



General Assembly Materials

Virtual Events

June 23-24, 2021



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Field to Market June Plenary & General Assembly Meeting Virtual Events June 21-24, 2021

Agenda *(All times listed are EDT)*

Monday, June 21

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

Wednesday, June 23 **Plenary & General Assembly Meeting** ([Join Here](#))

- 10:00 – 10:05 a.m. Welcome and opening remarks from Field to Market Board Chair
- Brandon Hunnicutt, National Corn Growers Association
- 10:05 – 10:15 a.m. Keynote remarks: Federal Conservation and Climate Policy
- Chairwoman Debbie Stabenow, Senate Agriculture Committee
- 10:15 – 10:25 a.m. Key programmatic updates
- Rod Snyder, President, Field to Market
- 10:25 – 10:40 a.m. Guest remarks: Accelerating Science-Based Targets for Nature
- Jessica McGlyn, Corporate Engagement Lead, Science Based Targets Network
- 10:40 – 10:50 a.m. Announcement of 2021 Spotlight Honorees
- 10:50 – 11:00 a.m. Guest remarks: Increasing Diversity in Agricultural Supply Chains
- Martín Lemos, Co-Executive Director, National Young Farmers Coalition
- 11:00 – 11:10 a.m. General Assembly meeting begins
- Agenda review and anti-trust reminder
 - Review and approval of November minutes (VOTE REQUIRED)
 - Finance and operations update
 - Report on Standing Committee election results
- 11:10 – 11:20 a.m. 2022-2024 Strategic Plan development
- Review progress against 2019-2021 Strategic Plan KPIs
 - Summary of initial feedback for 2022-2024 planning
 - Process and timeline for plan adoption
- 11:20 – 11:30 a.m. Pillar I: Convene Diverse Stakeholders
- Update on 2021 Cross-Sector Dialogue series
 - Innovative Finance Workgroup report
- 11:30 – 11:40 a.m. Pillar II: Provide Science-Based Leadership
- Metrics Committee report | Water quality and soil carbon updates
 - Fieldprint Platform 4.0 launch

- 11:40 – 11:50 a.m. Pillar III: Scale Impact Through Partnerships
- Education & Outreach Committee report
 - Update on Accelerator projects
 - Continuous Improvement Academy and Data Analyst Training
- 11:50 – 12:00 noon Pillar IV: Enable Credible Communications
- Verification Committee report | Scope 3 guidance
 - Awards & Recognition Committee report
 - Harmonization and alignment updates
- 12:00 noon Review 2021 meeting dates | Other announcements | Adjourn

Thursday, June 24 **Breakout Discussion Sessions** ([Join Here](#))

- 10:00 – 11:00 a.m. **New Developments in Metrics for Climate Mitigation**
Field to Market is launching a new Soil Carbon quantification tool in Fieldprint Platform 4.0. This session will demonstrate and describe the new tool and how it can be used to understand soil carbon sequestration potential and meet project climate mitigation goals.

- Allison Thomson, Field to Market

- 11:00 – 12:00 noon **Using Field to Market's Continuous Improvement Accelerator to Satisfy Scope 3 Emissions Reporting Requirements**
Many Field to Market members have made public commitments to addressing climate change and reducing Scope 3 Emissions. This session will walk members through how to utilize Innovation Projects and Field to Market's GHG Metric and soil carbon estimation tool to design and implement projects that create a greenhouse gas emissions baseline, determine applicable practice changes, and enable annual reporting of emissions.

- Ellen Herbert, Ducks Unlimited
- Sally Shaver, National Corn Growers Association
- Chisara Ehiemere, Field to Market

- 1:00 – 2:00 p.m. **Clearing the Air: What Do Growers Need to Know Before Signing That Carbon Contract?**
With so much activity in the ecosystems services market space, growers have been presented with an unprecedented array of choices for selling carbon credits. With presentations by an industry expert and a farmer participating in a market, this session will examine the considerations a grower should make before signing a contract.

- Laura Sands, K-Coe Isom
- Mark Isbell, USA Rice Federation
- Shelby Myers, American Farm Bureau Federation
- Rod Snyder, Field to Market (Moderator)

- 2:00 – 3:00 p.m. **Harnessing Innovative Finance to Deliver Sustainable Outcomes**
While expectations continue to grow around the potential for robust ecosystem service markets and outcomes-based payment programs, there is no silver bullet

to incentivizing and scaling sustainable, regenerative or climate-smart agriculture. Join members from Field to Market's Innovative Finance Workgroup (IFWG) for a dynamic discussion exploring the importance of diversified incentive strategies to support farmers in managing the agronomic and financial risk of transitioning to new practices. Highlighting early learnings from the workgroup's landscape assessment, this session will share perspectives and efforts underway across the value chain to accelerate the uptake of innovative finance and incentive mechanisms to improve environmental outcomes and enhance farmer livelihoods.

- Maggie Monast, Environmental Defense Fund
- Shelby Myers, American Farm Bureau Federation
- Jeff O'Connor, OC Farms & Illinois Soybean Association
- Stefani Grant, Unilever
- Betsy Hickman, Field to Market (Moderator)

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.

Field to Market Member Leadership & Governance

Thank you to our member leaders who generously volunteer their time to oversee Field to Market's programs and governance.

BOARD OF DIRECTORS

Officers

Brandon Hunnicutt, National Corn Growers Association (Chair)
Jeremy Peters, National Association of Conservation Districts (Vice Chair)
Diane Herndon, Nestle Purina (Secretary)
Michelle French, ADM (Treasurer)

Members

Jenny Ahlen, Environmental Defense Fund
Sarah Alexander, Keystone Policy Center
David Bue, Pheasants Forever
Luisa Camargo, Mondelēz International
Sarah Fox, Nutrien
Keira Franz, National Association of Wheat Growers
Mark Isbell, USA Rice Federation
Margaret Henry, PepsiCo
Gary O'Neill, USDA Natural Resources Conservation Service
Megan Weidner, Bunge
Jun Zhu, University of Arkansas

COMMITTEE & WORKGROUP CO-CHAIRS

Awards & Recognition Committee

Peyton Harper, The Fertilizer Institute (*interim*)
Aly Wells, Indiana Soybean Alliance

Education & Outreach Committee

Adam Shea, Riceland Foods
Vacant

Metrics Committee

Adam Herges, The Mosaic Company
Heidi Peterson, Sand County Foundation





Verification Committee





Ellen Herbert, Ducks Unlimited
Sally Shaver, National Corn Growers Association


Innovative Finance Workgroup

Maggie Monast, Environmental Defense Fund
Shelby Myers, American Farm Bureau Federation

Strategic Plan Dashboard

Key Success Measure	Status	Update
CONVENE DIVERSE STAKEHOLDERS		
<p>1.1) Five percent annual membership growth with a focus on underrepresented sectors. (2017 Baseline: 134 members)</p> <ul style="list-style-type: none"> • 2019 Target – 140 members • 2020 Target – 147 members • 2021 Target – 154 members 		Field to Market exceeded our membership target for 2020 ending the year at 148 members. So far in 2021 Field to Market has welcomed 3 new members. Our current member count stands at 147 .
<p>1.2) 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"> • 2019 Target – 70% • 2020 Target – 80% • 2021 Target – 90% 		Field to Market has held several virtual events in the first months of 2021 and is already seeing strong engagement with more than 75% of members actively participating in programmatic offerings. With major engagement opportunities approaching in the summer and fall, we expect to meet our 2021 engagement goal of 90%.
PROVIDE SCIENCE-BASED LEADERSHIP		
<p>2.1) 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>		The Metrics Committee has completed review of 5 out of 8 existing metrics (Irrigation, Soil Conservation, Land Use, Soil Carbon, Water Quality) and initiated review of 2 additional metrics (Energy Use and Biodiversity). Updates were deployed for two metrics in 2020 (Biodiversity and Greenhouse Gas Emissions) and an additional two metrics in 2021 (Water Quality and Soil Carbon).
<p>2.2) 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"> • 2019 Target – 30M acres • 2020 Target – 50M acres • 2021 Target – 65M acres 		With the current group of seven Qualified Data Management Partners, 45M acres have access to sustainability measurement through the integration of metrics from the Fieldprint Platform. Additional data partners are currently in the integration pipeline, and we expect this acreage number to increase by the end of 2021.

SCALE IMPACT THROUGH PARTNERSHIPS		
<p>3.1) 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"> • 2019 Target – 30 members • 2020 Target – 41 members • 2021 Target – 52 members 		<p>Currently, 27 member organizations with 29 offerings and 6 projects are listed in the Partnership Exchange. 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 Partnership Exchange offerings</p>
<p>3.2) Quadruple the number of active member-driven projects. (2017 Baseline: 51 projects)</p> <ul style="list-style-type: none"> • 2019 Target – 85 projects • 2020 Target – 145 projects • 2021 Target – 204 projects 		<p>As of June 1, 2021, we have 70 active projects enrolled in the Continuous Improvement Accelerator across 33 states. In addition, 5 prospective projects are currently under development. COVID-19 had a significant impact on members' abilities to launch new projects in 2020 and facilitate direct grower engagement efforts.</p>
<p>3.3) 500 percent increase in acres enrolled in member-driven projects. (2017 Baseline – 1.5M acres)</p> <ul style="list-style-type: none"> • 2019 Target – 3.75M acres • 2020 Target – 5.25M acres • 2021 Target – 7.65M acres 		<p>Based on Crop Year 2020 Annual Progress Reporting, we have more than 4.5 million acres enrolled in Continuous Improvement Projects.</p>
ENABLE CREDIBLE COMMUNICATIONS		
<p>4.1) By 2021, reach formal alignment with at least three additional sustainability programs or standards.</p>		<p>Field to Market has signed formal MOUs with the U.S. Cotton Trust Protocol and OpenTEAM, and an updated MOU has been reached with SAI Platform. Several other programs and standards are currently under discussion/review.</p>

<p>4.2) 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"> • 2019 Target – 250M impressions • 2020 Target – 300M impressions • 2021 Target – 375M impressions 		<p>Between January-June 2021, Field to Market achieved a total of 66 million media impressions through coverage of Field to Market member news, publications and events. We expect to garner the vast majority of this year’s impressions through announcements in the summer and fall in order to meet our goal of 375M impressions in 2021.</p>
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Programmatic Updates

I. CONVENE DIVERSE STAKEHOLDERS

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

Strategic Planning

As Field to Market nears the conclusion of our 2019-2021 Strategic Plan, the Board of Directors has begun a process to adapt the plan to carry the organization through 2024. The board is currently reflecting upon where the organization has been most successful in delivering on its mission over the past three years and where additional work is needed to scale our impact and generate additional value for members. The 2022-2024 strategic planning process will be an important opportunity to test assumptions and find ways to improve our own programs and operations.

Over the next several months, we will conduct member and stakeholder outreach to sharpen Field to Market's focus and update our strategies through 2024. We hosted kickoff discussions during the sector calls in May, and in the coming days, all members will receive an online survey to begin offering written feedback. Updates will also be provided during the upcoming plenary meeting on June 23. If you have specific comments you would like to offer regarding the future of Field to Market and its programs, please contact [Betsy Hickman](#) or any member of the board with your feedback.

Cross Sector Dialogue Series

Since the November 2020 plenary meeting, two Cross-Sector Dialogues have been held:

- [The Human Element: What Social Science Can Teach Us About Building Effective Sustainability Strategies for U.S. Agriculture](#) was held remotely on December 8, 2020.
- [Racial Justice, Equity and Inclusion: Dismantling Legacy Barriers and Biases in U.S. Agriculture](#) was remotely delivered on March 24, 2021. Members can view recordings of Field to Market's Board of Directors Chairperson [Brandon Hunnicut's opening remarks](#), [Marcus Bernard's presentation](#) on the history of racism in U.S. agriculture and the solutions-focused [panel discussion](#) featuring Veronica Womack, Ebony Webber, Rodrigo Cala, P.J. Haynie and Kari Jo Lawrence.

[Registration is currently open](#) for the next Dialogue, *From Soil Health to Soil Wealth: Accelerating Regenerative Ag for a Resource-Positive Future*, which will be held virtually on June 29, 2021. 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.

The final Dialogue of 2021 will be held in September and will focus on landscape approaches to improving agricultural sustainability and will be held in-person in Washington, D.C.

Innovative Finance Working Group

Economic barriers to scaling conservation adoption and concerning trends in overall farm financial well-being led to Field to Market's Board of Directors to establish a new Innovative Finance Working Group. Tasked with exploring innovative finance mechanisms and value-added incentive strategies to support U.S. farmers in scaling conservation practices and delivering sustainable

outcomes, the working group is co-chaired by Maggie Monast, Environmental Defense Fund and Shelby Myers, American Farm Bureau Federation.

Launched in January, the Innovative Finance Working Group seeks to bring greater focus to how the value chain can support growers in managing the agronomic and financial risk inherent in transitioning to new practices that are necessary to build a more resilient food and agriculture system. Together the group has aligned around a shared vision, mission and objectives to guide their work together in 2021.

VISION: Re-align financial signals and incentives throughout the food and agriculture system by demonstrating risk reduction and financial benefits of conservation adoption

MISSION: Build the value chain's capacity to harness innovative finance and incentive mechanisms to rapidly scale conservation adoption among the middle majority of producers by creating a bridge between positive environmental outcomes and profitability for farmers

SCOPE OF WORK/OBJECTIVES

- Identify and segment the landscape of innovative finance mechanisms and value-added incentive strategies
- Conduct stakeholder mapping of influential individuals and organizations within the finance community
- Cultivate and strengthen relationships with identified stakeholders to create a network of potential implementation partners and advisers to Field to Market members wishing to support farmer transition
- Leverage the influence of Field to Market's membership by aligning uptake of a set of blueprints for operationalizing incentive strategies within Innovation Projects enrolled in the Continuous Improvement Accelerator
- Where possible, research and complete a deeper analysis of the level of investment needed on a per acre basis to enable improved environmental outcomes while enhancing farmer profitability

Appointed by the Board of Directors, the workgroup convenes 20 members with equal representation from Field to Market's Grower, Agribusiness, Brands & Retail, Civil Society and Affiliate membership sectors who will serve for a 12-month term, including:

- Maggie Monast, Environmental Defense Fund, Co-Chair
- Shelby Swain Myers, American Farm Bureau Federation, Co-Chair
- Jenette Ashtekar, CIBO Technologies
- Horacio Caperan, MIT Joint Program on the Science and Policy of Global Change
- Randy Dell, The Nature Conservancy
- Julie DiNatale, Corteva
- Paul Duncan, Anuvia
- Kira Everhart-Valentine, United Sorghum Checkoff Program
- Laura Gentry, Illinois Corn Growers Association
- Stefani Millie Grant, Unilever
- Diane Herndon, Nestle Purina
- Ashley Kuhn, Procter & Gamble
- Alan Martinez, Cornell University
- Camille Morse-Nicholson, Environmental Initiative
- Kevin McAleese, Sand County Foundation
- Jeff O'Connor, OC Farms & Illinois Soybean Association
- Jeff Peters, Nutrien
- Elizabeth Reaves, Sustainable Food Lab
- Meghan Ryan, PepsiCo
- Christy Slay, The Sustainability Consortium
- Betsy Hickman, Field to Market, Facilitator

The working group is currently in a research and discovery phase, conducting monthly deep dives on six key thematic areas. Upon completion of this landscape assessment, the workgroup will publish a report by year's end outlining key findings and recommendations for piloting and scaling finance and value-added incentive mechanisms within supply chain sustainability initiatives.



MARCH

- Conservation Finance Overview
- Public/Private Accelerator Fund

APRIL

- Sustainable Reference Price
- Cost-Plus Contracts

MAY

- Ag Lending Incentives
- Trade Finance (Tailored for Ag)

JUNE

- Warranty
- Private Crop Insurance Buy-Down

JULY

- Outcomes-Based Fund
- Ecosystem Services Credits

AUGUST

- Sustainable Farm Leases

If you have any questions related to the Innovative Finance Working Group or would like to recommend additional areas for exploration and/or resources, experts and organizations the group should consider, please contact a working group representative from your sector or reach out to [Betsy Hickman](#), lead facilitator.

Field to Market In-Focus Webinars

As of June 2021, we have hosted three webinars to deepen member understanding of our programs and are planning five more this year.

Continuous Improvement Accelerator 101: Harnessing the Accelerator to Meet Your Sustainability Goals	March 10, 2021
Annual Project Reporting	March 30, 2021
Leveraging USDA Financial Assistance Programs	May 11, 2021
STEP Into a Better Understanding of Field to Market’s Water Quality Metric	July 2021
Understanding Scope 3 Reporting and the Fieldprint Platform	August 2021
Leveraging the Power of “We” with the Partnership Exchange	September 2021
Managing Projects in the Fieldprint® Platform	December 2021

If you have any suggestions for topics that you think would benefit our members please contact [Kelly Murray Young](#), Educational Resource Manager.

Sustainable Agriculture Summit

The seventh annual Sustainable Agriculture Summit is currently scheduled for November 17-18 in Las Vegas. This year's summit will be planned according to all federal, state and local health restrictions and will also offer a virtual option for participants to view mainstage sessions online. A call for breakout session proposals has been released, and proposals can be [submitted online](#) through August 16. Registration will open in early July.

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.

Sustainability Metrics

In the first half of 2021, the Metrics Committee completed work on recommending a quantitative approach to soil carbon measurement for the Fieldprint Platform and concluded discussions on pest management, while preparing for pilot testing and evaluation of the supplemental Biodiversity and Greenhouse Gas Emissions metric features introduced last year.

Soil Carbon

After exploring a number of potential alternative approaches to assess soil carbon, the Metrics Committee has recommended incorporating the COMET-Planner scenario tool into the Fieldprint Platform. To be release with version 4.0 in early July, this tool will allow growers and projects to quickly estimate the amount of carbon that is or could be sequestered in their soils following adoption of conservation practices such as tillage changes and cover cropping.

While the primary Soil Carbon Metric for assessing progress towards continuous improvement will remain the Soil Conditioning Index, this new feature will help users understand the potential of their soils to contribute to climate mitigation and understand the relative impact of different practices they could adopt.

Pest Management

The Pest Management Subcommittee concluded their work and submitted a report to the full Committee in March of 2021. The primary recommendations were to integrate consideration of pest management practices into all future metric reviews, and in particular to include it as a key consideration in the upcoming review of the Biodiversity Metric. The Subcommittee recommended against adoption of a 9th metric focused specifically on pest management at this time but encouraged continued dialogue with members from the Brand & Retail sector who initiated the conversations. The full report is available to all members through the online Member Portal.

Metrics Committee Seeks Your Feedback

The Metrics Committee reviews each metric at least once every three years. A key consideration in reviews is the user experience, and we seek feedback from growers, project administrators and project sponsors about how well the existing metrics meet your needs. The Committee evaluates both how well the metric serves as a measure of continuous improvement in the value chain and how useful it is for individual farmers considering management changes.

To make it easier for everyone to provide feedback, there is now a standard metric feedback form linked to Fieldprint results forms.

There are also two optional features now in the Platform that we welcome and encourage projects to use. One is a full-farm Biodiversity assessment, and the other is an in-depth consideration of 4R nutrient management strategy impacts on nitrous oxide emissions. Please contact staff if you are interested in using and providing feedback on these features. Your help will inform the next round of metric review and development for these critical indicators.

Technology

Upcoming Fieldprint® Platform Version 4 Release

In early July 2021, Field to Market will release Version 4 of the Fieldprint Platform (Calculator and Fieldprint API). The release comes as part of the yearly science release and includes important science enhancements:

- Replacement of NRCS Water Quality Index (WQI) tool with STEP (Stewardship Tool for Environmental Performance).
- Implementation of COMET Planner as a quantitative Soil Carbon Scenario Tool within the online Calculator, with an optional feature added to the Fieldprint API for QDMPs in the Fall of 2021.

Version 4 will also include a number of minor science enhancements or user interface improvements:

- Improve wind erosion model performance by enforcing WEPS Calibration Mode
- Minor updates to GHG Soil N₂O reference data for alfalfa
- Minor update to separate Energy Use and GHG Emissions metric results for fertilizers and crop protectants
- Improve various results reports including Fieldprint Analysis Report and Comprehensive Data Output File

In an effort to strengthen our ability to provide farmers with guidance around use of the Fieldprint Platform, we will be launching a Fieldprint Calculator Support Portal around the rollout of Version 4. The Portal will provide farms with a Calculator User Guide and Knowledge Base and incorporate recently developed support materials such as demonstration videos.

Other Fieldprint Platform Improvements

At the request of members, earlier this year we released a new data export feature that provides farmers with the ability to export in a single spreadsheet their data across all fields, crop years and crop types. This greatly improves data portability and allows for additional data analysis by farmers or their advisors.

As part of a grant-based partnership between Field to Market and USDA National Resource Conservation Service (NRCS), we added to the export feature the ability for farmers to bulk export Fieldprint analysis reports and field boundaries for all crop years selected. In addition, farmers can export a spreadsheet that provides a data mapping reference between the

Fieldprint Platform and NRCS's Conservation Assessment Ranking Tool (CART). The goal of the partnership is to develop data interoperability and streamline conservation planning.

We also implemented an enhancement within the Calculator that confirms 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.

Want to keep up with the Fieldprint Platform development plans? Or suggest an idea? Visit the [Fieldprint Platform and Digital Properties Roadmap](#) for updates.

Fieldprint Platform Support

Several new video resources have been developed to support users of the Fieldprint Platform:

- a) [Fieldprint Platform Overview Tutorial](#)
- b) [Quality Analysis Tool Tutorial](#)
- c) Field to Market Fieldprint Calculator, Demonstration Crop Rotation Library
 - Part 1: [Overview and Search](#)
 - Part 2: [Custom Templates](#)
 - Part 3: [Cover Crops](#)
 - Part 4: [Copy, Import and Projects](#)
 - Part 5: [Validation Errors](#)

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 June 2021, Field to Market has seven Qualified Data Management Partners (QDMPs):

- Land.db | Ag Connections (Syngenta) | agconnections.com
- Agrible | Nutrien Ag Solutions | agrible.com
- Centerfield | Bunge North America | bungecenterfield.com
- MyFarms Software Platform | MyFarms | myfarms.com
- Precision Conservation Management | Illinois Corn Growers Assn. | precisionconservation.org
- The Seam | theseam.com
- Truterra | Truterra LLC (Land O'Lakes) | 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 the QDMP Network, which provides a formal channel for open dialogue, discussion on operational needs, communication of important updates, and a mechanism to gather feedback. The QDMP Support Portal launched last year continues to be an effective platform for providing existing and prospective QDMPs with 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 Pamela Bachman, PhD (The Climate Corporation), Greg Landua (Regen Network) and Alyssa Whitcraft, PhD (NASA Harvest/UMD Geography) to the Council. Our most recent TAC call was held March 31, 2021, with a much of the discussion focused on exploring the ways in which remote sensed and other data sources could be applied to automate construction of field-specific crop rotation templates needed for use in the USDA wind and water erosion models.

Research

The Science Advisory Council continues to work on advancing the science of sustainable agriculture to support metrics and programs for continuous improvement. In early 2021, the Research Database project received a grant from the Foundation for Food and Agriculture Research, with matching funds provided by the Walton Family Foundation and Field to Market members Edge and Thompson-Coburn.

The Research Database will 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. We are currently working to implement the Database in the online Fieldprint Calculator and it will be available by Fall of 2021. We are also exploring how the option can be made available through our Qualified Data Management Partners.

In addition, the Science Advisory Council continues to work on communicating research gaps in sustainable agriculture through participation in stakeholder listening sessions by USDA agencies. We are planning a series of workshops and convenings on key research gaps related to creating the enabling conditions for conservation practice adoption in agricultural communities.

The Science Advisory Council is advising staff as they conduct research and data analysis for the 2021 National Indicators Report. This progress update on national trends in sustainability outcomes for all crops in the Field to Market program will be released in early December of 2021.

Finally, Field to Market staff recently completed a collaboration effort with the Department of Crop Sciences at the University of Illinois at Urbana-Champaign. Expert agricultural statisticians developed procedures to remove the effect of inter-annual yield variation or trend from yield-scaled sustainability metrics calculated by the Fieldprint Platform. It is expected that more accurate comparisons can be conducted between metric scores, and relevant trends can be detected by removing the overall annual effect on yields. The full report, titled Detrending Fieldprint Platform Yield-based Metrics Using NASS Data, is available in the member portal.

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

Despite the disruptions of a global pandemic, more than 80% of active Continuous Improvement Projects were able to conduct grower outreach and collect data in 2020 while complying with all safety measures related to COVID-19. This resulted in more than 4.5M acres enrolled in Accelerator projects across 33 states.

Over this past year, we have also noted a significant increase in Innovation Projects, with member companies supporting farmers through the provision of financial and technical assistance. Between 2019 and 2020 this growth represents an increase from 29% to 46% of enrolled acres within the Innovation pathway.

- 4 Incubation Projects representing 3% of total projects and 88K enrolled acres (2%)
- 44 Insight Projects representing 63% of total projects and 2.3M enrolled acres (52%)
- 22 Innovation Projects representing 31% of total projects and 2.1M enrolled acres (46%)

70 Continuous Improvement Projects Across 4.5M+ Acres & 33 States

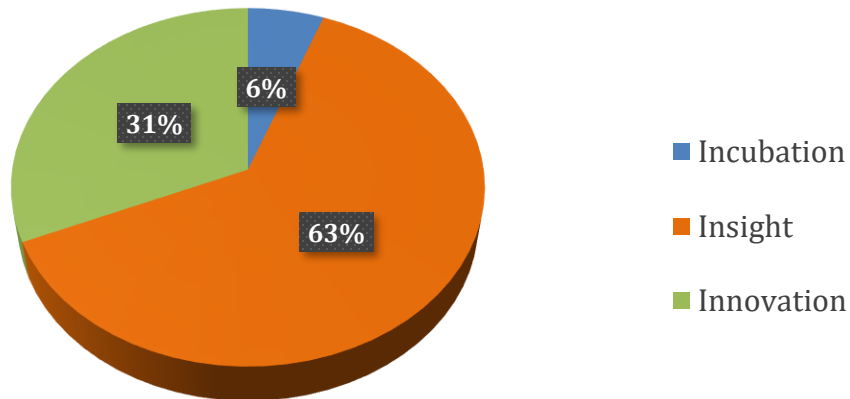


Table: Continuous Improvement Projects by State and Crop

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

Louisiana	<i>corn grain, cotton, rice, soybeans</i>	Texas	<i>corn grain, cotton, peanuts, rice, sorghum, soybeans, wheat</i>
Maryland	<i>wheat</i>	Virginia	<i>cotton, peanuts</i>
Michigan	<i>corn grain, soybeans, wheat</i>	Washington	<i>wheat</i>
Minnesota	<i>alfalfa, corn grain & silage, potatoes, soybeans, sugar beets, wheat</i>	Wisconsin	<i>alfalfa, corn grain & silage, soybeans, wheat</i>
Mississippi	<i>corn grain, cotton, peanuts, rice, soybeans</i>		

2020 Enrollment Stats

- In 2020, 70 Continuous Improvement Projects across 33 states assessed the sustainability performance of **4.5 million enrolled acres**.
- More than **2,600 farmers** utilized the Fieldprint® Platform or associated farm management software offered by our Qualified Data Management Partners that integrate the Fieldprint Platform’s sustainability metrics.
- Qualified Data Management Partners account for approximately **3,500,000 acres** of the total enrolled acres from 2020. For perspective, this represents **78%** of all enrolled acres in Continuous Improvement Projects for the 2020 crop year.
- In 2020, Field to Market members also reported completion and sunset of 23 Insight Projects.

Field to Market Canada

To promote streamlined sustainability measurement across North America, for the first time in 2020 projects registered by Field to Market Canada were enrolled Field to Market’s Continuous Improvement Accelerator and accessible on the public project directly. Project engagement metrics will be available in November 2021.

Province	Crops
Manitoba	<i>wheat, oats</i>
Saskatchewan	<i>wheat</i>

Digital Tools for Project Management & Improved Collaboration

Project Directory

Improvements to Field to Market's [Project Directory](#) are underway with a focus on updating individual project pages and streamlining project management functions. These upgrades will include improved annual reporting and claim processes based on member experience and recommendations. Another pending update will refresh the look of the individual project pages by providing graphical progress for metric-related objectives. The current project management tools allow members direct access to updated summary project information. The individual project pages can connect interested stakeholders to related project resources, including but not limited to, case studies, farmer spotlights, news articles, and/or project backgrounders. This allows Field to Market to amplify project success and ensures external stakeholders have access to accompanying support documentation where relevant.

Furthermore, in Q3 the Project Directory will offer improved geo-targeting for project locations, increase filtering options to improve granularity of search capabilities, and enhancements to improve the overall user experience. Field to Market encourages members to continue to share recommendations for improvements directly with [Lexi Clark](#).

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 increased collaboration between our members. Currently, 27 member organizations with 29 offerings are listed in the Partnership Exchange. In addition, six Continuous Improvement Projects have utilized the Partnership Exchange to identify desired opportunities for collaboration with other Field to Market members around a variety of needs. Please log-in to the Member Portal to [list your organization's capabilities, resources and expertise](#) and/or [evaluate available resources and potential partners](#) for your Continuous Improvement Projects.

Continuous Improvement Accelerator Academy

Field to Market's Accelerator Academy will be held live and in-person November 15-17, 2021 in Las Vegas in conjunction with Field to Market's November Plenary & General Assembly Meeting and Sustainable Agriculture Summit. Intended for new, aspiring and seasoned Project Administrators alike, the Academy will offer lessons on how to create a compelling project vision for each pathway, connect Field to Market's metrics to local natural resource concerns, prepare project reports, credibly communicate about project outcomes, craft messages that resonate with key stakeholders, and recruit and retain growers in projects. Registration is limited for this annual event, so please contact staff to register for this immersive learning experience.

Carbon/Ecosystem Service Market Education for Growers

The Education and Outreach Committee is developing print resources intended to be shared with growers participating in Field to Market Accelerator projects who are also considering participating in carbon or other ecosystems markets.

Sustainability Programming for Ag Retailers and Crop Advisers (SPARC)

Four articles will be published in *Crops and Soils* magazine in 2021, each accompanied by 10-question quiz that Certified Crop Advisers can submit for one CEU each:

- Sustainability By Any Other Name (to be published June 2021)

- Improving Water Quality Impacts from Agriculture (to be published August 2021)
- Helping Your Clients Navigate Ecosystems Markets (to be published October 2021)
- The final topic has not yet been determined. If there is a topic you feel crop advisers need to learn more about, please contact Kelly Murray Young, Educational Resource Manager to discuss your idea.

These articles will join the eight published in 2019 and 2020 and are intended to boost CCA engagement with supply chain sustainability efforts. To date, more than 1000 CEUs have been submitted by CCAs.

- Growing Carbon for Sustainable and Resilient Soils, May 2020, 128 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
- 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 nearly 5,000 times.

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

Scope 3 Emissions Reporting

Across the Alliance's membership, measuring, disclosing, and reducing Scope 3 emissions has become a central component of corporate sustainability strategies, with companies increasingly setting and communicating progress against public targets for emissions reduction. In a 2020 Report, "[Climate Action in Food and Agriculture: A Compendium of Field to Market Member Climate Commitments](#)" Field to Market found 50% of the Alliance's 64 corporate members have set specific, measurable targets for emissions reduction. And more than a quarter of Field to Market's corporate members (28%) have established science-based targets for greenhouse gas emissions reductions aligned with the Paris Agreement goals.

As Field to Market members seek to demonstrate progress against these goals, greater clarity is needed across the industry on an efficient, scientifically-sound measurement and reporting

framework. On July 7, the Verification Committee will release detailed guidance on how Field to Market members can utilize data collected in Continuous Improvement Accelerator projects to meet Scope 3 emissions reporting requirements for the most frequently referenced carbon accounting frameworks. These include the CDP, GHG Protocol, Gold Standard's Value Change Initiative and the Science-Based Targets initiative (SBTi). A breakout session will be hosted by the Verification Committee on June 24 at 11:00 a.m. (EDT) to preview this guidance.

While many companies have for some time estimated and reported greenhouse gas emissions from company facilities, vehicles and purchased electricity (i.e. Scope 1 and Scope 2 emissions), many increasingly recognize the importance of also measuring, disclosing and working collaboratively to reduce emissions within their value chain that are outside of their direct control (Scope 3). Aggregate data collected by farmers participating in Continuous Improvement Projects is a growing source of primary data being utilized by downstream brands to credibly report and evaluate progress against Scope 3 emissions reduction targets. The forthcoming guidance outlines how to credibly report and evaluate progress of Scope 3 emissions reductions achieved by projects enrolled in Field to Market's Continuous Improvement Accelerator.

For members interested in carbon sequestration, Fieldprint Platform 4.0's newly integrated COMET-Planner module can be used in the Scope 3 Reporting context by projects working to better estimate soil carbon sequestration potential of specific practice interventions. Site-specific conditions are required for more detailed assessments of farm-level greenhouse gas emissions. The design of each Scope 3 project will depend on the carbon accounting framework a company has chosen to work within, as well as each company's stated goals for Scope 3 improvement. For any questions, please contact [Chisara Ehiemere](#).

Review of Assurance Mechanisms

The Verification Committee has reviewed potential pathways for third-party review and verification of the use of Field to Market's Continuous Improvement Accelerator's Innovation Pathway and Greenhouse Gas and Soil Carbon Metrics for Scope 3 emissions reporting. While we are confident in the governance mechanisms that have fed into the development of the GHG Metric and the Process-Based Standard, some members require an additional level of assurance to be recognized by the frameworks that are being used for global reporting. The committee reviewed the ISO 14064-2 Standard which is the project level guidance for quantification, monitoring and reporting of greenhouse gas emission reductions or removal enhancement. Thorough review of the standard did not show any material gaps between the requirements and the Innovation pathway, as long as third-party verification of project outcomes occurs. Some baseline requirements include the identification of relevant GHG Sources, Sinks, and Reservoir, determination of a baseline, quantification of the removal/enhancement, management of data quality, project monitoring and verification. In addition, the Verification Committee will explore formal methods for alignment with the GHG Protocol. Staff will conduct research on potential strategies that can offer an additional layer of credibility and will report out on next steps by November 2021.

Harmonization & Alignment

The Sustainability Consortium

Last month, The Sustainability Consortium [released a new case study](#) featuring Field to Market member organizations Coca-Cola, Ingredion and MyFarms, profiling how streamlined reporting between the two platforms is driving impact across the food and ag value chain. Field to Market's [Fieldprint® Platform](#) is approved by TSC as a ready-to-use tool for alfalfa, barley, corn, cotton, peanuts, potatoes, rice, sorghum, soy, sugar beet and wheat commodity sourcing from farms in the United States and Canada, while Field to Market's Continuous Improvement Accelerator is a recognized standard against which to satisfy 27 THESIS Key Performance Indicators (KPIs) across 39 product categories.

To enable Field to Market member organizations to harness data collected through their Continuous Improvement Projects to respond to TSC's KPIs, we are pleased to release [updated guidance](#) on this process. Project administrators can download the guidance to learn more about automated reported functionality embedded within the online Fieldprint Calculator or refer to step-by-step guidance which can be used by Qualified Data Management Partners (QDMPs) to prepare data for TSC reporting.

SAI Platform

In April, SAI Platform launched their new Farm Sustainability Assessment (FSA) toolset, version FSA 3.0, including an updated Self-Assessment Questionnaire. FSA 3.0 also continues to serve as a global verification framework and benchmark reference for numerous sustainable farming schemes, including Field to Market which established guidance for FSA equivalency in 2017.

The existing equivalency arrangement between Field to Market and SAI remains in effect until December 2022; however, work will soon be underway to update the benchmarking between the two organizations.

In addition, an updated MOU was signed between the two groups late last year to reiterate the importance of the partnership and further clarify roles. Members who are interested in the FSA benchmarking process should contact [Chisara Ehiemere](#) for further information or to provide feedback.

Awards & Recognition

The annual Sustainability Leadership Awards nomination period is now open. Please visit the Field to Market Member Portal to submit a nomination for Farmer of the Year, Trusted Adviser of the Year or Collaboration of the Year. Field to Market's Sustainability Leadership Awards recognizes farmers, organizations, and trusted advisers who have demonstrated outstanding sustainability leadership through their efforts to advance continuous improvement in the sustainability of U.S. agriculture. Each year, the winners of the Farmer of the Year, Trusted Adviser of the Year and Collaboration of the Year are selected by Field to Market's Board of Directors and the Alliance's Awards and Recognition Committee.

Nomination period: June 1 – July 31, 2021

Evaluation, selection: August 1 - September 1, 2021

Awards video production: August 30 – October 31, 2021

Awards Ceremony: Field to Market’s Fall 2021 General Assembly, November 16, 2021
Announcement: Coordinated release leveraging 2021 Sustainable Agriculture Summit, November 17—18, 2021

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.

Farmer of the Year Evaluation Criteria:

1. Demonstrated use of the Fieldprint Platform for multiple years and demonstrated positive improvement over multiple years (i.e. sustained improvement)
2. Demonstrated systems approach to continuous improvement and/or focus on improving a specific outcome due to local/regional importance
3. Ability to speak to specific management practices that were implemented and their impact on sustainability outcomes
4. Ability to speak to how a journey of continuous improvement has helped drive greater on-farm efficiencies and positively impacted the bottom line
5. Potential for adoption and replication of practices by other farmers
6. Demonstrated willingness to advocate and share learnings with others to scale sustainability

The [2021 Farmer of the Year and the Farmer Spotlight Nomination Forms](#) have been combined for your convenience and is available on the Field to Market Member Portal. Farmers not selected for Farmer of the Year that meet the Farmer Spotlight criteria, may be highlighted through the 2022 Spotlight Series.

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, the project represents stakeholders across multiple sectors, advances the mission of Field to Market and is registered in Field to Market’s Continuous Improvement Accelerator.

Collaboration of the Year Evaluation Criteria:

1. Collaboration must be registered within Field to Market’s Continuous Improvement Accelerator and demonstrate use of Field to Market tools and resources to drive continuous improvement.
2. Collaboration must be for a specific project, event, program, etc. that is either underway or completed (collaborations in the planning phase do not qualify)
3. Collaboration must include two or more Field to Market member organizations from at least two or more membership sectors (i.e., Affiliate, Agribusiness, Brands & Retail, Civil Society, and Grower).
4. Clearly outlines the shared challenge or opportunity that led to the collaboration as well as the goals it hoped to accomplish, and the outcomes realized
5. Ability to communicate how the collaboration created opportunities for continuous improvement in sustainability across the agricultural supply chain
6. Potential for replication by other members
7. Demonstrated willingness to advocate and share learnings with others to scale sustainability

The [2021 Collaboration of the Year and the Project Spotlight Nomination Forms](#) have been combined for your convenience and is available on the Field to Market Member Portal. Collaborations not selected for Collaboration of the Year that meet the Project Spotlight criteria, may be highlighted through the 2022 Spotlight Series.

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 Adviser (CCA), independent crop consultant, agronomist, ag retailer representative, seed dealer, equipment dealer, university extension agent, NRCS conservationist, Conservation District specialist, Technical Service Provider, and livestock nutritionist.

Trusted Adviser of the Year Evaluation Criteria:

1. Adviser should be an individual that works with farmers in a professional capacity to advise and recommend practices and services that best meet the needs of their operation
2. Demonstrated their ability to increase adoption of sustainability practices and Field to Market tools and resources by farmer customers, as well as serve as a champion for sustainability towards other trusted advisers and/or supply chain partners
3. Ability to speak to how adviser has created opportunities for continuous improvement in sustainability for their customers
4. Demonstrated systems approach to continuous improvement through advising and/or focus on improving a specific outcome due to importance regionally
5. Demonstrated willingness to advocate and share learnings with others to scale sustainability

The [2021 Trusted Adviser of the Year and the Trusted Adviser Spotlight Nomination Forms](#) have been combined for your convenience and is available on the Field to Market Member Portal. Advisers not selected for Trusted Adviser of the Year that meet the Trusted Adviser Spotlight criteria, may be highlighted through the 2022 Spotlight Series.

Tips for a Successful Nomination

As a resource for members preparing nominations for the Sustainability Leadership Awards, we hosted a *Field to Market In Focus* webinar on crafting a strong awards nomination. Please [refer to the webinar slides and recording](#) to learn answers to frequently asked questions and tips on preparing your nomination.

Some tips identified by the Awards and Recognition Committee as well as past successful nominating organizations include:

- Start early and ask questions before you begin, ensuring that your applicant meets the full criteria before you begin putting together your application. Criteria is housed on the [Member Portal](#). Nominators should contact Field to Market's Awards staff lead, [Carter Purcell](#), with questions, as they put together applications.
- Build a strong narrative with plenty of examples, strengthening your nominees' story with testimonials from colleagues or customers, examples of success, and quantitative data or analysis.
- Supporting materials like photos, letters of recommendation, or articles can be the differentiator for a strong application.
- Leadership qualities are central to the Awards, so be sure to draw out replicable strategies and examples of how your nominee shines as a leader in the industry.

Promoting & Celebrating Award Recipients

- **Awards Ceremony:** Celebrate the recipients of the Field to Market Sustainability Leadership Awards with diverse stakeholders across the Alliance's membership followed by an evening reception as the capstone of Field to Market's Fall Meeting.
- **Farmer of the Year and Collaboration of the Year Video:** First showing at the Field to Market Awards Ceremony, available online the following morning.
- **Field to Market Website:** A landing page was created housing the videos in a feature story chronicling the background of the award recipients.
- **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 and tools given to Field to Market's membership to amplify.
- **Press Release:** The recipients of the award are publicized through a press release distributed on CSRwire.
- **Targeted media outreach:** Engage Field to Market's list of interested journalists on award recipients under embargo, providing both the release and video, to aid them in covering the Awards.
 - Media coverage celebrating achievements of the Sustainability Leadership Awards' winners has included:
 - Industry and trade outlets including [AgFax](#), [AgriMarketing](#), [Baking Business](#), [BakeMag](#), [Precision Ag](#), [Cotton Farming](#), and [World-Grain](#)
 - Local and regional media outlets including [The Indy Star](#), [Newport Independent](#), [Louisiana Ag News](#), and [NowDecator](#)

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. Last year, Field to Market expanded its Spotlight Series to recognize

trusted advisers and innovative member-led Continuous Improvement Projects in addition to farmers.

Field to Market will recognize 13 Spotlight Honorees and associated nominating organizations during the virtual Plenary & General Assembly Meeting in June. Among the Honorees are farmers and advisers from Arkansas, Illinois, Texas, Minnesota, Nebraska, New York, North Dakota and Virginia, as well as three Continuous Improvement Projects which bring together more than 20 member organizations to catalyze change across 9 states.

Following this recognition, Field to Market begins the roll-out of each Spotlight monthly starting in July. The 2021 Spotlight nominees will be recognized throughout 2021 and 2022, through:

- Field to Market Website - Spotlight article
- Field to Market Channels - Dedicated email and social media posts
- Local Media - Targeted outreach to media such as [industry publications](#), [local news outlets](#), and regular inclusion in [partner newsletters](#)
- Nominating Organizations - Collaborate on joint communications opportunities to highlight farmer in media release or article

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. To read current spotlights to date, please visit: <https://fieldtomarket.org/our-program/farmer-spotlights/>

Media Impressions

Between January-June 2021, Field to Market achieved a total of **66 million media impressions** through coverage of Field to Market member news, publications and event. With only one press release in the early months of 2021, we expect to garner the majority of this year's impressions through announcements in the summer and fall, including the annual Sustainability Leadership Awards, the release of the 2021 National Indicators Report, new member announcements and more in order to meet our goal of 375M impressions in 2021.

Over the last six months, Field to Market has been featured in media coverage across food and ag trade publications, local news outlets and our members' newsletters and communication vehicles. Notable coverage of Field to Market in 2021 includes:

- [Thought leadership in AgriPulse from President Rod Snyder](#) on the intersection of ecosystem service markets and traditional sustainability initiatives
- Coverage of a [new grant award from the Walton Family Foundation](#)
- Trade coverage profiling regenerative agriculture projects from Field to Market [members PepsiCo and Archer Daniels Midland](#)
- Coverage of growing partnerships and projects by [members of Field to Market Canada](#).

Remaining 2021 Meetings & Events Calendar

<u>Meeting*</u>	<u>Date</u>	<u>Location</u>
Cross Sector Dialogue Regenerative Ag	June 29	Virtual
Standing Committee Meetings	September 13-14	Washington, DC
Cross-Sector Dialogue Landscape Approaches	September 14	Washington, DC
Pre-plenary Sector Calls	Week of Nov. 1	Virtual
Continuous Improvement Academy	November 15-16	Las Vegas, NV
Fall Plenary & Sustainable Ag Summit	November 16-18	Las Vegas, NV

**Other Field to Market In-Focus webinars and trainings will be announced on a rolling basis*

Field to Market General Assembly Meeting Summary November 12, 2020 Virtual Event

Voting Delegates

Aaron Firth (Amalgamated Sugar), Shelby Myers (American Farm Bureau Federation), Michelle Perez (American Farmland Trust), David Prybylowski (American Peanut Council), Luther Smith (American Society of Agronomy), Pam Snelson (American Soybean Association), Michelle French (Archer Daniels Midland), Nick Tindall (Association of Equipment Manufacturers), Vaughn Duitsman (Bartlett Grain), Chip Shilling (BASF Corporation), Becky Langer (Bayer CropScience), Perla Mejia (Bunge Milling), Alex Stege (CF Industries), Matt Vermeulen (Context Network), Justin Maroccia (Corn Refiners Association), Julie DiNatale (Corteva Agriscience), Steven Pires (Cotton Inc.), Dave Gustafson (Conservation Technology Information Center), Scott Manley (Ducks Unlimited), Doug McCorkle (EcoPractices), David Dayhoff (Ecosystem Services Market Consortium), Lauren Brey (Edge Dairy Farmer Cooperative), Jenny Ahlen (Environmental Defense Fund), Camille Morse Nicholson (Environmental Initiative), Bradford Warner (Farmobile), Travis Deppe (Illinois Corn Growers Association), Amy Roady (Illinois Soybean Association), Ariel Kittle (Indiana Soybean Alliance), Aly Wells (Indiana Soybean Alliance), Andrew Utterback (Ingredion Incorporated), Karen Scanlon (Innovation Center for U.S. Dairy), Sean McMahon (Iowa Agriculture Water Alliance), Ben Johnson (JM. Smucker Company), Brandy Wilson (J.R. Simplot Company), Andrew Greenlee (John Deere), Mary Gallagher (Kellogg), Bekcy Kenow (Land O'Lakes Truterra), Luisa Camargo (Mondelez), 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), Ashley Kuhn (P&G), Margaret Henry (PepsiCo), Chad Bloom (Pheasants Forever), Connor Hamburg (Renewable Fuels Association), Adam Shea (Riceland Foods), Heidi Peterson (Sand County Foundation), Lauren Brown (Sound Agriculture), Michele Schulz (Syngenta), Anna Pierce (Tate & Lyle), Lara Moody (The Fertilizer Institute), Adam Herges (The Mosaic Company), Carrie Vollmer-Sanders (The Nature Conservancy), Lauren Maul (United Soybean Board), Abigail Rinne (U.S. Soybean Export Council), Anis Ragland (World Wildlife Fund)

Staff and Consultants

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); 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 11:40 a.m. following the opening plenary and reviewed the anti-trust statement to the General Assembly.

II. Approval of the June 2020 General Assembly Minutes

Hunnicutt noted that the General Assembly was only taking action on the June meeting minutes. As there were no changes or discussion about the minutes, the General Assembly approved the June meeting minutes by consent decree.

III. Finance and Operations Update

A. *YTD Financials.* Rod Snyder reviewed the financial report as of September 30, 2020 with cash on hand of \$810,998, revenue at \$1,799,049 and total expenses at \$1,952,990.

- B. *2021 FY Budget.* Snyder reviewed the 2021 FY budget as approved by the Board of Directors. He noted that the budget did assume travel and in-person events would resume in the second quarter of the year. The Board also approved the creation of a contract position for a Grant Writer in the 2021 budget.
- C. *Board of Directors Election Results.* Each sector held elections for one Board of Directors' seat serving a three-year term expiring November 2023.
 - Affiliate – Franklin Holley, Keystone Policy Center
 - Agribusiness – Sarah Fox, Nutrien
 - Brands & Retail – Luisa Camargo, Mondelez
 - Civil Society – Jeremy Peters, National Assn. of Conservation Districts
 - Grower – Brandon Hunnicutt, National Corn Growers Association

IV. Review of 2019-2021 Strategic Plan Dashboard

Rod Snyder reviewed the dashboard and noted that detailed items were included in the Pre-Plenary packet. He also noted that the Board of Directors has discussed the next stage of strategic planning and prefer to recalibrate and extend the alliance's existing three-year plan through 2024. The recalibration would include a member survey, ongoing discussions with governing bodies and listening sessions with members. The alliance will solicit input through the fall of 2021 to adopt changes to the current plan through 2024.

V. Standing Committee Reports

- A. *Awards & Recognition Committee report.* Aly Wells, co-chair, congratulated the winners of the 2020 Sustainability Leadership Awards and asked for Spotlight Series nominations through February 28, 2021.
- B. *Education & Outreach Committee report.* Adam Shea, co-chair gave updates on the work of the committee including FTM-In-Focus webinars, the inaugural Continuous Improvement Accelerator Academy, Cross-Sector Dialogue series, as well as sustainability programming for ag retailers and CCAs (SPARC).
- C. *Metrics Committee report.* Heidi Peterson, co-chair, discussed work of the committee on the Water Quality Metric revision with the implementation of STEP in the Fieldprint Platform, planning for a 2021 release. She also noted that work on the Soil Carbon Metric requires additional fundraising, and the committee is discussing options and evaluating progress. Finally, a Pest Management subcommittee was formed during the summer of 2020 and is working on developing a recommendation to the full committee in July 2021.
- D. *Verification Committee report.* Sally Shaver, co-chair, updated the membership on work of the committee, including developing guidelines for projects that are interested in integrating additional measurement tools alongside Fieldprint results. The committee also finalized the Dispute Resolution Process version 1.1 as well as ongoing work related to the Theory of Change and clarification of claims policies.

VI. Other Business

Chair Hunnicutt reviewed the 2021 meeting dates and plans for in-person or virtual events.

There being no further business, the meeting adjourned at 12:03 p.m.