



# UNDERSTANDING CLAIMS ENABLED IN FIELD TO MARKET'S PROJECT FRAMEWORK

VERSION 2.0 | DECEMBER 2023

Field to Market enables our members to make credible claims about advancing progress and impact through Field to Market Fieldprint Projects.

Use this Quick Start Guide to learn more about the claims currently enabled for projects registered in the Project Directory.



**Claim statements can be made by projects that are registered in the Project Directory and have met any additional requirements needed for claim approval as outlined in this document.**

Claims are available to Field to Market's Fieldprint Projects that are meeting the requirements of the Fieldprint Project Standard and are in good standing. Claims are enabled for projects at various stages of operation in the field. Use this document to learn more about the claims currently enabled for projects.



## Claims Approval Form

To make a claim regarding your project\*, please submit a Claims Approval Form via Field to Market's [Member Portal](#) and allow for 3 to 5 business days for review.

\*The Claims Approval Form is not needed for participation claims. For review of participation claims, please contact [Katrina Stacey](#), Senior Manager of Communications and Marketing.







## Participation Claims

A Participation Claim is a statement or assertion of participation in a Field to Market Fieldprint Project by a Field to Market member organization or licensee, which may also include the number of acres and growers enrolled in the project. Projects are eligible for Participation Claims from Year One.

Examples include:

- Progress in engaging and enrolling growers and acreage in measuring continuous improvement in Years 1-4 of a Fieldprint Project

## Adoption Claims

An Adoption Claim is a claim related to the uptake of a specific practice or intervention in the context of a Fieldprint Project that has a public-facing Continuous Improvement Plan. These claims allow projects to report on progress that is being made in increasing the adoption of practices or technologies that are proven through independent scientific research to be effective in improving environmental outcomes. Projects wishing to make Adoption Claims should indicate increasing adoption as a goal within their project registration, and report on progress annually in Annual Reports.

Examples include:

- Annual progress towards a goal of increasing adoption of approved conservation practices or technologies within a Fieldprint Project
- Year-over-year change in adoption of approved conservation practices or technologies within a Fieldprint Project

## Measurement Claims

A Measurement Claim is a static, one-year snapshot of aggregated annual metric performance. A Measurement Claim may be made when a Fieldprint Project has been in place for one or more years and project participants are benchmarking performance on an annual basis, using all Field to Market metrics and algorithms.

A Measurement Claim may include statements of:

- Intent to contribute sustained improvements or reductions against Field to Market's outcomes-based metrics (i.e. water use efficiency, GHGs, soil conservation)
- Engagement in a process of measuring environmental performance, including reports of aggregate Fieldprint outcomes on enrolled acres for a designated time period and geography



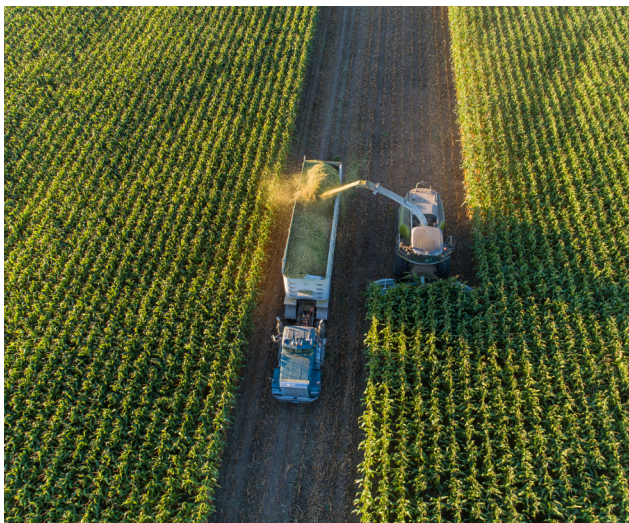
## Trends Claims

A Trends Claim may be made when a Fieldprint Project has been in place for more than one year and project participants are benchmarking performance on an annual basis, using all Field to Market metrics and algorithms. **Projects can use this claims category to demonstrate that metric results generated by a project are showing interim directional improvement before reaching the five years of data required for an Impact Claim.**

A Trends Claim may include statements of:

- Interim directional improvements or reductions against Field to Market's outcomes-based metrics within the context of a continuous improvement plan

- Qualitative improvement in outcomes (e.g. a project could state that some percentage of enrolled growers had an improved HPI score over the claim period)
- Improvements in ranges of outcomes over time (e.g. a project with 20 fields entered could report the individual scores as a range (e.g. GHG Metric outcome ranged from 7.1-10.2 CO<sub>2</sub>e/bu in year 1 of the project) and then report having seen directional improvement in that range over time)



## Impact Claims

An Impact claim is a claim of sustained improvement in environmental outcomes within a Fieldprint Project. This type of claim must meet the data requirements for multi-year projects and receive third-party verification from an entity approved by Field to Market. For further details, please see the [Impact Claims Verification Protocol](#).

Examples include:













- Reductions over the life of the Project: “In our project in the Fayetteville Watershed growers reduced their GHG Emissions by 7% over 5 years.”
- Percent of Growers that saw improvement: “In our project in the Fayetteville Watershed 40% of enrolled farms had an improved HPI score over the 5-year period of engagement.”
- Improvement in the range: “In our project growers had GHG Metric outcomes that ranged from 7.1-10.2 CO<sub>2</sub>e/bu in year 1 of the project and improved to a range of 6 -8 CO<sub>2</sub>e/bu in year 5.”

## Eligibility

In order to make claims, a Field to Market member or licensee must be in good standing and the project must demonstrate compliance with Field to Market Fieldprint Project Reporting Requirements. While not an explicit requirement, it is highly recommended that projects enroll a minimum of ten growers to preserve the anonymity of growers when reporting project metric results. Additional eligibility requirements are listed in Chart 1 below.

CHART 1

### Claims Eligibility Requirements by Type of Claim

	Minimum number of Years in the Field	Project Pathways Eligible
Participation Claim	1 Year	  
Adoption Claim	1 Year	  
Measurement Claim	1 Year	 
Trends Claim	2 Years	 
Impact Claim	5 Years	 

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