



# General Assembly Materials

Hybrid, Las Vegas/Virtual  
November 15-17, 2021



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# Field to Market June Plenary & General Assembly Meeting Agenda Hybrid, Las Vegas/Virtual November 15-17, 2021

## Agenda (All times listed are PST)

### Monday, November 15

10:00 a.m. – 10:30 a.m. **New Member and Guest Orientation** (virtual only) [Join Here](#)

12:30 p.m. – 5:00 p.m. **Continuous Improvement Academy** (Day One - Hybrid)  
*[\\*separate registration required](#)*

### Tuesday, November 16

8:00 a.m. – 11:30 a.m. **Continuous Improvement Academy** (Day Two - Hybrid)

12:00 p.m. – 1:00 p.m. **Data Analyst Training** (Hybrid)  
*[\\*separate registration required](#)*

12:30 p.m. – 3:00 p.m. **Board of Directors Meeting** (Hybrid)

1:30 p.m. – 2:00 p.m. **New Member and Guest Orientation** (in-person only)  
*Julius 17*

2:30 p.m. – 3:15 p.m. **Networking/coffee break**  
Sector sessions available, or side meetings available, staff can facilitate as needed

3:15 p.m. – 3:30 p.m. **Opening Session** (in-person only)  
*Julius 21-23*

3:30 p.m. – 5:00 p.m. **Standing Committee Breakout Sessions** (in-person only)

- **Value-Added Pathways for Demonstrating Impact**  
*Julius 18-19 (Hosted by the Verification Committee)*  
There is an emerging consensus that a net zero future is not possible without action from food and agriculture. This session will explore opportunities for projects enrolled in Field to Market's Continuous Improvement Accelerator to meeting consumer and investor expectations, while improving transparency and demonstrating credible action by exploring opportunities to utilize Field to Market's sustainability metrics to align with value-added pathways to demonstrate impact—from validating Scope 3 emissions reductions/removals and demonstrating water stewardship to acknowledging agriculture's role in advancing nature positive solutions and scaling regenerative outcomes.
- **Education and Outreach: Equity in Action**  
*Julius 17 (Hosted by the Education and Outreach Committee)*  
Is the way we talk about sustainability alienating the very audiences we are trying to reach? This session will be a candid discussion

about the ways we may inadvertently exclude customers, farmers and other stakeholders from meaningful engagement by using jargon and share ways we can break down the barriers to accessibility by creating a common and widely understood language for engagement.

- **Metrics and Science: Sustainability Breakthroughs**

*Julius 15-16 (Hosted by the Metrics Committee)*

What is the next breakthrough in sustainable agriculture? Recent surveys and studies indicate that the rate of conservation practice adoption is not sufficient to see the desired continuous improvement in the environment. Breakthroughs are needed to reach our mutual goals. This session will be a discussion of potential breakthroughs addressing these three questions:

- How do we make conservation practices the default rather than the exception?
- How can landscape-scale conservation impact how we think about sustainable agriculture?
- What technologies are on the horizon as potential game-changers?

5:00 – 6:30 p.m.

**Hybrid: Sustainability Leadership Awards Ceremony and In-Person Reception** *Julius 21-23*

*Join us as we celebrate and recognize our annual Sustainability Leadership Award winners: Farmer of the Year, Collaboration of the Year and Trusted Adviser of the Year. [Join Here](#)*

Wednesday, November 17 (Hybrid)

8:00 a.m. – 9:00 a.m.

**Breakfast Available**

*Julius 20*

9:00 a.m. – 12:00 p.m.

**General Session (Hybrid)** [Join Here](#)

*Julius 21-23*

9:00 a.m. - 9:15 a.m.

**Welcome and Programmatic Updates**

9:15 a.m. – 9:50 a.m.

**Introducing Field to Market's 2022-2024 Strategic Plan**

Throughout 2021, Field to Market members have provided valuable input regarding the strategic direction of the organization for the next three years. In October, the Board of Directors adopted an updated Strategic Plan that builds upon the existing programmatic framework while adapting our priorities to respond to a rapidly evolving sustainability landscape. Representatives from the Board will provide a detailed overview of the 2022-2024 Strategic Plan, including what changes members should expect over the next 36 months.

- **Brandon Hunnicutt**, Chair, Field to Market and National Corn Growers Association
- **Jeremy Peters**, Vice Chair, Field to Market and National Association of Conservation Districts
- **Sarah Fox**, Acting Treasurer, Field to Market and Nutrien

- **Diane Herndon**, Secretary, Field to Market and Nestlé Purina
- **Sarah Alexander**, Board Member, Field to Market and Keystone Policy Group

9:50 a.m. – 9:55 a.m.

### **Reflecting on Field to Market’s Fifteen Years of Impact**

9:55 a.m. – 10:30 a.m.

### **Seeking Scalable Solutions: Financing Resilient Agriculture**

Companies throughout the value chain have developed ambitious goals and programs to advance sustainable farming practices, yet many are looking to the finance sector for opportunities to scale their impact. At the same time, the investors and financial institutions that finance agriculture are grappling with their role in making investments that boost climate resilience and reduce greenhouse gas emissions. Over the past year, Field to Market’s Innovative Finance Workgroup (IFWG) has explored opportunities for the value chain to pilot and scale innovative financial mechanisms and incentive strategies within supply chain sustainability projects to expand their impact. Join us for a conversation bridging perspectives from the ag lending and investor community with expertise in sustainable supply chains and farm economics to explore opportunities to accelerate the transition to a more resilient and sustainable food and agriculture system.

#### **Moderator**

**Maggie Monast**, Senior Director, Climate-Smart Agriculture, Finance & Markets, EDF and Co-Chair, IFWG

#### **Speakers**

- **Todd Van Hoose**, President and CEO, Farm Credit Council
- **Shelby Myers**, Economist, American Farm Bureau Federation and Co-Chair, IFWG
- **Audre Kapacinskis**, Vice President, S2G Ventures
- **Margaret Henry**, Director, Sustainable Agriculture, PepsiCo

10:30 a.m. – 11:00 a.m.

### **Networking/Coffee Break**

11:00 a.m. – 12:00 p.m.

### **General Assembly Meeting**

- Welcome and opening remarks
- Agenda review and anti-trust reminder
- Review and approval of June minutes (VOTE REQUIRED)
- Results of sector elections for Board of Directors
- Finance and operations update
- Process and timeline for presidential search
- Updates on Business Plan & Technology Roadmap refresh
- Overview of Fieldprint Platform 4.0 advancements in 2021
- Continuous Improvement Accelerator project enrollment updates
- Standing Committee updates
  - a) Awards & Recognition Committee
  - b) Education & Outreach Committee
  - c) Metrics Committee
  - d) Verification Committee
- Tentative calendar of 2022 meetings and events
- Adjourn

## General Assembly Meeting Participation Guidelines

- Field to Market participation is governed by its **by-laws**.
- **In Person – One voting delegate from each member organization should be seated in the General Assembly**; seating around the periphery will be available for additional observers, including Affiliate and Associate members.
- **Virtual – 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.

## Reflections on 15 Years of Collective Action & Impact

Fifteen years ago, interested stakeholders from across the agricultural supply chain came together to explore a conversation on sustainability. Convened by the Keystone Policy Center, this meeting ignited Field to Market: The Alliance for Sustainable Agriculture, a collaborative effort built on the inclusion of diverse perspectives, a foundation of science- and outcomes-based approaches to sustainability, and a focus on commodity crops with recognition of their unique supply chains.

While the early leaders around the Alliance's table could not have predicted all the challenges ahead when committing to a sustainable food and agriculture system, their efforts to find common ground have inspired and engaged the hundreds of dedicated individuals who represent the nearly 150 diverse member organizations in the Alliance today.

As we commemorate Field to Market's 15<sup>th</sup> Anniversary, we would like to celebrate our greatest success—the bedrock of trust and rapport established by working together over time to cultivate cross-sector collaboration and build the tools, resources and programs necessary to achieve our shared vision. Your contributions of time, expertise and support are the foundation of the pre-competitive collaboration that makes Field to Market unique.

It is through this foundation of trust that we have learned and grown together, developing and adapting to meet the evolving understanding of what makes agriculture sustainable. We take this opportunity of gathering together to honor how your contributions have helped to begin the transformation to a sustainable and regenerative agricultural system that supports productive crops and healthy ecosystems.

While the food and agriculture system has been profoundly impacted by the dueling challenges of a global pandemic and the volatility of extreme weather as a harbinger of an intensifying climate crisis over the past several years, you have rallied to meet the moment and remain united behind our common mission and vision. We celebrate that even in challenging times, engagement in Field to Market convenings and trainings as well as enrollment of acres in the Continuous Improvement Accelerator, continues to grow

As we chart the course for the next chapter in Field to Market's journey, we encourage each of your organizations to explore opportunities to support strategic shifts in how the Alliance can accelerate sustainable outcomes for farmers, society and the planet. We are excited to announce the adoption of Field to Market's 2022-2024 Strategic Plan which will guide our collective work in key impact areas, including:

- Leveraging the strength of Field to Market's convening platform to accelerate sustainable outcomes for the environment *and* farmers by creating **nimbler governance** that will unite members around shared areas of interest, including championing **racial justice, equity, diversity and inclusion in U.S. agriculture**.
- Exploring how the Alliance's commitment to science-based programs and tools can evolve to **bridge environmental and social science** and gain a deeper understanding of how to catalyze positive change across agricultural landscapes.
  - Building capacity to support farmers in **evaluating economic feasibility** of conservation practices alongside their contribution to improved environmental outcomes.
  - Strengthening efforts to deploy effective incentive strategies to **help farmers address agronomic and financial risks of transition**—blending financial support, technical

assistance and peer to peer learning; and deepening relationships with the finance community to **mobilize catalytic capital to scale sustainable outcomes for agriculture.**

- Facilitating and scaling pre-competitive partnerships across the value chain that **deliver continuous improvement at the field, farm and landscape levels**, recognizing the essential role working lands play in meeting critical conservation needs.
- Enabling credible communications that **streamline sustainability reporting, showcase sustainability leadership and strengthen public confidence** by pursuing opportunities for harmonization and alignment and supporting members in evaluating progress toward regenerative agriculture commitments.

We can see the impact of how our 15 years of collaboration has advanced the conversation around what it means for agriculture to be sustainable. Environmental sustainability, once a small segment of the agricultural landscape, is now the principle that aligns organizations across the public and private sector on the need for a transition to a more sustainable, resilient and equitable future. As we work together to promote a science-based and outcomes-driven approach to sustainability, we not only have shifted the conversation from niche to norm across our industry but ushered in lasting impacts that will benefit generations to come.

We are deeply grateful for the steadfast commitment of our members, who have continued to dedicate time and expertise to strengthen our programs and governance. On behalf of the entire Field to Market staff and Board of Directors, we would like to thank you for your continued support and dedication to our ambitious vision, mission and goals. We look forward to an even better tomorrow as we work together to scale sustainable agriculture to support resilient ecosystems and enhance farmer livelihoods.



**Brandon Hunnicutt**  
*Chair*






**Betsy Hickman**  
*Vice President  
Stakeholder Engagement  
& Implementation*




**Allison Thomson**  
*Vice President  
Science & Research*





## 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 exceeded our membership target for 2020 ending the year at 148 members. Field to Market has welcomed <b>7 new members</b>, including MANRRS, which represents new growth for the Alliance into organizations working with underrepresented populations. Given membership attrition due to pandemic-related budget constraints among several organizations, we were unable to reach the 5% annual growth target by November. Membership currently stands at <b>149</b> member organizations, with several active conversations with potential prospective members.</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>Field to Market has held several virtual events throughout 2021 due and saw growth in membership engagement over the 2020 target, with more than <b>85% of members actively participating</b> in virtual programmatic offerings. New in 2021, Field to Market offered a Data Analyst Training to provide additional support to members running Continuous Improvement Projects.</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>Since 2018, all Metrics have been reviewed. Metrics for Water Quality, Greenhouse Gas Emissions, and Biodiversity have been updated in the Fieldprint Platform. Additional capabilities have been added for the Irrigation Water Use and Soil Carbon metrics. No changes were deemed necessary for the Land Use, Energy Use or Soil Conservation metrics in this three-year period.</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.  <i>(2017 Baseline: approx. 25M acres through four partners)</i></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>45.3M</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>27 member organizations with 29 offerings and 6 projects are listed</b> in the Partnership Exchange. Based on member feedback, the Partnership Exchange is being overhauled in 2022 to foster collaboration through a map-based interface that can identify partner capabilities based on geography and natural resource concern(s) targeted.</p>
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<p><b>3.2)</b> Quadruple the number of active member-driven projects.  <i>(2017 Baseline: 51 projects)</i></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>76 active projects</b> enrolled in the Continuous Improvement Accelerator across 35 states, and an additional 28 projects that have been completed and are sunset. In addition, 3 prospective projects are currently under development. COVID-19 has had a significant impact on members’ abilities to launch new projects 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.  <i>(2017 Baseline – 1.5M acres)</i></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 2020 crop year, we had more than <b>4.5 million acres</b> enrolled in projects last year. COVID-19 continues to impact our ability to scale acreage to reach the targets for the 2020 and 2021 crop year due to travel and public health restrictions.</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 renewed and updated MOUs with SAI Platform, The Sustainability Consortium and is working to update the MOU with USDA NRCS. Formal MOUs have been signed with the U.S. Cotton Trust Protocol and OpenTEAM. Field to Market also joined the SBTN Corporate Engagement Program, the TNFD (Taskforce on Nature-Related Financial Disclosure) Forum and participated in GHG Protocol's technical working group. Each of these efforts seeks to streamline and harmonize reporting against science-based targets for climate and nature. Alignment was also achieved with the WWF/Ceres Ag Water Challenge, <a href="#">with project administrator resource (PDF)</a> that maps how Innovation Projects within the Accelerator meet the program's updated requirements.</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 2021, Field to Market achieved a total of <b>110 million media impressions</b> through coverage of Field to Market member news, publications and events. With major releases planned in November and December, including the National Indicators Report and Sustainability Leadership Awards, we expect to garner additional impressions this fall in order to meet our 2021 target.</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 1, 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 re-election, and representatives elected this year will serve a term of three years, expiring December 2024. Only full members are eligible to run for seats on the Board of Directors. Elections will close on Friday, November 12 and be announced on November 17 during the General Assembly Meeting.

#### **Charting Field to Market's Next Chapter: 2022-2024 Strategic Plan**

Since our founding in 2006, Field to Market has been a vanguard in pioneering a consensus-based, outcomes-focused, and science-driven approach to uniting diverse stakeholders across the food and agriculture value chain to deliver sustainable outcomes for agriculture. We are grateful to the countless member organizations who provided feedback and direction on key opportunities to refine and calibrate Field to Market's approach to accelerate impact and deliver the outcomes that society and our planet need from agriculture.

With a more robust understanding of the goals, priorities, and key strategies across our diverse membership, the extensive listening and discovery phase our second strategic planning process helped the Board of Directors glean valuable insights on areas where Field to Market could double down to deliver change at scale in the next three years.

In conversations with senior leaders across our membership as well as the countless member representatives who took the time to engage in the online member consultation period, sector discussions and conversations with standing committees; several themes emerged as we consider opportunities to increase our impact:

- Nimbler governance to enable members to focus on topics that are most timely and relevant
- Greater opportunities for shared learning and support for pre-competitive collaboration at a landscape level
- Stronger focus on the necessary enabling conditions for farmers to overcome agronomic and financial risks of transitioning to more sustainable and regenerative production systems

During the General Assembly, Field to Market's Board of Directors will unpack key strategies under the five strategic priorities that underpin the Alliance's 2022-2024 Strategic Plan:

- **Convene Diverse Stakeholders** - Convene diverse stakeholders to facilitate multi-sector collaboration, advance shared learning, and drive collective action in accelerating sustainable outcomes for nature and farmers.

- **Provide Science-Based Leadership** - Develop and strengthen Field to Market's science- and outcomes-based resources for measuring sustainability performance, assessing opportunities for improvement and bridging environmental and social science to catalyze positive change.
- **NEW - Identify and Promote Innovative Incentive Strategies** - Strengthen capacity across the value chain to deploy effective incentive strategies to support farmers in scaling conservation adoption by addressing agronomic and financial risk of transition.
- **Scale Impact Through Partnerships** - Facilitate and scale pre-competitive partnerships across the value chain that deliver continuous improvement at the field, farm and landscape levels.
- **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.

### **Innovative Finance Working Group**

As a central pillar in the updated strategic plan, the research and discovery process led by the Innovative Finance Working Group will inform key next steps as the Working Group becomes a formal Standing Committee in the Alliance's governance structure in 2022. During the General Session of the November Plenary, members of the working group will engage in a dialogue with the CEO of Farm Credit Council and VP at S2G Ventures to explore opportunities for supporting farmers in addressing the agronomic and financial risks of adopting conservation practices and accelerating the transition to a more resilient and sustainable food and agriculture system. See agenda for more details.

#### Resource Development: Price Sensitivity Analysis to Conservation Adoptions

Recent research has improved the quantification of the costs and benefits of on-farm conservation adoption of practices such as cover crops, no-till and advanced nutrient management. However, the relationship between these factors and other external economic variables that have a major impact on farm finances like crop prices, land and input costs is less understood. An outstanding question is how changes in these external variables influence conservation adoption among farmers.

To better understand the external economic variables that impact conservation adoption, Field to Market's Innovative Finance Working Group is partnering with Precision Conservation Management and the University of Illinois to conduct a price sensitivity analysis to determine optimal ranges for conservation adoption. This research will examine how volatility in external economic variables may influence a farmer's readiness to adopt conservation practices. The primary aim of the tool would be to identify optimal range for conservation adoption, highlighting conditions in which a broader suite of incentive strategies must be developed to address the risk of farmers' transition. By improving collective understanding among farmers and the supply chain of the optimal market, input, and land conditions that lead to enhanced conservation adoption rates, the analysis will seek to equip policymakers, the supply chain, and the financial community with potential levers to reduce risk and incentivize conservation adoption during a variety of conditions.

This resource will be made available on the Member Portal in January 2022. For more information, please contact [Betsy Hickman](#).

### Report Development: Identifying and Scaling Innovative Finance Mechanisms to Tackle Barriers to Sustainable Agriculture

As the capstone to the Innovative Finance Working Group's listening and discovery and landscape assessment, a report is currently under development capturing key learnings and highlighting innovative strategies, financial mechanisms and incentives that can be used to scale conservation adoption. This resource will help Field to Market members evaluate a variety of innovative approaches to consider, including:

- Blended finance
- Procurement strategies
- Ag lending & trade finance
- Risk sharing mechanisms
- Pay for performance frameworks
- Sustainable land management lease incentives

The report will be launching in January 2022. For more information, please contact [Betsy Hickman](#).

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

Beginning in 2019, Field to Market has convened a series of Cross-Sector Dialogues, where members come together to offer solutions for overcoming barriers to scaling sustainable and regenerative agriculture in US commodity crop production. To date, eight dialogues have occurred, with the past five happening in a completely virtual format, due to the global Covid-19 pandemic. Summary documents for every event can be found in the Member Portal.

On June 29, Field to Market virtually convened the second Cross-Sector Dialogue of the year, *From Soil Health to Soil Wealth: Accelerating Regenerative Ag for a Resource-Positive Future*. Eighty-five representatives from brands and retail companies, agribusinesses, environmental organizations, grower groups, universities, and government to build a shared understanding about how sustainable, regenerative and conservation agriculture systems intersect while exploring mechanisms to accelerate resource-positive outcomes.

Hosted as an independent dialogue within the UN Food Systems Summit, this dialogue sought to identify game-changing solutions for Action Track 3: Boost Nature-Positive Food Production by convening 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. Download the summary document submitted to the UN Food Systems Summit [here](#).

The next dialogue will be held in March 2022 and will discuss Landscape Approaches to Agricultural Sustainability. If you have suggestions for future dialogues, please contact [Kelly Young](#), Educational Resource Manager at Field to Market.

### **Second Annual Climate Compendium**

Released in conjunction with the U.N. Food Systems Summit on September 23, Field to Market

released the second edition of [Climate Action in U.S. Agriculture: A Compendium of Field to Market Member Climate Commitments](#), showcasing an increasing number of greenhouse gas targets across the industry over the past year while reinforcing the need for urgent collective action to address intensifying climate impacts. By gathering public climate commitments into a single compendium, Field to Market enables companies and organizations within the food and agriculture sector to benchmark their ambition with peers, drive greater climate performance, facilitate pre-competitive collaboration, foster additional research where needed, and promote transparency and accountability for these targets.

The Compendium demonstrates that while organizations across the food and agriculture sector are focusing greater attention on the climate crisis, more collaborative action is needed to support farmers in sharing in the risk of transitioning to climate-smart agriculture practices. Key findings from the second edition find an 17% increase in the number of Field to Market members with public climate commitments as well as an increase in corporate members who have set science-based targets for Scope 3 emission reductions, which now comprises 30% of the Alliance's 63 corporate members compared to 22% in 2020.

Setting time-bound, measurable, and science-based targets is only the starting block in our race against time in reversing the climate crisis. For that reason, the second edition of the Compendium seeks to evaluate both ambition and action by analyzing the number of members who have Scope 3 emissions targets with the number of collaborative projects focused on engaging supply chains on emissions reduction enrolled in Field to Market's [Continuous Improvement Accelerator](#). Through its Accelerator and related tools, Field to Market is committed to working across its diverse membership to help translate climate ambition into credible action that drives progress at the field and landscape levels. The Compendium will be updated annually to reflect the current state of the industry's commitments and progress.

### **USDA Climate-Smart Ag Partnership Program**

As one element of USDA's [Climate-Smart Agriculture & Forestry \(CSAF\) Strategy](#), the Department solicited stakeholder feedback through a Request for Information to help inform the possible development of a USDA Climate-Smart Agriculture and Forestry Partnership Program. The program would seek to encourage adoption of CSAF practices and promote markets for climate-smart commodities. In particular, USDA is exploring how U.S. government action might encourage climate-smart agriculture practices by leveraging private-sector demand and providing new income streams for farmers, ranchers, and foresters.

On behalf of Field to Market's Board of Directors, thank you to all of the member organizations who provided input to shape the [Alliance's formal comment to USDA's RFI on the Climate-Smart Partnership Program](#). Field to Market's formal comment submission is available on the Member Portal and submitted to USDA through the [Regulations.gov comment platform](#).

The Field to Market Board is committed to submitting a proposal to pilot and test concepts of the Climate-Smart Partnership Program for commodity crop production once the notice of funding availability (NOFA) is launched later this fall. Please stay tuned for a member briefing on collaboration opportunities for the Alliance's proposal to test key approaches to scaling climate-smart agriculture in commodity crop production as part of the piloting process for the Climate-Smart Partnership Program upon the NOFA release.

For more information, please visit the [Member Portal's dedicated page](#) on the Climate-Smart Partnership Program.

### Field to Market In-Focus Webinars

As of November 2021, we have hosted four webinars to deepen member understanding of our programs and are planning two more before year's end.

Title	Date
<a href="#">Continuous Improvement Accelerator 101: Harnessing the Accelerator to Meet Your Sustainability Goals</a>	March 10, 2021
<a href="#">Annual Project Reporting</a>	March 30, 2021
<a href="#">Leveraging USDA Financial Assistance Programs</a>	May 11, 2021
<a href="#">STEP Into a Better Understanding of Field to Market's Water Quality Metric</a>	August 19, 2021
2021 National Indicators Report	December 7, 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 Young](#), Educational Resource Manager.

### Sustainable Ag Summit

The seventh annual Sustainable Agriculture Summit is being held as hybrid event from November 17-18 in Las Vegas, NV with livestreamed mainstage keynotes and panel discussions. With keynote remarks from Starbucks's Chief Procurement Officer and USDA Deputy Secretary Jewel Bronaugh paired with dynamic panel discussions with 20+ experts and dozens of virtual and in-person 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.

The global pandemic and its residual effects have underscored the importance of U.S. food and agriculture's ongoing efforts to build more resilient and regenerative production systems. Concurrently, global leaders are gathering for international forums throughout 2021 to accelerate progress toward the Sustainable Development Goals and impending climate targets. This year's theme: **Regeneration and Resilience: U.S. Agriculture's Role in Building a Resource-Positive Future**, will explore the power of partnerships in driving systems change, while uniting leaders across the full food and agriculture value chain and providing actionable insights for U.S. agriculture's role in building a resource-positive future.

We look forward to welcoming you over the course of two days. 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.*

### Sustainability Metrics

In the second half of 2021, the Metrics Committee has focused attention on preparing for upcoming Metric revision conversations.



The Committee has continued preparing for pilot testing and evaluation of the optional Biodiversity and Greenhouse Gas Emissions metric features introduced last year by working with member organizations to establish Continuous Improvement Projects that utilize these features. The Committee has also begun reviewing Biodiversity metrics in use for sustainable and regenerative agriculture programs in the United States.

In addition, the Committee has discussed updating certain components of the Energy Use Metric, in response to methodology updates in the forthcoming National Indicators Report, and as a first step in broader updates to the Greenhouse Gas Emissions Metric.

#### *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, the other is an in-depth consideration of 4R nutrient management strategy impacts on Greenhouse Gas 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**

#### *Fieldprint® Platform Version 4.0 Release*

In early July 2021, Field to Market released Version 4.0 of the Fieldprint Platform (online calculator and Fieldprint API). The release was part of the yearly science release and included two 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 4.0 also included a number of minor science enhancements or user interface improvements:

- Improvement to wind erosion model performance by enforcing WEPS Calibration Mode
- Improvement to rotation template options for growers by updating to latest NRCS CR-LMOD modifications
- Minor updates to GHG Soil N<sub>2</sub>O reference data for Alfalfa
- Minor update to separate Energy Use and GHG Emissions metric results for fertilizers and crop protectants
- Improvement to various results reports including Fieldprint Analysis Report and Comprehensive Data Output File

To strengthen our ability to provide farmers with guidance around use of the Fieldprint Platform, a Support Portal was launched along with the rollout of Version 4.0. The Portal provides farmers with a User's Guide and Knowledge Base and incorporates recently developed support materials such as demonstration videos. The portal is available at <https://support.fieldtomarket.org>.

### Ongoing Fieldprint Platform Enhancements

Outside of the Version 4.0 release our Fieldprint Platform continuous delivery approach is intended to release enhancements throughout the year in response to member requests. Several features have been added this year in response to needs for streamlining data entry and make the Platform easier to use and enhancing features that allow farmers and projects to gain insight into results and develop credible communications and claims. These improvements include:

- A new Data Export feature 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.
- A new Bulk Field Import feature that allows farmers to import multiple field boundaries in ESRI Shapefile format to simplify data entry.
- An enhancement within the online calculator that allows Continuous Improvement Project 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. This helps ensure consistency in results and enable credible communications on project impact.
- A bulk export tool specifically designed to map Fieldprint Platform data to the USDA NRCS Conservation Assessment Ranking Tool (CART). The goal of this feature is to develop data interoperability and streamline conservation planning for farmers.

Through collaborations with our members and Platform users, additional improvements are underway. With support from The Nature Conservancy and the Wisconsin Department of Agriculture, we are currently developing a spreadsheet-based import feature that will facilitate and promote data interoperability. The new functionality will make it easier for farmers and Continuous Improvement Project specialists to import data exported from external partner systems or tools, such as the Wisconsin SnapPlus, into the Fieldprint Platform's online calculator utilizing a standardized format.

As part of routine Fieldprint Platform maintenance and operations, 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 to address topics or needs related to the vital Platform integration with USDA environmental models and data services hosted with CSU. A great deal of work this year focused on the technical analysis for STEP water quality metric implementation. The Implementation of STEP requires a backend integration with CSU Cloud Services Integration Platform (CSIP) to access STEP services.

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 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.

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

One additional company has signed a data management licensing agreement, which is scheduled for release by the end of 2021. [More information on current QDMPs](#) can be found in the Learning Center on Field to Market's Member Portal.

We continue to engage QDMPs through the QDMP Network, which provides a formal channel for open dialog, discussion on operational needs, communicate 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 provides expert guidance to Field to Market's membership on technology decisions when investing in, expanding upon, and advancing the Fieldprint Platform.

Our most recent Technology Advisory Council meeting was held November 12, 2021, with discussion focused on exploring the ways in which the Fieldprint Platform could utilize technical integrations to incorporate machinery data from leading machinery cloud platforms to aid farmers with data entry. Along similar lines, prior discussions focused on the potential application of remote sensed data to automate construction of field-specific crop rotation templates needed for use in the USDA wind and water erosion models. These two areas among several technology research areas identified by the Technology Advisory Council are slated for a discovery phase in 2022.

For the full list of Technology Advisory Council Members, please visit:

<https://fieldtomarket.org/the-alliance/governance/technology-advisory-council/>

### **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 function was enabled in the online Fieldprint Platform web interface in October 2021. Growers using the online version now have the opportunity opt-in to share their data for use in scientific research aligned with Field to Markets' mission, vision and goals. We continue to explore how the option can be built into the Platforms of our Qualified Data Management Partners.

In addition, the Science Advisory Council continues to work on communicating research gaps in sustainable agriculture. They are currently working with the Foundation for Food and Agriculture Research to design a series of workshops that will begin in December of 2021. These workshops will focus on establishing a research agenda for Enabling a National Transition to Climate-Smart Agriculture.

The Science Advisory Council has also continued to advise staff on - 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.

For the full list of Science Advisory Council Members, please visit: <https://fieldtomarket.org/the-alliance/governance/science-advisory-council/>

### **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.*

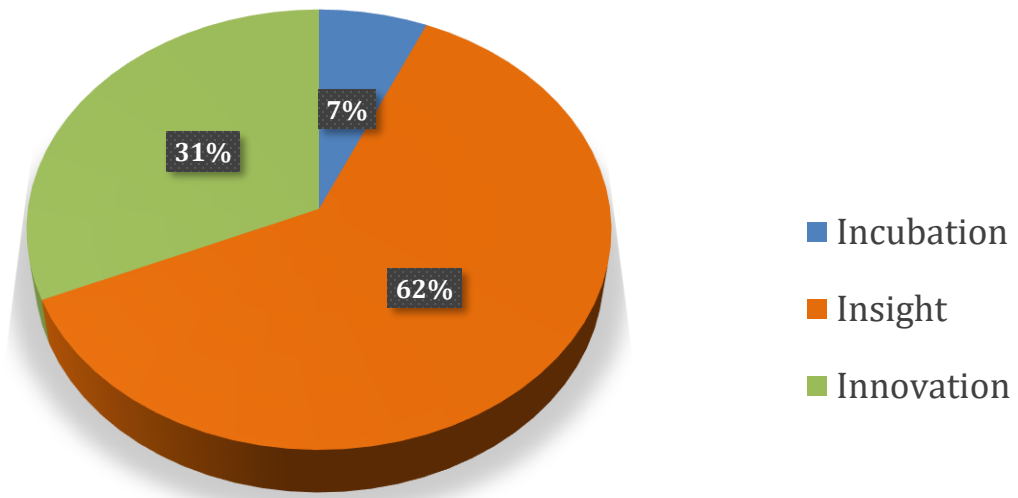
#### **Continuous Improvement Accelerator**

Faced by the challenges of a global pandemic, Field to Market members commitment to documenting and demonstrating continuous improvement across U.S. commodity crops in 2020 and 2021 never wavered. Thanks to innovative farmer support and our network of Qualified Data Management Partners, over 80% of active projects were able to collect data while complying with public health measures related to COVID-19. This resulted in the Accelerator supporting and measuring sustainability efforts on more than 4.5M acres across 33 states.

However, 2021 brought with it additional challenges for projects as they reengaged with farmers through new means and technologies and leaned into new partnerships. Field to Market members rose to meet these challenges through innovation approaches to share information through hybrid field days and webinars. This has led to the development of new guidance resources, the evolution of the Continuous Improvement Accelerator Academy, and other educational opportunities for members administering projects (as noted in the Learning Resources below).

Similar to 2020, we continue to see a shift in member priorities resulting in an increase in Innovation Projects both in commitment of members to tangibly support farmers and associated acres. Between 2019 and 2020 this shift represents an increase from 29% to 46% of enrolled acres within the Innovation pathway. Throughout, 2021 we continue to see the number of Innovation projects grow now representing nearly a third of all projects:

## 76 Active Continuous Improvement Projects



- **76 Active Continuous Improvement Projects**
  - 5 Incubation Project representing 7% total enrolled acres
  - 47 Insight Projects representing 62% total enrolled acres
  - 24 Innovation Projects representing 31% total enrolled acres
  
- **28 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>corn grain, cotton, peanuts, soybeans, wheat</i>	<b>Missouri</b>	<i>corn grain, cotton, rice, soybeans, wheat</i>
<b>Arizona</b>	<i>cotton</i>	<b>Montana</b>	<i>wheat</i>

<b>Arkansas</b>	<i>corn grain, cotton, peanuts, rice, soybeans</i>	<b>Nebraska</b>	<i>corn grain, soybeans, wheat</i>
<b>California</b>	<i>cotton</i>	<b>New Mexico</b>	<i>cotton</i>
<b>Colorado</b>	<i>barley, corn grain, sugar beets, wheat</i>	<b>New York</b>	<i>alfalfa, corn grain, corn silage, soybeans</i>
<b>Florida</b>	<i>cotton, peanuts</i>	<b>North Carolina</b>	<i>cotton, peanuts</i>
<b>Georgia</b>	<i>cotton, peanuts</i>	<b>North Dakota</b>	<i>corn grain, potatoes, soybeans, sugar beets, wheat</i>
<b>Idaho</b>	<i>alfalfa, barley, corn grain &amp; silage, potatoes, sugar beets, wheat</i>	<b>Ohio</b>	<i>corn grain, soybeans, wheat</i>
<b>Illinois</b>	<i>corn grain, soybeans, wheat</i>	<b>Oklahoma</b>	<i>corn grain, cotton, soybeans, wheat</i>
<b>Indiana</b>	<i>corn grain, soybeans, wheat</i>	<b>Pennsylvania</b>	<i>alfalfa, potatoes, wheat</i>
<b>Iowa</b>	<i>alfalfa, corn grain &amp; silage, soybeans, wheat</i>	<b>South Carolina</b>	<i>Cotton, peanuts</i>
<b>Kansas</b>	<i>alfalfa, corn grain, cotton, sorghum, soybeans, wheat</i>	<b>South Dakota</b>	<i>corn grain, sorghum, soybeans, wheat</i>
<b>Kentucky</b>	<i>corn grain, soybeans, wheat</i>	<b>Tennessee</b>	<i>corn grain, cotton, soybeans, wheat</i>
<b>Louisiana</b>	<i>corn grain, cotton, rice, soybeans</i>	<b>Texas</b>	<i>corn grain, cotton, peanuts, rice, sorghum, soybeans, wheat</i>
<b>Maryland</b>	<i>wheat</i>	<b>Virginia</b>	<i>cotton, peanuts</i>

<b>Michigan</b>	<i>corn grain, soybeans, wheat</i>	<b>Washington</b>	<i>wheat</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>
<b>Mississippi</b>	<i>corn grain, cotton, peanuts, rice, soybeans</i>		

Field to Market Canada

<b>Providence</b>	<b>Crops</b>
<b>Manitoba</b>	<i>wheat, oats</i>
<b>Saskatchewan</b>	<i>wheat</i>

**2020 Enrollment Stats**

- In 2020, 71 Continuous Improvement Projects across **36 states** assessed the sustainability performance of **4.5 million enrolled acres**.
- Over **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 **3.5 million acres** of the total enrolled acres from 2020. This represents **78%** of all enrolled acres in Continuous Improvement Projects for the 2020 crop year.

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

Project Directory

Several enhancements were made to improve the user experience of managing projects enrolled in the Accelerator, including updates to how information is displayed on individual project pages as well as functionality to streamline reporting. This functionality includes improved annual reporting and claim processes informed by member experiences and recommendations.

Individual project pages were refreshed to demonstrate graphical progress towards engagement acre and grower targets, while also enabling project administrators to update project summary descriptions as continuous improvement strategies advance. Projects can also upload related materials, such as case studies, reports or presentations to project interior pages. These

enhancements enable Field to Market to amplify project success and ensures external stakeholders can engage more deeply with project learnings and innovative approaches.

With support from Houston Engineering, the Project Directory landing page will continue to be updated to more accurately display geo-targeted locations for projects as well as offer new options for filtering projects and improving user experience. If you have feedback or ideas for additional improvements, please email [Lexi Clark](#).

### Partnership Exchange

Since the beta 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. To date, only 27 member organizations with 29 offerings and six projects are listed in the Partnership Exchange. To improve functionality and respond to member feedback about opportunities to visually search within key regions for partners, resources and targeted capabilities to impact key natural resource concerns, an overhaul of the Partnership Exchange is planned in 2022. If you have feedback on desired functionality or enhancements you would like to see in identifying partnership opportunities across the Alliance's diverse membership, please share these recommendations directly with the Education and Outreach Committee and/or [Lexi Clark](#).

### **Continuous Improvement Accelerator Academy**

The second Academy will be held as a hybrid event, with virtual and in-person options at Caesar's Palace in Las Vegas, NV on Monday, November 15 from 12:30pm-5:00pm PST and Tuesday, November 16 – 8:00am-11:30am PST. This highly interactive, immersive experience will explore how the Continuous Improvement Accelerator can propel member organization's sustainability goals and objectives forward. Participants will receive valuable training and insights from Field to Market staff and member peers and will leave the Academy better equipped to craft and implement successful sustainability projects with farmers and supply chain partners across the U.S.

Participants will cover topics including:

- **Getting Started with the Continuous Improvement Plan:** Understanding project pathways, setting goals and defining roles.
- **Project Administrator Discussion:** Lessons from experienced Project Administrators on supporting ongoing projects. Learn how leading Field to Market members from across sectors are using the updated project framework to achieve sustainable outcomes.
- **Project Implementation:** How to set up a project for success by identifying local natural resource concerns, finding the right implementation partners on the ground and proving tangible support to participating growers.
- **Farmer Engagement:** Learn best practices for recruiting and retaining growers and their trusted advisers to your project.
- **Putting Ideas into Action:** Start writing your Continuous Improvement Plan and find out how to use the Project Portal to register and track your project.
- **The Fieldprint Platform:** Establishing project benchmarks and tracking progress.
- **Assuring Credible Communications:** Exploring assurance principles and opportunities to credibly communicate about project outcomes.
- **Project Administrator Experiences:** Hear from Project Administrators communicate about their project's progress, both internally within their own organizations and to external stakeholder audiences.



- **Sustainability Storytelling:** Crafting messages that resonate with key stakeholders across the value chain.
- **Bringing it All Together:** Roundtable discussion and finding what you need on Field to Market's enhanced Member Portal.

[Register for the Academy here.](#)

Data Analyst Training

In conjunction with this year's Academy, we are offering a newly developed Data Analyst Training tailored to individuals that serve as project implementation partners and work with Fieldprint Platform data.

The training will equip project staff with the ability to analyze farm-level data from a Continuous Improvement Project and tell the Project sustainability story with confidence. Topics in the Data Analyst Training include:

- Mastering the basics of the Fieldprint Platform, the eight sustainability metrics, data inputs and outputs.
- Conducting quality analysis to identify and correct errors and outliers to have confidence in the Project data.
- Telling the Project story with confidence. We will cover how to conduct exploratory data analysis, identify trends, calculate project summaries and build a narrative to support your project team's public communications.

[Register for the Data Analyst Training here.](#)

**Learning Center Resources**

Several key resources for project administrators are now available in the Member Portal's Learning Center. These resources highlight key understanding and opportunities for continuous improvement projects to focus on the GHG emissions, soil carbon, and water quality metrics.

In development are crop specific guidance documents to support commodity focused projects identify critical conservation needs and supportive implementation partners. Our current resources will also be translated for the conservation professional perspective to support our efforts to expand local project support.

Fieldprint Platform Support

Several video resources have been developed to support users of the Fieldprint Platform and are available on the Member Portal.

<a href="#">Quality Analysis Tool Tutorial</a>
Field to Market Fieldprint Calculator, Demonstration Crop Rotation Library
<ul style="list-style-type: none"> <li>• Part 1: <a href="#">Overview and Search</a></li> <li>• Part 2: <a href="#">Custom Templates</a></li> <li>• Part 3: <a href="#">Cover Crops</a></li> <li>• Part 4: <a href="#">Copy, Import and Projects</a></li> <li>• Part 5: <a href="#">Validation Errors</a></li> </ul>
<a href="#">Fieldprint Platform Overview Tutorial</a>

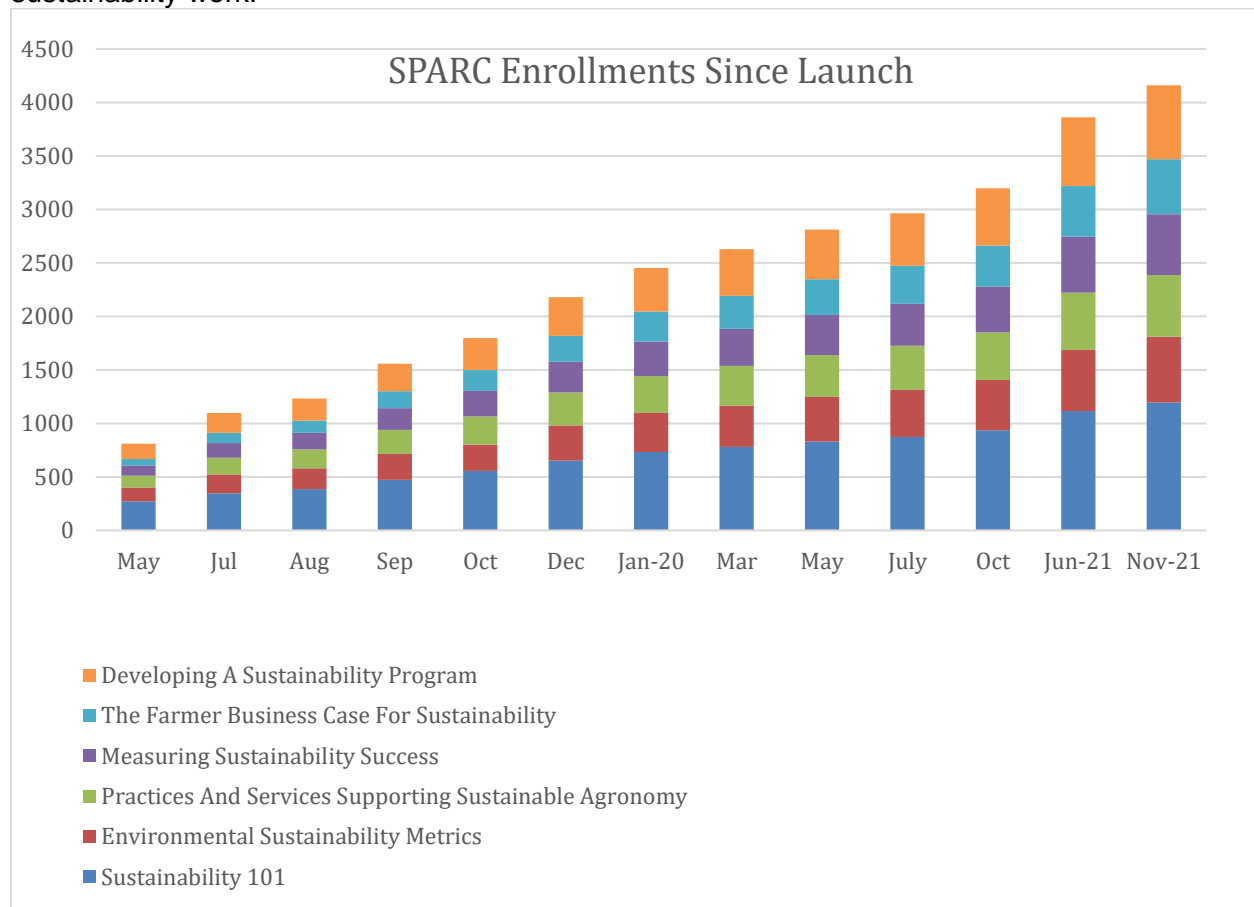
### Sustainability Programming for Ag Retailers and Crop Advisers (SPARC)

The SPARC initiative began in 2017 with the mission to pre-competitively strengthen the ability of ag retailers and certified crop advisers to deliver services that drive continuous improvement in the productivity, profitability and environmental outcomes of farmers' operations.

A partnership between the Agricultural Retailers Association (ARA), the American Society of Agronomy's (ASA) International Certified Crop Advisers Program, the Environmental Defense Fund and Field to Market, the SPARC initiative develops sustainability programming for agricultural retailers and certified crop advisers (CCAs).

Field to Market continues to contribute to the ongoing sustainability education CCAs. As of November 2, 2021, there has been a total of 4,160 registrations in the six online modules hosted in the CCA Classroom at the American Society of Agronomy.

We are also wrapping up a [survey](#) to assess the efficacy of existing programming and identifying what resources agricultural retailers and CCAs still need to support their sustainability work.



Since 2019, Field to Market has published 12 sustainability articles in *Crops and Soils*, a publication for CCAs. Each article is accompanied by a quiz that CCAs can return for continuing education units (CEUs). To-date, 1193 CEUs have been earned by CCAs accessing these articles.

## 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 Reporting Guidance

In July, Field to Market [released new guidance](#) to support our member organizations in utilizing aggregated data collected from Continuous Improvement Projects to demonstrate progress against Scope 3 emissions reduction goals and science-based targets.

Companies across the food and agriculture value chain are working to credibly demonstrate progress toward these public commitments while navigating an evolving landscape of greenhouse gas reporting protocols. Greater clarity is needed across the industry on an efficient, scientifically sound method to both measure and report impact.

Recognizing this need, Field to Market developed this member-only resource to provide insights on navigating an evolving landscape of how to account for land-based emissions and estimate carbon removals. Offering actionable recommendations, the guidance supports Field to Market members in designing effective continuous improvement strategies to realize and account for emissions reductions while meeting Scope 3 emissions reporting requirements. Learn more by exploring the [Executive Summary](#) or downloading the full [Scope 3 Reporting Guidance](#).

#### Scope 3 Alignment Opportunities

In 2021, the Verification Committee reviewed several 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 Metric for Scope 3 emissions reporting. Following this research, several alignment opportunities have been highlighted for potential piloting opportunities with willing project administrators in 2022, including:

- **GHG Protocol:**

Field to Market staff are in discussions with WBCSD on opportunities to pilot the forthcoming GHG Protocol Land Sector and Removals Guidance for U.S. commodity crop production. In parallel, Field to Market is evaluating next steps to pursue either the "Built On" or "Reviewed by" GHG Protocol distinction to help streamline Scope 3 reporting requirements.

If you have a Continuous Improvement Project that is interested in piloting the new GHG Protocol Land Sector and Removals Guidance, please contact [Betsy Hickman](#).

- **ISO 14064-2**

Field to Market staff are currently in conversations with several Field to Market members on the potential to pilot validation of Field to Market's sustainability metrics and requirements for the Process-Based Standard against the ISO-14064-2 Standard for project-level greenhouse gas emissions reductions/removals. Phase 1A of the effort will seek to validate the GHG and soil carbon quantification methodology of Fieldprint Platform against the ISO-14064-2 Standard. Phase 1B will work with a Field to Market member to explore how specific project design elements under the process-based

standard achieve balance of assurance and integrity of farm-level emissions reduction and building a pathway for aggregated project level emissions reduction. Upon completion of Phase One, Control Union will identify pathway for interested projects to pursue verified outcomes, including anticipated costs of project-level verification.

If you have a Continuous Improvement Project that is interested in verifying project level GHG emissions reductions/carbon removals, please contact [Betsy Hickman](#).

- **Gold Standard Value Chain Intervention Guidance:**

Field to Market staff are currently exploring proposals from SustainCert to conduct a phased approach to validating Field to Market's quantification methodology and requirements of the Process-Based standard to achieve project-level verification against Gold Standard's Value Chain Intervention Guidance.

If your project or company is interested in pursuing verification against Gold Standard's Value Chain Intervention Guidance for emission reductions and/or carbon removals from commodity crop production, please contact [Betsy Hickman](#).

### Finalizing the Process-Based Standard

This Fall, the Verification Committee has reviewed feedback from project administrators on opportunities to improve the clarity and feasibility of implementing Field to Market's Process-Based Standard, which projects have been piloting for the last 18 months.

Working together with staff, the Verification Committee will publish an updated version of the Process-Based Standard which will be open for a thirty-day member comment period before an external stakeholder comment period is conducted to finalize the Standard and give project administrators certainty around core requirements for the next three years.

### Timeline & Next Steps

- **Member Comment Period:** Nov 29, 2021 – Jan 7, 2022
- **Public Comment Period:** Jan 17 – Feb 21, 2022
- **Process-Based Standard 2.0:** March 2022-March 2025

Transparent stakeholder engagement is key principle of ISEAL's Credibility Principles that govern sustainability schemes like Field to Market's Continuous Improvement Accelerator. If you have any questions regarding next steps for the Standard, please reach out to the Verification Co-Chairs, Sally Shaver and Ellen Herbert or [Lexi Clark](#).

### **Harmonization & Alignment**

#### 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 between Field to Market and SAI Platform](#) remains in effect until December 2022, including the equivalency module available in the Fieldprint Platform to support

participating farmers in achieving FSA Bronze, Silver or Gold. As Field to Market embarks on benchmarking against FSA 3.0, we would like to establish a working group of interested members to provide input and direction on desired outcomes of streamlining sustainability measurement and assurance between our two programs. To indicate your interest, please email [Betsy Hickman](mailto:Betsy.Hickman@fieldtomarket.org).

## **Awards & Recognition**

Winners of the fifth 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. The winners of the three Awards categories are selected by the Alliance's Awards and Recognition Committee. This year's Awards Ceremony will be a hybrid event, with an in-person celebration in Las Vegas as well as the opportunity for Field to Market member organizations to livestream the ceremony.

Join us on Tuesday, November 16 at 5PM PT:

[Click Here to Livestream 2021 Sustainability Leadership Awards Ceremony](#)

- **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 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.

### *Promoting & Celebrating Award Recipients*

We invite you to join with us in amplifying their stories by making use of the following resources:

- Awards Recognition: Celebrate the recipients of the Field to Market Sustainability Leadership Awards with diverse stakeholders across the Alliance’s membership through a hybrid recognition during Field to Market’s Fall Meeting.
- Tribute Videos: Shown at the Field to Market Awards Ceremony and made available online on November 17 for amplification across social media and members’ digital communications channels.
- Digital Storytelling: A landing page for [2021 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.
- Past media coverage celebrating achievements of the Sustainability Leadership Awards’ winners has included diverse outlets:
  - 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.

This year, Field to Market expanded its Spotlight Series to recognize farmers and advisers who are advancing sustainability through channels across our broad membership, in addition to those utilizing Field to Market’s Fieldprint Platform and related tools directly. Our goal is to spotlight a diverse cohort of 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 2021 Spotlight stories, including:

- Farmer: [Advancing Stewardship and Opportunity for Black Farmers in Arkansas](#)
- Project: [Collaborating to Empower Nebraska Farmers to Adopt New Irrigation Technologies](#)
- Trusted Adviser: [A Trusted Adviser Uses Farm Case Studies to Advance Soil Health Management in New York](#)
- Farmer: [The Oldest Rice Farm in Arkansas Looks to the Future](#)

Nominations for the 2022 Spotlight series are open until February 28, 2022.

### **Media Impressions**

Between January—October 2021, Field to Market achieved a total of 110 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 2021 includes Field to Market thought-leadership in Agri-Pulse, articles exploring member project achievements in the Wall Street Journal and across ag trade publications, and coverage of our 2021 Spotlight honorees in member outlets, sustainability and ag press.

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 2022 Meeting Calendar

<b><u>Meeting</u></b>	<b><u>Date</u></b>	<b><u>Location</u></b>
Standing Committee Meetings	March 15-16*	Washington, DC
Pre-plenary Sector Calls	Week of June 6	Virtual
Plenary & General Assembly	June 21-23*	Raleigh, NC
Standing Committee Meetings	September 13-14*	Washington, DC
Pre-plenary Sector Calls	Week of November 1	Virtual
Plenary, General Assembly & Sustainable Ag Summit	November 14-17	Phoenix, Ariz.

\*Cross-Sector Dialogue Series will be held in conjunction with these events to streamline travel.



**Field to Market  
General Assembly Meeting Summary  
June 23, 2021  
Virtual Event**

**Voting Delegates**

Aaron Firth (Amalgamated Sugar), Shelby Myers (American Farm Bureau Federation), Ellen Yeatman (American Farmland Trust), David Prybylowski (American Peanut Council), Dawn Gibas (American Society of Agronomy), Pam Snelson (American Soybean Association), Michelle French (Archer Daniels Midland), Vaughn Duitsman (Bartlett Grain), Chip Shilling (BASF Corporation), Christi Dixon (Bayer), Megan Weidner (Bunge Milling), Alex Stege (CF Industries), Sam Wildman (Context Network), Christy Wright (Corteva Agriscience), Jesse Daystar (Cotton Inc.), Tristin Ralph (CropLife America), Ellen Herbert (Ducks Unlimited), Amanda Raster (Ecosystem Services Market Consortium), Lauren Brey (Edge Dairy Farmer Cooperative), Camille Morse-Nicholson (Environmental Initiative), Michael Gill (Illinois Soybean Association), Ariel Kittle (Indiana Soybean Alliance), Andrew Utterback (Ingredion), Angela Hessinger (Innovation Center for U.S. Dairy), Sean McMahon (Iowa Ag Water Alliance), Rebecca Ott (JM Smucker Company), Andrew Greenlee (John Deere), Bekcy Kenow (Land O'Lakes Truterra), Tamara Nicholson (Marrone Bio), Luisa Camargo (Mondelez), Dennis Fuchs (National Association of Conservation Districts), Rachel Orf (National Corn Growers Association), Don Parker (National Cotton Council of America), Boone McAfee (Nebraska Corn Board), Diane Herndon (Nestle Purina Petcare), Sarah Fox (Nutrien), Christina Couch (OCP North America), Meghan Ryan (PepsiCo), Bethany Erb (Pheasants Forever), Austin Brown (Riceland Foods), Heidi Peterson (Sand County Foundation), Kaitlin Conklin (Sound Agriculture), Michele Schulz (Syngenta), Anna Pierce (Tate & Lyle), Adam Herges (The Mosaic Company), Leif Fixen (The Nature Conservancy), Bill Turner (The Seam), Stefani Grant (Unilever), Lauren Maul (United Soybean Board), Lydia Holmes (USA Rice Federation), 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); Jessica Schultz (Field to Market); Rod Snyder (Field to Market); Allison Thomson (Field to Market); Helen VanBeck (Field to Market); Kelly Young (Field to Market)

**I. Opening**

Board Chair Brandon Hunnicutt opened the meeting at 10:59 a.m. following the general session and reviewed the anti-trust statement to the General Assembly.

**II. Approval of the November 2020 General Assembly Minutes**

Chair Hunnicutt reviewed the procedure for electronic voting with the delegates. No amendments or questions were brought forward related to the minutes and the minutes were approved by acclamation.

*A motion was made by Chair Hunnicutt by unanimous consent to approve the November 2020 General Assembly minutes. Motion passed.*

### III. Finance and Operations Update

- A. *YTD Financials*. Rod Snyder reviewed the financial report as of May 30, 2020, with cash on hand of \$1,741,383, revenue at \$1,607,400 and total expenses at \$1,130,593. He noted that Field to Market received a PPP loan in 2020 which was forgiven and received a 2<sup>nd</sup> Draw PPP loan in 2021 which will be reflected as a grant once it is forgiven.
- B. *2020 Annual Report*. Rod noted that the annual report was released on June 23<sup>rd</sup> online and that the 2020 audited financials were included in the report.
- C. *Report on Standing Committee Election Results*.
- i. Awards & Recognition Committee
    - Pam Snelson, American Soybean Association (2023)
    - Meg Leader, National Association of Conservation Districts (2023)
    - Lori Duncan, University of Tennessee (2023)
    - 1 vacant seat for Agribusiness and 1 vacant seat for Brands & Retail for the term ending June 2023
    - 1 vacant seat for Brands & Retail and 1 vacant seat for Civil Society for the term ending June 2022
  - ii. Education and Outreach Committee
    - Gaylon Morgan, Cotton Inc. (2023)
    - Chris Boomsma, American Society of Agronomy (2023)
    - Michelle Yoshinaka, Sound Agriculture (2023)
    - Adam Shea, Riceland Foods (2023)
    - Jean Brokish, American Farmland Trust (2023)
    - Daria Scala, USDA Natural Resources Conservation Service (2023)
    - Kaylyn Groce, University of Georgia (2023)
    - 1 open seat for Grower, Brands & Retail, and Civil Society for the term ending June 2023
    - 1 open seat for Brands & Retail for the term ending June 2022
    - Open seat by NACD for the term ending June 2022
  - iii. Metrics Committee
    - Steve Linscombe, USA Rice Federation (2023)
    - Kaitlyn Briggs, Innovation Center for US Dairy (2023)
    - Jeff Seale, Bayer (2023)
    - Adam Herges, The Mosaic Company (2023)
    - Stefani Grant, Unilever (2023)
    - Florencia Abram, The Nature Conservancy (2023)
    - Michelle Perez, American Farmland Trust (2023)
    - Eric Cummings, University of Arkansas (2023)
    - Sarah Sexton-Bowser, Kansas State University (2023)
    - 1 vacant seat in Brands & Retail for the term expiring June 2023
    - 1 vacant seat in Brands & Retail and Grower for the term ending June 2022
  - iv. Verification Committee
    - Travis Deppe, Illinois Corn Growers Association (2023)
    - Andy Jordan, Cotton Inc. (2023)
    - Luke Zwilling, Nutrien (2023)

- Phoenix Dugger, Ardent Mills (2023)
- Anis Ragland, World Wildlife Fund (2023)
- Susanne Freidberg, Dartmouth College (2023)
- 2 vacant seats for Brands & Retail, 1 vacant seat for Civil Society and 1 vacant seat for Affiliate for the term ending June 2021
- 1 vacant seat in Brands & Retail for the term ending June 2022

#### IV. Strategic Plan Development

A. *Dashboard Metrics and KPIs.* Chair Hunnicutt and Rod reviewed the current Strategic Plan pillars and dashboard.

B. *Process and timeline for plan adoption.* Betsy Hickman reviewed the summary of initial feedback for 2022-2024 planning and highlighted potential strategies to deliver greater impact:

- Building a farmer-driven approach
- Expand applicability of our metrics
- Aligning on principles and criteria
- Catalyze innovation through landscape level pilots
- Harness data and technology to solve barriers
- Educate member on policy solutions to scale voluntary, incentive-based programs
- Evaluate economic feasibility of adopting conservation practices
- Deepen engagement with the finance community
- Design effective incentive strategies grounded in behavioral science

She noted there would be a three-week member consultation period including an in-depth feedback survey and memo for members to read and participate in in order to help staff and the Board develop the next three-year strategic plan.

#### C. Strategic Plan Dashboard and Implementation

A. *Strategic Plan Implementation: Convene Diverse Stakeholders*

a) *Update on 2021 Cross-Sector Dialogue series.* Rod reviewed the schedule for Cross Sector Dialogues.

b) *Innovative Finance Workgroup report.* Betsy reviewed the establishment of and tasks for the new working group.

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

a) *Metrics Committee report.* Adam Herges, co-chair, discussed the new Water Quality metrics moving from the Water Quality Index to STEP including the launch of the new metric in the Fieldprint Platform on July 7. He also introduced the new Soil Carbon scenario tool using COMET Planner which will be integrated into the Fieldprint Platform for farmers to understand the potential fields have in mitigating climate change and carbon sequestration. Finally, Adam reviewed the ongoing committee work including biodiversity full farm metric, GHG, 4R Nutrient stewardship and the report from the Pest Management Subcommittee.

- b) *Fieldprint Platform 4.0 launch.* Paul Hishmeh provided a summary of the newest upgrades to the Fieldprint Platform and shared screen shots of the updates and enhancements included in the release.
- C. *Strategic Plan Implementation: Scale Impact Through Partnerships*
- a) *Education & Outreach Committee report.* Leif Fixen, member, gave updates on the work of the committee including the Cross-Sector Dialogues, Fieldprint Platform resources and the Field to Market in Focus webinar series.
  - b) *Update on Accelerator projects.* Rod provided an update on projects based on 2020 annual reporting.
  - c) *Continuous Improvement Academy and Data Analyst Training.* Rod highlighted the trainings this year and was hopeful of a return to in-person trainings later in the year.
- D. *Strategic Plan Implementation: Enable Credible Communications*
- a) *Verification Committee report.* Ellen Herbert, co-chair, updated the membership on work of the committee including scope 3 guidance and exploration of formal program verification.
  - b) *Awards & Recognition Committee report.* Abby Rinne, member, recognized the Spotlight Honorees and reminded the membership that the nomination period for the Sustainability Leadership Awards is open.
  - c) *Harmonization and alignment updates.* Rod reviewed the ongoing work with other organizations and programs so far in 2021 and highlighted work with SAI Platform on the FSA Equivalency and The Sustainability Consortium's Thesis.

**V. Other Business**

Chair Hunnicutt reviewed the 2021 meeting dates, reminded attendees of the breakout sessions on the following day and the Cross Sector Dialogue for the following week. He thanked committee leaders and staff for their ongoing work and commitment to the Alliance.

There being no further business the meeting adjourned at 11:59 a.m.