



Field to Market®

November Plenary and General Assembly

Thursday, November 12, 2020 | Virtual

Plenary and General Assembly Meeting

To join this session, please use the unique GotoWebinar log in information you received via e-mail.

10:00 – 10:05 a.m. Welcome and opening remarks from Field to Market Board Chair

- Brandon Hunnicutt, National Corn Growers Association

10:05 – 10:10 a.m. Announcement of Field to Market's Trusted Adviser of the Year

10:10 – 10:30 a.m. A deeper dive | Advancing water quality outcomes in ag supply chain

- Ceres report: "Strengthening Sustainable Sourcing Company Commitments for Water Quality in U.S. Row Crops"
 - Kirsten James, Water Program Director, Ceres
- Implementation of Field to Market's new water quality metric
 - Allison Thomson, VP Science & Research, Field to Market

10:30 – 10:35 a.m. Announcement of Field to Market's Collaboration of the Year

10:35 – 10:55 a.m. Economic sustainability | Enhancing farmer livelihoods

- Field to Market report: "Economic Sustainability: Trends in Farm Financial Wellness for U.S. Commodity Crops"
 - Krista Swanson, Visiting Research Specialist, University of Illinois
- EDF report: "Catalytic Capital and Agriculture: Opportunities to Invest in Healthy Soils, Resilient Farms and a Stable Climate"
 - Vincent Gauthier, Working Lands Research Analyst, Environmental Defense Fund

10:55 – 11:05 a.m. Keynote remarks

- Jon Doggett, CEO, National Corn Growers Association

11:05 – 11:10 a.m. Announcement of Field to Market's Farmer of the Year

11:10 – 11:20 a.m. Key program updates

- Rod Snyder, President, Field to Market

11:20 – 11:30 a.m. Overview of new claims pathways for Field to Market Accelerator projects

- Chisara Ehiemere, Assurance Director, Field to Market

Thursday, November 12 (all listed times EST)

11:30 – 11:35 a.m. General Assembly meeting begins | Agenda review and anti-trust reminder

11:35 – 11:40 a.m. Review and approval of June minutes (VOTE REQUIRED)

11:40 – 11:45 a.m. Finance, operations, and governance updates

- Report on Board of Directors election results

11:45 – 11:50 a.m. Review 2019-2021 Strategic Plan dashboard

- Discussion of strategic planning process for post-2021

11:50 – 12:00 p.m. Standing Committee reports

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

12:00 p.m. Review 2021 meeting dates | Other announcements | Adjourn

2:00 – 3:00 p.m. Concurrent Breakout Discussions

To join this session, please [click here](#). Participants will automatically be placed in breakout discussion rooms based on preferences indicated during registration.

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

SPEAKERS

(Listed in Order of Appearance)



Kirsten James, Water Program Director, Ceres

Kirsten James directs Ceres strategy for mobilizing leading investors and companies to address the sustainability risks facing our freshwater and agriculture systems. Her work includes leading the Valuing Water Finance Initiative, an investor-led effort which seeks to drive corporate action on water-related financial risks. Previously, Kirsten served for 5 years as the director of California policy and partnerships at Ceres, where she led strategy development for Ceres's California-focused policy work, engaging companies and investors in support of public policies that call for sustainable water management, clean energy and greenhouse gas emissions reductions in California. Prior to Ceres, Kirsten worked for nine years at the Santa Monica-based environmental group, Heal the Bay, as their Science and Policy Director. She graduated with a bachelor's degree from Northwestern University and a master's degree in environmental science and management from the Bren School at University of California Santa Barbara.



Krista Swanson, Visiting Research Specialist, University of Illinois

Krista Swanson is a Research Specialist in the Department of Agricultural and Consumer Economics, University of Illinois. She studies policy impacts on agriculture and farm level economics and summarizes her work in articles on the farmdocDaily website. Krista earned a M.S. in Agricultural Economics from the University of Illinois. She previously worked for the Illinois Farm Business Farm Management Association and then 1st Farm Credit Services from 2011 until 2017, when she started in her current role. Krista actively farms in Illinois with her husband and his family where they raise grain, livestock, and their four children on the farm.



Vincent Gauthier, Working Lands Research Analyst, Environmental Defense Fund

Vincent Gauthier is a research analyst on the Working Lands Team at the Environmental Defense Fund. Vincent works with farmers, agricultural organizations and food companies, conducting research on financial mechanisms and policies for boosting climate resilience in U.S. agriculture. Before joining EDF, Vincent worked as project manager for the Health is Everyone's Business initiative at the United Nations Global Compact in New York. He holds a Masters of Environmental Management from the Nicholas School of the Environment at Duke University.

SPEAKERS

(Listed in Order of Appearance)



Jon Doggett, CEO, National Corn Growers Association

Jon Doggett is the Chief Executive Officer of the National Corn Growers Association, a grower-led trade association with offices in St Louis and Washington. Doggett assumed the role of Chief Executive Officer in September 2018. Raised on his family's Montana ranch, Doggett has substantial knowledge of production agricultural and more than 30 years of agricultural policy experience. Prior to joining NCGA, Doggett served 11 years at the American Farm Bureau Federation, where he was the Bureau's lead lobbyist on a number of public policy issues, including ethanol, climate change, land use, conservation and endangered species. While in Washington, Doggett also worked for the National Cattleman's Beef Association/Public Lands Council and served as senior legislative assistant for former Montana Congressman Ron Marlenee. His ability to look at issues with a fresh perspective and find a common ground has been the cornerstone of Doggett's work in the legislative arena. In 2004, he was named one of the most influential lobbyists in Washington by The Hill newspaper. He attended the University of Montana, where he majored in finance and journalism. Jon resides in Northern Virginia with his wife, Nancy. They have two adult children, Katie and Andrew, and the two most wonderful granddaughters in the whole world.

MEETING PARTICIPATION GUIDELINES

- Field to Market participation is governed by its **bylaws**.
- **This year, all voting will be done electronically. If a vote of the General Assembly is required, a link to vote will be sent directly to the primary voting delegate from each member organization.**
- **Field to Market's General Assembly Meeting will be recorded. However, recordings will not be available for public distribution.** Recordings will be available for Field to Market member access only.
- 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 standing committees.**
- 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 antitrust 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 antitrust laws. If at any time during the course of the meeting a participant believes that a topic prohibited under the antitrust laws is being discussed, or is about to be discussed, they should advise the facilitator and chair who will halt any further discussion.



Field to Market[®]

The Alliance for Sustainable Agriculture