



Field to Market®

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# WELCOME TO FIELD TO MARKET

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[www.fieldtomarket.org](http://www.fieldtomarket.org)

A photograph of three people walking away from the camera in a field during sunset. The scene is bathed in a warm, orange-red light. The person on the left is wearing a dark jacket and pants. The person in the middle is wearing a plaid shirt and dark pants. The person on the right is wearing a dark jacket and pants. The text "FIELD TO MARKET" is overlaid in white, uppercase letters, with a dotted line underneath it.

FIELD TO MARKET

# WHO WE ARE

## Why Sustainable Agriculture?

Across the agriculture supply chain—from the farm gate to the retail and restaurant counter—the challenge of producing enough food, feed, fiber and fuel for a rapidly growing population, while conserving natural resources, has become increasingly complex.

**We believe no one organization can meet this challenge alone.**

Learn how membership in Field to Market unlocks unparalleled levels of transparency and collaboration with peers across the value chain.

## Our Definition of Sustainable Agriculture:

Meeting the needs of the present while improving the ability of future generations to meet their own needs by:

- Increasing productivity to meet future food, feed, fuel and fiber demands
- Improving the environment
- Improving human health
- Improving the social and economic well-being of agricultural communities



# UNITING THE FOOD AND AG VALUE CHAIN





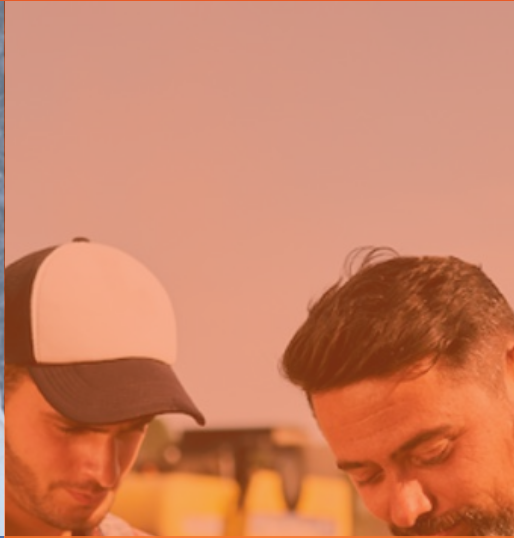
# FIVE DIVERSE MEMBERSHIP SECTORS



GROWER



CIVIL SOCIETY



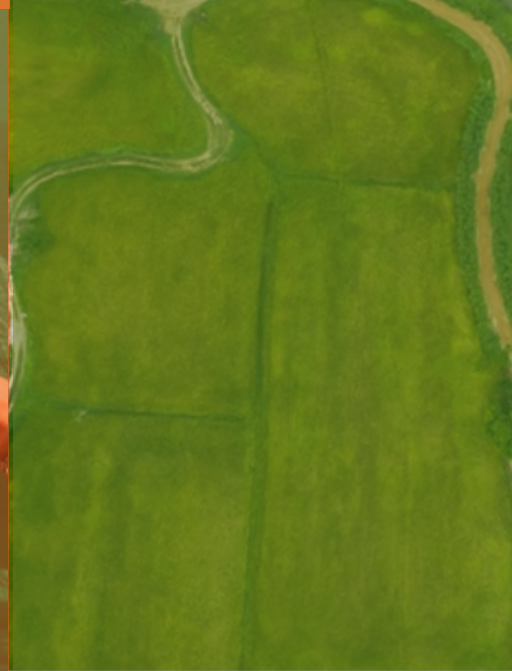
AGRIBUSINESS



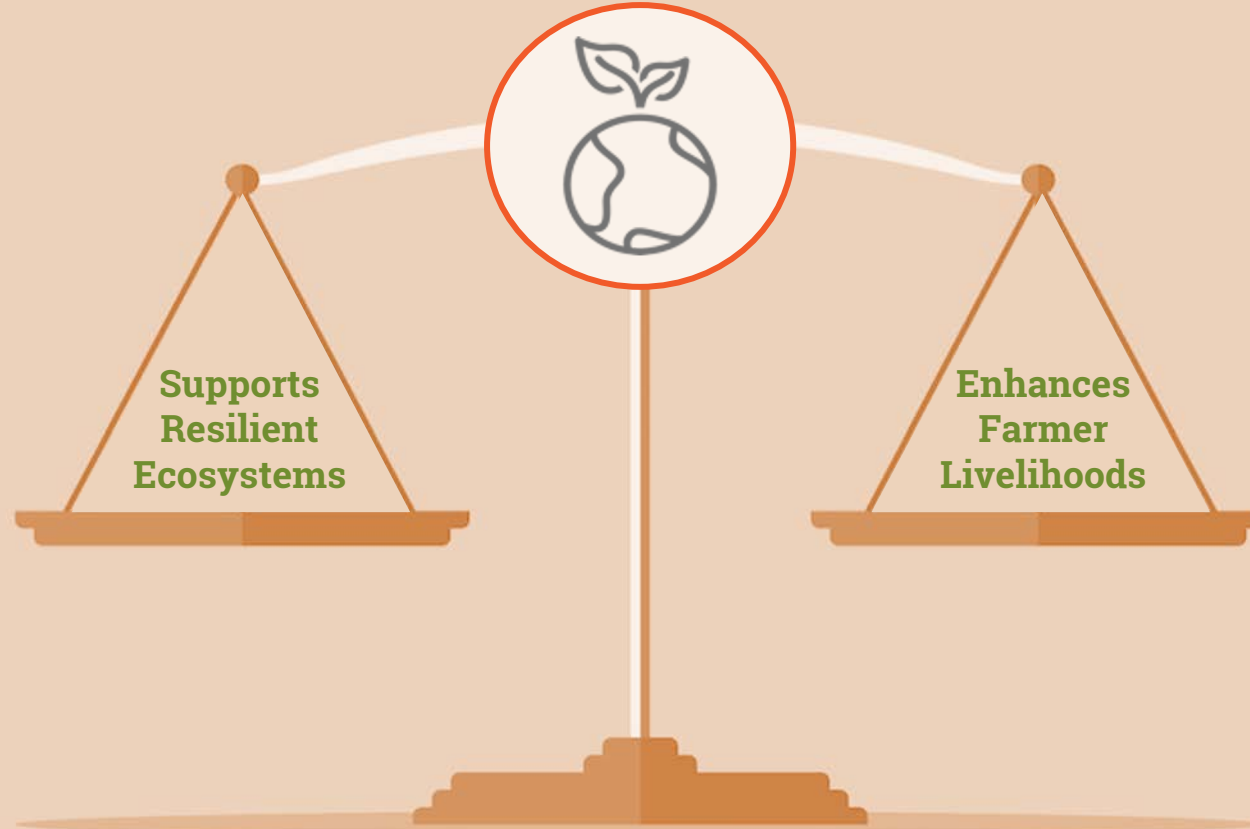
AFFILIATE



BRANDS & RETAIL



By working together, we will realize a future in which agriculture:



CREATING A FUTURE THAT IS  
**EQUITABLE & SUSTAINABLE**





# **GROUNDING IN SCIENCE**

# **QUANTITATIVE**

# **OUTCOMES-BASED**

# **TECHNOLOGY NEUTRAL**

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# WHAT WE DO







**BUILDING A BRIDGE BETWEEN  
SCIENCE AND BUSINESS TO  
DELIVER SUSTAINABLE  
OUTCOMES FOR AGRICULTURE,  
PEOPLE AND THE PLANET**



## Eleven Crop and Feed Pathways

- Alfalfa
- Barley
- Corn (for Grain and Silage)
- Cotton
- Peanuts
- Potatoes
- Rice
- Sorghum
- Soybeans
- Sugar Beets
- Wheat



## Current Sustainability Metrics

Analyzing multiple metrics simultaneously enables farmers to consider trade-offs across sustainability outcomes:



**Biodiversity**



**Land Use**



**Energy Use**



**Soil Conservation**



**Greenhouse Gas Emissions**



**Soil Carbon**



**Irrigated Water Use**



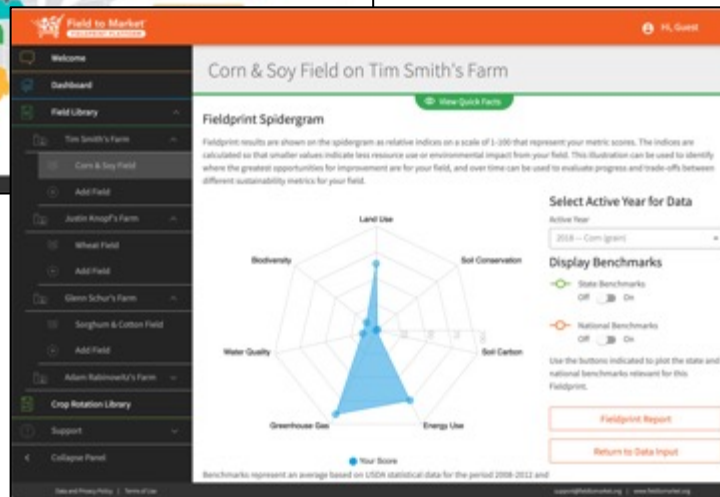
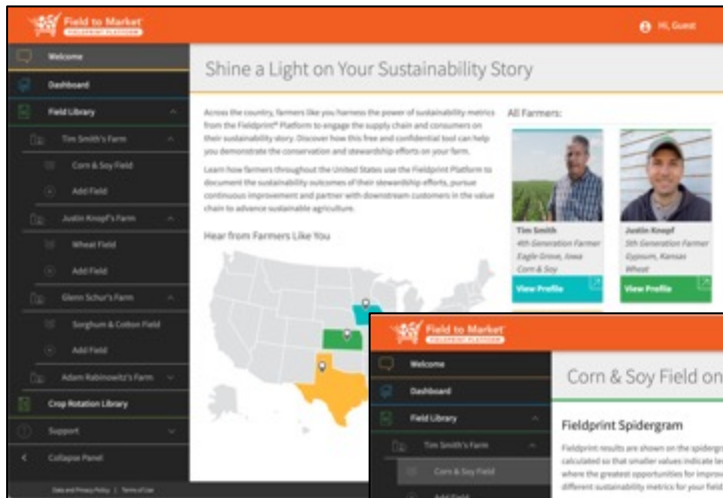
**Water Quality**

# THE FIELDPRINT PLATFORM



## Field to Market®

FIELDPRINT PLATFORM



Landodb



JOHN DEERE



TRUTERRA





# TRANSLATING SCIENCE INTO ACTION

Backed by the industry's leading pre-competitive sustainability measurement framework, Field to Market's **Continuous Improvement Accelerator** supports farmers and organizations in making decisions based on science, enabling the entire value chain to catalyze action across the agricultural landscape.



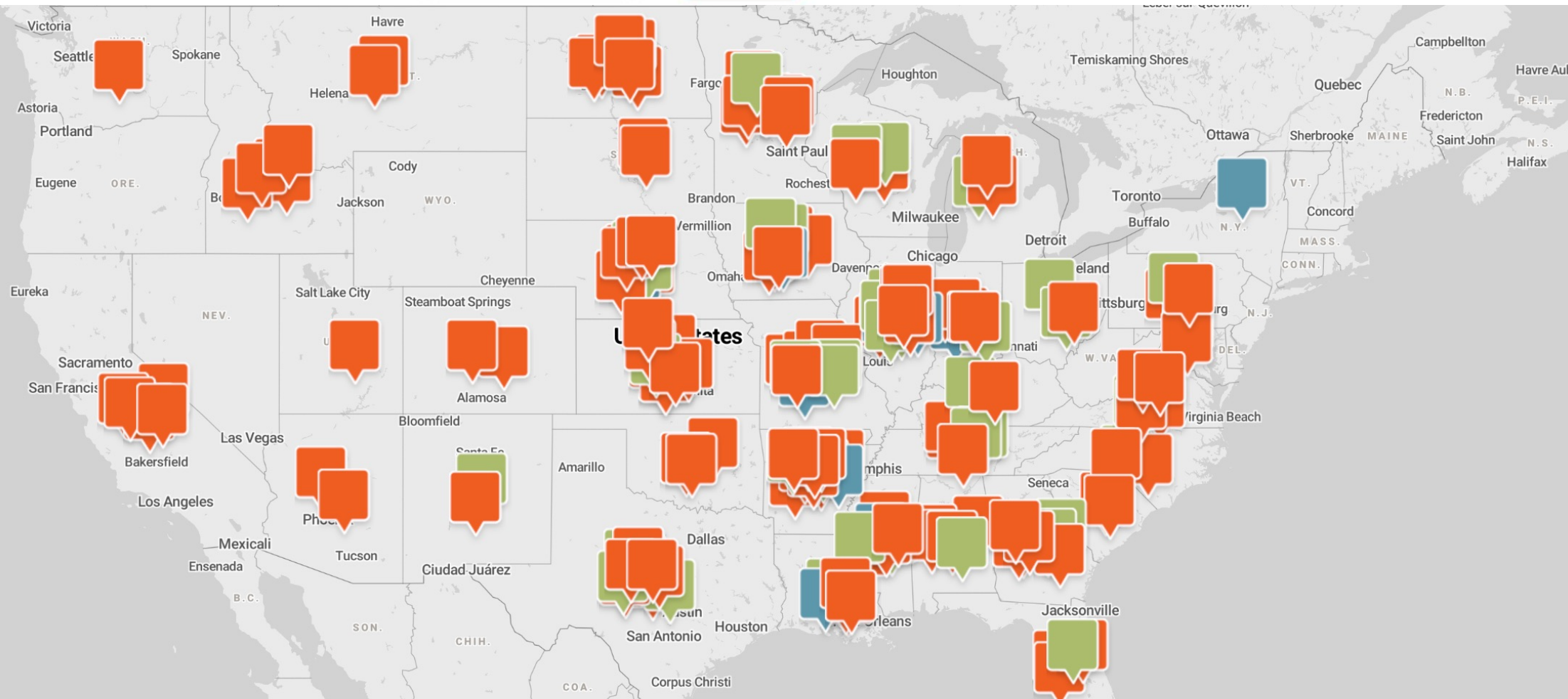


Project Search

Apply



See the full results  
below the map







## Three Continuous Improvement Pathways



### INCUBATION

*Creating enabling conditions by engaging with farmers on the connection between practices and at least one sustainability indicator*



### INSIGHT

*Offering sustainability insights for farmers and transparency for value chain partners through measurement*



### INNOVATION

*Provides tangible support for farmers in accelerating adoption of practices that deliver improved sustainability outcomes consistent with public project goals*

## Field to Market Has Enabled Five Claims Categories



### PROJECT PARTICIPATION CLAIM

Number of acres  
and growers



### ADOPTION CLAIM

Uptake of a  
specific practice or  
intervention



### MEASUREMENT CLAIM

One-year snapshot  
of aggregate  
environmental  
outcomes



### TRENDS CLAIM

Directional  
improvement in  
Field to Market's  
metrics



### IMPACT CLAIM

Sustained  
Improvement in  
Field to Market's  
metrics





- **Leverage a unified program** to streamline sustainability assessment across North American commodity crop production.
- **Implement Continuous Improvement Projects across the border**, better mirroring how companies source and operate.
- Support farmers to drive continuous improvement in the production of **canola, corn, flax, lentils, oats, peas, soybeans and wheat**.

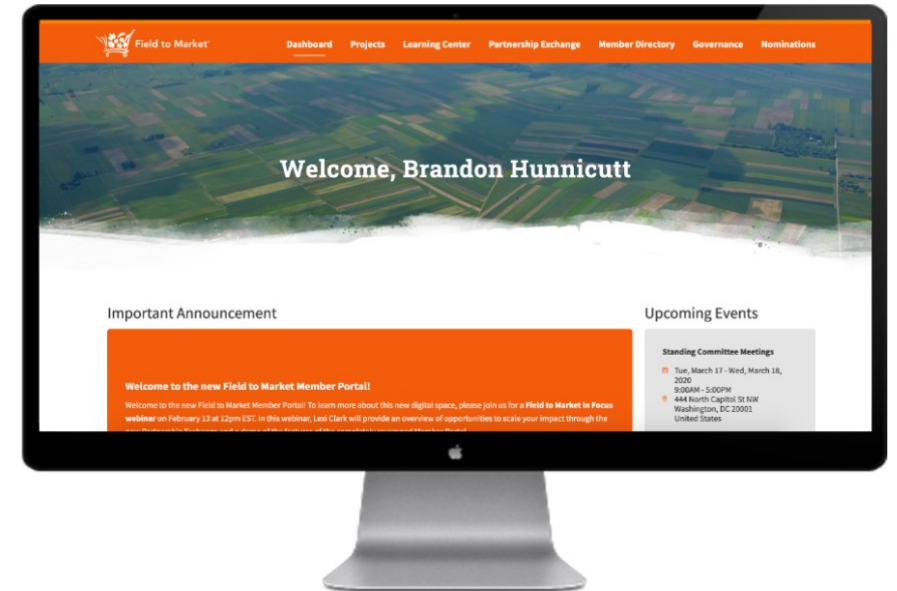
A close-up photograph of a hand cupped together, holding a mound of dark, rich soil. The entire image is overlaid with a semi-transparent orange filter. The text is centered over the hand and soil.

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# GETTING STARTED

- Collaborate with like-minded members through the **Partnership Exchange**
- Access 100+ resources, webinar recordings, documents and more in the **Learning Center**
- Participate in Field to Market governance through **Collaboration Hubs**
- Register and manage your **Continuous Improvement Projects**
- Connect with Field to Market members through the **Membership Directory**
- Gain recognition through **online Awards nominations**





## Standing Committees

- **Balanced representation and engagement** from across our membership
- Associate members are excluded from serving on standing committees.

Metrics Committee

Standards  
Committee

Education &  
Outreach Committee

Innovative Finance  
Committee

Science Advisory  
Council

Technology Advisory  
Council

Project  
Administrators

## Bi-Annual Member Meetings

- **Hear key programmatic updates** from Field to Market leadership
- **Learn from expert speakers** from among our membership
- **Celebrate sustainability champions**
- **Plug in to Field to Market resources**
- **Connect with your peers** through Committee Meetings and networking sessions led by members and staff.



November 2021 Plenary Meeting

## Cross-Sector Dialogue Series

Our Cross-Sector Dialogue series allows members to gather with peers across the value chain to:

- Learn from experts on key topics
- Share learnings and perspectives through honest dialogue in small breakout groups
- Surface solutions and drive collective action through post-Dialogue synthesis reports distributed to members





## Continuous Improvement Academy

- Explore best practices in recruiting and retaining growers in Continuous Improvement projects
- Verify impact and make credible sustainability claims utilizing U.S. agriculture's leading sustainability assessment framework and process-based standard
- Strengthen your project implementation through customized, one-on-one coaching from Field to Market staff
- Learn from your peers by exploring proven strategies to accelerate continuous improvement from member case studies



# Sustainable Agriculture Summit

- Learn from expert thought leaders in agriculture
- Convene with 600+ attendees from across the full food and ag value chain
- Attend in-person or virtually



## 2022 MEETINGS & EVENTS

| Governance Body/Event               | Date               | Location       |
|-------------------------------------|--------------------|----------------|
| Standing Committee Meetings         | March 15—16 *      | Virtual        |
| Sector Calls                        | Week of June 6     | Virtual        |
| Biannual Plenary / General Assembly | June 21—23 *       | Raleigh, NC    |
| Standing Committee Meetings         | September 13—14 *  | Washington, DC |
| Sector Calls                        | Week of November 1 | Virtual        |
| Biannual Plenary / General Assembly | November 14        | Virtual        |
| Sustainable Agriculture Summit      | November 15—17     | Phoenix, AZ    |

*\*Cross-Sector Dialogues will be scheduled adjacent to these meetings/events*



## Meet Field to Market's Staff



**Scott**  
**HERNDON**  
President



**Betsy**  
**HICKMAN**  
Vice President, Stakeholder  
Engagement & Implementation



**Paul**  
**HISHMEH**  
Data & Technology  
Director



**Kelly**  
**MURRAY**  
**YOUNG**  
Educational Resource  
Manager



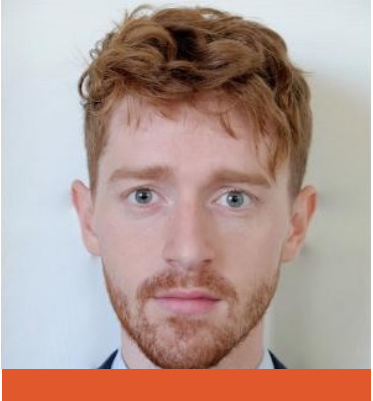
**Jamie**  
**RICHARDS**  
Executive Assistant &  
Office Manager



**Carter**  
**PURCELL**  
Communications &  
Membership Manager



**Coralie**  
**PIERRE**  
Programs &  
Partnerships Manager



**Greg**  
**PILCHAK**  
Project Manager



**Gina**  
**NICHOLS**  
Science & Research  
Manager



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QUESTIONS?