

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.