

FIELD TO MARKET

Standards Committee

Wednesday, August 31



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 antitrust 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 antitrust laws. If at any time during the course of the meeting a participant believes that a topic prohibited under the antitrust laws is being discussed, or is about to be discussed, they should advise the facilitator and chair who will halt any further discussion.

Objectives

- Update on Process-based standards background and review process
- Finalize the planification of the next in-person meeting

Agenda

- Welcome, review agenda & introductions
- Process-based standard background & review process
- Discussion on the process-based standard
- In-person meeting
 - Draft Agenda
 - Date & Location(Sept 12, St Louis)
 - Confirmation of who will be in-person and who will be remote
- Recap and closing remarks

FIELD TO MARKET

**PROCESS-BASED STANDARD FOR
ACCELERATING CONTINUOUS
IMPROVEMENT IN AGRICULTURAL
SUSTAINABILITY**

Field to Market 2019-2021 Strategic Plan

- **Convene Diverse Stakeholders** - Convene diverse stakeholders to facilitate multi-sector collaboration, advance shared learning, and drive collective action.
- **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.
- **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.
- **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.

Field to Market 2019-2021 Strategic Plan

Scale Impact Through Partnerships | Key Strategies

- Develop a process-based standard that provides a flexible program framework for how member-driven projects support farmers' continuous improvement journeys
- The Standard was developed in accordance with ISEAL Standards-Setting Codes of Good Practice

ISEAL Standard

- ISEAL is the global membership organization for ambitious, collaborative, and transparent sustainability systems. ISEAL defines credible practice for sustainability standards and similar systems through
 1. Standards-Setting Codes of Good Practice
 2. Assurance Code of Good Practice
 3. Impacts Code of Good Practice
 4. www.iseal.org
- ISEAL Standards Setting Codes of Good Practice Principles

1. Sustainability
2. Improvement
3. Relevance
4. Rigour
5. Engagement
6. Impartiality
7. Transparency
8. Accessibility
9. Truthfulness
10. Efficiency

Process-based Standard

- The Process-based Standard **documents core requirements for enabling projects** to:
 - Catalyze continuous improvement
 - Demonstrate credible progress
 - Pursue sustainability claims.
- By codifying a standardized process that enrolled projects adhere to, the standard also **provides external stakeholders with a clear understanding of the credibility and rigor of our members' efforts to improve environmental outcomes** and create shared value that enhances farmer livelihoods.

Process-based Standard (Suite)

- The Standard makes it **easier to self-report progress** and communicate important milestones in improving sustainability outcomes
- The Standard offers members **greater flexibility in claims and verification**. This flexibility is outlined in a set of Assurance Principles and helps members evaluate the appropriate level of assurance to manage the level of associated risk they are taking by making a given claim
- Field to Market's role is focused on providing a common framework to advance continuous improvement through a **process-based standard** rather than policing or validating member claims



Harnesses the power of collaboration across the agricultural value chain to implement locally-led conservation solutions and deliver sustainable outcomes through member-led continuous improvement projects

EVOLVING OUR APPROACH

- More flexibility
- Streamlined process
- Beyond measurement
- Greater recognition



Three Continuous Improvement Project 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

STANDARDIZING OUR APPROACH

- Each project in the Accelerator will follow a **standardized approach** to advance continuous improvement
- The Process-Based Standard is a **public-facing document** that **concretely defines** to **external stakeholders** Field to Market's approach to advancing sustainable agriculture and communicates how all projects, regardless of pathway, are **credibly enabling change**
- Creating a Standard aligns Field to Market with the approach taken by other sustainable agriculture initiatives and enables us to **define** and **defend our approach** to drive sustainable agriculture forward

Field to Market Has Enabled Five Claims Categories

Enable Credible Communications Backed By Data

CLAIMS	PROJECT DURATION	ELIGIBLE PROJECT PATHWAYS
Participation claims <i>(Number of acres and growers)</i>	1 Year	  
Adoption claim <i>(Uptake of a specific practice or intervention)</i>	1 Year	  
Measurement Claim <i>(One-year snapshot of aggregate environmental outcomes)</i>	1 Year	 
Trends Claim <i>(Directional improvement in Field to Market's metrics)</i>	2 Years	 
Impact Claim <i>(Sustained Improvement in Field to Market's metrics)</i>	5 Years	 

Assurance Principles

- **Provides criteria for verification of project results**
 - First-, Second-, and Third-Party Verification
- **Outlines principles to improve the accuracy of project reporting**
- **Gives brief outline for types of claims**
 - Stresses importance of determining type of claim that will be supported by the project early in the process

Reference Documents for the Process Based Standard

- [Process-based Standard for Accelerating Continuous Improvement in Agricultural Sustainability](#)
- [Continuous Improvement Project Checklist](#)
 - Project Registration
 - Continuous Improvement Plan
 - Project Annual Report
 - Project Evaluation
 - Claims Request
- [Project Registration FAQ](#) : Has examples for all three types of projects
- [Accelerator Project Assurance Principles](#)
- [FTM Project Handbook](#)
- [Impact Claim Verification Protocol and Guidance Document](#)
- [Framework for evaluating sampling methodologies for projects and associated claims](#)
- [Claim Dispute Resolution Process](#)

Process-based Standard Review Process – ISEAL Approach

The ISEAL Code of Principles includes periodic review of standards with a public review comment period.

Field to Market is now engaging in a review of its standard.

Comments from Field to Market Members are requested until September 10 which will be followed by a public review period.

Some examples of Previous feedback from members include:

- Desire for consideration of additional approaches to be considered in project pathway offerings
- Concerns related to some language perceived as overly prescriptive and desire for flexibility within frame of standardized principles
- Confusion between project benchmarks and baselines for continuous improvement objectives
- Full details of the dispute resolution process not needed for this public document
- Concerns about varying levels of perceived fluidity for underlying protocols/policies not matching the same timeline as the Standard
- Perceived barrier related to density of the Standard impeding ease of implementation
- Desire to see alternate methods for third-party verification solidified

2022-2024 **STRATEGIC PRIORITIES**

Our priorities reflect the Alliance's commitment to delivering sustainable outcomes at scale. And because trust in food and agriculture is more important than ever, we prioritize transparency in our approach.



1. Convene Diverse Stakeholders

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



2. 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.



3. 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.



4. 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.



5. 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.

A photograph of three people walking away from the camera in a field during sunset. The scene is bathed in a warm, orange glow. The people are silhouetted against the bright sky. The person on the left is wearing a jacket and pants. The person in the middle is wearing a cap and a jacket, and appears to be gesturing with their hand. The person on the right is wearing a jacket and pants. The field is filled with tall grasses or crops.

FIELD TO MARKET

Discussion

FIELD TO MARKET

In person meeting

Sept 12 | 10 AM – 2 PM

Danforth Plant Science Center - Board Room

Along with the CTIC Tour in Saint Louis, MO

50\$ discount for committee members

List of attendees

#	Name	Organization	In person or virtual
1	Greg Goodwin	Illinois Corn Growers Association	Virtual (maybe in-person)
2	Andy Jordan	Cotton Inc	In-person
3	Josh Hankins	USA Rice Federation	In-person
4	Sally Shaver	National Corn Growers Association	Virtual
5	Luke Zwilling	Nutrien	In-person
6	Phoenix Dugger	Ardent Mills	Declined
7	Christy Wright	Corteva	Virtual (maybe in-person)
8	Jenette Ashketar	CIBO Technologies	Virtual
9	Anis Ragland	World Wildlife Fund	Virtual
10	Mary McCarthy	Forum for the Future	Virtual
11	Leif Fixen	The Nature Conservancy	Virtual (maybe in-person)
12	Ariel Kagan	Environmental Initiative	Virtual
13	Jonathan Geurts	Keystone Policy Center	Virtual
14	Susanne Freidberg	Dartmouth College	To confirm
15	Clarissa Levi	MAWQCP	Virtual
16	Terry Nipp	Texas A&M	To confirm

Draft Agenda Next Meeting

Saint Louis – Virtual | September 12, 2022, | 10 AM – 2 PM

- 9:30 AM Breakfast
- 10:00 AM Claims Requirements Challenges
 - *Margaret Henry (PepsiCo)*
- 11:00 AM Review comments received & Open Discussion on the PBS
- 11:30 AM Plan the standard's public review
- 12:00 PM Lunch
- 12:30 PM Scope 3 Guidance review
 - *Brainstorm on the review process*
- 1:00 PM Round robin
 - *What are you working on and would like to share with the committee?*
 - *What else does the committee should work on?*
 - *GHG protocol?*
- 2:00 PM Adjourn

Questions?