

General Assembly Materials

Raleigh, N.C.

June 22-23, 2022



Table of Contents

Meeting Agenda	<u>3</u>
Meeting Participation Guidelines & Anti-Trust Statement	<u>6</u>
Letter from the President	<u>7</u>
Programmatic Updates	<u>10</u>
Calendar of 2022 Events	<u>30</u>
Summary of June 2021 General Assembly Meeting	<u>31</u>

Field to Market June Plenary & General Assembly Meeting Agenda

McKimmon Events Center, Raleigh, N.C.

June 22-23

Agenda *(All times listed are EDT)*

Tuesday, June 21

1:30 p.m. – 4:45 p.m. **Board of Directors Meeting**

5:00 p.m. **Welcome Reception**
StateView Hotel (Lookout)

Wednesday, June 22

All events will be at the McKimmon Events Center – shuttle service is available from the StateView Hotel

8:30 a.m. **Registration Available**

9:00 a.m. – 11:45 a.m. **Science Advisory Council Meeting**
Room 5

11:30 a.m. – 12:00 p.m. **New Member and Guest Orientation** (in-person only)
Room 7

12:00 p.m. – 1:00 p.m. **Lunch Available**
Room 2A&B

1:30 p.m. – 4:00 p.m. **Opening Session** (in-person only)
Room 1A&B

- **Foundation for Food and Agriculture Research (FFAR) Research Project**

FFAR and Field to Market are exploring new research opportunities to better understand the roles supply chain actors play in supporting adoption and retention of practices that support sustainable outcomes from U.S. commodity crop production used for our food, feed, fiber and fuel. In this segment, FFAR will share more about its model and provide examples of possible models of collaboration. During this presentation, we hope to gain feedback on the research topics to incorporate before refining the scope and gauge member interest in supporting the work.

- Dr. Lakisha Odom, Scientific Program Director, FFAR
- Dr. Kashyap Choksi, Director of Strategic Partnerships, FFAR
- Scott Herndon, President, Field to Market

- **Greenhouse Gas Protocol Roundtable**

Brainstorming and roundtable session on the draft of the [GHG Protocol Land Sector and Removals Guidance](#) to be released in late July. This guidance will explain how companies should account for emissions and removals from land use, land-use change, biogenic products, technological CO2 removals and related activities in GHG

inventories, building on the Corporate Standard and Scope 3 Standard. The objective of the discussion is to: (1) listen to feedback from across the value chain as organizations, technical advisors and growers will be affected by the implementation of this new guidance; and (2) collect questions, comments or suggestions from pilot testing companies to submit to the GHG Protocol Secretariat prior to the launch of the draft guidance for pilot testing.

- Amy Senter, Director, World Business Council for Sustainable Development
- Michelle French, Director, Global Sustainability Programs, Archer Daniels Midland
- Shelby Myers, Economist, American Farm Bureau Federation
- Jeremy Peters, Chief Executive Officer, National Association of Conservation Districts
- Jack Scott, Vice President of Sustainable Sourcing, Nestlé Purina
- Josiah McClellan, Carbon Assets Manager, Truterra LLC

- **Recognition of the 2022 Spotlight Honorees**

4:15 p.m. – 5:15 p.m.

Concurrent Sector Meetings (in-person only)

- Affiliate (*Room 3*)
- Agribusiness (*Room 4*)
- Brands & Retail (*Room 5*)
- Civil Society (*Room 8A*)
- Grower (*Room 7*)

5:30 – 7:30 p.m.

Evening Reception

N.C. State Plant Sciences Building

Join Field to Market members at an evening networking reception hosted by N.C. State University. We will hear from representatives from the Plant Sciences Initiative and Food Innovation Lab and attendees can embark on 30minute tours of the new facility.

The reception will also be an opportunity to congratulate and connect with honorees from Field to Market's Spotlight series, who will be recognized earlier in the day.

Thursday, June 23

8:00 a.m. – 9:00 a.m.

Registration & Breakfast Available

Room 1A&B

9:00 a.m. – 10:30 a.m.

General Session Standing Committee Presentations

Room 1A&B

- **Standing Committee Presentations**

Each of Field to Market's four Standing Committees will provide a presentation to attendees on ongoing work and recent reports.

- Education & Outreach
- Innovative Finance
- Metrics
- Standards

- **SustainCERT and Field to Market Explore Continuous Improvement Accelerator Project Verification**
SustainCERT and Field to Market are exploring a framework of Continuous Improvement Accelerator project verification within the context of a Field to Market membership in the Value Change Initiative and SustainCERT membership in Field to Market. Through verification to the Value Change Guidance, Field to Market members will have increased assurance that Continuous Improvement Accelerator project quantification aligns with relevant Scope 3 reporting requirements. There will be an opportunity for members to ask questions regarding the benefits of third-party verification and these exploratory conversations.
 - o Benjamin Bartley, Value Change Business Development Senior Manager, SustainCERT

10:30 a.m. – 10:45 a.m. **Networking/Coffee Break**

- 10:45 a.m. – 12:00 p.m. **General Assembly Meeting**
- Welcome and opening remarks
 - Agenda review and anti-trust reminder
 - Board and Staff introductions
 - Review and approval of November minutes (VOTE REQUIRED)
 - Committee Appointments Announcement
 - Finance and operations update
 - Strategic Plan Dashboard and Key Performance Indicators
 - Programmatic Highlights
 - Proposed Bylaws changes and timeline for review and approval
 - Calendar of 2022 meetings and events
 - Adjourn

12:00 p.m. – 1:00 p.m. **Lunch Available**
(Room 6)

1:00 p.m. – 5:00 p.m. **Cross Sector Dialogue | What Lies Beyond: Landscape Approaches to Sustainable Agriculture**
(Room 1A&B)

Though many agricultural sustainability programs begin at the field level, agriculture’s impact extends far beyond the farm gate. Farmers and agricultural communities make choices every day that feed, clothe and fuel billions of people worldwide – but these choices also influence everything from the quality of the water we drink to the survival of the ecosystems and species who share our natural resources. To offer sustainability solutions at the scale needed to drive real change, the food and agriculture value chain must think beyond the farm field.

This Cross-Sector Dialogue will highlight experts who are implementing community-based approaches to sustainable agriculture, from farmer-led watershed initiatives to regional supply chain collaborations. Join us to learn from these thought leaders and explore with small breakout groups how community-based approaches to implementing conservation agriculture can transcend field boundaries and empower partnerships to restore nature across landscapes.

General Assembly Meeting Participation Guidelines

- Field to Market participation is governed by its **by-laws**.
- **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.
- 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.

LETTER FROM THE PRESIDENT

As a young man working on my family's citrus farm in Florida, I never imagined the possibility that one day I would have the privilege of leading an organization at the center of a nationwide and urgent drive for an equitable, sustainable and resilient agricultural system. I did know, however, that I shared my family's passion for agriculture and being good stewards of the land. I was a part of the fourth generation of my family to farm the same land that had been cared for by each generation before it. I developed an appreciation for our water resources, and the biodiversity and pollinators around the orange groves that are necessary for citrus production. I learned that agriculture is extremely risky, and you can do everything right and still lose an entire crop. That risk has increased with time due to climate change. Importantly, I learned that one way to mitigate risk is to develop more resilient farming methods.

Agriculture and sustainability are part of my DNA and an important part of my identity. Both my father's and mother's families were citrus farmers. This family background, and more than a bit of luck, has allowed me to work for various agribusinesses, state and federal governments, the financial sector and as an agriculture regulatory attorney and agriculture lobbyist. In all these jobs, but most recently as a lobbyist, I have been a staunch advocate for sustainable agriculture with a keen understanding of the importance of partnerships. Partnerships and alliances are where I thrive, and I have been fortunate to have been trusted to lead several important alliances in my professional career. I have witnessed first-hand when innovative ideas did not gain traction because organizations did not have the ability or patience to form necessary alliances. I have also seen how one voice can steadily be multiplied to a deafening volume with enough effort and support. This is what excites me most about Field to Market. We already have the framework for success, and I am enjoying putting my own unique vision in place for the organization by strengthening partnerships and positioning the organization for a new phase of excellence!

This year to date, we've made some impressive achievements, including the publishing of our "[Financial Innovations to Accelerate Sustainable Agriculture: Blueprints for the Value Chain](#)" report, submission of our bold \$79.6 million [grant proposal](#) for the USDA Partnerships for Climate-Smart Commodities funding opportunity with up to \$137 million in match, growth of our membership to 157 organizations with the addition of 10 new members, [renewal of our commitment](#) to working with USDA-NRCS to advance science-based sustainability measurement, further development of our [Diversity, Equity and Inclusion strategy](#), and more.

I am incredibly humbled and fortunate to lead Field to Market at this critical point in the organization's growth, particularly during this pivotal time as the world is rightly, and necessarily, focused on climate change and solutions that can be achieved through sustainability. Although Field to Market began fifteen years ago, it is clearer now more than ever that the entire agricultural value chain must work together to confront the many challenges we are facing and will face in the future.

Sustainability is not about maintaining the status quo. Business as usual will not get us any further than we have gotten so far. We must all constantly examine our biases and challenge our habitual ways of doing business. Innovation and continuous improvement are key to the mission of Field to Market and as president, I am committed to engaging with all of you to collectively advance strategies to improve agriculture's impact on the environment. We need everyone's voice at the table to harness our collective strength.

Our path forward is not easy – it's laden with challenges, but challenges that we can address collectively, including:

- Addressing the impact of climate change, which is increasing with more frequent occurrences of severe weather events and has farmers on the front lines.
- Finding ways to address the plateaued adoption of sustainable practices, found in our latest National Indicators Report, and increase growth beyond early adopters to achieve meaningful change.
- Discussing the increase in input prices and the additional pressure it puts on farmers and the entire agricultural value chain, as well as possible solutions to mitigating this pressure.
- Encouraging an increase in support for farmers implementing practices that can serve as a solution to climate change.
- Discovering ways to pass value back through the value chain to enable the increased adoption of sustainable and climate-smart agriculture.

Addressing these very real problems will require us all to work together. No single sector of Field to Market's membership can solve these complex issues. Lasting solutions will require action and contributions from all of us, and I commend you for being at the table and contributing your unique expertise to Field to Market.

Our work here, however, is never done and there are ways for us to improve to meet the challenges we face, head-on. To do that, my personal vision for the organization ensures that Field to Market:

- Continues to be the standard bearer of scientific rigor but is accessible to all, with ease of use and low barriers to entry.
- Responds quickly and effectively to member needs, but also anticipates them so that we are proactive, rather than reactive.
- Provides thought leadership throughout the United States with ripple effects felt globally.
- Engages all product sectors of the agricultural value chain, including significant representation by entities from the food, fuel, feed and fiber product areas.
- Works with producer groups to have the most comprehensive and representative data sets within its National Indicators Report, which serves as the benchmark for sustainability in commodity row crop production.
- Grows and evolves as an organization, adding more commodities to its Fieldprint Calculator, increasing membership, especially from BIPOC and underserved producer groups, and expanding Field to Market's recognition as the organization that anyone committed to agricultural sustainability should be a part of.
- Creates data that is usable for all reporting schemes and aligns itself with other sustainability frameworks so that it can be leveraged with various carbon or ecosystems markets.

When I accepted this role in January, I was fully aware of the challenges facing our agricultural system – it's exactly what led me to pursue the opportunity. I had long been an admirer of Field to Market and had been impressed by the organization's capabilities. In the past six months I have been constantly amazed by the breadth and depth of Field to Market's influence and impact on American agriculture.

Field to Market is what its members make of it. I implore you to use your membership with this unique organization to partake in the conversations that will not only help you receive value for your organization, but also help drive lasting change and expand your organization's influence.

Through Field to Market, you have access to the most respected metrics in the country and the ability to create pilot projects to test hypotheses through our Continuous Improvement Accelerator, drive change among all sectors in the agricultural value chain, make credible claims, and help shape our direction.

As amazing as Field to Market is today, I believe that we have only scratched the surface of our potential impact. I challenge each of you to fully commit to the work at hand and use your membership and our vast network to ensure lasting change that will benefit us all. A multitude of great ideas were generated through the USDA Partnerships for Climate-Smart Commodities funding opportunity. I encourage you to bring those ideas and partnerships to Field to Market and test your hypotheses with partners through Continuous Improvement Accelerator projects. I am excited for the next six months and wholeheartedly believe that the best is yet to come. I welcome you to contact me with any ideas you may have to take us further!


Scott Herndon
President

Programmatic Updates

I. CONVENE DIVERSE STAKEHOLDERS

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

Standing Committee Nominations

Under an updated procedure, committee nominations were solicited from May through June for consideration of Board appointment during its June 21 meeting. Individuals may only serve on one committee and each term is for two years. There are no term limits for committee members, and individuals may be appointed for numerous terms.

To ensure balanced representation and engagement from across our membership, no organization may serve on more than two standing committees, unless the vacancy would otherwise go unfilled. Associate members are excluded from serving on standing committees.

2022-2024 Strategic Plan

During the November 2021 General Assembly, Field to Market adopted its next strategic plan, adding a fifth strategic priority focusing on innovative incentive strategies. Programming and updates will be presented to the membership related to this current 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.
- **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.

Diversity, Equity and Inclusion

To address Field to Market's strategic priority to convene diverse stakeholders by "develop(ing) strategic partnerships that lead to collaborative solutions for how the agricultural value chain can advance equity and inclusion for farmers of color and other underrepresented communities, especially within the context of sustainability initiatives," specified in the 2022 – 2024 strategic plan, an outside consulting firm, Strategic Diversity Initiatives (SDI) was contracted using funds provided by the Walton Foundation.

On March 15 and March 22, 2022, SDI facilitated two half-day diversity, equity, and inclusion (DEI) strategic planning sessions for Field to Market staff, members and other stakeholders. During these virtual sessions, participants engaged in a foundational training on central DEI concepts including bias, microaggressions, systemic inequities and allyship. Next, participants engaged in robust and honest discussions about both barriers and opportunities for advancing DEI within Field to Market's programs. During the final session, concrete, actionable strategies were identified and prioritized.

Working in small groups, participants brainstormed, then prioritized short- and long-term strategies for moving Field to Market toward the priority specified in our 2022-2024 plan. SDI captured all data and refined these three strategies and their corresponding action items into the following strategic plan.

Strategy 1: Build trust between BIPOC producers and the agricultural supply chain.

We will accomplish this by:

- Increasing diversity among Field to Market members and prioritize recruitment of organizations representing historically underserved growers and other agricultural professionals.
- Including content addressing issues around diversity, equity and inclusion in Field Market's programming.
- Inviting speakers and other content experts that offer a different perspective or represent organizations that have not historically participated in Field to Market programming.
- Communicating the value of an equitable agricultural system.
- Supporting initiatives that increase access to equipment, land, markets and financing for BIPOC producers.

Strategy 2: Embed consideration for the social aspects of sustainability in our programming particularly in Accelerator projects

We will accomplish this by:

- Exploring the inclusion of goals related to social responsibility in Accelerator projects and creating rubrics to help projects assess their progress toward those goals.
- Adding functionality to the Partnership Exchange that makes it easier for members to find and partner with organizations that directly support underserved growers and other agricultural professionals.
- Analyzing and correcting policies that inadvertently inhibit participation in supply chain programs.

Strategy 3: Strengthen organizational capacity to advance Diversity, Equity and Inclusion.

We will accomplish this by:

- Increasing diversity among Field to Market staff, Board of Directors, committee and working group members.
- Having a staff member dedicated to DEI work.
- Developing protocols to ensure diverse candidates for hiring and internships.
- Highlighting Field to Market and Member efforts to advance the work of diversity, equity and inclusion through storytelling.
- Providing a venue for sharing lessons learned and best practices to support underserved growers and BIPOC colleagues.

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 U.S. 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.

The next dialogue will be held on June 23, 2022 and will discuss Landscape Approaches to Agricultural Sustainability. If you have suggestions for the next dialogue to be held in late fall 2022, please contact [Kelly Young](#), Senior Manager of Education, Diversity, Equity and Inclusion at Field to Market.

USDA Partnerships for Climate-Smart Commodities Program

Field to Market submitted its bold proposal for the United States Department of Agriculture (USDA) Partnerships for Climate-Smart Commodities funding opportunity on May 5, 2022. Field to Market's proposal, centered around the creation of the Climate-Smart Agriculture Innovative Finance Initiative (the Initiative), will use innovative finance mechanisms to accelerate climate-smart practice uptake by farmers, leveraging private sector demand to strengthen markets for climate-smart commodities.

With its proposal, Field to Market received and submitted 72 letters of support from organizations across the agricultural value chain, and from each of Field to Market's membership sectors. Upon receipt of the grant, project partners committed to contributing up to \$137 million in matching funds to provide technical assistance and additional financial incentives to participating producers, tying climate-smart practices to commodity purchases, and creating a scalable model for private sector investment.

Prior to the development and submission of the proposal, Field to Market held an information session with USDA officials to understand the proposal process and requirements as well as two listening sessions with members on what a potential proposal could include. Based on this, we are pleased to note that Field to Market was also named in more than 13 other grant proposals from members and non-members. We are hopeful and excited about the new opportunities for partnerships and growth this grant has made available.

Field to Market is also pursuing a grant under the second USDA funding pool in partnership with the Center for Behavioral and Experimental Agri-Environmental Research (CBEAR).

Field to Market In-Focus Webinars

Since November 2021, we have hosted two webinars to deepen member understanding of our programs, a summary of findings from the [2021 National Indicators Report](#) was presented on December 7, 2021 and [Unlocking the Next Suite of Innovations to Scale Sustainable Ag. Finance & Value-Added Incentives](#) was held on February 10, 2022

If you have any suggestions for topics that you think would benefit our members please contact [Kelly Young](#), Senior Manager of Education, Diversity, Equity and Inclusion.

Sustainable Ag Summit

The eighth annual Sustainable Agriculture Summit: Meeting the Moment: Strengthening U.S. Food and Agriculture's Capacity to Drive Change, will be held in Phoenix/Glendale, Ariz. November 16-17. With keynote remarks, dynamic panel discussions with 20+ experts and dozens of breakout sessions hosted by industry leaders, the Sustainable Agriculture Summit offers two days of dynamic programming to advance some of the most important and relevant conversations in food and agriculture today. More information will be sent soon for registration, a call for breakout proposals and sponsorship opportunities. Please contact [Jamie Richards](#) for details.

II. PROVIDE SCIENCE-BASED LEADERSHIP

Develop and strengthen Field to Market's science- and outcomes-based resources for measuring sustainability performance and assessing opportunities for improvement.

Sustainability Metrics

In the first half of 2022, the Metrics Committee has been discussing and reviewing information related to the pilot testing and evaluation of the optional Biodiversity and Greenhouse Gas Emissions metric features introduced in 2020 by working with member organizations to establish Continuous Improvement Projects that utilize these features. Additionally, the Committee has heard requests from members about additional outputs related to these metrics that their constituencies may find useful.

The Committee is engaging in a review of three metrics for 2022: Energy Use Efficiency, Greenhouse Gas Emissions and Biodiversity. This work includes inviting guest speakers and presentations on new and emerging science, benchmarking and sensitivity analysis for the Fieldprint Calculator.

National Indicators Report

Released in early December 2021, the fourth edition of its landmark National Indicators Report, [Environmental Indicators for Measuring Outcomes of On-Farm Agricultural Production in the United States](#), provides critical national-level analysis on progress in environmental indicators across eleven U.S. commodity crops. The report, last issued in 2016, demonstrates that progress across five key environmental indicators has largely plateaued over the last decade, demonstrating an urgent need for greater collective action from the value chain in order to achieve sustained transformation of the agricultural system.

Field to Market's National Indicators Report is a peer-reviewed report utilizing publicly available data, published government reports and scientific literature to measure sustainability trends of commodity crop production in the United States between 1980 to 2020. This edition of the report updates the national level indicators for Energy Use, Greenhouse Gas Emissions, Irrigation Water Use, Land Use and Soil Conservation for eleven major commodity crops, introducing newly available data on sorghum which was added as a new commodity in the 2021 report.

Where earlier editions of the report chronicled steady improvement across these indicators since 1980, the 2021 National Indicators Report finds that many areas of improvement have

largely plateaued. These findings underscore that greater collective action is needed across the value chain to understand and create the necessary enabling conditions to support a transition to sustainable agriculture, including a focus on areas such as social science research and financial mechanisms.

Key findings from the report include:

- Significant opportunities for U.S. agriculture exist to contribute to climate change mitigation through reduction of greenhouse gas emissions, principally through achieving greater fertilizer-use-efficiency—which will reduce soil nitrous oxide emissions—and the use of renewable energy as well as energy efficiency improvements. Additional climate mitigation can be realized through reducing tillage and planting cover crops to increase soil carbon sequestration.
- Overall energy use efficiency from commodity crop production has improved over time; however, several major crops have shown increases in energy use over the past decade, resulting from increased use of fertilizer and crop chemical inputs.
- For major commodity crops, soil erosion was significantly reduced from around 1990 through 2005; however, since the early 2000s soil erosion has largely held steady. This reflects a flat trend for adoption of no till and reduced till practices recently and a relatively modest adoption of cover crops to date. Understanding why conservation tillage adoption has plateaued will be key to driving future improvements in soil conservation.
- Assessment of biodiversity and water quality trends highlight multiple environmental benefits from strategic placement of diverse, perennial vegetation such as native grasslands within crop landscapes.

In addition to assessing sustainability performance by crop, the National Indicators Report also provides national-level trends on biodiversity, soil carbon and water quality, providing landscape-level analysis on three critical indicators where publicly available data is insufficient to draw conclusions on crop-specific performance. Where previous versions of the report included sections on socioeconomic indicators, Field to Market recently released individual, peer-reviewed reports on [farm financial well-being](#) as well as [responsible pest management](#), elevating analysis of national level trends related to both topics.

For more information on the report's key findings or to explore sustainability trends for specific crops in greater detail, please visit: www.fieldtomarket.org/report.

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 offer feedback on the metrics, please visit [this survey](#).

There is also a new optional full-farm Biodiversity assessment feature in the Platform that we welcome and encourage projects to use – please contact staff if you are interested in using and

providing feedback on this feature. Your help will inform the next round of metrics review and development for these critical indicators.

Technology

Fieldprint® Platform Version 4

The July 2021 science release included a number of science-related Platform enhancements including replacement of NRCS Water Quality Index (WQI) tool with STEP (Stewardship Tool for Environmental Performance) and implementation of COMET Planner as a quantitative Soil Carbon Scenario Tool within the online Calculator. The [Support Portal](#) was also launched in 2021 to provide improved support to farmers.

As noted below under Research, in October 2021, the research database opt-in feature was added to the Platform. Early in 2022, backend Platform functionality was finalized to automate reporting on research database participation and to provide a mechanism for QDMPs to submit annual research database data sets to Field to Market.

With support from The Nature Conservancy and the Wisconsin Department of Agriculture, in late 2021 we released a spreadsheet-based import feature that facilitates and promotes data interoperability with Wisconsin's SnapPlus nutrient management software (<https://snapplus.wisc.edu/>). The new functionality makes it easier for farmers and Continuous Improvement Project specialists to import data exported from external partner systems or tools including Wisconsin SnapPlus.

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. 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. In December 2021, John Deere became the eighth Field to Market member organization to become a QDMP.

- Land.db | Ag Connections (Syngenta) | agconnections.com
- Agrible | Nutrien Ag Solutions | agrible.com
- Centerfield | Bunge North America | bungecenterfield.com
- MyFarms Software Platform | MyFarms | myfarms.com
- John Deere | Operations Center | operationscenter.deere.com
- Precision Conservation Management | Illinois Corn Growers Association | precisionconservation.org
- The Seam | theseam.com
- Truterra | Truterra LLC (Land O'Lakes) | truterraag.com

[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, communication of important updates, and a mechanism to gather feedback. The QDMP Support Portal continues to offer QDMPs valuable support and technical resources for integration including Fieldprint API technical documentation, guidance documents, system notifications and quality assurance artifacts.

Technology Advisory Council

Field to Market's Technology Advisory Council (TAC) provides expert guidance to Field to Market's membership on technology decisions when investing in, expanding upon, and advancing the Fieldprint Platform. The TAC continues discussions around important exploratory topics such as approaches to incorporating machinery data and remote sensed data to reduce data input requirements.

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 can opt-in to share their data for use in scientific research aligned with Field to Market's mission, vision and goals. Field to Market's grower sector was consulted to review the data privacy assurances before launch. Researchers interested in accessing this data must submit a request for approval by the Science Advisory Council. At present, 67 growers have opted-in to the database. We continue to explore how the option can be built into the platforms of our Qualified Data Management Partners.

In December 2021, the Science Advisory Council, with the Foundation for Food and Agriculture Research hosted a series of workshops to establish a research agenda for Enabling a National Transition to Climate-Smart Agriculture. The group convened over 40 experts from academia, industry and government to generate viable hypotheses that researchers can test regarding effective systems to dismantle existing barriers to the transition to climate-smart agriculture.

The Science Advisory Council has advised 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 was released in December 2021.

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

III. 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.

Innovative Finance Standing Committee

As a central pillar in the updated strategic plan, the research and discovery process led by the Innovative Finance Working Group in 2021 will inform key next steps as the Working Group becomes a formal Standing Committee in the Alliance's governance structure in 2022.

In late January Field to Market released its report, ***Financial Innovations to Accelerate Sustainable Agriculture: Blueprints for the Value Chain***, highlighting the need for innovative financial mechanisms and incentive strategies to accelerate the transition to sustainable agriculture. The report provides 12 tangible blueprints and case studies for value chain actors to follow as they seek to catalyze lasting and systemic change in U.S. agriculture.

Authored by members of Field to Market's Innovative Finance Workgroup, the report shares concrete strategies for overcoming key barriers to farmer adoption of conservation practices, moving beyond early adopters, and addressing the agronomic and financial risk farmers face in transitioning to the practices necessary for a more resilient food and agriculture system.

The report details recommendations for **financial innovations** including:

1. **Blended Finance** approaches which combine public and corporate funds to support improved agricultural practices and increase the supply of sustainably-produced crops.
2. **Sustainable Finance** mechanisms, including sustainable bonds and loans and agricultural lending incentives, which can allow companies and farmers to access favorable financing terms for sustainable projects and practices.
3. **Transition Risk Sharing** opportunities, including sustainability-linked crop warranties and crop insurance endorsements, which target specific risks associated with the adoption of new conservation practices.
4. **Pay for Performance** programs which pay farmers directly for quantified environmental benefits.
5. **Leasing Incentives** which allow farm operators and landowners to share the costs and benefits of conservation investments over time.

The full report can be found online http://fieldtomarket.org/media/2022/01/FTM_Blueprints-for-the-Value-Chain-Report-WEB.pdf

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

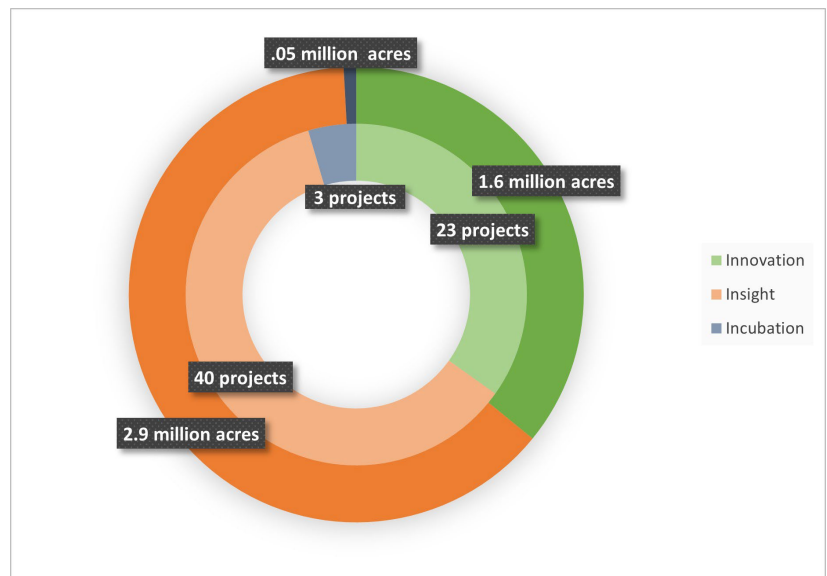
Throughout 2020 and 2021, Field to Market partners faced new project administration challenges, as the COVID-19 pandemic limited opportunities for in-person field days, agronomic support, and data collection. While in-person work has largely resumed over the last year, project partners have retained certain practices they adopted throughout COVID to support growers.

For the 7th consecutive year, the cumulative acreage enrolled (4.6 million acres) in the Continuous Improvement Accelerator has increased. Meanwhile, the number of active, registered projects has decreased, as partners have consolidated projects and registered new, more targeted projects after completing existing projects. In 2021, the overwhelming majority (86%) of enrollment took place through one of our eight Qualified Data Management Partners.

As in 2020 and 2021, we continue to see a shift in member priorities. Many members, who have used Insight projects to develop baselines and inventories of their environmental impacts, are now providing technical and financial assistance to drive improvement within Innovation Projects. Innovation Projects now represent more than a third of all projects and enrolled acreage. Additionally, several newly registered projects will feature innovative financial incentives outlined in the “Financial Innovations to Accelerate Sustainable Agriculture: Blueprints for the Value Chain” report.

66 Active Continuous Improvement Projects

- 3 Incubation Projects, representing 1% of total enrolled acreage;¹
- 40 Insight Projects, representing 63% of total enrolled acreage; and
- 23 Innovation Projects, representing 36% of total enrolled acreage



46 Completed Continuous Improvement Projects

¹ Project totals as of June 2022 and acreage totals from 2021 crop year (as reported in Spring 2022)

Table: Continuous Improvement Projects by state and crop

Crop	Projects	States
Alfalfa	7	(6) – IA, KS, MN, NY, PA, WI
Barley	1	(1) – CO
Corn for Grain	42	(33) – AL, AR, CO, GA, ID, IL, IN, IA, KS, KY, LA, MD, MA, MI, MN, MS, MO, MT, NE, NM, NY, NC, ND, OH, OK, PA, SC, SD, TN, TX, VA, WA, WI
Corn for Silage	6	(33) – AL, AR, CO, GA, ID, IL, IN, IA, KS, KY, LA, MD, MA, MI, MN, MS, MO, MT, NE, NM, NY, NC, ND, OH, OK, PA, SC, SD, TN, TX, VA, WA, WI
Cotton	8	(17) – AL, AZ, AR, CA, FL, GA, KS, LA, MS, MO, NM, NC, OK, SC, TN, TX, VA
Peanuts	2	(13) – AL, AR, FL, GA, LA, MS, MO, NM, NC, OK, SC, TX, VA
Potatoes	1	(1) – PA
Rice	3	(5) – AR, LA, MS, MO, TX
Sorghum	5	(3) – KS, SD, TX
Soybeans	29	(20) – AL, AR, IL, IN, IA, KS, KY, LA, MI, MN, MS, MO, NE, NY, OH, OK, SD, TN, TX, WI
Sugar Beets	3	(3) – CO, MN, ND
Durum Wheat	11	(13) – ID, IL, IN, IA, KS, MN, MO, MT, NE, ND, OK, TX, WI
Spring Wheat	9	(8) – IA, MN, MT, NE, ND, TX, WA, WI
Winter Wheat	25	(22) – AL, AR, CO, IL, IN, IA, KS, KY, MD, MI, MN, MO, MT, NE, ND, OH, PA, SD, TN, TX, WA, WI

Field to Market Canada

Providence	Crops
Manitoba	<i>Barley, Canola, Corn (grain), Corn (silage), Oats, Peas, Soybeans, Wheat (durum), Wheat (spring)</i>
Ontario	<i>Corn (grain), Corn (silage), Soybeans, Wheat (winter)</i>
Saskatchewan	<i>Barley, Canola, Corn (grain), Corn (silage), Flax, Oats, Peas, Soybeans, Wheat (durum), Wheat (spring)</i>

2021 Enrollment Stats

- In 2021, 62 Continuous Improvement Projects across **35 states** assessed the sustainability performance of **4.6 million enrolled acres**.
- Over **5,500 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 **3.9 million acres** of the total enrolled acres from 2021. This represents **86%** of all enrolled acres in Continuous Improvement Projects for the 2021 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, we will update the Project Directory map to more accurately display project geographies, overlaying them with the relevant landscape-scale resource concerns and sustainability initiatives that the projects contribute to. If you have feedback or ideas for additional improvements, please contact [Greg Pilchak](#).

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 35 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 [Greg Pilchak](#).

Continuous Improvement Accelerator Academy

The second Academy was held as a hybrid event, in conjunction with the November Plenary and Sustainable Agriculture Summit. Participants learned from fellow Field to Market members

about how the Continuous Improvement Accelerator can propel member organization's sustainability goals and objectives forward by crafting successful sustainability projects with farmers and supply chain partners across the U.S.

The following topics were covered:

- **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 and 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:** Writing a Continuous Improvement Plan and using the Project Portal to register and track a project.
- **The Fieldprint Platform:** Establishing project benchmarks and tracking progress.
- **Assuring Credible Communications:** Exploring assurance principles and opportunities to credibly communicate about project outcomes.
- **Sustainability Storytelling:** Crafting messages that resonate with key stakeholders across the value chain.

Planning for the next Academy, tentatively to be held in conjunction with the November Plenary and Sustainable Agriculture Summit in Glendale, Arizona, is underway.

If you are interested in a customized version of the Academy to be delivered to your organization, please contact [Kelly Young](#).

Data Analyst Training

In conjunction with last year's Academy, we hosted our first Data Analyst Training tailored to individuals that serve as project implementation partners and work with Fieldprint Platform data.

The training, held virtually over three sessions, equipped project staff with the ability to analyze farm-level data from a Continuous Improvement Project and tell the Project's sustainability story with confidence. These topics were covered:

- 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 covered how to conduct exploratory data analysis, identify trends, calculate project summaries and build a narrative to support your project team's public communications.

Planning for next Data Analyst Training, tentatively to be held in conjunction with the November Plenary and Sustainable Agriculture Summit in Glendale, Arizona, is underway.

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 members to learn more about advancing diversity, equity and inclusion in agriculture as well as improving the environmental impacts of commodity crop agriculture.

Fieldprint Platform Support

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

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

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).

With support from Bayer CropScience, we conducted surveys and interviews to assess the current status of trusted farmer advisers in providing sustainability support to their clients. We found the following takeaways:

- CCAs and ag retailers are quite diverse in their current approaches to sustainability with their farmer-clientele. These approaches range from, "they never talk with customers about issues such as water quality or biodiversity," to, "they work closely with some of their growers to implement new practices or systems." Some ag retailers interviewed stated that words like "sustainability" and "regenerative" are still off-putting to their customers. In contrast, "soil health" is a term that seems to resonate with more growers. They suggested that the best approach was to talk about increasing profitability and how these conservation practices can make their operations more profitable.
- Many CCAs had initially earned specialty certifications to distinguish their expertise among peers, but let those lapse because they did not see added value over time. Some indicated that their primary certification is enough.
- CCAs indicated a desire for access to education and information on specific practices that are demonstrated to improve environmental benefits, such as cover crops, precision technology, and conservation tillage.

- Ag retailers mentioned the power of precision technology but also the difficulty of getting it into full use by growers. Ag retailers, CCAs and other industry agronomic advisers emphasized the perceived conflict between meeting input sales goals and advising clients to reduce crop inputs to reduce negative environmental outcomes.
- Due to competitive pressure and proprietary technologies, companies are developing strategies to advance sustainable/regenerative ag goals but prefer to keep quiet about them until launch.
- CCAs indicated a desire for more resources on specific agronomic practices and the economics and efficacy behind them, such as cover crops.

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.

Standards

Scope 3 Reporting Guidance

In July 2021, 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 agricultural 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 Standards 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 support the piloting process of 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. The GHG Protocol is not reviewing Built on

GHG Protocol mark applications at this time. The process is expected to resume in early 2023.

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

- **ISO 14064-2:**

Field to Market staff is looking for members who are interested in piloting 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 [Coralie Pierre](#).

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

Field to Market and SustainCERT are currently exploring a framework of Continuous Improvement Accelerator project verification within the context of Field to Market's membership in the Value Change Initiative and SustainCERT's membership with Field to Market. Through verification to the Value Change Guidance, Field to Market members will have increased assurance that Continuous Improvement Accelerator project quantification aligns with relevant Scope 3 reporting requirements.

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 [Coralie Pierre](#).

Finalizing the Process-Based Standard

This past fall, the Standards Committee 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 Standards 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:** August 1 – September 2, 2022
- **Public Comment Period:** Sept 19 – Oct 21, 2022
- **Process-Based Standard 2.0:** December 2022-December 2025

Transparent stakeholder engagement is a 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 Standards Committee Co-Chairs or [Coralie Pierre](#).

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, which will start in July, 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 [Coralie Pierre](#).

Awards & Recognition

Sustainability Leadership Awards

The annual Sustainability Leadership Awards nomination period is now open. Please visit the Field to Market Member Portal to [submit a nomination](#) for Farmer of the Year, Trusted Adviser of the Year or Collaboration of the Year.

Field to Market's Sustainability Leadership Awards recognize farmers, organizations, and trusted advisers who have demonstrated outstanding sustainability leadership through their efforts to advance continuous improvement in the sustainability of U.S. agriculture. Each year, the winners of the Farmer of the Year, Trusted Adviser of the Year and Collaboration of the Year Awards are selected by Field to Market's Board of Directors and the Alliance's Education and Outreach Committee.

Nomination period: June 6 – July 31, 2022

Evaluation, selection: August 1 - September 1, 2022

Awards video production: September 1 – October 31, 2022

Awards Ceremony: Field to Market's Fall 2022 General Assembly, November 14, 2022

Announcement: Coordinated release the day following the ceremony, leveraging 2022 Sustainable Agriculture Summit, November 16-17, 2022

Farmer of the Year Award

Field to Market's [Farmer of the Year](#) Award recognizes a farmer with multiple years of experience utilizing the Fieldprint Platform who has achieved outstanding conservation throughout their operation and is demonstrating leadership in the grower community.

Farmer of the Year Evaluation Criteria:

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

The 2022 [Farmer of the Year Nomination Form](#) is available on the Field to Market Member Portal.

Collaboration of the Year Award

Field to Market's [Collaboration of the Year](#) award recognizes an outstanding Project registered in Field to Market's Continuous Improvement Accelerator that has demonstrated achievements in advancing continuous improvement in sustainable agriculture at the field and landscape level and serves as a model for peers across the supply chain.

Collaboration of the Year Evaluation Criteria:

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

The [2022 Collaboration of the Year Nomination Form](#) is available on the Field to Market Member Portal.

Trusted Adviser of the Year Award

Field to Market's [Trusted Adviser of the Year](#) award introduced for the first time in 2019, recognizes knowledgeable and experienced experts that work with farmers in a professional

capacity to advise and recommend practices and services that best meet the needs of their operation. We seek to honor exceptional Trusted Advisers who are leaders in the conservation space, serving as advocates to champion improved environmental outcomes and enhanced farmer livelihoods.

Examples of a Trusted Adviser include, but are not limited to:

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

Trusted Adviser of the Year Evaluation Criteria:

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

The [2022 Trusted Adviser of the Year Nomination Form](#) is available on the Field to Market Member Portal.

Tips for a Successful Nomination

As a resource for members preparing nominations for the Sustainability Leadership Awards, we hosted a *Field to Market In Focus* webinar on crafting a strong awards nomination.

Please [refer to the webinar slides and recording](#) to learn answers to frequently asked questions and tips on preparing your nomination.

Some tips identified include:

- Start early and ask questions before you begin, ensuring that your applicant meets the full criteria before you begin putting together your application. Criteria is housed on the [Member Portal](#). Nominators should contact Field to Market's Awards staff lead, [Katrina Stacey](#), with questions, as they put together applications.
- Build a strong narrative with plenty of examples, strengthening your nominees' story with testimonials from colleagues or customers, examples of success, and quantitative data or analysis.

- Supporting materials like photos, letters of recommendation, or articles can be the differentiator for a strong application.
- Leadership qualities are central to the Awards, so be sure to draw out replicable strategies and examples of how your nominee shines as a leader in the industry.

Promoting & Celebrating Award Recipients

- **Awards Ceremony:** Celebrate the recipients of the Field to Market Sustainability Leadership Awards with diverse stakeholders across the Alliance’s membership followed by an evening reception as the capstone of Field to Market’s Fall Meeting.
- **Farmer of the Year and Collaboration of the Year Video:** First showing at the Field to Market Awards Ceremony, available online the following morning.
- **Field to Market Website:** A landing page was created housing the videos in a feature story chronicling the background of the award recipients.
- **Dedicated email blast:** Profiling the award recipients in a dedicated email sent to Field to Market’s list of 1,000+ interested stakeholders in sustainable agriculture, including our diverse membership, select members of the media, and interested stakeholders from academia, civil society, industry and production agriculture.
- **Social media:** Social share cards for each award are shared on Field to Market’s Twitter and LinkedIn and tools given to Field to Market’s membership to amplify.
- **Press Release:** The recipients of the award are publicized through a press release distributed on CSRwire.
- **Targeted media outreach:** Engage Field to Market’s list of interested journalists on award recipients under embargo, providing both the release and video, to aid them in covering the Awards.
 - Media coverage celebrating achievements of the Sustainability Leadership Awards’ winners has included:
 - Industry and trade outlets including [AgFax](#), [AgriMarketing](#), [Baking Business](#), [BakeMag](#), [Precision Ag](#), [Cotton Farming](#) and [World-Grain](#).
 - Local and regional media outlets including [The Indy Star](#), [Newport Independent](#), [Louisiana Ag News](#), and [NowDecator](#).

Field to Market Spotlight Series

Field to Market is committed to recognizing stewardship and conservation efforts by farmers and the supply chain through our Spotlight Series program, where we showcase leaders who are committed to a journey of continuous improvement and helping deliver sustainable outcomes for agriculture.

Field to Market will recognize 10 Spotlight Honorees and associated nominating organizations during the June Plenary & General Assembly Meeting in Raleigh, N.C. Among the Honorees are farmers and advisers from Washington, Illinois, Minnesota, Oregon, Oklahoma, Indiana and Iowa, as well as two Continuous Improvement Projects which bring together member organizations to catalyze change in Georgia and Wisconsin.

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

- Field to Market Website - Spotlight article

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

We encourage Field to Market's membership to amplify and repurpose these spotlights in relevant communications channels to spotlight the conservation and stewardship that's happening at the field and farm level. To read current spotlights to date, please visit:

<https://fieldtomarket.org/our-program/farmer-spotlights/>

Media Impressions

Between January - June 2022, Field to Market achieved a total of 31 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 this timeframe includes an opinion piece by Field to Market Chair Brandon Hunnicutt in Agri-Pulse, articles discussing the benefits of the Fieldprint® Platform and pickup of Field to Market press releases by various ag outlets.

For an up-to-date list of relevant media coverage, please visit: www.fieldtomarket.org/news-press/in-the-news/.



Field to Market®

2022 Meeting Calendar

Meeting

Standing Committee Meetings

Pre-plenary Sector Calls

Plenary, General Assembly &
Sustainable Ag Summit

Date

September 12-13

Week of November 1

November 14-17

Location

Washington, DC

Virtual

Phoenix/Glendale,
Ariz.

**Field to Market
General Assembly Meeting Summary
November 17, 2021
Hybrid Event – Las Vegas, NV**

Voting Delegates – In-Person

Aaron Firth (Amalgamated Sugar), Shelby Myers (American Farm Bureau Federation), John Larson (American Farmland Trust), David Prybylowski (American Peanut Council), Karl Anderson (American Society of Agronomy), James Scher (Archer Daniels Midland), Phoenix Dugger (Ardent Mills), Chip Shilling (BASF Corporation), Jennifer Crall (Bayer), Megan Weidner (Bunge Milling), Mike Komp (Conservation Information Technology Center), Aly Wells (Corteva Agriscience), Steven Pires (Cotton Inc.), Julie Savoie (CropLife America), Scott Manley (Ducks Unlimited), Tim Trotter (Edge Dairy Farmer Cooperative), Maggie Monast (Environmental Defense Fund), Lauren Brey (Farmers for Sustainable Food), Bradford Warner (Farmobile), Andrew Utterback (Ingredion), Kaitlyn Briggs (Innovation Center for U.S. Dairy), Sean McMahon (Iowa Ag Water Alliance), Jeff Frye (Kontoor Brands), Keith Pitts (Marrone Bio), Jeremy Peters (National Association of Conservation Districts), Nathan Fields (National Corn Growers Association), Kelsey Billings (National Council of Farmer Cooperatives), Jay Reiners (Nebraska Corn Board), Diane Herndon (Nestle Purina Petcare), Sarah Fox (Nutrien), Margaret Henry (PepsiCo), David Bue (Pheasants Forever), Adam Shea (Riceland Foods), Heidi Peterson (Sand County Foundation), Michelle Yoshinaka (Sound Agriculture), Peyton Harper (The Fertilizer Institute), Adam Herges (The Mosaic Company), Leif Fixen (The Nature Conservancy), Josh Hankins (USA Rice Federation)

Voting Delegates – Virtual

Pam Snelson (American Soybean Association), Vaughn Duitsman (Bartlett Grain), Alexandra Sellers (BIO), Becky Kenow (Land O'Lakes Truterra), Luisa Camargo (Mondelez), Keira Franz (National Association of Wheat Growers), Tiffany Wilson (P&G), Lauren Maul (United Soybean Board), Abby Rinne (U.S. Soybean Export Council), Anis Ragland (World Wildlife Fund)

Staff and Consultants

Lexi Clark (Field to Market); Eric Coronel (Field to Market); Betsy Hickman (Field to Market); Paul Hishmeh (Field to Market); Carter Purcell (Field to Market); Jamie Richards (Field to Market); Allison Thomson (Field to Market); Kelly Young (Field to Market)

I. Opening

Board Chair Brandon Hunnicutt opened the meeting at 11:05 a.m. PST following the general session and reviewed the anti-trust statement to the General Assembly.

II. Approval of the June 2021 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 consent decree.

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

III. Results of Sector Elections for Board of Directors

Chair Hunnicutt announced the results for the Board of Directors for the next three-year term:

- Agribusiness – Michelle French, ADM
- Affiliate – Jun Zhu, University of Arkansas
- Brands & Retail – Jack Scott, Nestle Purina Petcare
- Civil Society – Mike Komp, Conservation Information Technology Center
- Grower – Shelby Myers, American Farm Bureau Federation

IV. Finance and Operations Update

- A. *YTD Financials*. Sarah Fox, acting Treasurer reviewed the financial report as of September 30, 2021 with cash on hand of \$1,204,141, revenue at \$2,001,763 and total expenses at \$2,115,638. She noted that Field to Market's 2nd Draw PPP loan in 2021 was forgiven on October 22, 2021 and will be reflected as such in the FY2021 Financial reports. Sarah also discussed the two open staff positions; Program and Partnerships Manager and Science and Research Manager.
- B. *Update on Presidential Search*. Sarah Alexander reviewed the timeline and provided updates on the presidential search process being overseen by the Keystone Policy Center. Field to Market received over 30 applications and was reaching out to other potential candidates separately. First-round interviews are scheduled for November 29 with final in-person interviews scheduled for December 13 with the full Board of Directors and staff.
- C. *Business Plan and Technology Roadmap*. David Bue provided an update on the work by Resonance Global and Dave Gustafson regarding the current landscape assessment, business plan review and technology roadmap.

V. Programmatic Updates

- A. *Fieldprint Platform 4.0 Advancement*. Allison Thomson reviewed the updates and science release from June including a farmer support portal and updates to the calculator and API for Qualified Data Management Partners. Science updates included Water Quality STEP metric, soil carbon estimation tool COMET-Planner, along with other updated models and references supporting the platform. She noted that all Continuous Improvement Accelerator Project data for 2021 will be reported using the Fieldprint Platform Version 4 data.
- B. *Continuous Improvement Accelerator Project Enrollment Updates*. Megan Weider reviewed the current statistics of projects enrolled including the 22 new projects in 2021 for a total of 76 active projects covering new geographies and one new crop. She also referred members to newly developed reference materials and factsheets including Scope 3 reporting guidance available in the member portal.
- C. *Standing Committee Reports*. Chair Hunnicutt asked representatives from each committee to provide an update to the membership. He also noted that the Awards and Recognition Committee would be moved into the Education and Outreach Committee in 2022 as well as the creation of the Innovative Finance Standing Committee. Appointments to all committees will take place June 2022 and interested individuals should contact staff or their sector representatives about serving.
- Awards and Recognition - Carter Purcell
 - Education and Outreach - Michelle Yoshinaka

- Metrics Committee - Adam Herges
- Verification Committee - Ellen Herbert

VI. Other Business

Chair Hunnicutt reviewed the 2022 meeting dates and highlighted the programming for the Sustainable Agriculture Summit for the next two days.

There being no further business the meeting adjourned at 11:39 a.m. PST.