



Education and Outreach Committee Meeting Notes

June Committee Elections

Committee elections are coming up and there are a few vacancies carrying over into the next cycle. Committee members with terms that expire in 2021 are up for re-election in June.

Name	Organization	Sector	Term
Kaylyn Groce	University of Georgia	Affiliate	2021
Vacant	Vacant	Agribusiness	2021
Adam Shea*	Riceland Foods	Brands & Retail	2021
Bethany Siebold	General Mills, Inc.	Brands & Retail	2021
TBD	NRCS	Affiliate	2021
Kris Reynolds	American Farmland Trust	Civil Society	2021
TBD	Environmental Defense Fund	Civil Society	2021
TBD	Indiana Corn Marketing Council	Grower	2021
Ryan Kurtz	Cotton Incorporated	Grower	2021
Donna Mitchell McCallister	Texas Tech University	Affiliate	2022
Horacio Caperan	MIT Joint Program	Affiliate	2022
Justin Maroccia	Corn Refiners Association	Agribusiness	2022
TBD	OCP	Agribusiness	2022
Michelle Yoshinaka	Sound Agriculture	Agribusiness	2022
Andrew Utterback	Ingredion Incorporated	Brands & Retail	2022
Vacant	Vacant	Brands & Retail	2022
Leif Fixen	The Nature Conservancy	Civil Society	2022
TBD	NACD	Civil Society	2022
Angela Hessinger	Innovation Center for US Dairy	Grower	2022
Michael Gill	Illinois Soybean Association	Grower	2022

Field to Market will be promoting the opportunity to members and we would like your help illustrating the value of serving.

Action item: Please send Kelly (kyoung@fieldtomarket.org) a sentence or two highlighting the benefit to you and/or your organization from participating in the committee.

Member Education Needs on Ecosystems Markets

By now you may have read [Rod Snyder's op-ed](#) this week in Agri-Pulse about voluntary ecosystems markets or read his mention of this committee's potential role in the member communication that went out on April 19. An excerpt is below:

“Last but certainly not least, **ecosystem service markets and supply chain sustainability programs must be farmer friendly**. There is already significant confusion in the countryside around eligibility requirements, payment and contract terms, and data ownership and privacy considerations. Agriculture organizations and especially commodity groups are in an important position to help demystify this space for farmers once the terms of engagement are clear. In the coming months, Field to Market's Education and Outreach Committee will partner with relevant organizations to develop useful information to help farmers and supply chain companies effectively navigate these opportunities. “

This will be a primary topic of our May committee call and we will likely have a breakout session addressing this at the June plenary.

Action item: Consider the educational needs of each sector regarding participation in, and support of, voluntary ecosystems markets.

Cross-Sector Dialogues

Just announced:

From Soil Health to Soil Wealth: Accelerating Regenerative Agriculture for a Resource-Positive Future

June 29, 1:00 – 3:30 PM EDT | Remote

As more companies establish regenerative agriculture goals for their supply chains as a solution to reverse nature loss and combat climate change, our industry is working to support farmers in scaling these practices from niche to norm. This Cross-Sector Dialogue will build a shared understanding about how sustainable, regenerative and conservation agriculture systems intersect while exploring mechanisms to accelerate resource-positive outcomes.

This event will be registered as an independent dialogue within the UN Food Systems Summit, and a summary will be formally submitted to USDA and the United Nations on game-changing solutions for Action Track 3: Boost Nature-Positive Food Production. Join with visionary leaders from grower groups; agribusinesses; financial institutions; conservation NGOs; food, beverage and retail companies; government and academia to shape a roadmap toward a more regenerative future where farmers and nature thrive.

Action item: Please let Kelly know what aspects of this topic we should be sure to cover or speakers we should invite. Also, please indicate if you can serve a notetaker or facilitator.