



# General Assembly Materials

Virtual Events

November 9-12, 2020



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## Field to Market June Plenary & General Assembly Meeting Virtual Events November 9-12, 2020

### Agenda *(All times listed are EST)*

#### Monday, November 9

12:00 – 1:00 p.m. **New Member and Guest Orientation** ([Join Here](#))

#### Tuesday, November 10

2:00 – 4:00 p.m. **Board of Directors Meeting**

#### Thursday, November 12

10:00 – 12:00 noon

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

- Welcome and opening remarks
  - o Brandon Hunnicutt - National Corn Growers Association
- Announcement of Field to Market's Trusted Adviser of the Year
- A deeper dive | Advancing water quality outcomes in ag supply chains
  - o Ceres report: "Strengthening Sustainable Sourcing Company Commitments for Water Quality in U.S. Row Crops" – Kristen James, Water Program Director, Ceres
  - o Implementation of Field to Market's new water quality metric – Allison Thomson, VP Science & Research, Field to Market
- Announce of Field to Market's 2020 Collaboration of the Year
- Economic sustainability | Enhancing farmer livelihoods
  - o Field to Market report: "Economic Sustainability: Trends in Farm Financial Wellness for U.S. Commodity Crops" – Krista Swanson, Visiting Research Specialist, University of Illinois
  - o EDF report: "Catalytic Capital and Agriculture: Opportunities to Invest in Healthy Soils, Resilient Farms and a Stable Climate" – Maggie Monast, Director of Working Lands, EDF
- Keynote remarks
  - o Jon Doggett, CEO, National Corn Growers Association
- Announcement of Field to Market's 2020 Farmer of the Year
- Key program updates
  - o Rod Snyder, President, Field to Market
- Overview of new claims pathways for Field to Market Accelerator projects
  - o Chisara Ehiemere, Assurance Director, Field to Market

### **General Assembly Business Meeting**

- Agenda Review and anti-trust statement
- Review and approval of June minutes (VOTE REQUIRED)
- Finance, operations, and governance updates
  - o Report on Board of Directors election results
- Review 2018-2021 Strategic Plan dashboard
  - o Discussion of strategic planning process for post-2020
- Standing Committee reports
  - o Awards & Recognition Committee
  - o Education & Outreach Committee
  - o Metrics Committee
  - o Verification Committee
- Review 2021 meeting dates | Other announcements | Adjourn

2:00 – 3:00 p.m.

### **Concurrent Small Group Discussion Sessions ([Join Here](#))**

#### **PARTNERING FOR IMPACT**

- Exploring Scope 3 Greenhouse Gas Emissions Reporting for Agricultural Supply Chains
- Cross-sector Collaborations to Advance Feed Sustainability
- Key Ingredients for Designing and Implementing Successful Continuous Improvement Projects

#### **LEADING WITH SCIENCE**

- What is needed in soil carbon measurement and modeling for U.S. agriculture
- Tools and approaches to improve data quality and analysis of Continuous Improvement Projects
- How Remote Sensing Can Improve Data Quality and Assurance in Supply Chain Sustainability Initiatives

#### **CELEBRATING SUSTAINABILITY CHAMPIONS**

- Building Climate Resiliency Through Soil Health: Meet Field to Market's Farmer of the Year
- Harmonizing Economic and Sustainability Data: Learn from Field to Market's Collaboration of the Year
- Translating Sustainability Research from University to Field: Join in a Conversation with Field to Market's Trusted Adviser of the Year

#### **ENHANCING FARMER LIVELIHOODS**

- Exploring Creative Financing and Incentive Mechanisms to Scale Sustainable Agriculture
- Best Practices for Conducting Farm Economic Case Studies for Conservation Adoption
- Maximizing the Value of farmer Data while Safeguarding Privacy

## 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.

## A Message from the President

When we were gathered in Indianapolis last November for Field to Market's Fall Plenary and Sustainable Ag Summit, none of us could have expected the challenges and disruptions that our world would experience over the next year. The COVID-19 pandemic has fundamentally changed the way we work and live, in some ways permanently.

As a multi-stakeholder convening organization, Field to Market has been forced to rethink how we bring people together to advance our collective mission. On a personal level, I deeply miss our time together at in-person meetings and events. Those gatherings are incredibly valuable for facilitating shared learning and building trust and rapport across the value chain. I hope we can be in the same physical spaces again someday soon.



However, the work of the organization has not slowed, and as they say, necessity is often the mother of invention. We have shifted all our meetings and events online throughout 2020 and have worked to deliver creative and meaningful opportunities to connect from afar. The good news is that the commitment to sustainability across the industry has not been diminished. Participation in programs and events in 2020 is at record levels, and we've added sixteen new member companies this year. Agricultural supply chains have been deeply impacted by both the pandemic and extreme weather events, and more than ever, there is a profound recognition of our need to build a more sustainable and resilient food and ag system.

As Field to Market enters the final year of our 2019-2021 Strategic Plan, there are a few key areas where we are placing great emphasis to achieve success at the pace and scale required:

- **Moving Beyond Measurement** – For more than a decade, Field to Market has established itself as the leading science-based and outcomes-based sustainability metrics provider for U.S. commodity crop production. Metrics development has always been at the core of our mission and strategy and will continue to be foundational to our work. And while measurement is necessary to credibly demonstrate impact, we also know it is not sufficient to advance the sustainability outcomes our industry hopes to achieve. Data collection and reporting should not be considered a standalone objective. Field to Market is committed to ensuring that science-based metrics can be applied alongside thoughtful strategies for how to accelerate continuous improvement in sustainability outcomes. This often means developing and harnessing creative incentive mechanisms to support growers in adopting new practices, tools and technologies. From ecosystem service markets to innovative financing mechanisms to locally relevant technical assistance to data-driven decision making, there is no single approach that will fit every circumstance. However, there are increasingly examples of effective, scalable solutions that we can learn from as an industry. Over the next year, Field to Market intends to bring greater focus and attention to value-added incentive strategies to support growers, which in turn can help make supply chain sustainability initiatives more impactful.
- **Driving Convergence** – The industry continues to experience a proliferation of new sustainability programs and initiatives, which is a testament to the growing need for voluntary solutions within the supply chain. It also means that the tools and resources

Field to Market members have invested in over the past decade have even greater value and applicability than ever before. We are seeing new opportunities to apply our science-based metrics, data management ecosystem, verification protocols, and educational resources to create efficiencies with other sustainability programs and standards. During challenging economic times, there are limited resources available across the industry, and Field to Market is committed to using our members' investments efficiently through partnership and collaboration. In recent years, we have signed MOUs with numerous other sustainability roundtables and initiatives; however, we also acknowledge that additional effort is needed to avoid duplication of work and/or confusion in the marketplace for growers and supply chain companies. Field to Market will continue to explore where our existing assets can be leveraged to the maximum extent possible, and we ask our members to join us in these strategic considerations.

- **Sharing Learnings** – Lastly, as Field to Market's membership continues to grow, we know it can sometimes be challenging to achieve the kinds of intimate and authentic conversations that were possible in the early days of our work. We are interested in creating more opportunities for members to share learnings and surface solutions. Of course, this is happening through existing programs such as our Cross-Sector Dialogue series, as well as the new online Partnership Exchange for project development. But we also hope to support other kinds of informal dialogue whenever possible centered around regions, commodities or other shared interests. We recognize that convening diverse stakeholders is one of the key value propositions of Field to Market, and as we enter 2021, we are interested in developing innovative ways to connect our members to one another in smaller, ad hoc settings on a more regular basis.

It is an honor and a privilege to work with all our member companies and organizations as we harness the collective action of the value chain to support resilient ecosystems and enhance farmer livelihoods. On behalf of Field to Market's board and staff, we are grateful for your ongoing commitment to pre-competitive collaboration and the pursuit of continuous improvement in sustainability outcomes for U.S. agriculture.

Regards,



Rod Snyder  
President, Field to Market: The Alliance for Sustainable Agriculture

## Strategic Plan Dashboard

Key Success Measure	Status	Update
<b>CONVENE DIVERSE STAKEHOLDERS</b>		
<p><b>1.1)</b> Five percent annual membership growth with a focus on underrepresented sectors. (2017 Baseline: 134 members)</p> <ul style="list-style-type: none"> <li>• 2019 Target – 140 members</li> <li>• 2020 Target – 147 members</li> <li>• 2021 Target – 154 members</li> </ul>		<p>Field to Market has welcomed <b>16 new members in 2020</b>, including growth in underrepresented sectors with a new Civil Society member and a representative of the insurance industry. Our current member count stands at <b>148</b>.</p>
<p><b>1.2)</b> 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"> <li>• 2019 Target – 70%</li> <li>• 2020 Target – 80%</li> <li>• 2021 Target – 90%</li> </ul>		<p>While Field to Market has not yet held an in-person event in 2020 due to COVID-19, we are seeing strong engagement with more than <b>86% of members actively participating</b> in virtual programmatic offerings. Through engagement including Continuous Improvement Projects, Standing Committees, two Cross-Sector Dialogues, task forces and educational webinars, we have met our 2020 engagement goal of 80%.</p>
<b>PROVIDE SCIENCE-BASED LEADERSHIP</b>		
<p><b>2.1)</b> 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><b>2.2)</b> 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. (2017 Baseline: approx. 25M acres through four partners)</p> <ul style="list-style-type: none"> <li>• 2019 Target – 30M acres</li> <li>• 2020 Target – 50M acres</li> <li>• 2021 Target – 65M acres</li> </ul>		<p>With the current group of seven Qualified Data Management Partners, <b>33.1M</b> acres have access to sustainability measurement through the integration of metrics from the Fieldprint Platform. One additional company has signed a data management license agreement, which will increase acreage totals upon launch/commercialization.</p>
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**SCALE IMPACT THROUGH PARTNERSHIPS**

<p><b>3.1)</b> 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"> <li>• 2019 Target – 30 members</li> <li>• 2020 Target – 41 members</li> <li>• 2021 Target – 52 members</li> </ul>		<p>Currently, <b>25 member organizations with 31 offerings and 6 projects are listed</b> in the Partnership Exchange. Due to a delay in launch of the Exchange into 2020, member participation in the early months has been impacted. Field to Market staff has conducted and will continue individual follow-up with current Project Administrators, new members, and other interested members to encourage new exchange offerings.</p>
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<p><b>3.2)</b> Quadruple the number of active member-driven projects. (2017 Baseline: 51 projects)</p> <ul style="list-style-type: none"> <li>• 2019 Target – 85 projects</li> <li>• 2020 Target – 145 projects</li> <li>• 2021 Target – 204 projects</li> </ul>		<p>Currently there are <b>66 active projects</b> enrolled in the Continuous Improvement Accelerator across 35 states, and an additional 11 projects that have been completed and are sunset. In addition, 12 prospective projects are currently under development. COVID-19 has had a significant impact on members’ abilities to launch new projects in 2020 and facilitate direct grower engagement/recruitment efforts.</p>
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<p><b>3.3)</b> 500 percent increase in acres enrolled in member-driven projects. (2017 Baseline – 1.5M acres)</p> <ul style="list-style-type: none"> <li>• 2019 Target – 3.75M acres</li> <li>• 2020 Target – 5.25M acres</li> <li>• 2021 Target – 7.65M acres</li> </ul>		<p>Based on annual progress reports for the 2019 crop year, we had more than <b>3.7 million acres</b> enrolled in projects last year. Based on current project targets, we anticipate that we will reach the 5.25M acre target for the 2020 crop year.</p>
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ENABLE CREDIBLE COMMUNICATIONS		
<p><b>4.1)</b> By 2021, reach formal alignment with at least three additional sustainability programs or standards.</p>		<p>Field to Market has signed a formal MOU with the U.S. Cotton Trust Protocol for the inclusion of our metrics as a component of their program. Alignment with several other standards is under discussion.</p>
<p><b>4.2)</b> 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"> <li>• 2019 Target – 250M impressions</li> <li>• 2020 Target – 300M impressions</li> <li>• 2021 Target – 375M impressions</li> </ul>		<p>Between January-October 2020, Field to Market achieved a total of <b>268 million media impressions</b> through coverage of Field to Market member news, publications and events. Since we generally see a large number of media impressions garnered through coverage of our fall events and Sustainability Leadership Awards, we expect to meet our target of 300M impressions in 2020.</p>

## Programmatic Updates

### I. CONVENE DIVERSE STAKEHOLDERS

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

#### **Elections for Board of Directors**

In conjunction with sector calls during the week of November 2, each sector will hold elections for expiring seats for the Board of Directors from each sector: Affiliate, Agribusiness, Brands & Retail, Civil Society, and Grower.

Current members are eligible for reelection, and representatives elected this year will serve a term of three years, expiring December 2023. Only full members are eligible to run for seats on the Board of Directors.

#### **Cross Sector Dialogue Series**

Despite our inability to meet in person this year, Field to Market has hosted two successful Cross-Sector Dialogue online with a third scheduled for December:

- [The Emerging Role of Ag Finance and Crop Insurance](#) (link to summary document) was held on June 25 with 90 members participating. This Dialogue explored 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.
- [Climate Action 2.0: The Next Decade of Greenhouse Gas Reduction and Climate Resilience Efforts in U.S. Agriculture](#) (link to summary document) was held on September 23 as part of Climate Week NYC with nearly 150 attendees. The goal of this Dialogue was to explore some of the most innovative examples of how the food and agriculture value chain is scaling the adoption of climate-smart farming, while also examining 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](#) (registration link) will occur on December 8, 2020 at 1:00 PM EST. 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. This Cross-Sector Dialogue will look past the bottom line to explore social and cultural factors that influence farmers and supply chains in the pursuit of sustainability. Register now to reserve your seat.

#### **Field to Market In Focus Webinars**

Field to Market has hosted five *Field to Market In Focus* webinars this year to deepen member understanding of our programs:

- [Exploring the Partnership Exchange and Member Portal](#), March 9
- [Sustainability Metrics 101](#), April 13
- [Growing Solutions for Soil Carbon](#), May 6
- [Biodiversity Metric Update – Supporting Diverse Ecosystems Across Landscapes](#), September 2
- [Greenhouse Gas Emissions Metric Update – Exploring 4R Nutrient Stewardship Impacts on N<sub>2</sub>O Emissions](#), October 1

All webinars in the series are recorded and available to members through the Member Portal in the [Learning Center](#). 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](mailto:kyoung@fieldtomarket.org)).

### **Sustainable Agriculture Summit**

The sixth annual [Sustainable Agriculture Summit](#) will be held virtually on November 18-19. With high-profile industry keynotes, 20+ expert speakers on the mainstage and dozens of breakout sessions hosted by industry leaders, the Sustainable Agriculture Summit offers two days of dynamic programming to advance some of the most important conversations in food and agriculture today. We look forward to welcoming you over the course of two days for virtual keynote remarks and mainstage sessions, as well as interactive breakout panels, and networking opportunities. Registration is available [HERE](#).

## **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 completed the process for approval of a new Water Quality metric and continues to explore options for a revised Soil Carbon metric and next steps on Pest Management.

#### Water Quality

In August, the Board of Directors approved the Metrics Committee recommendation to adopt the Stewardship Tool for Environmental Performance (STEP) as a Water Quality metric to replace the current Water Quality Index (WQI) tool. STEP has been developed by USDA and will provide users with substantially greater detail on the risk of nutrient loss to waterways from their fields, along with recommended practices and approaches for mitigating these losses. Field to Market staff is now working with NRCS and partners at Colorado State University and Houston Engineering to implement this metric replacement, which is anticipated to be updated in the Fieldprint Platform in June 2021.

#### 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), as well as fundraising and partnership requirements to expand the approach across the full scope of Field to Market's crops and regions. We continue to work to secure financial support for the approach and are consulting with the Science Advisory Council and Board of Directors on options for proceeding.

#### Pest Management

A subcommittee on Pest Management was formed this summer and consists of volunteers from the Metrics Committee and invited subject matter experts who are currently meeting monthly. The subcommittee is tasked with reporting a non-binding recommendation to the Metrics Committee by late 2020 or early 2021 on whether to develop a 9<sup>th</sup> metric focused on an

environmental outcome tied specifically to pest management, whether to enhance how pest management is considered in existing metrics, or whether there are other metric development options that should be explored in this space.

## Technology

### Fieldprint® Platform Version 3.0

At the request of members, Field to Market is currently working on several key enhancements to the Fieldprint Platform, including the ability for farmers to export in a single spreadsheet their data across all fields, crop years and crop types. This will greatly improve data portability and allow for additional data analysis by farmers or their advisors. We are also implementing an enhancement within the Calculator that more easily allows project administrators and specialists to confirm the metric version on which project-associated crop years were calculated and, if needed, easily recalculate data on the most recent metrics engine prior to reporting.

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 (OMSLab) to address topics or needs related to the vital Platform integration with USDA environmental models and data services hosted with CSU. A recent focus for our technical team has been on the technical analysis for the planned STEP water quality metric implementation. Implementation of STEP will require the Fieldprint Platform to interface with CSU Cloud Services Integration Platform (CSIP) STEP services. Our work entails an analysis of the required STEP data inputs and finalization of a specification used by the Platform to interact with CSIP services. The technical team is also working on required updates to the Fieldprint API and required updates to the Fieldprint Calculator user interface. In addition, we are engaging our QDMP Network by holding supplementary calls to debrief on STEP implementation activities and to gather feedback.

### 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 October 2020, Field to Market has seven Qualified Data Management Partners (QDMPs):

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

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. Field to Market’s Board of Directors appointed four new TAC members to a two-year term beginning on July 1, 2020. We welcome Aaron Ault (Purdue University), Dorn Cox (Wolfe’s Neck Center), Seana Day (Better Food Ventures), and Dave Gustafson (CTIC) to the Council. Our most recent TAC call was held September 3, 2020, which included a focus on application of remote sensing in agricultural sustainability data collection and validation. Current Technology Advisory Council members include:

Member	Title	Organization
Aaron Ault	Senior Research Engineer	College of Engineering, Purdue University
Jack R. Carlson	Senior Research Associate	Dept of Civil and Enviro Eng., Colorado State University
Dorn Cox	Research Director, Environment / OpenTEAM Project Lead	Wolfe’s Neck Center
Seana Day	Partner	Better Food Ventures
Emma Fuller	Director of Sustainability Science	Granular
Andy Greenlee	Senior Staff Engineer, Product Sustainability	John Deere
Dave Gustafson	Project Director	Conservation Technology Information Center (CTIC)
Amy Hughes	Senior Manager, Sustainable Agriculture	Environmental Defense Fund
Matt Waits	President Ag Solutions	Proagrica
Steven M. Ward	Director of Geospatial Sciences	The Climate Corporation

**Research**

The Science Advisory Council continues work on two main efforts. In January, the Board of Directors 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, vision and goals. Access to the database would be governed by the Science Advisory Council. Work in 2020 has refined the application

protocols and focused on fundraising to support the necessary technology development to implement the database.

The Science Advisory Council also continues to work on identifying and communicating research gaps in sustainable agriculture to relevant communities. Over the summer, the Council provided advice to intern Agustin Olivo on a project to review Nitrogen fertilizer recommendations through surveying of available information from Land Grant Universities, structured interviews with Extension and USDA staff, and farmer surveys. The resulting white paper will be used to further refine the research gap surrounding needed updates to N fertilizer recommendations with conservation practice adoption.

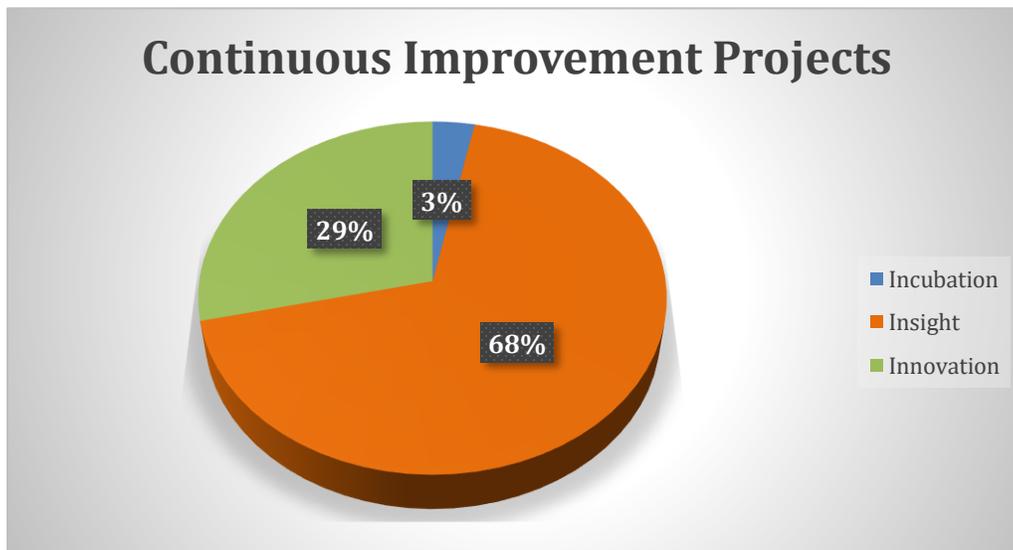
Members of the Science Advisory Council have also been participating in Field to Market events, including presenting at the Metrics meeting at the June Plenary, presenting on two Field to Market in Focus Webinars in August and September, and assisting in planning for the December Cross-Sector Dialogue. In addition, members of the Council are participating in the Pest Management sub-committee of Metrics. Finally, the Science Advisory Council has advised staff as they begin identifying and gathering the data required for the next version of the Field to Market National Indicators Report, planned for release in November of 2021.

### 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**

In August 2019, we announced the launch of Field to Market’s new project framework called the Continuous Improvement Accelerator. The Accelerator is 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. Currently, there are 64 active projects enrolled in the Continuous Improvement Accelerator across 35 states:



- **66 Active Continuous Improvement Projects**
  - 4 Incubation Project
  - 44 Insight Projects
  - 18 Innovation Projects
  
- **11 Completed Continuous Improvement Projects**
  - All Insight Projects

*Table: Continuous Improvement Projects by state and crop*

<u>State</u>	<u>Crops</u>	<u>State</u>	<u>Crops</u>
<b>Alabama</b>	<i>cotton</i>	<b>Mississippi</b>	<i>cotton, rice</i>
<b>Arizona</b>	<i>cotton</i>	<b>Missouri</b>	<i>corn, cotton, rice soybeans, wheat</i>
<b>Arkansas</b>	<i>corn grain &amp; silage, cotton, rice, soybeans</i>	<b>Montana</b>	<i>wheat</i>
<b>California</b>	<i>alfalfa, corn silage, cotton</i>	<b>Nebraska</b>	<i>corn, soybeans, wheat</i>
<b>Colorado</b>	<i>wheat</i>	<b>Nevada</b>	<i>alfalfa, corn silage</i>
<b>Florida</b>	<i>cotton</i>	<b>New Mexico</b>	<i>cotton</i>
<b>Georgia</b>	<i>cotton, peanuts</i>	<b>North Carolina</b>	<i>cotton</i>
<b>Idaho</b>	<i>alfalfa, barley, corn grain &amp; silage, potatoes, sugar beets, wheat</i>	<b>North Dakota</b>	<i>corn, potatoes, soybeans, sugar beets, wheat</i>
<b>Illinois</b>	<i>corn, soybeans, wheat</i>	<b>Ohio</b>	<i>alfalfa, corn grain &amp; silage</i>
<b>Indiana</b>	<i>corn, soybeans, wheat</i>	<b>Oklahoma</b>	<i>corn, cotton, soybeans, wheat</i>
<b>Iowa</b>	<i>corn, soybeans, wheat</i>	<b>Pennsylvania</b>	<i>alfalfa, corn grain &amp; silage</i>

<b>Kansas</b>	<i>corn, cotton, soybeans, wheat</i>	<b>South Carolina</b>	<i>cotton</i>
<b>Kentucky</b>	<i>corn</i>	<b>South Dakota</b>	<i>wheat</i>
<b>Louisiana</b>	<i>cotton, rice, soybeans</i>	<b>Tennessee</b>	<i>corn, cotton, soybeans</i>
<b>Maryland</b>	<i>alfalfa, corn grain &amp; silage</i>	<b>Texas</b>	<i>alfalfa, corn grain &amp; silage, cotton, rice, soybeans, wheat</i>
<b>Michigan</b>	<i>corn grain &amp; silage, soybeans, sugar beets, wheat</i>	<b>Virginia</b>	<i>alfalfa, corn silage, cotton</i>
<b>Minnesota</b>	<i>alfalfa, corn grain &amp; silage, potatoes, soybeans, sugar beets, wheat</i>	<b>Wisconsin</b>	<i>alfalfa, corn grain &amp; silage, soybeans, wheat</i>

**2019 Enrollment Stats**

- In 2019, there were 52 Continuous Improvement Projects across 35 states with **3.7 million enrolled acres**
- More than **3,300 farmers** utilized the Fieldprint® Platform or associated farm management software offered by our Qualified Data Management Partners
- 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.

**New Digital Tools for Project Management & Improved Collaboration**

Project Directory

Last November, Field to Market launched an updated the Project Directory to increase transparency of our member-led continuous improvement projects. This directory is available as a key resource on our public website and also allows for streamlined registration and reporting within our Member Portal. The Project Directory offers Field to Market members with the ability to demonstrate credible action in advancing sustainable agriculture by transparently sharing project goals, targeted crops and sustainability outcomes and clear progress tracking towards measurable continuous improvement objectives. As robust data becomes available, Project sponsors and interested stakeholders can track the achievements of these collaborations across the supply chain and see the results of collective action. In addition to current project communications support, Field to Market staff can help project administrators use the project summary page to amplify stories and lessons learned by uploading digital and print media.

Partnership Exchange

Since the launch of the Partnership Exchange on the Member Portal in January 2020, members have been able to share their expertise, capacity, resources and project needs. Given the

impact of COVID-19 on in-person networking opportunities, this timely resource has been used to foster greater collaborations between our members to advance continuous improvement at the field and landscape level. Currently, 25 member organizations with 31 offerings and six projects are listed in the Partnership Exchange. Field to Market staff is conducting individual outreach to encourage each member to list available resources, expertise and tools available to projects interested in collaboration.

The Partnership Exchange has a guided search and listing function within the page header. The guide helps members go step-by-step to save organization or project-wide search parameters and listing data. This key tool simplifies that process and allows quick access to other member organizations that can help meet partnership needs.

### **Continuous Improvement Accelerator Academy**

In July 2020, Field to Market hosted our first annual Continuous Improvement Academy virtually. The Academy is designed to help new and existing member-led projects achieve their goals while complying with Field to Market's new Process-Based Standard.

Thirty-two attendees from all five Field to Market sectors joined for ten hours of immersive trainings by Field to Market staff and peers. Members participated in four interactive sessions in a two-week period in combination with office hours with staff for one-on-one consultation. During these sessions, the following key topics were covered to help empower members with the information and guidance needed to kick-start new or revamp existing projects:

#### Day 1

- 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

#### Day 2

- Connect 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 report

#### Day 3

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

#### Day 4

- 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

A second Academy is being planned for April 2021 in New Orleans. Registration information and a more detailed agenda will be available in the coming months.

### Learning Center Resources

In conjunction with the immersive Academy training, Field to Market also published a full update to the Project Handbook incorporating the new Process-Based Standard and step by step guides for each of the Accelerator's three available project pathways. In addition, the Learning Center on the Member Portal houses 33 updated and expanded project guidance resources, including video tutorials and quick-start guides. Lastly, we continue to highlight member project examples through the *Field to Market In-Focus* webinar series.

<b>Title</b>	<b>Type</b>
<a href="#">Process-Based Standard for Accelerating Continuous Improvement in Agricultural Sustainability</a>	Document
<a href="#">Understanding Field to Market's Process-Based Standard</a>	Document
<a href="#">Field to Market Project Handbook</a>	Document
<a href="#">Continuous Improvement Goal and Objective Setting Quick Guide</a>	Document
<a href="#">Continuous Improvement Project Checklist</a>	Document
<a href="#">Exploring the Continuous Improvement Accelerator</a>	Video
<a href="#">Continuous Improvement Pathway Descriptions</a>	Document
<a href="#">Sample Registration Form – Innovation Project</a>	Document
<a href="#">Sample Registration Form – Insight Project</a>	Document
<a href="#">Sample Registration Form – Incubation Project</a>	Document
<a href="#">Field to Market Project Registration FAQs</a>	Document
<a href="#">Identifying Your Project's Targeted Natural Resource Concerns</a>	Document
<a href="#">Fieldprint Platform Project Reporting</a>	Video
<a href="#">Farmer Data Collection Checklist for the Fieldprint Platform</a>	Document
<a href="#">Finding a Data Management Partner for Your Project</a>	Document
<a href="#">Platform Project Opt-In</a>	Video
<a href="#">Project Benchmarks and Crop Rotation Builder</a>	Video
<a href="#">Data Analysis Quick Start Guide</a>	Document
<a href="#">Getting Started with Field to Market's Quality Analysis Tool</a>	Document
<a href="#">Field to Market Quality Analysis Tool</a>	Video
<a href="#">Understanding Claims Quick Start Guide</a>	Document
<a href="#">Understanding Accounting Methods for Allocating Volumes and Associated Impact</a>	Document

### **Sustainability Programming for Ag Retailers and Crop Advisers (SPARC)**

Three articles have been published in *Crops and Soils* magazine in 2020, each accompanied by 10-question quiz that Certified Crop Advisers can submit for one CEU each:

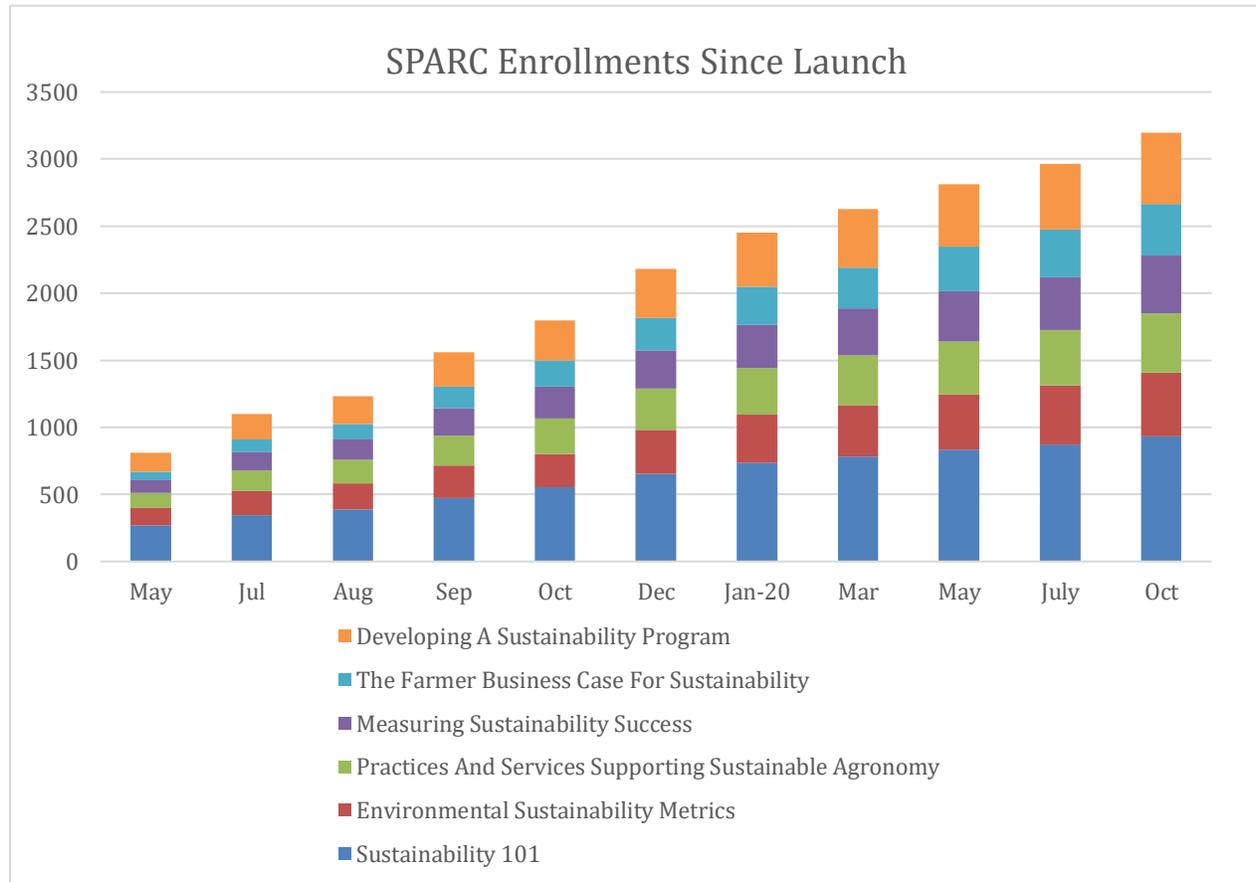
- Growing Carbon for Sustainable and Resilient Soils, May 2020, 45 CEUs submitted
- A Community of Responsible and Integrated Pest Management, July 2020, 63 CEUs submitted
- Indicators of Climate Change in Agriculture and How CCA's Can Support Growers will be published in the November 2020

These articles join the five published last year and are intended to boost CCA engagement with supply chain sustainability efforts.

- Long-Term Crop Production Efficiency (Sustainability), March 2019, 108 CEUs submitted
- Relating Agronomic Practices to Environmental Sustainability Outcomes: Energy Use and Greenhouse Gases, June 2019, 59 CEUs submitted

- The Trusted Adviser’s Role in Conserving and Protecting Water Resources in U.S. Commodity Crop Production, August 2019, 52 CEUs submitted
- Using Indirect Methods to Assess Soil Health, September 2019, 80 CEUs submitted
- Managing the Land for Productivity and Biodiversity, December 2019, 75 CEUs submitted

Since launch in March 2019, the series of SPARC online modules has continued to draw participation. Currently, the seven modules have been downloaded more than 3,000 times combined:



#### 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.*

##### Verification

###### Using additional measurement tools in Continuous Improvement Projects

Field to Market recently enabled an Incubation Project pathway that does require the use of the Fieldprint Platform. Member feedback indicates that there is also interest in using additional

measurement alongside the Fieldprint Platform in some Insight and Innovation Projects. Examples include remote sensing technology, soil sampling, and species counts. Field to Market's Verification Committee explored methods for Continuous Improvement Projects to include additional measurement within the scope of the project in ways that complement data collection for Fieldprint Platform analysis. Guidelines under development for these complementary efforts include:

- Ensure that there is consistency between the measurement and at least one of the eight Field to Market metrics
- Measurement should be taken in areas where Fieldprint Platform data has been entered (e.g. soil samples take within field boundaries for which data has been entered)
- Continuous Improvement Projects should consider the length of time that is needed for the complementary measurement (e.g. some soil health protocols are for 3 years, which would be sufficient for an Insight Project, while others might be for 5 years that could qualify for an Innovation Project)
- Programs/measurements should be science-based, utilize credible testing protocols and facilities, and offer grower support where needed

#### Monitoring and Evaluation

The Verification Committee reviewed monitoring and evaluations systems and applied these to Field to Market's Theory of Change with the goal of determining if the assumptions underpinning the theory of change are correct. The committee also reviewed Fieldprint data from a grower who has been enrolled in a project spanning over ten years to learn more about what is possible when growers are supported and are subsequently retained in projects over time. The Committee determined that the new Continuous Improvement Accelerator delineates the structure required to close the gaps identified through the review:

- Sustained improvement requires strategic behavior change; projects should be designed address natural resource concerns and identify concrete changes that will be promoted to improve environmental outcomes.
- Grower retention in projects is required to credibly account for improvement over time. Grower retention in projects can be increased through the provision of adequate value-added incentives.
- Determining improvement in individual grower profitability, which is one of the components of the Theory of Change is delicate, given the sensitive nature of the data that would be required to accurately capture this. The Committee determined that a less sensitive approach would be to use a proxy for growers deriving value from Project participation as evidenced by retention rates.

#### Review of Volume Accounting Systems Enabled by Field to Market

The Verification committee reviewed the Volume Proxy and Mass Balance accounting systems per member request to determine ways to mitigate the risk inherent in the two models. As a reminder, Field to Market has enabled two accounting methods for calculating and tracking product volumes that are associated with Continuous Improvement Projects:

1. Mass Balance – In this method, a project accounts for the amount of physical product that is delivered to a first aggregation point by the growers who are enrolled in a Continuous Improvement Project. Claims made under this method have a tie between the claim and the volumes that have been delivered to a designated aggregator, allowing for messages around how a company’s actual supply chain is supporting sustainability improvements for an equivalent volume of ingredients sourced. Projects cannot account for volumes that are not delivered to the designated aggregator. Physical traceability is lost at the point of aggregation.
2. Volume Proxy – In this method, a project keeps track of annual enrolled acres, and converts these acres into “proxy volumes” by multiplying the number of enrolled acres by growers’ yields. These proxy volumes are calculated by the Project, and these volumes would be the basis for any aggregate metric information and reporting. These volumes are “impact traceable” but are not physically traceable at any stage. Volume proxy offers participating growers maximum flexibility to whom they market and sell their grain, while still enabling downstream customers to track and measure efforts to improve sustainability impacts within their supply shed. Claims made under this method allow for messages around supporting sustainability improvements for farmers within a company’s supply shed but are limited in the ability for traceable impact within a company’s actual supply chain.

The Committee determined that there is inherently more risk in the Volume Proxy approach, though it provides the most flexibility to growers and projects while maintaining “impact traceability”. This risk can be managed through contact clauses, or the use of third-party auditing. Field to Market is exploring auditing and technology options for managing this risk in the future.

If you have questions about using these accounting systems to manage Continuous Improvement Project Volumes, please contact Chisara Ehiemere at [cehiemere@fieldtomarket.org](mailto:cehiemere@fieldtomarket.org).

## **Awards & Recognition**

### *Field to Market’s Sustainability Leadership Awards*

Winners of the fourth annual Sustainability Leadership Awards will be celebrated at the November Plenary meeting. Each year, Field to Market recognizes a Farmer of the Year, Trusted Adviser of the Year and Collaboration of the Year for their exceptional dedication to sustainability.

Field to Market's Sustainability Leadership Awards recognizes individuals, companies and organizations that have demonstrated outstanding sustainability leadership through their efforts to advance continuous improvement in the sustainability of U.S. agriculture. The winners of the three awards categories are selected by 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.

- **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.
- **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.
- **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 advisers (CCA), independent crop consultants, agronomists, ag retailer representatives, seed dealers, equipment dealers, university extension agents, NRCS conservationists, Conservation District specialists, Technical Service Providers, and/or livestock nutritionists.

The 2020 Sustainability Leadership Award Winners will be announced during the November Plenary and General Assembly Meeting on November 12. We invite you to join with us in amplifying their stories by making use of the following resources:

*Promoting & Celebrating Award Recipients*

- **Awards Recognition:** Celebrate the recipients of the Field to Market Sustainability Leadership Awards with diverse stakeholders across the Alliance’s membership through a virtual recognition during Field to Market’s Fall Meeting.
- **Farmer of the Year, Collaboration of the Year and Trusted Adviser of the Year Tribute Videos:** Shown at the Field to Market Awards Ceremony and made available online that morning for amplification across social media and members’ digital communications channels.
- **Digital Storytelling:** A landing page for 2020 Sustainability Leadership Awards winners will house the videos and accompanying feature stories chronicling the background of each award recipient. Please consider repurposing the feature stories in your organization’s newsletter and communications channels where possible.
- **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. Please consider amplifying across your personal and organization’s social media accounts.

- Press Release: The recipients of the award will be publicized through a press release distributed on CSRwire and Field to Market will support award recipients in publicizing their receipt of the award.
- Targeted media outreach: Targeted outreach to ag trade and sustainability media will be conducted under embargo, providing both the release and video, to aid them in covering the Awards.

### *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 expanded 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.

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. Explore and amplify 2020 Spotlight stories, including:

- Project: [Farmer Peer Network Building Health Soils for Cotton](#)
- Adviser: [Global Leader in Sustainable Rice Production Drives Progress in Arkansas](#)
- Farmer: [Sustainable Corn Production for the Consumers of Today and the Farmers of the Future](#)
- Farmer: [Advancing Irrigation Efficiency on a Central Nebraska Farm](#)
- Farmer: [Lifelong Lessons in Cover Crops and Conservation on an Indiana Farm](#)
- Farmer: [A Win-Win Approach: Saving Money and Water on a Louisiana Rice Farm](#)
- Farmer: [Shared Learnings Drive Sustainable Outcomes in West Texas](#)

Nominations for the 2021 Spotlight series are open until February 28, 2021.

### **Media Impressions**

Between January-October 2020, Field to Market achieved a total of 268 million media 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 the Compendium of Field to Market Climate Commitments in POLITICO Weekly Ag and member publications, a profile of Field to Market's commitment to racial justice in Irrigation Today, and articles exploring member project achievements.

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



**Field to Market®**

## **Tentative 2021 Meeting Calendar**

<b><u>Meeting</u></b>	<b><u>Date</u></b>	<b><u>Location</u></b>
Standing Committee Meetings	March 16-17*	Washington, DC
Continuous Improvement Academy	April 19-21	New Orleans, LA
Pre-plenary Sector Calls	Week of June 7	Virtual
Plenary & General Assembly	June 23-24*	Raleigh, NC
Standing Committee Meetings	September 7-8*	Washington, DC
Pre-plenary Sector Calls	Week of November 1	Virtual
Plenary, General Assembly & Sustainable Ag Summit	November 16 -18	Las Vegas, NV

*\*Cross-Sector Dialogues will be scheduled adjacent to these meetings/events*

## Field to Market General Assembly Meeting Summary June 24, 2020 Virtual Event

### Voting Delegates

Richard Gupton (Agricultural Retailers Association), Aaron Firth (Amalgamated Sugar), Michelle Perez (American Farmland Trust), David Prybylowski (American Peanut Council), Luther Smith (American Society of Agronomy), Pam Snelson (American Soybean Association), Paul Duncan (Anuvia Plant Nutrients), Michelle French (Archer Daniels Midland), Vaughn Duitsman (Bartlett Grain), Chip Shilling (BASF Corporation), Megan Weidner (Bunge Milling), Angela Ailloni (Calyxt), Alex Stege (CF Industries), Mark Biedenfeld (CHS, Inc.), Dinu Ajikutira (Cibo Technologies), Matt Van Sutton (Context Network), Justin Maroccia (Corn Refiners Association), Christy Wright (Corteva Agriscience), Jesse Daystar (Cotton Inc.), Ray McAllister (CropLife America), Scott Manley (Ducks Unlimited), Debbie Reed (Ecosystem Services Market Consortium), Lauren Brey (Edge Dairy Farmer Cooperative), Jenny Ahlen (Environmental Defense Fund), Greg Bohrer (Environmental Initiative), Jay Watson (General Mills), Randy Stauffer (Illinois Corn Growers Association), Amy Roady (Illinois Soybean Association), Ariel Kittle (Indiana Soybean Alliance), Karen Scanlon (Innovation Center for U.S. Dairy), Ben Johnson (JM. Smucker Company), Brandy Wilson (J.R. Simplot Company), Steve Geick (John Deere), Mary Gallagher (Kellogg), Bekcy Kenow (Land O'Lakes Truterra), Keith Pitts (Marrone Bio), Luisa Camargo (Mondelez), Chris Fennig (MyFarms), Angela Kloha (Nachurs), Jeremy Peters (National Association of Conservation Districts), Keira Franz (National Association of Wheat Growers), Rachel Orf (National Corn Growers Association), Bill Norman (National Cotton Council of America), Kira Everhart-Valentin (National Sorghum Producers), Boone McAfee (Nebraska Corn Board), Diane Herndon (Nestle Purina Petcare), Sarah Fox (Nutrien), Krista Maruca (OCP North America), Margaret Henry (PepsiCo), Chad Bloom (Pheasants Forever), Jessica Bennett (Renewable Fuels Association), Adam Shea (Riceland Foods), Heidi Peterson (Sand County Foundation), John Mesko (Soil Health Partnership), Lauren Brown (Sound Agriculture), Liz Hunt (Syngenta), Lara Moody (The Fertilizer Institute), Adam Herges (The Mosaic Company), Carrie Vollmer-Sanders (The Nature Conservancy), Steve Doench (Tria), Stefani Grant (Unilever), Lauren Maul (United Soybean Board), Mark Isbell (USA Rice Federation), Abigail Rinne (U.S. Soybean Export Council), Anis Ragland (World Wildlife Fund), Francis Bouchard (Zurich)

### Staff and Consultants

Emily Bass (Field to Market); Lexi Clark (Field to Market); Eric Coronel (Field to Market); Chisara Ehiemere (Field to Market); Betsy Hickman (Field to Market); Paul Hishmeh (Field to Market); Agustin Olivo (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 Brandon Hunnicutt opened the meeting at 10:57 a.m. following the opening plenary and reviewed the anti-trust statement to the General Assembly.

#### II. Approval of the November 2019 General Assembly Minutes

Hunnicutt reviewed the procedure for electronic voting with the delegates. Online voting via Typeform will be open from Wednesday, June 24 through Friday, June 26. All motions were made by the chair unless there were amendments or dissent. Following review of the online votes received, a quorum was reached including sector balance (45 total responses; Agribusiness 20 of 36 total members, Brands &

Retail 6 of 9 total members, Civil Society 7 of 10 total members, Grower 12 of 19 total members).

*A motion was made by Hunnicutt by to approve the November 2020 General Assembly minutes. Motion passed: 43 approved, 2 abstain.*

### **III. Finance and Operations Update**

- A. *YTD Financials.* Rod Snyder reviewed the financial report as of April 31, 2020 with cash on hand of \$1,273,214, revenue at \$1,272,214 and total expenses at \$880,650.
- B. *2019 Annual Report.* Snyder noted that the annual report was released on June 24<sup>th</sup> online and that the 2019 audited financials were included in the report.
- C. *2020 Events.* Snyder informed the General Assembly that due to the ongoing COVID-19 pandemic, all scheduled events for 2020 would be moved online per a decision by the Board of Directors.
- D. *Commitment to Racial Justice, Diversity and Inclusion.* Snyder discussed actions Field to Market has already taken and will continue to take, including the formation of a Board of Directors subcommittee tasked with identifying strategies to ensure we are cultivating a diverse and inclusive Alliance.

### **IV. License Fees and Associate Member Dues Changes**

Hunnicutt reviewed the changes approved by the Board of Directors to the license fee structure as well as the key considerations and work of a Board subgroup on the issue. Snyder gave an overview of the current structure and details in the proposed changes. He noted that the new fees and dues would take effect in 2021 and would only apply to Associate members. The proposed dues change would add a third tier based on company revenue (over \$1B annually) and more closely aligns with full membership dues structures.

Chair Hunnicutt reminded the General Assembly of online voting procedures for the meeting.

*A motion was made by Hunnicutt to approve the proposed change to the Associate Member dues. Motion passed: 43 approved, 1 no, 1 abstain.*

### **V. Strategic Plan Dashboard and Implementation**

- A. *Dashboard Metrics and KPIs.* Hunnicutt and Rod reviewed the dashboard and highlighted key areas including project totals and project acres.
- B. *Strategic Plan Implementation: Convene Diverse Stakeholders*
  - 1. *Report on Standing Committee election results*
    - i. Awards & Recognition Committee
      - Aly Wells, Indiana Soybean Alliance (2022)
      - Abigail Rinne, U.S. Soybean Export Council (2022)
      - Peyton Harper, The Fertilizer Institute (2022)
      - Christi Dixon, Bayer CropScience (2022)
      - Cem Ozyurt, PepsiCo (2022)
      - Scott Manley, Ducks Unlimited (2022)
      - Cindy Lair, Colorado Department of Agriculture (2022)

- Danielle Isaacson, MAWQCP (2022)
  - 1 vacant seat for Brands & Retail and 1 vacant seat for Civil Society both for the term ending June 2022
- ii. Education and Outreach Committee
- Angela Hessinger, Innovation Center for US Dairy (2022)
  - Amy Roady, Illinois Soybean Association (2022)
  - Justin Maroccia, Corn Refiners Association (2022)
  - Krista Maruca, OCP North America (2022)
  - Andrew Utterback, Ingredion (2022)
  - Leif Fixen, The Nature Conservancy (2022)
  - Sunni Heikes-Knapton, National Association of Conservation Districts (2022)
  - Horacio Caperan, MIT Joint Program (2022)
  - Donna McCallister, Texas Tech University (2022)
  - 1 vacant seat in Brands & Retail, for the term ending June 2022
- iii. Metrics Committee
- John Stewart, Soil Health Partnership (2022)
  - Jesse Daystar, Cotton Inc. (2022)
  - Lara Moody, The Fertilizer Institute (2022)
  - Andy Greenlee, John Deere (2022)
  - Ben Johnson, J.M. Smucker Company (2022)
  - Heidi Peterson, Sand County Foundation (2022)
  - Monica McBride, World Wildlife Fund (2022)
  - Evelyn Steglich, USDA-NRCS (2022)
  - Nothabo Dube, Texas A&M Agrilife Research (2022)
  - 1 vacant seat in Brands & Retail, for the term ending June 2022
- iv. Verification Committee
- Lydia Holmes, USA Rice Federation (2022)
  - Sally Shaver, National Corn Growers Association (2022)
  - Christy Wright, Corteva Agriscience (2022)
  - Luther Smith, American Society of Agronomy (2022)
  - Noora Singh, PepsiCo (2022)
  - Ellen Herbert, Ducks Unlimited (2022)
  - Greg Bohrer, Environmental Initiative (2022)
  - Clarissa Levi, MAWQCP (2022)
  - Bill Robertson, University of Arkansas (2022)
  - 1 vacant seat in Brands & Retail for the term ending June 2022
2. *Update on 2020 Cross-Sector Dialogue series.* Hunnicutt reviewed the schedule for Cross Sector Dialogue and noted the registration limit.
3. *Member comment period for USDA Ag Innovation Agenda.* Background information was provided to the General Assembly and Hunnicutt for stakeholder feedback by July 17. A Board of Directors subgroup was formed to gather member feedback and oversee submission of aligned member

feedback to shape USDA's Ag Innovation Agenda. A member comment period will be open from June 26-July 17 with a member listening session on July 8.

C. *Strategic Plan Implementation: Provide Science-Based Leadership*

1. *Metrics Committee report.* Adam Herges, co-chair, discussed work of the committee on soil carbon, water quality and pest management, as well as the annual Fieldprint Platform science releases that included farm-level biodiversity (habitat potential index) and N<sub>2</sub>O adjustment for 4R practices.

D. *Strategic Plan Implementation: Scale Impact Through Partnerships*

1. *Update on Process-Based Standard and Accelerator projects.* Betsy Hickman gave an overview of the development and approval of the standard. Conditional approval was given in January by the Board of Directors, with the alternate approach of making improvement claims in less than 5 years. She also reviewed the project statistics based on 2019 annual project reporting, as well as current project information.
2. *Continuous Improvement Accelerator Academy.* Hickman updated the General Assembly on the new virtual agenda for the Academy, featuring four sessions over two weeks with included one-on-one support hours with Field to Market staff.
3. *Education & Outreach Committee report.* Adam Shea, co-chair gave updates on the work of the committee including the Cross-Sector Dialogues, farmer facing fact sheets and Field to Market in Focus webinar series.

E. *Strategic Plan Implementation: Enable Credible Communications*

1. *Verification Committee report.* Sally Shaver, co-chair, updated the membership on work of the committee including completing the expanded claims protocols, reviewing and revising Field to Market's dispute resolution process and conducting a gap analysis of the Process-Based Standard against ISEAL codes.
2. *Awards & Recognition Committee report.* Peyton Harper, co-chair, reminded the membership that the nomination period for the Sustainability Leadership Awards is open.
3. *Harmonization and alignment updates.* Rod reviewed the ongoing work with other organizations and programs so far in 2020.
  - Ecosystem Services Market Consortium – Rod reviewed the history of Field to Market's relationship with ESMC as well as the reciprocal membership of each. He noted that a Board of Directors subgroup was formed to look at potential areas of alignment, risks of divergent approaches, and strategies to avoid duplicative workstreams and how to be most efficient with member investments. He noted that Field to Market has been invited to participate in two ESMC pilot projects.
  - FTM USRSB Joint feed task force – Ongoing work includes developing the framework for a comprehensive pilot project in Nebraska that engages both farmer/feeders and feedyards on continuous improvement in feed

sustainability. Snyder discussed the leadership changes on the task force as well as the workshop held following the Sustainable Ag Summit in 2019.

- Field to Market Canada – Snyder noted the recently elected leadership and staff as well as a request for anyone interested in getting involved to contact Chisara Ehiemere.
- Mississippi River Cities & Towns Initiative – Snyder recapped the work and participation by mayors in the program over the past 18 months and noted that a second pilot city, Baton Rouge, La., has been announced.

#### **VI. Other Business**

Hunnicutt reviewed the 2020 meeting dates and virtual events.

There being no further business, the meeting adjourned at 11:58 a.m.