

 Field to Market®

Fieldprint® Project Standard

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Our Vision, Mission & Goals

OUR VISION

To harness the collective action of the value chain to support resilient ecosystems and enhance farmer livelihoods.

OUR MISSION

To meet the agricultural challenge of the 21st century by providing collaborative leadership that is transparent; grounded in science; focused on outcomes; open to the full range of technology choices; and committed to creating opportunities across the agricultural supply chain for continuous improvements in productivity, profitability, and environmental outcomes.

OUR GOALS

Field to Market is working to meet the challenge of producing enough food, feed, fiber, and fuel for a rapidly growing population while conserving natural resources and improving the ability of future generations to meet their own needs.

The organization and its members are committed to supporting resilient ecosystems and farmer economic vitality as fundamental components of agricultural sustainability. Field to Market convenes diverse stakeholders to support multi-sector collaboration, while providing useful measurement tools and educational resources for growers and the value chain that track and create opportunities for continuous improvement at scale. Our efforts are guided by the following interdependent goals:

- **Biodiversity** – Supporting diverse species and ecosystems by conserving and enhancing habitats across U.S. agricultural landscapes.
- **Energy Use** – Increasing energy use efficiency on U.S. cropland.
- **Greenhouse Gas Emissions** – Reducing greenhouse gas emissions from U.S. cropland per unit of output, and sustained contribution to reducing the overall greenhouse gas emissions from agricultural landscapes.
- **Irrigation Water Use** – Improving irrigation water use efficiency and conservation on U.S. cropland.
- **Land Use** – Improving productivity on U.S. cropland.
- **Soil Carbon** – Increasing soil carbon sequestration on U.S. cropland.
- **Soil Conservation** – Reducing soil erosion on U.S. cropland.
- **Water Quality** – Improving regional water quality through reductions in sediment, nutrient, and pesticide loss from U.S. cropland.

1.0 Purpose, Description & Scope

PURPOSE

The Fieldprint Project Standard (the Standard) defines clear expectations for project implementation to underline the credibility and rigor of our members' efforts to improve environmental outcomes and create shared value that enhances farmer livelihoods.

DESCRIPTION

The Standard details the core requirements for Fieldprint Projects (Projects) to catalyze continuous improvement, demonstrate credible progress, pursue claims, and achieve their sustainability and/or regenerative goals.

SCOPE

- The principles and requirements set out in the Standard are applicable to all Field to Market Project Administrators and Fieldprint Projects. It also represents the requirements against which Projects can pursue both claims and verification, if desired.
- Field to Market may issue minor updates and changes from time to time, providing clarifications or corrections to the Standard. These shall be published to the Field to Market website and shall be applicable as per the date specifically stated for each update. Field to Market shall provide notice of all such changes and the dates for implementation and applicability on its website. Any substantive changes will go through member and public comment periods.
- Stakeholders may submit suggested updates, edits, changes, or additions at any time to Field to Market by submission to standard@fieldtomarket.org. Such requests shall be considered and reviewed by the member-led Standards Committee and Field to Market Staff, subject to approval by the Board per the Field to Market document review and revision schedule. Field to Market reserves the right to accept or reject such submissions at its own discretion. Contact Field to Market staff for more details on this process.



2.0 Terms & Definitions

Adaptive Management: Projects are encouraged to adapt their approach to advancing continuous improvement if the annual review highlights that current strategies and activities are ineffective in delivering progress against the stated objective(s). Based on the performance of our Fieldprint Projects, the following circular adaptive management techniques, that build on collaboration, measurement, and feedback, have been identified: (1) Measure; (2) Continuous Feedback; (3) Implement Changes; (4) Identify Areas of Improvement; (5) Continuous Improvement; and (6) Benchmark Progress.

Application Programming Interface (API): The Fieldprint API connects our eight science-based metrics and associated algorithms directly to farm management software solutions, allowing growers to assess the environmental performance of their management practices against regional, state and national benchmarks for key sustainability indicators. It is relevant for projects that work with a Qualified Data Management Partner to collect and store their data.

Assurance Principles: Field to Market's Assurance Principles provide a framework for Field to Market members for the selection and provision of different levels of assurance in meeting Field to Market standards. The document can be accessed [here](#).

Continuous Improvement Plan: A Project-based plan for improvement in environmental outcomes over time that includes goals and objective(s) relevant to addressing the identified natural resource concerns and a grower engagement plan that considers outreach, engagement, support, and retention over the length of the project.

Continuous Improvement Plans must state which of the eight Field to Market sustainability indicators will be focused on based on local natural resource concerns and how the project's continuous improvement strategies seek to address these concerns.

For Incubation Projects, where use of the Fieldprint Platform is not required, there must be a science-based relationship to one of these metrics. For Insight and Innovation Projects, which utilize The Fieldprint Platform™, the Platform provides a Fieldprint Analysis that estimates field level performance on these science-based metrics.

For more information on how to develop an effective plan, consult the [Goal & Objective Setting Quick Start Guide](#).

Continuous Improvement Goal: Each Project, regardless of pathway, is asked to describe the Continuous Improvement Goal that forms the basis of the Project's Continuous Improvement Plan. This goal serves as the north star for the Project by defining clear targets for documenting and demonstrating how the Project supports participating growers in accelerating continuous improvement in a specific sustainability and/or regenerative outcome.

Continuous Improvement Objective: All Projects enrolled in the Project Directory should develop at least one Specific, Measurable, Achievable, Relevant, and Timebound (SMART) objective and establish a corresponding baseline against which the project will evaluate progress in achieving its intended outcome.

Continuous Improvement Plan Baseline: A starting measurement for a project from which improvement and achievement of the project objective(s) will be measured. This baseline will be public as part of the Continuous Improvement Plan and should be related to actions that are under the control of the Project. Examples for the different types of objectives include the starting number of growers that have been engaged for engagement objectives; the starting number or percent of project participants that have adopted a practice that a project plans to implement for adoption objectives; and the starting metric outcome for metric change objectives.

Claims: Statements or assertions of Field to Market participation or membership, or improvements in practices or sustainable and/or regenerative outcomes related to Fieldprint Projects.

Participation Claim: A statement or assertion of participation in a Field to Market Project by a Field to Market member organization or licensee, which may also include the number of acres and growers enrolled in the Project.

Adoption Claim: A claim that is related to the uptake of a specific practice or intervention in the context of a Project that has a public-facing Continuous Improvement Plan.

Measurement Claim: A claim that documents a one-year snapshot of aggregate environmental outcomes from the Project.

Trends Claim: A claim that documents directional improvements or reductions in Field to Market's outcomes-based metrics after at least 2 years of data collection.

Impact Claim: A claim that quantifies actual sustained improvements or reductions over time against Field to Market's outcomes-based metrics after at least 5 years of data collection.

Fieldprint Platform®: An assessment framework to measure the environmental impacts of commodity crop production and identify opportunities for continuous improvement. It encompasses the suite of technologies available to Field to Market growers and members.

Fieldprint Projects: Projects registered in Field to Market's project directory that comply with the requirements outlined in this Standard.

Metrics: Grounded in science and focused on outcomes, the cornerstone of Field to Market's program lies in the [eight metrics](#) embedded within the Fieldprint Platform. These metrics are:

- **Biodiversity**
- **Energy Use**
- **Greenhouse Gas Emissions**
- **Irrigation Water Use**
- **Land Use**
- **Soil Carbon**
- **Soil Conservation**
- **Water Quality**

Project Administrator: A representative of the Project Lead organization who serves as the

primary point of contact and oversees Project administration, quality control, and communications with participating growers and Project Leads and Partners. The Project Administrator is also responsible for Project annual reporting to Field to Market staff.

Project Directory: A public-facing listing of Field to Market Fieldprint Projects including Continuous Improvement Plans and Annual Reporting.

Project Lead Organization: A full member of Field to Market that invests in and guides the direction of the Project and is responsible for ensuring compliance with requirements.

Project Partner Organization: A Field to Market member or non-member who has contributed to a Project or have been contracted to provide service(s) to a Project, is officially listed in Project documentation, and has met licensing requirements.

Project Status: Public-facing listing of the status of Fieldprint Projects as Prospective, Active, Completed, or Canceled.

Qualified Data Management Partner (QDMP): Farm-management software solution providers that have been approved by Field to Market and whose software solutions connect to all of Field to Market's metrics and associated algorithms from the Fieldprint Platform via an Application Programming Interface (API). A list of currently available QDMPs can be found along with additional information about the Platform [here](#).

Regenerative Agriculture: 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.

Principles of Regenerative Agriculture: The principles of a regenerative agriculture system are based in 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**
- **Maximizing Diversity with Emphasis on Crops, Soil Microbes and Pollinators**
- **Integrating Livestock Where it is Feasible**

Sampling Framework: A framework enabled by Field to Market to aid in designing a Project where data is collected from a representative sample of growers over time to be used in reporting results about the whole Project. The framework specifies that any outreach and technical support must reach the full population included in the project, even where only a sample population is entering data. The Framework can be accessed [here](#).

Sustainable Agriculture: Field to Market defines sustainable agriculture as meeting the needs of the present while improving the ability of future generations to meet their own needs by:

- **Increasing Productivity To Meet Future Food, Feed, Fiber, and Fuel demands**
- **Improving the Environment**
- **Improving Human Health**
- **Improving the Social and Economic Well-Being of Agricultural Communities**

3.0 Continuous Improvement Process



PHASE ONE - Define Project Intent and Scope

- Select Project Pathway
- Define Project Geography
- Identify Relevant Natural Resource Concern
- Identify Project Supply Chain Partners



PHASE TWO - Develop Continuous Improvement Plan

- Register Project
- Confirm Project Partner(s)
- Describe Continuous Improvement Goals, Objectives, & Strategies



PHASE THREE - Implement and Evaluate Progress

- Implement Continuous Improvement Strategies
- Track and Report Progress Annually
- Share Annual Progress Reports on Project Directory
- Practice Adaptive Management



PHASE FOUR - Document Project-Level Improvements

- Conduct Project-Level Evaluation
- Share Results on Project Directory



PHASE FIVE - Demonstrate Project-Level Impact

Optional for Insight and Innovation projects; Incubation projects not eligible.

- Evaluate Metric Results to Demonstrate Impact
- Utilize [Impact Claims Protocol](#) to Verify Results

3.1 Project Framework

Field to Market's **Project Framework** harnesses the power of collaboration and locally-led conservation solutions to deliver sustainable outcomes for agriculture, people, and the planet.

The hallmark of Field to Market's Project Framework lies in a process-based approach to advancing continuous improvement ([page 08](#)), delivering solutions to global sustainable development priorities while also addressing local natural resource concerns.

By offering three unique project pathways, the Project Framework meets growers and the value chain wherever they are on their sustainable and/or regenerative journey. From creating building blocks for growers to get started on their journey, to improving transparency by benchmarking sustainable and/or regenerative performance, or supporting innovative incentive programs to accelerate adoption of more sustainable and/or regenerative practices, our flexible approach to project design creates shared value and improves sustainable and/or regenerative outcomes, unlocking lasting impact.

The Framework supports three pathways to advance sustainable and/or regenerative agriculture:

INCUBATION



Creates enabling conditions by engaging with growers on the connection between practices and at least one of the sustainable and/or regenerative outcomes targeted in Field to Market's program.

INSIGHT



Extends beyond Incubation projects by offering sustainable and/or regenerative insights for growers and transparency for value chain partners through measurement using the Fieldprint Platform, either through the online calculator or approved software (API).

INNOVATION



Extends beyond Insight projects by providing tangible support for growers in accelerating adoption of practices that deliver improved sustainable and/or regenerative outcomes measured by the Fieldprint Platform and consistent with the published goals of the Project.

These Projects utilize the power of voluntary, and often market-driven, solutions to incentivize improved environmental outcomes and enhance farmer livelihoods. By following a standardized and validated approach, these Project pathways can leverage the collective action of the value chain to support resilient ecosystems and enhance farmer livelihoods.

3.2 Eligibility Requirements

The following elements are requirements for all Fieldprint Projects registered in Field to Market's Project Directory:

- **Multi-stakeholder Participation** – A Fieldprint Project leverages collaboration among stakeholders within the agricultural value chain, such as growers; farmer cooperatives; agricultural retailers; grain aggregators; and apparel, beverage, or food manufacturers, retailers, etc., to foster the adoption of conservation, sustainable, and regenerative practices and improvements in environmental outcomes. Specifically, a Fieldprint Project must include active participation by at least two stakeholders within the agricultural value chain. Government, Academia, and Civil society groups can also be valuable participants in a Fieldprint Project. Participation means contributing financial or in-kind support to the project and/or working on activities in the Continuous Improvement Plan.
- **Public Commitment** – Through Project registration within the [Project Directory](#), participants publicly commit to support growers in pursuing opportunities for continuous improvement through providing direct or in-kind investments in the project.
- **Objective(s)** – A Fieldprint Project must define the near-term scope of the project with at least one SMART objective and clearly establish the baseline against which the project will evaluate success. Depending on the Project pathway, these objectives focus on engagement, adoption, and/or impact.
- **Continuous Improvement Plan** – A Fieldprint Project must develop and implement a Continuous Improvement Plan designed to achieve the project's objective(s) and maximize opportunities to support growers in pursuing continuous improvement that addresses pressing local natural resource concerns and global sustainable development priorities. The Continuous Improvement Plan and associated targets must be made publicly available. For more information on how to develop an effective plan, consult the [Goal & Objective Setting Quick Start Guide](#).
- **Progress Tracking and Reporting** – A Fieldprint Project must annually track and report progress against stated objective(s) and any related adaptive management publicly and to Field to Market staff. All Fieldprint Projects are expected to make progress toward their stated objective(s) over time.



3.3 Project-Specific Process Requirements

Field to Market's three Project pathways (**Incubation, Insight, and Innovation**) are designed to ensure flexibility based on each project's desired goals and outcomes. This approach creates opportunities for the entire supply chain to transform sustainable and/or regenerative agriculture from a niche solution for a select group, into a program that is relevant for everyone.



3.3.1 INCUBATION PROJECTS

Incubation Projects are designed to create enabling conditions to engage growers in the building blocks of sustainable and/or regenerative agriculture. Each Incubation Project must help growers establish the connection between agronomic practices and at least one Field to Market science-based metric.

The pathway-specific requirements for Incubation Projects to implement the phases in Field to Market's Continuous Improvement Process are as follows:



PHASE ONE: DEFINE PROJECT INTENT AND SCOPE

- Projects must determine scope by identifying the geographic boundaries as specifically as possible. While all Projects must focus on a state level at minimum, it is encouraged that Projects examine boundaries at a sub-state level, either grouping at counties, watersheds, or supply sheds.
- Projects must identify and focus on at least one of the crops within Field to Market's Platform. The current crops that are included are alfalfa, barley, corn for grain, corn for silage, cotton, peanuts, potatoes, rice, sorghum, soybeans, sugar beets, and wheat.
- Projects must identify at least one natural resource concern that the Project's continuous improvement objective(s) will address relevant to pressing local conservation priorities in the project region and/or global sustainable development priorities and select at least one corresponding Field to Market metric.



PHASE TWO: DEVELOP CONTINUOUS IMPROVEMENT PLAN

- Projects must target improvement in at least one of Field to Market's eight metrics. Use of the Fieldprint Platform is not required as improvement will be measured through implementation of the Project's Continuous Improvement Plan.
- Project Lead(s) must engage with Project participants to jointly develop the Continuous Improvement Plan and register the project.
- Projects must define at least one SMART continuous improvement objective.
- Projects must consider what suite of locally relevant conservation practices can contribute solutions to pressing natural resource concerns in the selected region before developing supporting continuous improvement strategies.
- Each Project must develop a baseline for each continuous improvement objective to evaluate progress achieved on an annual basis.
- Projects' continuous improvement strategies and activities must focus on providing participating growers with a lasting, tangible resource or practice change to pursue opportunities for continuous improvement. A tangible resource may include, but is not limited to, improved management solutions like conservation, nutrient management, or irrigation management plans, or improved conservation delivery solutions such as variable rate technology or soil grid mapping. Practice changes include financial and/or technical assistance with the implementation of conservation practices such as planting pollinator habitat or using cover crops.



PHASE THREE: IMPLEMENT AND EVALUATE PROGRESS

- *Projects must implement continuous improvement strategies and activities to deliver against the SMART objective(s) outlined in their Continuous Improvement Plan.*
- *Projects must track and report progress annually against their objectives. Annual reports are to be submitted electronically through the Project Directory and include Project progress on grower and acreage enrollment, updates to Project objectives, information on any grower or acreage allocations, any updates to Project field locations, and, where applicable, a final Project report.*
- *Projects must engage with growers in assessing how their management practices impact the targeted sustainable and/or regenerative outcome for a minimum of one year.*
- *Projects that have submitted annual reports are eligible to make participation claims (e.g., increase in the number of growers, acres involved in the project) and adoption claims (e.g., percentage increase in conservation practice or technology adoption).*
- *Projects are encouraged to adapt their approach to advancing continuous improvement if the annual review highlights current strategies and activities are ineffective in delivering progress against the objective(s).*



PHASE FOUR: DOCUMENT PROJECT-LEVEL IMPROVEMENTS

- *Projects must evaluate how their engagement supports growers in pursuing improvement in the targeted sustainable and/or regenerative outcome by comparing results against established Project baseline(s).*
- *Upon project completion, each Project must publicly share, through the Project Directory, a Project-level evaluation demonstrating how the Project has supported growers in pursuing continuous improvement, such as:*
 - *Reporting the percentage increase of grower population now equipped with new management solutions; or.*
 - *Reporting the percentage increase of grower population adopting conservation delivery solutions and/or identified conservation practices compared to Project baseline(s).*





3.3.2 INSIGHT PROJECTS

All Insight Projects are designed to offer growers actionable sustainability or regenerative insights and provide the value chain with greater transparency on metric performance through measurement.

The pathway-specific requirements for Insight Projects to implement the phases in Field to Market's Continuous Improvement Process are as follows:



PHASE ONE: DEFINE PROJECT INTENT AND SCOPE

- *Projects must determine scope by identifying the geographic boundaries as specifically as possible. While all Projects must focus on a state level at minimum, it is encouraged that Projects examine boundaries at a sub-state level, either grouping at counties, watersheds, or supply sheds.*
- *Projects must identify and focus on at least one of the crops within Field to Market's Platform. The current crops that are included are alfalfa, barley, corn for grain, corn for silage, cotton, peanuts, potatoes, rice, sorghum, soybeans, sugar beets, and wheat.*
- *Projects must identify at least one natural resource concern that the Project's continuous improvement objective(s) will address relevant to pressing local conservation priorities in the project region and/or global sustainable development priorities.*
- *For Projects that are interested in sampling, please consult [Field to Market's Sampling Framework](#).*



PHASE TWO: DEVELOP CONTINUOUS IMPROVEMENT PLAN

- *Projects must target improvement in at least one of Field to Market's science-based metrics while measuring all eight outcomes through the Fieldprint Platform.*
- *Project Lead(s) must engage with Project participants to jointly develop Continuous Improvement Plan and register the Project.*
- *Projects must define at least one SMART continuous improvement objective.*
- *Projects should consider what suite of locally relevant conservation practices can contribute solutions to pressing natural resource concerns in the selected region before developing supporting continuous improvement strategies.*
- *Each Project must develop a baseline for each continuous improvement objective to evaluate progress achieved on an annual basis. Baselines can be established through surveys, outreach to local technical assistance organizations or aggregators, and/or baseline measurement within the Fieldprint Platform for the first year of data collection.*
- *Projects' continuous improvement strategies and activities must focus on utilizing the science-based metrics of the Fieldprint Platform to help growers measure and assess how their management practices impact different sustainable and/or regenerative outcomes for a minimum of one year.*
- *Projects must define and report the acreage enrollment methodology that is used. Projects must require each grower to enter data for a minimum of 10% of their acres into the Fieldprint Platform in order to be enrolled in the Project for a specific crop. Higher percentages lead to more exact results and Projects are encouraged to enter data for a larger percent of acreage where feasible. Transparency in the overall enrollment approach is required, including methods employed to ensure the acreage for which data is being entered is representative of the total acreage enrolled.*



PHASE THREE: IMPLEMENT AND EVALUATE PROGRESS

- *To pursue continuous improvement, Projects must utilize at least one year of data collection to set a baseline against which to evaluate how their continuous improvement strategies and activities support improvement in the targeted metric.*
- *Projects must implement continuous improvement strategies and activities to deliver against the objective(s) outlined in their Continuous Improvement Plan.*
- *Projects must offer actionable insights to participating growers on an annual basis, delivering knowledge and analysis that can be used to support improved sustainability or regenerative outcomes for the cropping system.*
- *Projects must provide aggregate results for all Field to Market science-based metrics to Project Leads and partners on an annual basis.*
- *Projects that have submitted annual reports are eligible to make participation claims (e.g. increase in the number of growers, acres involved in the project), adoption claims (e.g. percentage increase in conservation practice or technology adoption), trends claims (e.g. interim directional improvement in a metric outcome), or impact claims (e.g. sustained improvement in a metric outcome), as described in [Field to Market Claims Quick Guide](#).*
- *Projects must track and report progress annually against the Continuous Improvement Plan, submitting an annual report by April 30 for each year the Project is active. All annual reports will become visible on the public-facing Project Directory after they have been reviewed and approved by Field to Market staff. When submitting the annual report, each Project must define and publicly communicate their level of verification (first-party, second-party, or third-party) for the Project results.*



PHASE FOUR: DOCUMENT PROJECT-LEVEL IMPROVEMENTS

- *Projects must evaluate how their engagement with growers supports them in pursuing improvement in the targeted sustainability or regenerative outcome(s) by comparing results against project baseline(s).*
- *Upon project completion, each project must publicly share a project-level evaluation demonstrating how the project has supported growers in pursuing continuous improvement, such as:*
 - *Engagement of targeted acres or number of growers demonstrating continuous improvement within a given geography or focused on a specific natural resource concern;*
 - *Percentage increase of grower population adopting conservation delivery solutions and/or identified conservation practices compared to Project baseline(s);*
 - *Downstream customer visibility into commodity crop sourcing for a targeted volume of supply; or*
 - *Establishment of a baseline against which improvements in environmental outcomes could be quantified through transitioning to an Innovation Project.*





3.3.3 INNOVATION PROJECTS

All Innovation Projects are designed to provide tangible support for growers in accelerating adoption of practices that deliver improved sustainable or regenerative outcomes consistent with the published goals of the Project.

The pathway-specific requirements for Innovation Projects to implement the phases in Field to Market's Continuous Improvement Process are as follows:



PHASE ONE: DEFINE PROJECT INTENT AND SCOPE

- *Projects must determine scope by identifying the geographic boundaries as specifically as possible. While all Projects must focus on a state level at minimum, it is encouraged that Projects examine boundaries at a sub-state level, either grouping at counties, watersheds, or supply sheds.*
- *Projects must identify and focus on at least one of the crops within Field to Market's Platform. The current crops that are included are alfalfa, barley, corn for grain, corn for silage, cotton, peanuts, potatoes, rice, sorghum, soybeans, sugar beets, and wheat.*
- *Projects must identify at least one natural resource concern that the Project's continuous improvement objective(s) will address relevant to pressing local conservation priorities in the project region and/or global sustainable development priorities.*
- *For Projects that are interested in sampling, please consult [Field to Market's Sampling Framework](#).*



PHASE TWO: DEVELOP CONTINUOUS IMPROVEMENT PLAN

- *Projects must target improvement in at least one of Field to Market's science-based metrics while measuring all eight outcomes through the Fieldprint Platform.*
- *Project Lead(s) must collaborate with project participants to create a Continuous Improvement Plan and register the Project.*
- *Projects must define at least one SMART continuous improvement objective.*
- *Projects must consider what suite of locally relevant conservation practices can contribute solutions to pressing natural resource concerns in the selected region before developing supporting continuous improvement strategies.*
- *Each Project must develop a baseline for each continuous improvement objective to evaluate progress achieved on an annual basis. Baselines can be established through surveys, outreach to local technical assistance organizations or aggregators, and/or baseline measurement within the Fieldprint Platform for the first year of data collection.*
- *Projects must outline in their Continuous Improvement Plan what tangible support (i.e., technical assistance, cost-share programs, etc.) the Project will utilize to assist growers in pursuing increased adoption of locally relevant conservation practices to deliver improved sustainable or regenerative outcomes. **Unlike other Project pathways, the provision of this information is an explicit requirement for Innovation Projects.***
- *Projects must define and report the acreage enrollment methodology that is used. Projects must require each grower to enter data for a minimum of 10% of their acres into the Fieldprint Platform in order to be enrolled in the Project for a specific crop. Higher percentages lead to more exact results and Projects are encouraged to enter data for a larger percent of acreage where feasible. Transparency in the overall enrollment approach is required, including methods employed to ensure the acreage for which data is being entered is representative of the total acreage enrolled.*



PHASE THREE: IMPLEMENT AND EVALUATE PROGRESS

- Projects must implement continuous improvement strategies and activities to deliver against the objective(s) outlined in their Continuous Improvement Plan.
- Projects must engage growers for a minimum of five years. This can be achieved by establishing a new project with a minimum five-year duration or by adding additional years to an existing Insight Project.
- Projects must offer ongoing tangible support to assist growers in pursuing increased adoption of practices to deliver improved sustainable or regenerative outcomes.
- Projects must offer actionable insights to participating growers on an annual basis, delivering knowledge and analysis that can be used to support improved sustainable and/or regenerative outcomes for the cropping system.
- Projects must track and report progress annually against the Continuous Improvement Plan, submitting an annual report by April 30 for each year the Project is active. All annual reports will become visible on the public-facing Project Directory after they have been reviewed and approved by Field to Market staff. When submitting the annual report, each Project must define and publicly communicate their level of verification (first-party, second-party, or third-party) for the Project results.
- Projects that have submitted annual reports are eligible to make participation claims (e.g., increase in the number of growers, acres involved in the project), adoption claims (e.g. percentage increase in conservation practice or technology adoption), trends claims (e.g. interim directional improvement in a metric outcome), or impact claims (e.g. sustained improvement in a metric outcome).



PHASE FOUR: DOCUMENT PROJECT-LEVEL IMPROVEMENTS

- Projects must evaluate how their engagement with growers supports them in pursuing improvement in the targeted sustainable and/or regenerative outcome(s) by comparing results against project baseline(s).
- If the Project is complete after Phase Three, each Project must publicly share a Project-level evaluation demonstrating how the Project has supported growers in pursuing continuous improvement, such as assessing the efficacy of the Project's strategy for driving accelerated practice adoption.



PHASE FIVE (OPTIONAL): DEMONSTRATE PROJECT-LEVEL IMPACT

- This phase goes beyond documenting accelerated practice adoption to analyzing the efficacy of continuous improvement strategies by assessing quantified improvements in sustainable and/or regenerative outcomes over time.
- Projects may pursue an Impact Claim, quantifying sustained change throughout the duration of a multi-year Project, by following the [Impact Claims Verification Protocol](#). **If a Project is not registered from inception as an Innovation Project, it can build on an established data set from an Insight Project by collecting additional years of data.** It can then analyze the impact of the selected value-added incentives and continuous improvement strategies utilized to drive improvements in targeted outcomes.
- Projects that pursue this phase may participate in harmonization and alignment efforts related to Scope 3 verification and credit-based ecosystem service markets.
- Third-party verification is required to assess the associated data and underlying process the Project has employed before an Impact Claim can be shared publicly. The verification findings and aggregated Project results will be accessible in the Project's listing on the public-facing directory only at the point where an Impact Claim is verified.
- Projects are eligible to make an Impact Claim if the Project data supports quantified improvements over time.
- Any Innovation Project that has completed this assessment and successfully makes an Impact Claim will receive a status showing that the Impact Claim has been verified on the public-facing Project Directory.

4.0 Communications & Claims

4.1 Annual Review

By April 30 of each year a Project is active, it is required to submit Field to Market staff an annual report that highlights progress against the stated objective(s) and any updates made to these objective(s). The annual report should be submitted electronically through Field to Market's Project Directory as progress tracking and reporting is a key requirement to maintain active Project status. Because transparency underpins Field to Market's approach to accelerating continuous improvement, each Project must also communicate the level of verification (first-party or self-reporting, second-party, or third-party) utilized to validate the results reported on Field to Market's Project Directory. Field to Market encourages credible communication in reporting annual progress and Project results and outlines best practices Projects should follow in its [Assurance Principles](#).

4.2 Final Review

4.2.1 PROJECT EVALUATION

Upon completion, each Project is required to conduct a Project-level evaluation of the results achieved against the goal(s) and objective(s) in the Project's published Continuous Improvement Plan and make a summary of this Project-level evaluation public on Field to Market's public-facing Project Directory.

4.2.2 COMPLETED PROJECTS

When a project reports that it is complete and meets all reporting requirements, Field to Market will move the Project to the "Complete" section of the public-facing Project Directory. Completed Projects will remain on the public-facing Project Directory indefinitely. Field to Market will not continue to review a Projects' progress once marked as "Complete" on the Project Directory.



4.3 Claims Eligibility

In addition to publicly reporting progress against the stated objective(s) on a project's Continuous Improvement Plan within Field to Market's Project Directory, Projects are eligible to make the following claims:



Participation Claims

The number of growers and acres enrolled in the project. These claims are enabled for all Project pathways since their first year through annual project reporting and communicated publicly on the Project Directory.



Measurement Claims

A snapshot of aggregated metric outcomes for one year. These claims are enabled for Insight and Innovation Projects and must be filed for approval through the [Field to Market Member Portal](#), starting their first year.



Adoption Claims

The uptake of associated practice or technology consistent with the continuous improvement goal(s) and objective(s) of the Project. These claims are enabled through annual Project reporting and communicated publicly on the Project Directory, starting their first year, for Projects that are focused on increasing adoption of practices or technology.



Trends Claims

Directional improvement in metric outcomes achieved in the early years of a multi-year Project. This type of claim is enabled for Insight and Innovation Projects after two years of data collection, and must be filed for approval through the [Field to Market Member Portal](#).



Impact Claims

A quantified change in a metric outcome over a multi-year Project's duration. These claims are enabled for Insight and Innovation Projects after five years of data collection and must be filed for approval through the [Field to Market Member Portal](#). A third-party verification is also required for projects that seek to make an Impact Claim.

Field to Market encourages its members to pursue evidence-based communication. To make it simple for members to credibly communicate progress and impact, [Field to Market's Claims Quick Guide](#) outlines key requirements that Projects must meet for the intended claim they seek to make.



4.4 Assurance Principles

Field to Market prioritizes transparency in the level of verification of progress reports that appear on the Field to Market Project Directory. Field to Market staff is responsible for reviewing Project Registration data when it is submitted. This is an important step in determining that the project has met the registration requirements as outlined in the Fieldprint Project Standard for the desired Project pathway.

Beyond these initial steps, the desired level of verification of annual progress and results is determined by Project Leads where projects can choose between first-, second-, and third-party verification. Transparency allows Project Leads the flexibility to determine the level of risk that they are willing to assume in ensuring the accuracy of their reports and the corresponding level of investment that they will commit to the verification of their Project results.

The chosen level of verification will be indicated by a badge on the Project Directory. **Field to Market explicitly requires third-party verification only when projects seek an Impact Claim.** For additional information consult the Field to Market [Assurance Principles](#).

FIRST-PARTY VERIFIED

These are Projects where the assessment of progress is performed by the person or organization that is being assessed for progress. Examples include self-assessments, internal audits, or a Project's growers entering data directly into the Fieldprint Platform without technical assistance.

Numerous quality control mechanisms have been implemented within the Fieldprint Platform to support a high level of data accuracy, but there may still be some room for user error. Projects assume the risk that information is inaccurate.

For Incubation Projects, which are not required to utilize the Fieldprint Platform, projects should ensure that they have implemented sound record keeping for growers, acres, and progress against objectives.

SECOND-PARTY VERIFIED

These are Projects where the assessment of progress is performed by a contracted party which has a user interest in the outcome of the assessment. In this case, there is greater objectivity compared to first-party verification. However, due to the relationship between the assessor and the party the assessment is for, the potential for a conflict of interest remains.

In the context of Field to Market's approach, this can be a contracted technical service provider, contracted Qualified Data Management Partner, NGO Project Administrator or other entity that is being contracted and paid by a Project Lead to manage a project. The risk of inaccurate data collection is lower than first-party verification, but projects should still be able to respond to external stakeholders regarding the quality assurance processes in place to ensure the accuracy of results reported on the Project Directory.

For Incubation Projects, which are not required to utilize the Fieldprint Platform, Projects should ensure that their contractors have implemented sound record keeping for growers, acres, and progress against objectives. Projects must be able to provide evidence of these processes if requested.

THIRD-PARTY VERIFIED

These are Projects for which the assessment of progress is performed by an entity that is independent and free from conflicts of interest, having no vested interest in the outcome of the reported results. In the context of Field to Market’s approach, this would include letters of audit findings issued by an independent party.

Field to Market only requires third-party verification for Projects that file Impact Claims, but Projects may also opt for third-party verification to cover the risk associated with other types of claims. For projects that are reporting against adoption objectives, third-party verification can take different forms, ranging from having growers show USDA NRCS practice certification, or other certificates or letters of completion, to designing an independent audit to verify adoption in the field. Projects choosing this status must be prepared to show documentation in the event of external stakeholder inquiries to support their “Third-Party Verified” status.



5.0 Project Status

5.1 Prospective

Prospective Projects can be registered through the Project Directory prior to finalizing a Continuous Improvement Plan in order to identify Project intent and scope. This type of Project is also eligible to be listed on the Partnership Exchange to find collaborators.

5.2 Active

Only Projects that meet all requirements for their respective Project pathway are eligible to become an Active Project. Once a Project has met all requirements for Active status, Field to Market will list the project as “Active” on the public-facing Project Directory. After this initial listing, projects must submit annual reports each year to continue to be listed as “Active.” A subset of the information that is reported in annual reports, including progress against stated objective(s), will be listed publicly to provide transparency into how a Project is proceeding against its stated objective(s) and what opportunities or hurdles have been encountered.

Once a Project has been listed on the public-facing Project Directory as “Active,” its status will be tracked and posted annually for the lifespan of the Project. Projects that do not file annual reports will have their Project status changed to “Canceled” to reflect their non-conformity. Inactive projects will remain on the public-facing Project Directory indefinitely.

5.3 Canceled

A Project can be canceled by Field to Market’s Board of Directors at staff recommendation for the following reasons:

1. Not submitting an annual report within the required timeline.
2. Reasonable complaint about the Project that warrants further investigation – See [Section 6, Dispute Resolution and Appeals Process](#), for more information.
3. Not meeting Field to Market’s membership and licensing requirements.

A Project is also marked as “Canceled” when it self-reports that it is ending without achieving Project goal(s) and objective(s).

Field to Market understands that plans and resourcing may change. It also understands the importance of continuity and credibility in Project reporting. If a Project must end early, it is important that stakeholders can evaluate progress and learn if a Project ended prior to reaching its stated goal(s) and objective(s). After going through the cancellation process, a public-facing statement that includes the reason for early cancellation will accompany the Project. If the participating growers in the Project wish to continue their continuous improvement journey, Field to Market will make efforts to connect participating growers from the Project being canceled with new Project Leads through the Partnership Exchange.

5.4 Completed

The project is completed when it reports that it has achieved its goal(s) and objective(s), and it ends in good standing. Once the final annual report is submitted and reviewed by staff, the project status will be changed to “Completed” on the Project Directory.



6.0 Dispute Resolution and Appeal Process

Field to Market will closely and carefully consider all disputes arising from Projects. The following section describes the types of claims disputes that will be considered, the claims dispute resolution process for resolving those disputes, and communications regarding claims disputes. Given the public-facing nature of the Project Directory, information provided by Projects and posted on the Project Directory constitutes a form of claim.

TYPES OF CLAIMS DISPUTES

- Disputes about a claim or other communication made by a Field to Market member or non-member that refers to: membership in Field to Market or that references participation in or substantial connection to a Field to Market Project; claims that describe measurements made using Field to Market Fieldprint metrics; claims that describe progress against stated objectives and goals within a Fieldprint Project; claims that describe practices implemented by a Project; claims that describe investments in a Project; or claims that reference outcomes or impacts using Field to Market Fieldprint metrics.
- Disputes about a claim assessment or a claims assessment process conducted by a third-party assessor.

PROCESS

A. **Attempted Resolution**

Disputing parties are encouraged to engage and to attempt to resolve disputes prior to filing a claims dispute with Field to Market. Should negotiations between disputing parties fail to reach an agreement, a record of the attempted resolution process should accompany the filed dispute.

B. **Appeal Filed**

Disputes may be filed in writing to be considered by Field to Market. All disputes and any supporting information must be submitted either via email to claims@fieldtomarket.org or mailed via first class post to:

Field to Market
Attn: Claims Dispute Resolution
777 N Capitol Ave NE
Suite 802
Washington, DC 20002

The initial burden of proof and background for the claims dispute rests with the party raising the dispute, who will be required to provide all of the following information before the

dispute will be taken under consideration by Field to Market:

1. Information about the party raising the dispute, that includes:
 - i. Representative organization, contact person, and title/position.
 - ii. Information that demonstrates legitimacy of the party to raise a dispute which could include, but is not limited to, demonstrating a deep understanding of Field to Market's requirements, and how these may have been violated, or being involved in a Fieldprint Project.
 - iii. Contact information, including email, phone number, and mailing address.
2. Name of the individual or organization that is of concern in their dispute.
3. Details on the nature of the dispute and about which of the Field to Market standard or protocols is allegedly being broken.
4. Documentation and other supporting information to directly substantiate the dispute, including a concise narrative with clear links to supporting information that justifies the dispute.
5. Written information that previous steps were undertaken to seek resolution directly with the organization concerned in the dispute prior to initiating the Field to Market claims disputes process.
6. Recommendations from the party raising the dispute that provide clear, concise and specific actions and activities to correct problems raised in the dispute.

C. Initial Review

1. Upon receipt of the claims dispute filed as described in Section B above, Field to Market will make an initial assessment of the filed dispute and determine whether the dispute is within scope.
2. If the filed claims dispute is determined by Field to Market to be out of scope, it will be dismissed as not being covered by this process, and the party filing the claim dispute will be notified of this determination in writing.
3. If the dispute is within scope but lacks required information the party filing the claims dispute will be given a copy of this document and notified in writing of the reason for the claim dispute being considered incomplete.
4. If the dispute is within the scope and includes all required information, Field to Market will notify the party that filed the claims dispute in writing that their dispute is within scope, and that their claims dispute file is complete.
5. Upon notifying the disputant that they have provided sufficient information to process the dispute, Field to Market will request from the respondent in writing a response that addresses the allegations. The respondent shall have 20 business days thereafter (the "Respondent Notification Period") to provide any information they desire to be considered with respect to the claims dispute. Field to Market shall have no obligation to

consider any information provided after the Respondent Notification Period.

6. Within 15 business days following the Respondent Notification Period, the dispute resolution process will begin with the subcommittee assisted negotiation.

D. **Subcommittee Mediation**

In subcommittee mediation, an appointed and sector-diverse subcommittee of Field to Market representatives will assist the disputant parties in generating and negotiating concrete, actionable solutions to resolve the issues in dispute:

- The appointed subcommittee will be comprised of the Chair of the Field to Market Board of Directors and three other Field to Market member representatives. These three members of the subcommittee will be appointed by the Executive Committee of Field to Market and will each represent a different voting sector.
- To avoid conflict of interest, any member that is not independent from the Project or the appealing party will not be selected to serve on the subcommittee and will abstain from any discussions/decisions about the appeal with subcommittee members.

E. **Final Decision**

The subcommittee will pursue one of the following outcomes:

- **Memorandum of Understanding** – a document containing concrete, actionable actions to be undertaken by the parties to resolve the issues in dispute to the satisfaction of each.
- **Memorandum of Understanding with Outstanding Issues** – as above, with specific unresolved issues called out.
- **Finding of No Agreement** – contains a record of the attempted negotiation and a list of the issues that remain unresolved.
- **Finding of No Conflict** – makes note that the negotiation resulted in neither outstanding issues nor remedial actions to resolve issues originally in dispute.

F. **Decision Communicated**

Field to Market will communicate the final decision back to the party requesting appeal within one week as well as the Project Administrator. While the subcommittee decision will not be made public, the Project may wish to do its own communication about its status. If the result of the subcommittee findings determines malfeasance or that inaccurate information was supplied by the Project, the appropriate measures to address non-conformity will be taken such as Project cancellation.

For the full process for claims and communications resolution, please refer to the full [Field to Market Claims Dispute Process](#) online.

7.0 Version History

| VERSION | CHANGE | LINK |
|---------|--|----------------------|
| 2.0 | Standard Version 2.0 | Current |
| 1.2 | Deadline Extension for Public Consultation on Standard Version 1.2 | Link |
| 1.2 | Public Consultation on Standard Version 1.2 | Link |
| 1.2 | Member Consultation on Standard Version 1.2 | Link |
| 1.2 | Standard Version 1.2 | Link |
| 1.1 | Second Discussion Draft for Member Comment | Link |
| 1.0 | First Discussion Draft for Member Comment | Link |