



# General Assembly Materials

Glendale, Arizona

November 14-15, 2022



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## Field to Market November Plenary & General Assembly Meeting

**Renaissance Hotel and Spa, Glendale, Arizona  
November 14-15, 2022**

### **Agenda** (All times listed are MST)

#### Monday, November 14

- 12:30 p.m. – 4:30 p.m.      **Board of Directors Meeting**
- 4:30 p.m. – 5:30 p.m.      **New Member & Guest Orientation**  
*Solana G*
- 5:30 p.m. – 6:30 p.m.      **Welcome Reception**  
*Outside Solana H&I*

#### Tuesday, November 15

- 7:00 a.m.      **Registration Open**
- 7:30 a.m. – 8:30 a.m.      **Breakfast Available**  
*Hallway between Aurora and Solana rooms*  
Sponsored by Thompson Coburn, LLP
- 8:30 a.m. – 10:15 a.m.      **Opening Session**  
*Solana H&I*  
- Welcome Remarks  
- USDA Remarks
- Speaker:      Kate Zook  
Senior Program Analyst  
Office of Energy and Environmental Policy  
U.S. Department of Agriculture
- Partnerships for Climate-Smart Commodities: Member-Led  
Projects Panel**  
Field to Market members will share high-level information about their awarded grant and the goals of their projects. This session will highlight the multi-stakeholder collaborations taking place under the grant and showcase areas for shared learnings and outcomes.
- Moderator:      Sarah Alexander  
Vice President of Programs  
Keystone Policy Center
- Panelists:      Gregg Allard  
Senior Manager, Commercial & Strategic Partnerships  
Truterra, LLC
- Dorn Cox, PhD

Research Director  
OpenTEAM

Dave Gagner  
Senior Director of Government Relations  
National Fish and Wildlife Foundation

Josh Hankins  
Director, Grower Relations & Rice Stewardship  
Partnership, USA Rice

Andrew Jordan  
Adviser, Cotton Council International  
Cotton Incorporated & U.S. Cotton Trust Protocol

**Partnerships for Climate-Smart Commodities: Grower Impact Panel**

Representatives from member organizations will highlight how the projects will impact the growers they work with.

Moderator: Sarah Alexander  
Vice President of Programs  
Keystone Policy Center

Panelists: Sarah Carlson  
Director, Senior Programs & Member Engagement  
Practical Farmers of Iowa

Freddie Davis  
Director of the Rural Training & Research Center  
Federation of Southern Cooperatives/Land Assistance Fund

Laura Gentry  
Director of Water Quality Research  
Illinois Corn Growers Association

Jen Nelligan  
Chief Program Officer  
National Association of Conservation Districts

Tomie Peterson  
Regenerative Economies Specialist  
Intertribal Agriculture Council

10:15 a.m. - 10:30 a.m.

**Networking Break**

*Sponsored by BASF*

10:30 a.m. – 11:45 a.m.

**Concurrent Sector Meetings**

*(Open only to sector members)*

- Affiliate (*Aurora A&B*)
- Agribusiness (*Solana G*)
- Brands & Retail (*Aurora D*)
- Civil Society (*Aurora C*)
- Grower (*Solana F*)

- 12:00 p.m. – 1:00 p.m.      **Lunch Available**  
*Hallway between Solana & Aurora rooms*
- 1:15 p.m. – 2:15 p.m.      **Concurrent Committee Sessions**
- Education & Outreach (*Aurora C*)
  - Innovative Finance (*Aurora A&B*)
  - Metrics (*Solana D*)
  - Standards (*Solana G*)
- 2:15 p.m. – 2:30 p.m.      **Networking Break**  
Sponsored by CIBO Technologies
- 2:30 p.m. – 4:00 p.m.      **General Session & Business Meeting**  
*Solana H&I*
- General Assembly Business Meeting
    - *Agenda review and anti-trust reminder*
    - *Review and approval of June minutes (VOTE REQUIRED)*
    - *Board of Directors Elections Announcement*
    - *Finance and operations update*
    - *Standing Committee Reports*
  - President's Remarks and Programmatic Updates
- 4:00 p.m. – 4:30 p.m.      **Sustainability Leadership Awards Ceremony**  
*Solana H&I*  
Sponsors:
- Platinum Sponsor: Farm Credit (Speaker: Skylar Sowder)
  - Gold Sponsor: Nestle Purina Petcare
  - Bronze Sponsor: Kontoor Brands
- 4:30 p.m. – 5:30 p.m.      **Partnership Exchange Networking Event**  
Sponsored by ADM
- New to the agenda this year, Field to Market's Partnership Exchange is going live in a rapidly interactive networking event that enables members with common interests to connect and leverage their combined scale and influence. Come scope a new project, find resources to expand a current project, or offer resources and expertise to scale sustainable agriculture.
- Sign-up for the event at the registration desk.*
- 5:30 p.m. – 7:00 p.m.      **Joint Reception – Field to Market\*, Innovation Center for U.S. Dairy & Sustainable Agriculture Summit**  
*Outdoor Courtyard and Hospitality Suites*  
\*Sponsored by ADM



## 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 at designated tables 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

For over 15 years, Field to Market: The Alliance for Sustainable Agriculture™, has united the agricultural value chain for pre-competitive collaborations that advance sustainability. We work diligently with our 165 member organizations to create a future where farmers, businesses and nature thrive.

The term “alliance” has many synonyms – association, consortium, and team, just to name a few – but there’s one synonym that stands out to me more than the rest. That term is “partnership.”

The [U.S. Department of Agriculture’s Partnerships for Climate-Smart Commodities \(PCSC\) opportunity](#) invigorated the agricultural world this year and will continue to do so for years to come. Many of Field to Market’s member organizations are either directly receiving funding from the opportunity, collaborating on a project, and/or being positively impacted by the program.

PCSC will provide opportunities to forge new partnerships, and strengthen long-standing ones, in the name of advancing the production and use of climate-smart commodities. Within the first funding pool alone, 70 projects were named, each with multiple partners dedicated to the opportunity’s mission, spurring the development of lasting partnerships across our entire industry.

Field to Market is grateful to have been [selected as one of these projects](#), with an approximate funding ceiling of \$70 million from USDA. Our Climate-Smart Agriculture Innovative Finance Initiative (the Initiative) will use innovative finance mechanisms to accelerate climate-smart practice uptake by farmers and leverage private sector demand to strengthen markets for climate-smart commodities.

Our proposal, which was built upon the work of our Innovative Finance Committee’s recently published [Financial Innovations to Accelerate Sustainable Agriculture: Blueprints for the Value Chain](#) report, was strong, thanks to the support of our members and partners. **The overall success of the Initiative will not be possible without the continued and growing support of our membership.** We look forward to sharing updates with members on our project’s progress and how more organizations can get involved. We also look forward to helping our members implement their projects under the PCSC program and beyond.

We’ve said time and time again that climate-smart agriculture objectives cannot be achieved alone. Our industry must work together – must partner – to drive the sustainable outcomes we are all working toward.

It is important to note, though, that “partnership” extends beyond this funding opportunity. Field to Market has been partnering with members of the agricultural value chain for over 15 years, growing and developing new partnerships along the way. We’ve welcomed 24 new members in 2022 alone. Many of these new members will join us in Glendale, and I hope that you will extend a warm welcome to them as they begin their partnership with Field to Market.

Not only does Field to Market partner across the agricultural value chain to advance sustainability, but we also serve as a medium for fostering new partnerships and projects that advance our industry’s sustainability goals. There are many examples of these partnerships within our membership, but a recent development I’m excited to share with you is [PepsiCo and ADM’s announcement of a groundbreaking 7.5-year strategic agreement](#) to collaborate on

projects that aim to significantly expand regenerative agriculture across their shared North American supply chains. This agreement is expected to reach up to two million acres by 2030 and will use Field to Market to track its progress. We are grateful for this partnership and the many others among our members.

Your membership with Field to Market opens the door to connect with other organizations, discuss your shared goals and areas where you might partner for greater success, and use the Fieldprint Platform™ to track your progress, all within a pre-competitive space. I encourage you to use your time in Glendale to spark new conversations with those sitting next to you – you never know what type of Continuous Improvement Accelerator™ project or new partnership might surface from a single conversation. The Field to Market team is ready to brainstorm potential project parameters and partners with you. There is no project too big or too small – **now is the time to take bold actions and make meaningful progress.**

Interest in Field to Market's programs will continue to grow as we implement the USDA grant; however, we remain committed to partner with all members to develop projects that help advance sustainable agriculture. There is vital work to be done outside of the PCSC framework. Please let us know how Field to Market can help you make new connections, form new partnerships and achieve your sustainability goals.

On behalf of all of us here at Field to Market, we are grateful for your steadfast support and commitment to pre-competitive collaboration, and the pursuit of advancing sustainable outcomes for U.S. agriculture. **We are stronger now, more than ever, thanks to the continuous support of our growing membership.** With all the momentum we have had this year, I am incredibly excited about what we will achieve in 2023 and beyond!

Best,



**Scott Herndon**  
*President*



## Programmatic Updates

### I. CONVENE DIVERSE STAKEHOLDERS

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

#### 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

A diversity strategic plan was developed by Field to Market's membership in March of 2022. The table below outlines the goals developed in the plan and progress made toward those goals.

Goal 1: Build trust between BIPOC producers and the agricultural supply chain	
Strategies	Progress
Increasing diversity among Field to Market members and prioritizing recruitment of organizations representing historically underserved growers and other agricultural professionals.	Several new organizations representing historically underserved growers have joined Field to Market in 2022. Outreach to additional organizations is currently ongoing.
Including content addressing issues around diversity, equity and inclusion in Field Market's programming.	Three webinars are planned to learn more about the true meaning of diversity, equity and inclusion. Resources are available for download in the Member Portal.
Inviting speakers and other content experts that offer a different perspective or represent	Member suggestions to accomplish this are requested. Please contact <a href="#">Kelly Young</a> .

organizations that have not historically participated in Field to Market programming.	
Communicating the value of an equitable agricultural system.	Member suggestions to accomplish this are requested. Please contact <a href="#">Kelly Young</a> .
Supporting initiatives that increase access to equipment, land, markets and financing for BIPOC producers.	Field to Market's Partnerships for Climate Smart Agriculture grant will support innovative finance mechanisms for BIPOC growers.
<b>Goal 2: Embed consideration for the social aspects of sustainability in our programming particularly in Accelerator projects</b>	
<i>Strategies</i>	<i>Progress</i>
Exploring the inclusion of goals related to social responsibility in Accelerator projects and creating rubrics to help projects assess their progress toward those goals.	Staff is currently exploring existing rubrics and frameworks addressing social responsibility to consider for adaptation within our programs. Member suggestions to accomplish this are requested. Please contact <a href="#">Kelly Young</a> .
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.	Demographic layers from the USDA Census of Agriculture will be added to a map on the Partnership Exchange.
Analyzing and correcting policies that inadvertently inhibit participation in supply chain programs.	Field to Market is working with Terra Ethics to look at our policies. Member suggestions to accomplish this are requested. Please contact <a href="#">Kelly Young</a> .
<b>Goal 3: Strengthen organizational capacity to advance DEI</b>	
<i>Strategies</i>	<i>Progress</i>
Increasing diversity among Field to Market staff, Board of Directors, committee and working group members.	Staff and intern hiring policies have been rewritten to encourage posting new positions in locations that are likely to be seen by a wide range of candidates. We are working with Terra Ethics to refine our recruitment strategy.
Having a staff member dedicated to DEI work.	A dedicated staff member is now designated to work on our DEI efforts.
Developing protocols to ensure diverse candidates for hiring and internships.	Staff and intern hiring policies have been rewritten to encourage posting new positions in locations that are likely to be seen by a wide range of candidates. We are working with Terra Ethics to refine our recruitment strategy.

Highlighting Field to Market and Member efforts to advance the work of diversity, equity and inclusion through storytelling.	Member suggestions to accomplish this are requested. Please contact <a href="#">Kelly Young</a> .
Providing a venue for sharing lessons learned and best practices to support underserved growers and BIPOC colleagues.	Member suggestions to accomplish this are requested. Please contact <a href="#">Kelly Young</a> .

### **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, ten 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.

In 2022, two dialogues have occurred. “What Lies Beyond: Landscape Approaches to Sustainability” was held in Raleigh, N.C. on June 24 with approximately 80 people attending. On October 25, the second dialogue titled, “Closing the Loop: Circularity in Agricultural Supply Chains,” was held in Washington, D.C. with approximately 60 individuals in attendance.

The next dialogue will be held following the spring 2023 extended committee meetings. If you have suggestions for the next dialogue, 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’s proposal for USDA’s Partnerships for Climate-Smart Commodities, centered around the creation of the Climate-Smart Agriculture Innovative Finance Initiative (the Initiative), was awarded funding up to \$70 million. 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 72 letters of support for the original proposal, project partners committed to contributing up to \$137 million in matching funds upon receipt of the grant 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.

Field to Market is in the process of coordinating with USDA staff to answer questions and provide more information about implementation of the Initiative. Negotiations are expected to wrap up near the first of the year.

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). We expect to learn in the coming weeks which projects in the seconded funding pool will be awarded funding.

### **Field to Market In-Focus Webinars**

So far in 2022, we have hosted two Field to Market In-Focus webinars. On February 10, “Unlocking the Next Suite of Innovations to Scale Sustainable Agriculture: Finance & Value-

Added Incentives” highlighted the findings in the report, [\*\*\*Financial Innovations to Accelerate Sustainable Agriculture: Blueprints for the Value Chain\*\*\*](#). On September 27, in partnership with the American Society for Agricultural and Biological Engineers, “Circular Bioeconomy Systems” was presented as a prequel to the Cross-Sector Dialogue on the same topic held in October.

Another member-led webinar will be held on December 6, 2022 and will highlight how Field to Market members are using data from the Fieldprint Calculator™ for greenhouse gas emissions reporting. Registration is available [here](#) – this is complimentary for Field to Market members.

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 Glendale, Arizona, November 16-17. With keynote remarks, dynamic panel discussions with more than 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. Please contact [Jamie Richards](#) for questions or more information.

## **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.*

**Field to Market is excited to welcome Dr. Austin Pearce ([apearce@fieldtomarket.org](mailto:apearce@fieldtomarket.org)) as an Agronomic Data Scientist. Dr. Pearce recently finished a postdoctoral position at North Carolina State University, where he worked on developing the Fertilizer Recommendation Support Tool ([FRST](#)).**

### **Documentation and Tool Development**

Field to Market is one of the only entities in the sustainability metric space that makes its documentation publicly available. We are constantly working to ensure our documentation is up-to-date, fully transparent and easily available to members. We are also working to automate the updating of state and national metric benchmarks used in the Fieldprint Platform, such that they reflect a rolling five-year average using the most recent data available. Ongoing work continues as we update interactive tools available for users to better understand our National Indicators Report, the sensitivity of our metrics to different inputs, and tools to help users assess the quality of their data.

### **Sustainability Metrics**

In June of 2022, the Metrics Committee welcomed a slate of new participants. Since that time, the Metrics Committee has been engaged in a review of three metrics: *energy use efficiency*,

*greenhouse gas emissions*, and *biodiversity*. This review has included inviting guest speakers to meetings and engaging in discussions with the committee.

The biodiversity metric review has proven challenging, as it is an index which lacks a universal measurement framework. Additionally, Field to Market offers both a field-level and an optional farm-level biodiversity metric, making the review/revision process more expansive than other metrics. Field to Market's original field-level biodiversity metric was developed almost a decade ago, so this review has included an emphasis on gathering information and understanding how other programs are capturing, reporting, and measuring biodiversity in agricultural contexts. An anticipated outcome from this will be a compendium summarizing other biodiversity programs. Additionally, that information will be leveraged to create a new set of proposed biodiversity questions which will be assessed by at least three external academic reviewers this winter. Additionally, we are working to condense the farm-level metric survey because, as member feedback has indicated, in its current form it is a significant time commitment that can be a barrier to its use.

For the energy and GHG metrics, Field to Market staff are consulting with farm machinery experts to better understand how the fuel estimates used in the energy use efficiency metric might be updated. Field to Market is planning to have an external evaluation done of the greenhouse gas emissions calculations in preparation for the release of the final version of the Greenhouse Gas Protocol Land Sector and Removals Guidance expected in 2023.

## **Data Analyst Training**

Building on the success of the 2021 Data Analyst training, the Field to Market Science Team is hosting a free, virtual training on December 12 and 19, 2022. As more data is collected to assess the climate impacts of agronomic practice changes within Accelerator projects the demand for qualified analysts will continue to grow. The training will be targeted at agricultural students and other professionals who want to develop a highly sought-after skill and gain experience using the Fieldprint Platform to credibly document the progress being made toward improving climate outcomes from commodity crop production.

Register [here](#), or for more information, contact [Kelly Murray Young](#).

## **Technology**

### *Fieldprint Platform™ (Version 4)*

Enhancements or other changes to the Fieldprint Platform Calculator web interface and Fieldprint Application Programming Interface (API) are released in one of two cycles – a yearly science release or a continuous release cycle. Enhancements or “fixes” with little to no impact on users and no impact on data are released more frequently or on a continuous basis. Enhancements or other modifications that have a significant impact on users, partners, or stakeholders, have a significant impact to the metric engine or change metric results, and/or require significant coordination or lead time ahead of implementation, are released as part of a yearly science release (typically in June of each year). In addition to a more granular product roadmap maintained internally, key enhancements are listed on the [Fieldprint Platform and Digital Properties Roadmap](#) maintained on the Membership Portal.

As shown on the roadmap, several enhancements to the Fieldprint Calculator web interface are planned for late 2022 and early 2023. These include an updated map interface for adding field boundaries, improved workflow for the creation of crop rotation templates, better organization of inputs in the data collection workflow, an enrollment feature for continuous improvement projects, and a standardized continuous improvement project report.

We released in late 2021 and early 2022, two features to support research and collaboration. In early 2022, we finalized implementation of the research database. This included automation of reporting on research database participation and a mechanism for Qualified Data Management Partners (QDMP) 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 drawn 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 Colorado State University (CSU), USDA NRCS and Houston Engineering (Field to Market's ag tech vendor) to address topics or needs related to the vital Platform integration with USDA environmental models and data services hosted with CSU.

#### *Fieldprint API Integration with Qualified Data Management Partners (QDMPs)*

The Fieldprint 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.

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

[More information on current QDMPs](#) can be found in the Learning Center on Field to Market's Member Portal. If your organization has interest in becoming a QDMP, contact [Paul Hishmeh](#), Data and Technology Director.

We continue to engage QDMPs through the QDMP Network, which provides a formal channel for open dialogue, 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 (FFAR), 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. We continue to explore how the option can be built into the platforms of our Qualified Data Management Partners.

In June 2022, Field to Market representatives met with FFAR and The Nature Conservancy to plan a convening based on the workshops hosted in 2021, helping to establish a research agenda for Enabling a National Transition to Climate-Smart Agriculture. The group is currently planning a convening for May 2023.

The Science Advisory Council has provided useful feedback on how Field to Market can expand upon its current soil carbon metric. In partnership with the Conservation Technology Innovation Center, Field to Market is exploring the possibility of establishing a working group to ensure the most appropriate carbon model science is publicly available.

## 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 informed key next steps as the Working Group became a formal Standing Committee in the Alliance's governance structure in June 2022.

In late January 2022, 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.

The report served as an ideal foundation for Field to Market's proposal for USDA's Partnerships for Climate-Smart Commodities, utilizing several innovative finance mechanisms as a basis to form new partnerships to demonstrate these strategies at scale. On September 14, Field to Market was awarded the grant with a funding ceiling of \$70 million.

The Innovative Finance Committee met for its first in-person meeting on October 6, to discuss details of the grant and lay the groundwork for the committee's work in 2023. The committee is tasked with collecting information on the financial and environmental performance of all the innovations within Field to Market's PCSC grant and share lessons learned through USDA's Partnerships Network and Field to Market's expansive network.

The committee also looks forward to building new partnerships that scale innovative finance models to develop shared learnings and best practices.

Please contact [Kelsey Billings](#), Director of Innovation and Stakeholder Engagement, with any questions about the work of the Innovative Finance Committee.

## **IV. 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**

As of November 2022, there are 60 active projects – 5 Incubation, 28 Insight and 27 Innovation – across 37 states, and 49 completed projects since the Continuous Improvement Accelerator was launched. Projects will report and validate their 2022 crop year acreage in early 2023, so the most recent comprehensive project data is from the 2021 crop year. The number of active projects has modestly decreased since 2021, as members have consolidated projects and registered new, more targeted projects after completing existing ones. Despite the decrease in active projects, we anticipate an uptick in acreage enrollment as active projects continue to expand. Looking forward to 2023, we expect continued growth in total acreage enrollment and project registrations by grantees and sub-recipients of Partnerships for Climate-Smart Commodities awards.

In 2021, for the seventh consecutive year, the cumulative acreage enrolled (4.6 million acres) in the Continuous Improvement Accelerator increased. The overwhelming majority (86 percent) of enrollment took place through our network of eight QDMPs. Of the 66 projects enrolled in the 2021 crop year, there were three incubation, 40 insight and 23 innovation projects.

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 (which provide tangible support for farmers in accelerating adoption of practices that deliver improved sustainability outcomes consistent with public project goals) 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.

## **Digital Tools for Improved Project Management & Collaboration**

### *Project Directory*

We continue to release and consider enhancements to improve the user experience of managing projects enrolled in the Continuous Improvement Accelerator, including updates to how information is displayed on individual project pages and functionality to streamline reporting. For example, 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.

In late 2022 or early 2023, Field to Market will release an updated Project Directory map that more accurately displays project geographies, overlaying them with the relevant landscape-scale resource concerns and sustainability initiatives that the projects contribute to. This may include, but is not limited to, drought risk, impaired watersheds, producer demographics, and NRCS conservation practice adoption. If you have feedback or ideas for additional improvements, please contact [Greg Pilchak](#).

### *Partnership Exchange*

The Partnership Exchange on the Member Portal enables members to share their expertise, capacity, resources and project needs. As part of this year's Plenary, we will be hosting a Partnership Exchange Networking Reception on November 15 from 4:30 to 5:30 p.m. MST. The event aims to replicate the information exchange that takes place on our member portal, but in a live, rapidly interactive event. Please sign up at the registration desk if you would like to participate in this exciting new networking event. 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 with [Greg Pilchak](#).

## **Continuous Improvement Accelerator Academy**

Field to Market will hold its next Continuous Improvement Accelerator Academy in early 2023 to provide training for new project registrants, including the grantees and subrecipients of Partnerships for Climate-Smart Commodities awards who will be using the Fieldprint Platform in their grants. Participants will learn from Field to Market staff and fellow members on how to design and deliver Continuous Improvement Accelerator projects to meet their organizations' sustainability goals in partnership with farmers and supply chain partners.

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

## **Learning Center Resources**

Several key resources for project administrators are now available in the [Member Portal's Learning Center](#). These resources highlight key understandings 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.

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

### **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 (CCAs) 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.

In 2022, four articles were published in Crops and Soils, a journal targeted at CCAs exploring the findings of the 2021 National Indicators Report. Each article was accompanied by a 10-question quiz that CCAs submit for continuing education units to maintain their certification as a Crop Adviser.

## **V. 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 Scope 3 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. The guidance offers recommendations to support 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](#).

As the final version of the GHG Protocol Land Sector and Removals Guidance has yet to be released, the guidance is intended as a living, breathing set of recommendations designed to help Field to Market members take action today to reduce greenhouse gas emissions. Updated guidance will be provided to ensure projects are supported in navigating this evolving landscape.

### [Scope 3 Webinar](#)

On December 6, 2022, Field to Market will conduct a [webinar](#) to demonstrate how the Fieldprint Platform™ can be used to support Scope 3 reporting. Field to Market members, ADM and PepsiCo, will present a case study of how they use the Fieldprint Platform to meet their supply chain goals.

### [Scope 3 Alignment Opportunities](#)

#### *GHG Protocol Land Sector and Removals Guidance*

The Land Sector and Removals Draft Guidance is intended to provide clarity on the steps, methods, and data needed to calculate and report GHG emissions and removals from land-based activities and technological CO<sub>2</sub> removal activities.

[The Draft for Pilot Testing and Review](#), including [part 1](#) and [part 2](#), is now available and will close on **January 15, 2023**. The GHG protocol Secretariat, consisting of the World Resources Institute (WRI) and the World Business Council for Sustainable Development, oversees the development process of the guidance. The final version is expected to be released in 2023.

Field to Market is a supporting partner of the piloting process of the Greenhouse Gas Protocol Land Sector and Removals Guidance and is convening a group of members intending to pilot the Guidance in the U.S. using Field to Market projects and metrics. The working group will collaborate to provide collective feedback on components applicable to the U.S. agricultural industry, particularly on land management emissions and removal requirements and is also open to members who are not piloting the guidance but would like to provide their feedback. Please contact [Coralie Pierre](#) for more information.

The Fieldprint Platform is listed as one of the calculation tools compiled by the GHG Protocol Secretariat to support pilot testing companies in implementing the draft Guidance

### *Webinar with WRI*

Field to Market plans to host a webinar with WRI that will focus on the aspects of the guidance that are most applicable to members including GHG emissions and removals from land management. More details to follow

### *Built on GHG Protocol mark*

The “Built on GHG Protocol” mark is a way for GHG Protocol to recognize products that have been developed in conformance with a GHG Protocol standard.

Field to Market will explore the possibilities to pursue either the “Built On” or “Reviewed by” GHG Protocol distinction to help streamline Scope 3 reporting requirements once operations resume

The “Built on GHG Protocol” mark recognizes calculation tools that are in conformance with GHG Protocol standards. The GHG Protocol is not reviewing Built on GHG Protocol mark applications at this time and expects to resume the process in early 2023.

### *Field to Market GHG calculation methodology*

In March 2023, Control Union will assess the calculation methodologies and sources used for Field to Market’s GHG metric. This assessment will ensure the alignment of our GHG calculation methodologies with constantly updated, internationally approved, standards or guidelines.

### *ISO 14064-2 / ISO 14064 – 3*

The International Organization for Standardization (ISO) is a worldwide federation of national standards bodies. The ISO 14064 standard is part of the ISO 14000 series of International Standards for environmental management. The ISO 14064 standard provides governments, businesses, regions, and other organizations with a complementary set of tools for programs to quantify, monitor, report, and verify greenhouse gas emissions and includes the following parts, under the general title, *Greenhouse Gases*:

- *Part 1 (ISO 14064-1) - specifies principles and requirements and provides guidance at the organization level for quantification and reporting of GHG emissions and removals.*
- *Part 2 (ISO 14064-2)- specifies principles and requirements, and provides guidance at the project level for quantification, monitoring, and reporting of GHG emission reductions or removal enhancements.*
- *Part 3 (ISO 14064-3) - details principles and requirements for verifying GHG inventories and validating or verifying GHG projects.*

Following the GHG calculation methodology validation process, Field to Market staff will identify 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 Guidance.

This effort will assess both the calculated baselines and reductions found in a specific project, following the requirements of ISO 14064 – 2 for project emission reduction quantification. This specific project may later be verified or validated according to ISO14064-3.



If you have a Continuous Improvement Project and are 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 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.

The Value Change Initiative Guidance is designed to align with GHG Protocol Scope 3 reporting requirements and provide assurance that projects verified GHG outcomes are eligible for incorporation into a corporate's Scope 3 inventory

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 you are interested in having your project verified by SustainCert for emission reductions and/or carbon removals from commodity crop production, please contact [Coralie Pierre](#).

#### *Field to Market's Process-Based Standard Review Process*

The Standards Committee is currently reviewing the [Process-Based Standard](#) to ensure that the criteria provide members with sound guidance to implement successful continuous improvement projects, demonstrate credible progress, achieve sustainability goals, and pursue sustainability claims. Stakeholder engagement, improvement, transparency, and rigor are some key tenets of ISEAL's Credibility Principles that govern sustainability schemes.

The member comment period began on August 10, 2022 and will end on November 11, 2022. The public comment period will follow shortly and will last 60 days as recommended by the [ISEAL Standard-Setting Code of Good Practice](#).

After compiling feedback from members and the public, the process-based standard will be revised and a new version will be released, valid for three years.

If you have any questions regarding next steps for the Standard, please reach out to [Coralie Pierre](#).

#### *ISEAL Code of Good Practice: Public Consultation*

ISEAL is currently revising and integrating its three Codes of Good Practice (standard-setting, assurance and impacts), plus principles from the ISEAL Sustainability Claims Good Practice Guide, into a single ISEAL Code of Good Practice. This effort allows ISEAL to look at system credibility in a holistic way, operationalizing the ISEAL Credibility Principles. The Code will remain a reference point for effective and credible sustainability systems, and it will continue to serve as a normative reference for ISEAL Code Compliant members.

Field to Market will pilot test the newest aspects of the draft ISEAL Code of Good Practice. The pilot testing will take a close look at several of the newer requirements on impact strategies and system (scheme) management as well as the new chapter on claims. This is a unique opportunity for Field to Market to work with ISEAL and their independent evaluators to gain a deeper understanding of how the draft Code could support Field to Market's Continuous Improvement Accelerator and how our process-based standard aligns with it.

Field to Market is an insight member of ISEAL which means we have access to their educational and technical resources, documents and regular webinars.

### *SAI Platform*

In April, SAI Platform launched its 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 including the equivalency module available in the Fieldprint Platform to support participating farmers in achieving FSA Bronze, Silver or Gold. Field to Market is currently in the re-benchmarking process against FSA 3.0 which started on Sept 12, 2022, and will conclude in January 2023

## **Awards & Recognition**

### *Sustainability Leadership Awards*

Winners of the sixth annual Sustainability Leadership Awards will be announced and celebrated at the November Plenary meeting. Each year, Field to Market recognizes a Farmer of the Year, Trusted Adviser of the Year and Collaboration of the Year for their exceptional dedication to sustainability. The winners of the three Awards categories were selected by the Education and Outreach Committee. This year's Awards Ceremony will be held at **4 p.m. MST on Tuesday, November 15**, in Solana H & I.

- **Farmer of the Year Award**  
Field to Market's Farmer of the Year award recognizes a farmer with experience utilizing the Fieldprint Platform™, who has achieved outstanding conservation throughout their operation and is demonstrating leadership in the grower community.
- **Collaboration of the Year Award**  
Field to Market's Collaboration of the Year award honors outstanding, multi-sector collaboration and partnership in advancing continuous improvement at the field and landscape level. To be considered for the award, stakeholders in the collaboration represent multiple sectors, advance the mission of Field to Market and utilize Field to Market's tools and resources, such as the Fieldprint Platform™.
- **Trusted Adviser of the Year Award**  
Trusted Adviser of the Year award 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 advisers (CCA), independent crop consultants, agronomists, ag retailer representatives, seed dealers, equipment dealers, university extension agents, NRCS conservationists, Conservation District specialists, Technical Service Providers, and/or livestock nutritionists.

### *Promoting & Celebrating Award Recipients*

We invite you to join us in amplifying these stories by making use of the following resources:

- **Awards Recognition:** Celebrate the recipients of the Field to Market Sustainability Leadership Awards with diverse stakeholders across the Alliance's membership through recognition during Field to Market's November Plenary Meeting.
- **Tribute Videos:** Debuted during the Field to Market Sustainability Leadership Awards Ceremony on November 15, and made available later that evening, these videos can be amplified across social media and members' digital communications channels.
- **Digital Storytelling:** A landing page for [2022 Sustainability Leadership Awards](#) winners will house the videos and accompanying feature stories detailing the background of each award recipient. Please consider repurposing the feature stories in your organization's newsletter and communications channels where possible.
- **Dedicated email blast:** A dedicated email profiling the award recipients will be 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:** Graphics for each award will be shared on Field to Market's Twitter and LinkedIn. Please consider amplifying these announcements across your personal and organization's social media accounts.
- **Press Release:** The recipients of the award are publicized through a press release distributed on CSRwire. Field to Market will support award recipients in publicizing their receipt of the award.
- **Targeted media outreach:** Targeted outreach to ag trade and sustainability media 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.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 recognized 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.

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. Explore and amplify 2022 Spotlight stories, including:

- Farmer: [Improving Sustainability Efficiency in Minnesota](#)
- Trusted Adviser: [Trusted Adviser Leads Producers Through Conservation Programs](#)
- Farmer: [Sustainably Farming to Improve Tribal Lands](#)
- Farmer: [It is all About Stewardship](#)

## **Media Statistics**

Between January - October 2022, Field to Market achieved 1,405 media mentions, 5,774 LinkedIn engagements and 1,410 Twitter engagements.

This year to date, 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.

Our media engagement numbers will continue to grow before the end of the year, and we anticipate seeing another boost in numbers around the Sustainable Ag Summit and Sustainability Leadership Awards in November.



## Field to Market®

### 2022 and 2023 Meeting Calendar

<b><u>Meeting</u></b>	<b><u>Date</u></b>	<b><u>Location</u></b>
GHG Accounting Webinar	December 6	Virtual
Data Analyst Training	December 12 & 19	Virtual
Farm Bill & Ag Policy Conference	January 25	Washington, D.C.
Sustainable Supply Chain Forum <i>Hosted by Nutrien at Commodity Classic</i>	March 9	Orlando, Florida

**Field to Market  
General Assembly Meeting Summary  
June 23, 2022  
McKimmon Event Center at N.C. State University, Raleigh, N.C.**

**Voting Delegates**

Shelby Myers (American Farm Bureau Federation), Michelle Perez (American Farmland Trust), Lara Moody (American Feed Industry Association), Eric Coronel (American Peanut Council), Pam Snelson (American Soybean Association), Paul Duncan (Anuvia Plant Nutrients), Michelle French (Archer Daniels Midland), Jay McEntire (Arva Intelligence), Joseph Ratliff (Bartlett Grain), Chip Shilling (BASF Corporation), Jennifer Crall (Bayer), Gregg Christensen (Bunge Milling), Jenette Ashtekar (CIBO Technologies), Jesse Daystar (Cotton Inc.), Julie Savoie (CropLife America), Scott Manley (Ducks Unlimited), Maggie Monast (Environmental Defense Fund), Ariel Kagan (Environmental Initiative), Skylar Sowder (Farm Credit Council), Steele Lorenz (Farmers Business Network), Lauren Brey (Farmers for Sustainable Food), Steve Cabbage (Farmobile), Andrew Utterback (Ingredion), Angela Hessinger (Innovation Center for U.S. Dairy), Tomie Peterson (Intertribal Ag Council), German Mendoza (MyAgData), Chris Fennig (MyFarms), Jeremy Peters (National Association of Conservation Districts), Rachel Orf (National Corn Growers Association), Kelsey Billings (National Council of Farmer Cooperatives), Jack Scott (Nestle Purina Petcare), Katie Betz (Nutrien), Amarjit Basra (OCP North America), Margaret Henry (PepsiCo), Laura Kowalski (Primient), Brent Rudolph (Pheasants Forever), Austin Brown (Riceland Foods), Leif Fixen (The Nature Conservancy), Lauren Maul (United Soybean Board), Mark Isbell (USA Rice Federation), Tarik Eluri (U.S. Soybean Export Council), Adam York (United Sorghum Checkoff Program)

**Staff and Consultants**

Scott Herndon (Field to Market); Paul Hishmeh (Field to Market); Gina Nichols (Field to Market); Coralie Pierre (Field to Market); Greg Pilchak (Field to Market); Jamie Richards (Field to Market); Katrina Stacey (Field to Market); Kelly Young (Field to Market)

**I. Opening**

Board Chair Brandon Hunnicutt opened the meeting at 10:55 a.m. following the general session and reviewed the anti-trust statement to the General Assembly. Chair Hunnicutt introduced the Board of Directors and new staff of Field to Market.

**II. Approval of the November 2021 General Assembly Minutes**

Chair Hunnicutt reviewed the procedure for voting with the delegates. No amendments or questions were brought forward related to the minutes and the minutes were approved.

*A motion was made by Pam Snelson (American Soybean Association) and seconded by Eric Coronel (American Peanut Council) to approve the November 2021 General Assembly minutes. Motion carried.*



### III. Committee Appointments

Chair Hunnicutt thanked those individuals who were willing to serve. He noted there were still some vacant seats and asked those interested to speak to him or staff about interim appointments.

#### A. Education & Outreach Committee

- i. Grower: Bridgett Hilshey (Innovation Center for US Dairy) & Pam Snelson (American Soybean Association)
- ii. Agribusiness: Justin Maroccia (Corn Refiners Association) & Laura Kowalski (Primient)
- iii. Brands & Retail: Andrew Utterback (Ingredion) & 2 vacant seats (term 2023 and term 2024)
- iv. Civil Society: (Niki D'Adamo-Damery (Sand County Foundation) & Meg Leader (National Association of Conservation Districts)
- v. Affiliate: Ian Smith (MANRRS) & Danielle Isaacson (MAWQP)

#### B. Innovative Finance

- i. Grower 2024: Adam York (United Sorghum Checkoff Program) & Tomie Peterson (Intertribal Ag Council)
- ii. Grower 2023: Shelby Myers (American Farm Bureau Federation) & Steven Pires (Cotton Inc.)
- iii. Agribusiness 2024: Becca Simmonds (Farmers Business Network) & Brookelyn Childers (Archer Daniels Midland)
- iv. Agribusiness 2023: Brittany Jablonsky (Farm Credit Council) & Giullia Stellari (Fall Line Capital)
- v. Brands & Retail 2024: Adam Shea (Riceland Foods & 1 vacant seat
- vi. Brands & Retail 2023: Maeve Anderson (PepsiCo) & 1 vacant seat
- vii. Civil Society 2024: Maggie Monast (EDF) & 1 vacant seat
- viii. Civil Society 2023: Camille Morse Nicholson (Environmental Initiative) & Scott Manley (Ducks Unlimited)
- ix. Affiliate 2024: Horacio Caperan (MIT Joint Program) & Alan Martinez (Cornell University Atkinson Center for Sustainability)
- x. Affiliate 2023: Elizabeth Reaves (Sustainable Food Lab) & Molly Quirk (National Association of State Departments of Agriculture)

#### C. Metrics Committee

- i. Grower: Eric Coronel (American Peanut Council) & Jesse Daystar (Cotton Inc.)
- ii. Agribusiness: Audrey Barrett Bixler (Arva Intelligence) & Julie Savoie (CropLife America)
- iii. Brands & Retail: Juan Calle Bellido (Mondelez), 2 vacant seats (one for 2023 term, one for 2024 term)
- iv. Civil Society: Heidi Peterson (Sand County Foundation) & Ellen Herbert (Ducks Unlimited)
- v. Affiliate: Candiss Williams (USDA-NRCS) & Allan Jones (Texas A&M Agrilife Research)

#### D. Standards Committee

- i. Grower: Josh Hankins (USA Rice Federation) & Sally Shaver (National Corn Growers Association)
- ii. Agribusiness: Christy Wright (Corteva) & Jenette Ashketar (CIBO Technologies)
- iii. Brands & Retail: 4 vacant seats (2 for each term)

- iv. Civil Society: 2023-Mary McCarthy (Forum for the Future), 2024-Leif Fixen (The Nature Conservancy) & Ariel Kagan (Environmental Initiative)
- v. Affiliate: 2023-Jonathan Geurts (The Keystone Policy Center), 2024-Clarissa Levi (MAWQP) & Terry Nipp (Texas A&M Agrilife Research)

**IV. Finance and Operations Update**

- A. *YTD Financials*. Chair Hunnicutt reviewed the financial report as of May 31, 2022 with cash on hand of \$1,414,684, revenue at \$977,582 and total expenses at \$949,693.
- B. *2021 Annual Report*. Chair Hunnicutt also noted that the annual report was released on June 22<sup>nd</sup> online and that the 2021 audited financials were included in the report.

**V. Strategic Plan Development**

- A. *Dashboard Metrics and KPIs*. Field to Market President, Scott Herndon reviewed the Strategic Plan Dashboard and new key performance indicators as adopted by the Board of Directors for the current Strategic Plan.
- B. *Programmatic Highlights*. Scott provided background and programmatic updates to the membership for the first half of 2022 as well as his vision and direction for the future of the Alliance. Scott also facilitated an open discussion about possible areas of opportunity to develop a research proposal with the Foundation for Food and Agricultural Research (FFAR).

**VI. Proposed Bylaws Changes**

- A. *Introduction of proposed changes*. Chair Hunnicutt highlighted some of the proposed changes for a bylaws revision and purpose for updating the bylaws to reflect a current operating state, including allowing the Alliance to be nimble to future changes.
- B. *Timeline and process*. The Chair also noted the timeline for any proposed changes and the work of the Board and Executive Committee along with staff for proposed revisions. Sectors will have opportunities to discuss any proposed changes ahead of the official review and approval of the bylaws.

**VII. Other Business**

Chair Hunnicutt reviewed the 2022 meeting dates, reminded attendees of the Cross Sector Dialogue during the afternoon session. He thanked the Board of Directors, committee leaders and staff for their ongoing work and commitment to the Alliance.

There being no further business the meeting adjourned at 11:32 a.m. EDT