**CONTINUOUS**

**IMPROVEMENT PLAN**

**SECTION 1: CONTINUOUS IMPROVEMENT GOAL(S) & OBJECTIVE(S)**

**PHASE ONE**

The following components must be completed and on file with Field to Market before a project can be considered an active project in the Continuous Improvement Accelerator and listed on the public-facing Project Directory.

1. **Project Summary**

*Provide a brief (3-5 sentence) overview of the project’s continuous improvement goal(s) to appear on the Field to Market Project Directory.*

Click here to enter text.

1. **Multi-Stakeholder Participation**

**Sponsors***Provide a list of Field to Market Full Members investing in the project (financially or in-kind).*Click here to enter text.

**Partners**

*Please provide a list of Associate Members and/or Non-Members that contribute to the project.*

*Please note that any entity wishing to make public communications about their involvement in the project must meet Field to Market’s licensing requirements before they can be affiliated with your project.*

Click here to enter text.

1. **Continuous Improvement Objective(s)**

*Please list one or more time-bound, measurable continuous improvement objectives that define the near-term scope and achieve the project’s continuous improvement goal(s) summarized above.*

*Objective categories can be around grower or acreage engagement, practice adoption, and metric impact.*

**Objective 1:** Click here to enter text.

**Objective 2** (optional)**:** Click here to enter text.

**Objective 3** (optional)**:** Click here to enter text.

1. **Objective Baseline**

**PHASE ONE**

*Please provide a baseline against which progress and success will be evaluated for each continuous improvement objective (e.g., baseline of 15% of enrolled growers have nutrient management plans; to meet the project objective, nutrient management plans will be developed for 100% of enrolled growers by the end of Year 2).*

*Please note that baselines may either be established prior to project implementation or updated from the status of “In Process of Drafting” to actual baseline during Year One of project implementation.*

**Objective 1:** Click here to enter text.

**Objective 2** (*optional)***:** Click here to enter text.

**Objective 3** (*optional)***:** Click here to enter text.

1. **Local Relevance***Please describe how the local relevance of these natural resource concerns was identified and prioritized.*

*For guidance on available resources to identify and prioritize natural resource concerns, please download Field to Market’s quick reference guide to Addressing Key Natural Resource Concerns.*

*Guidance Organization:* Choose an item.

*Please Elaborate:* Click here to enter text.

1. **Other Sustainability Initiatives or Equivalencies** (optional)

*Field to Market seeks to harmonize our approach with other sustainability initiatives. Please indicate other sustainability initiatives or equivalences which you are utilizing in your project.*

Gold Standard

NRCS Regional Conservation Partnership Program

Midwest Row Crop Collaborative

SAI Platform

Soil Health Partnership

The Sustainability Consortium

U.S. Cotton Trust Protocol

Other: Click or tap here to enter text.

1. **Level of Verification** (optional)

**PHASE ONE**

*How do you plan to verify Project results?*

*This can be altered during annual reporting. For more information about the Verification process and requirements for each level, please review Field to Market’s Assurance Principles which outline criteria for verifying claims.*

I plan to self-report progress achieved

I plan to have a partner to support progress reporting

I plan to have an independent, third-party validate progress reporting

**SECTION 2: GROWER ENGAGEMENT**

The development of a grower engagement plan which identifies methods in which the project will engage growers and specifies qualitative and quantitative engagement goals for the project is an essential element of a successful project. Each project is required to provide a feedback mechanism that enables farmers to identify and pursue opportunities for continuous improvement. The plan must also include a strategy for using grower engagement to advance Field to Market’s overall goal of continuous improvement in sustainability outcomes.

1. **Planned Outreach/Recruitment Mechanisms***Identify the methods your project will utilize to reach, recruit, engage and retain growers.*

*Examples include, but are not limited to, mailers, calls, email and/or in-person events.*

Click here to enter text.

1. **Engagement Goals & Timeline**

*Identify timebound targets for the number of growers and collective acreage under management that your project will engage during the lifespan of the project.*

*Progress against these targets will be reported annually.*

***Growers:***Click here to enter text.

***Acres:***Click here to enter text.

***Target Year:*** Click here to enter text.

1. **Grower Support**

**PHASE ONE**

*All projects are required to help participating growers advance their continuous improvement journey through providing a feedback mechanism and/or tangible support.*

*What is the tangible value or support that participating growers receive as a result of their involvement in the project?*

*Some examples include, but are not limited to, Incubation: written conservation plan, nutrient management plan; Insight: actionable feedback on their Fieldprint Analysis and peer-to-peer comparison at annual grower meetings; or Innovation: cost-share on practice adoption.*

Click here to enter text.

*Describe, how the project’s strategy for supporting farmers is tied to improvements in environmental outcomes.*

Click here to enter text.

1. **Enrollment Methodology   
   *(Required for Insight and Innovation Projects)***

*What is the percentage of enrolled acres for which you intend to collect data?*

*Please note that Field to Market requires participating growers to enter data for a minimum of 10% of the total acreage they wish to enroll for the project, ensuring that the fields selected are representative of their overall operations.*

\_\_\_% of Each Farmers’ Total Acreage

*How are you ensuring that the fields that are selected are a representative of the farmers’ total acreage enrolled?*

Click here to enter text.

**SECTION 3: INVESTING IN CONTINUOUS IMPROVEMENT   
*(Required for Innovation Projects Only)***

**PHASE ONE – REQUIRED FOR INNOVATION PROJECTS ONLY**

Please document the strategies the project will employ to advance the continuous improvement objectives previously identified and highlight what direct investments the project will make to support farmers in adopting conservation practices.

1. **Practices**

*What practices are you promoting with the farmers in the project to address the identified natural resource concerns?*

Click here to enter a response

*Select, from the list below, the advisory organization you utilized to determine the applicable practices for this region.*

Choose an item.

**2. Value-Added Incentives**

*What value-added incentive strategies do you plan to incorporate into your project to help participating farmers pursue opportunities for continuous improvement and de-risk adoption of new practices?*

*For examples, please reference the Value-Added Case Studies White Paper.*

**Financial Assistance**

Practice Incentive Payments

Per Unit Premium for Data

Per Acre Premium for Data

Reduced Crop Insurance Premiums

Tax Credits of Conservation Equipment

Payment for Ecosystem Services / Pay   
for Performance

Equipment Rental Availability

Extended Lease Terms

Other – Please Describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Technical Assistance**

Dedicated trusted adviser

Grower training on effective practice implementation

Other – Please Describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Market Access**

**PHASE ONE**

Long-Term Contracts

International Market Access

Other – Please Describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Please provide a written description of the value-added incentives available to farmers in your project.*

Click here to enter a response

**Date submitted:** Click here to enter a date.