



Field to Market®

Standards Committee

August 31, 2022, | Confidential Meeting Summary

MEETING OBJECTIVES

- Update on [process-based standards](#) background and review process
- Finalize next in-person meeting planification

MEETING SUMMARY

Welcome & Agenda Review

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

#	Name	Organization	Sector
1	Andy Jordan	Cotton Inc	Grower
2	Josh Hankins	USA Rice Federation	Grower
3	Sally Shaver	National Corn Growers Association	Grower
4	Luke Zwilling	Nutrien	Agribusiness
5	Jenette Ashketar	CIBO Technologies	Agribusiness
6	Christy Wright	Corteva	Agribusiness
7	Mary McCarthy	Forum for the Future	Civil Society
8	Leif Fixen	The Nature Conservancy	Civil Society
9	Jonathan Geurts	Keystone Policy Center	Affiliate
10	Clarissa Levi	MAWQCP	Affiliate

Process-based standard background and review process

- **The process-based standard is open for members' comments until Sept 10. Comments can be submitted [here](#)**
- Sally Shaver presented the background and history of the Process-Based Standard.
 - It came about as a need for more than the National Indicator Report (NIR). Projects began to evolve – brands with growers. Making headway on sustainable measures and developing the metrics – how best to use the metrics - Had report out on them and benchmark operations for growers against these. The 2019-2021 Strategic Plan included a key component for establishing a flexible program

framework that growers and brands/members could use to support and demonstrate sustainable sourcing.

- The verification committee which is now the Standards Committee wanted the Process-Based Standards to be flexible enough to fit most member projects but also be credible and push the envelope. The Verification committee determined it would be best to develop the PBS in accordance with ISEAL codes of good practices to make it more credible. FTM is not a full member of ISEAL – some of the work of the Standards committee was a direct result of following the ISEAL standard: Sustainability, Improvement, Relevance, Rigor, Engagement, Impartiality, Transparency, Accessibility, Truthfulness, Efficiency.
- The Standard documents what the core requirements are for projects: plan for continuous improvement, demonstrate credible progress toward the plan, and pursue sustainability claims.
- The Standard provides external stakeholders with a clear understanding of the credibility and rigor of our members' efforts to improve environmental outcomes.
- Review of claims – Participation, Adoption, Measurement, Trend, and Impact. All project pathways can make the Participation and adoption claims, only Insight and Innovation projects can make the other claims.
- Assurance Principles – provides criteria for verification of project results.
- Sally reviewed the additional reference documents for the Process Based Standard – asked the committee if there were more documents that might be useful. Also asked for feedback – is there something that is too burdensome, what should be changed etc.?
- Sally reviewed the previous comments received when the PBS was being developed and asked members to submit comments that

Open Discussion on the process-based standard

- A grower member asks to include the slides on the website as a summary of where we were and where we are now.
- Field to Market is an ISEAL – insight member, we abide by their rules, but we are not a standard body. We make sure to follow the credibility principle, but it has not been certified.
- An affiliate member asked what is the process for making a claim? How many claims have been made?
 - We do have a claim form to access and submit to staff. Impact claim requires third-party verification.
 - Claims process is specifically if you want the FTM logo and blessing, there are plenty of members who use project data in different ways.
- Suggestion to help provide claims to members following the annual reporting process. Need to get better insight into why we are not getting many claims. Growers always want to know about the claims and why they are not being made.

Hybrid meeting

- **Date & Time:** Sept 12 | 10 AM – 2 PM
- **Location:** Danforth Plant Science Center - Board Room

[Zoom Link](#)

- **Will be held along with the CTIC Tour in Saint Louis, MO**
 - 50\$ discount for committee members - Discount code: **F2MCOMM!**
- **Draft agenda**

9:30 AM	Breakfast
10:00 AM	Claims Requirements Challenges <ul style="list-style-type: none">- <i>Margaret Henry (PepsiCo)</i>
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 <ul style="list-style-type: none">- <i>Brainstorm on the review process</i>
1:00 PM	Round robin <ul style="list-style-type: none">- <i>What are you working on and would like to share with the committee?</i>- <i>What else does the committee should work on?</i>- <i>GHG protocol Land Sector Removals Guidance?</i>
2:00 PM	Adjourn

- **Confirmation of the number of attendees in person and remote**
 - **In Person** – Andy, Josh Hankins, Luke,
 - **Virtual** – Sally, Christy (maybe in-person), Jenette, Anis, Mary, Leif (maybe in-person), Ariel, Jonathan, Clarissa, Anis, Greg (maybe in-person)
 - Need to check with Susanne and Terry

Recap and closing remarks

- A grower member mentions that hybrid meetings can work and sometimes it can be chaos for those virtual. At the beginning of the meeting, set some hybrid meeting ground rules – identify yourself, only one person speaking at a time.
- Andy would like permission to bring a colleague as an auditor - Yes.

Resources

- [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](#)