



Field to Market®

Standards Committee

July 27, 2022, | Confidential Meeting Summary

MEETING OBJECTIVES

- Welcome new members and introduce the co-chairs
- Recall committee mission and meetings ground rules
- Update on ongoing and next actions
- Plan next in-person meeting

MEETING SUMMARY

Welcome & Overview

The Standards Committee Meeting started with a review of the meeting objectives and; anti-trust reminder followed by the introduction of all members. The following members attended the meeting:

#	Name	Organization	Sector
1	Greg Goodwin	Illinois Corn Growers Association	Grower
2	Andy Jordan	Cotton Inc	Grower
3	Josh Hankins	USA Rice Federation	Grower
4	Sally Shaver	National Corn Growers Association	Grower
5	Luke Zwilling	Nutrien	Agribusiness
6	Jenette Ashketar	CIBO Technologies	Agribusiness
7	Mary McCarthy	Forum for the Future	Civil Society
8	Leif Fixen	The Nature Conservancy	Civil Society
9	Ariel Kagan	Environmental Initiative	Civil Society
10	Jonathan Geurts	Keystone Policy Center	Affiliate
11	Susanne Freidberg	Dartmouth College	Affiliate
12	Clarissa Levi	MAWQCP	Affiliate
Field to Market Staff			
13	Scott Herndon		
14	Kelly Murray Young		

15	Paul Hishmeh
16	Greg Pilchak
17	Katrina Stacey
18	Gina Nichols
19	Laney Gordon
20	Coralie Pierre

Updates on Committee Structure

- Jonathan is no longer a facilitator but is a member of the Committee
- Field to Market liaison: Coralie Pierre
- Co-chairs of the committee: Sally Shaver (NCGA) and Ariel Kagan (Environmental Initiative)

Standards Committee Overview

- The standards committee oversees the creation, refinement, and publication of governance and process documents that will enhance the credibility and transparency of FTM programs
 - The committee helps review our process-based standards, scope 3 guidance, claims protocol, etc.
 - The committee helps harmonize and align with other sustainability standards and protocols
 - Ex. Land sector removal guidance once released
 - SAI – Field to Market is currently in the benchmarking process against the FSA 3.0
 - The committee helps oversee the engagement of 3rd party verifiers and ensure ongoing compliance with ISEAL requirements

Review meeting ground rules

- Agenda will be sent before each meeting
- Meeting notes and presentation slides will be sent 2 weeks post-meeting
- Coralie would like to incorporate a volunteer note-taker for each meeting
 - No volunteers to take the August meeting notes.
 - Monthly meeting will be held last Wednesday of the month; 2-3 p.m. ET
 - No members voiced issues with this time

Update on ongoing and next actions of the committee

Update on the operationalization of the regenerative ag definition

- Field to Market regenerative ag definition: Using a systems-based perspective, regenerative agriculture sequesters carbon in the soil and intentionally improves soil health, biodiversity, water quality, and air quality while ensuring the viability of farm production.
- The principles of a regenerative agriculture system are based on Indigenous ways of land management and are adaptive to local physical conditions and culture. These principles include:
 - Minimizing soil disturbance
 - Maintaining living roots in soil
 - Continuously covering bare soil with crop residue
 - Maximizing diversity with emphasis on crops, soil microbes, and pollinators
 - Integrating livestock where it is feasible

- Coralie showed a table on how Field to Market 8 sustainability metrics addresses each principle. This table can be found in the presentation deck shared with the committee. No metric addresses integrated livestock. There are ongoing discussions on how manure might be considered for this principle, but no formal steps have been taken yet, as we are still in the operationalization stage.
- The Board tasked the Standards Committee with how to operationalize this definition with Continuous Improvement Accelerator Projects by:
 - Conducting a landscape assessment of existing frameworks and exploring feasibility of alignment
 - SAI Platform: U.S. equivalency
 - U.S.-based organizations
 - Member-based
 - Documenting menu of practices and management that align with basic principles with consideration of geographic variance
 - Supporting member-led pilots and collecting feedback
- **Steps undertaken to operationalize the definition:**
 - A regenerative agriculture subgroup with 7 members from the committee was formed
 - A panel discussion was held during the Standards Committee meeting in May as the entire committee asked to learn the regenerative ag needs of each sector. The takeaways from the panel were:
 - The outcomes-based definition created was important and beneficial
 - There are numerous definitions that range in how descriptive they are
 - There is a need for flexibility, accounting for regional differences, weather, etc.
 - There's a need for a commonly accepted definition across the value chain – hope that this definition serves to do that
 - Data collection is burdensome
 - Growers and people using the data want folks to know this
 - Data collection is very important to help track changes, improvements and lessons learned
 - Need to establish baselines – need to have a starting point
 - Measurement and verification of changes – need to think about who will verify and if it is on-farm
 - Need to know if there is a link to carbon markets – is this linked or entirely separate?
 - Need for education/training about the definition and how it relates to sustainability
 - ❖ Is this something new or is this an expansion of what we're already doing?
 - A short live survey with 3 questions was conducted at the June Plenary.
 - We had 35 respondents – this number is not insignificant
 - ❖ Good baseline for where we can go with it in the future
 - Where is your organization in its relationship to regenerative ag?
 - ❖ Surprising spread of answers across options
 - ❖ Most respondents use regenerative ag interchangeably with sustainable, climate-smart, or conservation
 - How well does FTM's definition align with your organization's definition?

- ❖ Most respondents said ‘mostly’ which shows that while people likely use different words, our definition aligns with theirs
- ❖ Really an important insight!!
- What three words come to mind when thinking of regenerative agriculture?
 - ❖ It was an open-ended question, so we got lots of different responses. There were some clusters:
 - Soil health #1
 - Sustainability #2
 - Carbon #3
 - Biodiversity
 - Holistic
 - Buzzword
 - Marketing
 - ❖ Gives other interesting data points – there is more alignment than the narrative we hear points to
- **Next steps to operationalize the definition**
 - A more in-depth survey than the one in June will be conducted targeted all members
 - Plan to develop a case study on how members can use the definition
 - Will do a joint meeting with Metrics Committee to further discuss how the metrics can help take this definition to the next level
 - Will work with Education and Outreach committee to take this to the broader membership
 - **The regenerative agriculture subgroup will keep everyone in the loop on updates**

Update on Field to Market [process-based standard](#)

- The process-based standards will be open for Field to Market member’s comments by the beginning of August
- Timeline:
 - Member comment period: 8/1-9/2.
 - Public comment period: 9/19-10/21
 - Release process-based standard 2.0 in December that will last three years
- Coralie to send information out about the process and form. **Members can submit their comments [here](#)**
- Committee will help staff address the comment received
- This will be an interesting exercise, as comments from individuals who are involved with projects will be beneficial to know how to move forward and help better shape the standard

Standards Committee in-person meeting

Plan next in-person meeting (time, place, format, purpose & subject); CTIC tour (Sept 12 -13 in St Louis, MO)

- Usually, all four standing committees meet in person approximately four times a year
- This year we were planning to meet in DC during the second week of Sept., which conflicts with the CTIC tour in Missouri. Scott, our president, will be a speaker at CTIC and lots of FTM staff will also be present. Looking to see if we can have our in-person committee there.

- Committee meeting possibly would occur in the morning on the 12th before the event happens
- Want to have as many people in person as possible, but it will be **hybrid**
- CTIC is giving a discount to FTM members interested in participating
 - Andrew said that his code didn't work
- Who will plan to participate in the CTIC tour?
 - Luke Zwilling, Nutrien
- **Live poll results show more members will be there in person in Saint Louis. The committee meeting will then be in St. Louis.**
 - 11 members responded to the poll. 5 voted for Saint Louis, 3 for DC, and 3 for virtual
 - Anyone can attend the CTIC tour
- Proposed subjects to cover during the in-person:
 - Regenerative ag
 - Process-based standard comments
- Length of the meeting depends on the committee's workload. More information will follow
- Coralie will follow up on meeting details and check with CTIC on the code to make sure it works

Other Items

Sustainability Leadership Awards

- Katrina reviewed the sustainability leadership awards program, highlighting deadline extension to Aug. 5 and encouraging members to submit nominations.

Closing remarks and additional questions

- A grower member asked if the regenerative ag subgroup is still meeting
 - Coralie says we are meeting every month or so.
 - The grower member would like to join the meetings and will be added to the subgroup
- A grower asked about ISEAL – have we applied for membership or are we trying to abide?
 - Coralie – per her knowledge, we are just trying to meet their requirements.
 - **Update: Field to Market is an ISEAL insight which is a type of membership**
- Meeting ended at 2:59 PM ET
- **Next meeting: August 31st (virtual)**
- **In-person meeting: Sept 12 until 2 PM (Saint Louis, MO)**