtomarket.org/news-press/in-the-news/.

General Assembly Meeting Summary November 18, 2019 Indianapolis, IN

Voting Delegates Present

Aaron Firth (Amalgamated Sugar); Michelle Perez (American Farmland Trust); David Prybylowski (American Peanut Council); Chris Boomsma (ASA-ICCA); Pam Snelson (American Soybean Association); Paul Duncan (Anuvia); Michelle French (Archer Daniels Midland); Jay McEntire (Arva Intelligence Corp.); Vaughn Duitsman (Bartlett Grain); Chip Shilling (BASF); Megan Weidner (Bunge); Ryan Sirolli (Cargill); Michael Johnson (CHS Inc.); Jonathan Radtke (Coca-Cola North America); Dave Gustafson (CTIC); Matt Sutton-Vermeulen (Context Network); Justin Maroccia (Corn Refiners Association); Christy Wright (Corteva); Jesse Daystar (Cotton Inc.); Scott Manley (Ducks Unlimited); John Harsch (EcoPractices); Debbie Reed (ESMC); Suzy Friedman (Environmental Defense Fund); Greg Bohrer (Environmental Initiative); Scott Day (Fall Line Capital); Bethany Seibold (General Mills); Travis Deppe (Illinois Corn Growers Association); Amy Roady (Illinois Soybean Association); Ariel Kittle (Indiana Corn Marketing Council); Aly Wells (Indiana Soybean Alliance); Andy Utterback (Ingredion); Angela Hessinger (Innovation Center for U.S. Dairy); Rebecca Ott (J.S. Smucker Company); Brandy Wilson (J. R. Simplot); Mary Gallagher (Kellogg Company); Rebecca Kenow (Land O'Lakes, Inc.); Keith Pitts (Marrone Bio Innovations); Chris Fennig (My Farm); Jeremy Peters (National Association of Conservation Districts); Keira Franz (National Association of Wheat Growers); Buzz Mattelin (National Barley Growers Association); Rachel Orf (National Corn Growers Association); Bill Norman (National Cotton Council); Jenny Hopkins (National Farmers Union); Diane Herndon (Nestle Purina PetCare); Michelle Nutting (Nutrien); Margaret Henry (PepsiCo); Chad Bloom (Pheasants Forever); Ashley Kuhn (Proctor & Gamble); Adam Shea (Riceland Foods, Inc.); Thomas Blackburn (SustainCERT); Elizabeth Hunt (Syngenta); Anna Pierce (Tate & Lyle); Peyton Harper (The Fertilizer Institute); Adam Herges (The Mosaic Company); Leif Fixen (The Nature Conservancy); Christy Slay (The Sustainability Consortium); Ned Bentley (Tria Global Solutions); Abby Rinne (U.S. Soybean Export Council); Stefani Grant (Unilever); Lauren Maul (United Soybean Board); Mark Isbell (USA Rice Federation); Matteo Sclocchi (Valagro); Melissa Ho (World Wildlife Federation)

Staff and Consultants

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

I. Opening

Board Chair, Stefani Grant opened the meeting at 4:25 p.m. and reviewed the anti-trust statement to the General Assembly.

II. Approval of the June 2019 General Assembly Minutes

A motion was made by Adam Herges (Mosaic) and seconded by Bill Norman (National Cotton Council) to approve the June 2019 General Assembly minutes. Motion passed unanimously.

III. Finance and Operations Update

- A. *YTD Financials*. Rod reviewed the financial report as of September 30 with cash on hand of \$976,076, revenue at \$2,210,248 and total expenses at \$2,124,223.
- B. *FY 2020 Budget*. Rod reviewed the FY 2020 budget as approved by the Board of Directors with total revenue of \$2,650,000 and expenses of \$2,997,849 (including \$366,000 in noncash asset depreciation).

IV. Reports and Updates

- A. *Board of Directors election results for terms concluding in December 2022*
 - Gary O'Neill, USDA NRCS (Affiliate)
 - Megan Weidner, Bunge (Agribusiness)
 - Margaret Henry, PepsiCo (Brands & Retail)
 - Chad Bloom, Pheasants Forever (Civil Society)
 - Mark Isbell, USA Rice Federation (Grower)
- B. *Farmer Livelihood Task Force*. Stefani reported that the Task Force met on September 23 and made recommendations which were presented to and updated by the board. She noted this is an ongoing topic and will continue to be addressed moving forward. Action items approved by the Board of Directors:
 - Special update to the Socioeconomic Indicators in early 2020
 - Look for opportunities to engage with ag finance and crop insurance sectors regarding sustainability – a possible topic for the Cross-Sector Dialogue series in 2020
 - Coordinate with organizations that have recently published economic case studies (EDF, TNC, NACD, AFT, etc.) to determine additional needs/gaps and to direct research dollars accordingly
 - Promote the current round of RCPP funding (\$600 million) – webinar for FTM members was held on October 16th
 - Use project registration process to encourage shared value with growers

V. Strategic Plan Implementation: Dashboard of Key Measures of Success

Rod Snyder reviewed the Strategic Plan Dashboard with nine targets measuring progress throughout 2019. He noted that 2017 was used as a baseline for all KPIs. He also noted that the remaining agenda and reports would follow the structure of the Strategic Plan.

1. Convene Diverse Stakeholders

- A. *Proposed revisions to Mission, Vision & Goals statements*. Stefani Grant reviewed the updates made by the General Assembly in June to the Mission and Vision statements and reviewed the proposed changes to the Goals statement.
 - Goals – The Grower Sector proposed a change to the revised draft of the goal statement. The General Assembly had a thorough discussion about the proposed changes. With the proposed change from the Grower Sector accepted, the General Assembly approved the following final Goals statement:

OUR GOALS

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

The organization and its members are committed to supporting resilient ecosystems and farmer economic vitality as fundamental components of agricultural sustainability. Field to Market will

convene diverse stakeholders to support multi-sector collaboration, while providing useful measurement tools and educational resources for growers and the value chain that track and create opportunities for continuous improvement at scale. Our efforts are guided by the following interdependent goals:

- Biodiversity – Supporting diverse species and ecosystems by conserving and enhancing habitats across U.S. agricultural landscapes
- Energy Use – Increasing energy use efficiency on U.S. cropland
- Greenhouse Gases – Reducing greenhouse gas emissions from U.S. cropland per unit of output, and sustained contribution to reducing the overall greenhouse gas emissions from agricultural landscapes
- Irrigation Water Use – Improving irrigation water use efficiency and conservation on U.S. cropland
- Land Use – Improving productivity on U.S. cropland
- Soil Carbon – Increasing soil carbon sequestration on U.S. cropland
- Soil Conservation – Reducing soil erosion on U.S. cropland
- Water Quality – Improving regional water quality through reduction in sediment, nutrient and pesticide loss from U.S. cropland

A motion was made by Michelle French (ADM) and seconded by Diane Herndon (Nestlé Purina) to accept the revised goals statement. Motion passed unanimously.

- B. *Preview of 2020 Cross-Sector Dialogue Series.* Rod reviewed the 2020 schedule and proposed topics. He thanked the Education and Outreach Committee for their work in compiling the topics and asked members to submit additional ideas to the Committee.

2. Provide Science-Based Leadership

- A. *Metrics Committee Report.* Adam Herges reviewed the ongoing work on the Water Quality metric and noted the next step is to open it for member comment; however, the committee is waiting for USDA-NRCS to publicly release their documentation which is the basis for the revised metric. Adam also reviewed the work the committee is doing on Soil Carbon, Land Use and the updates for the Fieldprint Platform.
- B. *Pest Management Report.* Allison Thomson reviewed the process and work of the Pest Management Task Force which was the basis for the report. She gave an overview of the indicators in the reports:
 - Present USDA data from 1990-2018 on:
 - Volume of chemical use per acre by pesticide category
 - Integrated Pest Management practice adoption by acres for each crop adopting specific practices
 - Data are not continuous due to limited available USDA survey information
 - Limited evidence of trends over time; data are used to illustrate information provided in scientific literature and USDA reports
 - Recommendations for each sector on what they can do to promote responsible pest management

3. Scale Impact Through Partnerships

- A. *Update on Process-Based Standard.* Betsy Hickman gave an update on the Process-Based Standard. She noted that by developing a standard, each project

in the Accelerator follows a standardized approach to maximize impact and credibly communicate outcomes. The Process-Based Standard is a public-facing document that concretely defines to external stakeholders Field to Market's approach to advancing sustainable agriculture. By establishing a Standard, Field to Market aligns with common practice used by other sustainable agriculture initiatives and supports members in communicating how the overall approach is credible and impactful. Betsy reviewed the eligibility requirements outlined in the Standard while still maintaining as much flexibility as possible for projects. She then discussed the new documents and checklists developed to streamline the Standard, as well as the updated timeline for member comments and its implementation.

- B. *Launch of Project Directory and Partnership Exchange.* Betsy provided a demonstration of the new Project directory and a prototype of the Partnership Exchange. She encouraged members to sign up and set preferences for the Partnership Exchange with a full launch scheduled for January. She also noted that the new Member Portal, including an updated Membership Directory and Learning Resource Hub, will be completed by the end of January.
- C. *Education & Outreach Committee Report.* Adam Shea and Liz Hunt gave an update on the work of the committee including surveying members for educational needs, advising on the Partnership Exchange, soliciting topics for webinars, and planning and executing the Cross-Sector Dialogue series. They also noted that nearly 2,000 people had registered for the online SPARC modules to date.

4. Enable Credible Communications

A. Harmonization and Alignment Updates.

- Mississippi River Cities & Towns Initiative - Rod announced that Dubuque, Iowa will be the first pilot city for a project focusing on water quality. Mayor Bob Gallagher of Bettendorf, Iowa and current co-chair of MRCTI spoke to the General Assembly about the importance of the pilot project in demonstrating how the ag value chain and cities can work collaboratively toward common water quality goals.
- U.S. Cotton Trust Protocol - Jesse Daystar provided an overview of the new Protocol, including how Field to Market metrics will be used within the program, as well as a timeline for implementation. He also discussed the U.S. cotton industry's 10-year goals for environmental metrics.
- Gold Standard - Betsy updated the membership regarding ongoing work to align with Gold Standard, specifically looking at tool alignment on Scope 3 greenhouse gas emissions reporting. We are still seeking a project volunteer to pilot the Gold Standard Value Chain Intervention Guidance alongside their Field to Market Continuous Improvement Plan. She noted that Field to Market would present at the Gold Standard Working Group 2 on December 18th on how Field to Market's tools and projects can be used to achieve Gold Standard requirements.
- NRCS CART - Field to Market and NRCS are working together on a grant entitled, "Collaboration to Improve Data Interoperability and Streamline Farmer Access to Conservation Services and Supply Chain Sustainability Efforts." Both organizations have committed to collectively invest \$300,000 to pursue interoperability between the NRCS Conservation Application Ranking

Tool (CART) and the Fieldprint Platform. This is a two-year project to conclude in late 2021.

- B. *Verification Committee Report.* Sally Shaver and Laura Demmel reported that the committee is working on defining the assurance model to accompany the Process-Based Standard. The committee is also developing an alternative approach to Impact Claims analysis. The committee will present its recommendation to the Field to Market Board of Directors.
- C. *Awards & Recognition Committee Report.* Diane Herndon and Angela Hessinger thanked the members for their participation in this year's awards process and noted that nominations for Farmer Spotlights, Project Spotlights and Trusted Adviser Spotlights are being accepted through February 29, 2020. They also encouraged everyone to attend the Sustainability Leadership Awards Ceremony for the announcement of this year's award recipients.

VI. Other Business

Stefani Grant reviewed the upcoming meeting calendar for 2020 and thanked the membership for their participation. She noted she will not be seeking an additional term as board chair in January.

There being no further business the meeting adjourned at 5:55 p.m.