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ANNUAL REPORT

17



Field to Market®

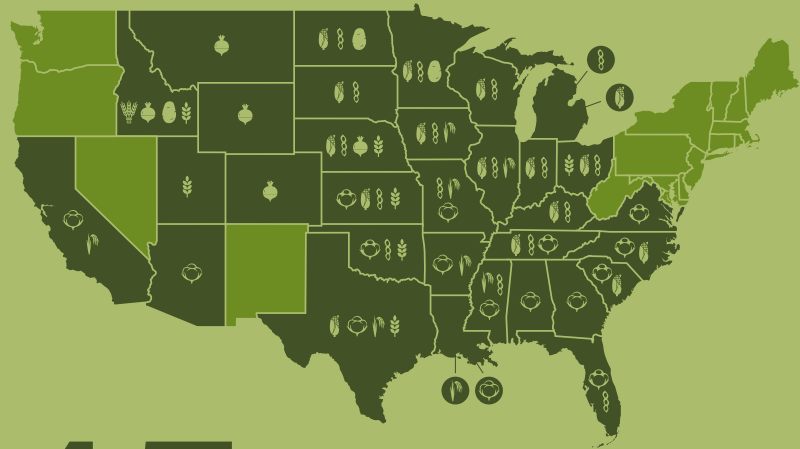
2017 BY THE NUMBERS



134

Members

Field to Market is the premier sustainability initiative joining diverse organizations from all levels of the food and agricultural supply chain representing more than **\$1.3 trillion** in combined revenues.



45

Fieldprint® Projects

Our members are partnering with growers on a journey of continuous improvement through 45 Fieldprint® Projects across 32 states (**seven more states than 2016**).



2.8 Million

Acres (300K more than 2016)

Nearly 3 million acres of commodity crops are enrolled in a journey of continuous improvement through participation in our Supply Chain Sustainability Program.

2,300+

Farmers



Field to Market is engaging farmers on the ground to measure the environmental performance of their management practices using the Fieldprint® Platform (**200 more farmers than 2016**).



15%

Membership Growth

Creating shared value from farm to fork, Field to Market's membership continues to grow at a significant pace, demonstrating convergence around a common framework to measure sustainability in U.S. agriculture.

This report provides an overview of Field to Market's accomplishments and the progress achieved in 2017 as the Alliance works to catalyze the sustainability of commodity crop production in the United States.

In the following pages, we celebrate the collective milestones achieved and look to the future at what can be accomplished harnessing the shared vision and commitment of our diverse membership.

Inside, you will discover key accomplishments of the past year for Field to Market, including:

- **Celebrating outstanding leadership** of farmers and the supply chain in their pursuit of continuous improvement, resulting in measurable benefits to productivity, profitability, and environmental outcomes;
- **Gaining recognition** for participating farmers and streamlining sustainability data collection for the supply chain through an equivalency agreement with the Sustainable Agriculture Initiative (SAI) Platform;
- **Achieving comprehensive integration** of our sustainability metrics and algorithms into four leading farm management, precision agriculture and decision support software platforms; and much more!

These achievements would not be possible without the dedication and investment of time, expertise and resources from our members through Field to Market's Standing Committees and the leadership of Field to Market's Board of Directors. Our members' commitment to catalyzing continuous improvement enables the Alliance to create meaningful multi-stakeholder dialogues and substantive progress in advancing sustainable agriculture.

We invite you to join with Field to Market as we celebrate our collective achievements and cast a vision for what can be accomplished in the years ahead. On behalf of the entire Field to Market staff and board members, we would like to thank you for your continued support and dedication to our mission and vision.

Regards,



Rod Snyder
President



Stefani Millie Grant
Chair

ABOUT US

Across the agriculture supply chain—from the farm gate to the retail and restaurant counter—the challenge of producing enough food, fiber and fuel for a rapidly growing population while conserving natural resources, has become increasingly complex.

With the world population estimated to reach 9 billion by 2050, the entire supply chain must work together to efficiently and responsibly lay the groundwork for the future. Collaboration among stakeholders through industry-wide dialogue, grounded in science and open to the full range of technology choices, will create opportunities across the agricultural supply chain to promote 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, fuel and fiber demands
- Improving the environment
- Improving human health
- Improving the social and economic well-being of agricultural communities

OUR VISION

To champion solutions for tomorrow's safe, accessible, and nutritious food, fiber and fuel in thriving ecosystems.

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
- Committed to creating opportunities across the agricultural supply chain for continuous improvements in productivity, environmental quality and human well-being

Field to Market strives to meet the challenge of producing enough food, 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 Alliance and its members recognize that a critical component of any sustainability goal is the maintenance of economic viability. Field to Market will provide useful measurement tools and resources for growers and the supply chain that track and create opportunities for continuous improvement.

Our efforts are guided by the following goals:

- **Energy Use** – Sustained improvement in energy use efficiency from U.S. crop production
- **Greenhouse Gases** – Sustained reduction in greenhouse gas emissions from U.S. cropland per unit of output, and sustained contribution to addressing the overall greenhouse gas (GHG) emissions from agriculture, recognizing the need to meet future crop production demands.
- **Irrigation Water Use** – Sustained contribution to solving regional water scarcity problems through continual improvement in irrigation water use efficiency and conservation.
- **Land Use** – Sustained improvement of land use efficiency by increasing productivity on U.S. cropland, conserving native habitat, and enhancing landscape quality.
- **Soil Conservation** – Sustained reduction in soil erosion to tolerable levels or below on all U.S. cropland.
- **Water Quality** – Sustained contribution to solving regional water quality problems as evidenced by reductions in sediment, phosphorus, nitrogen, and pesticide loads from U.S. cropland.



FEBRUARY 2017

Scaling Sustainability Measurement

We announced a comprehensive integration between the sustainability metrics and algorithms of the Fieldprint® Platform and leading precision agriculture, decision support and farm management software solutions. Key to this integration was the launch of the Fieldprint® Application Programming Interface (API), which connects Field to Market's metrics directly into the partnering software solutions.

Learn more about our technology partners on page 10.



MARCH 2017

Collaboration Streamlines Agricultural Supply Chain Data Collection and Sustainability Assessment Efforts

We reached an equivalency agreement with Sustainable Agriculture Initiative (SAI) Platform in March, after a year-long benchmarking assessment, allowing U.S. commodity farmers utilizing the Fieldprint Platform to gain global recognition if desired. Field to Market's Fieldprint® Platform is an accepted means of fulfilling the requirements of the SAI Platform's Farm Sustainability Assessment (FSA).

Learn more about how this agreement creates greater efficiency for brands and retailers on page 26.



MARCH 2017



Expanding Capacity to Support Journeys of Continuous Improvement

Lexi Clark joined Field to Market in March, providing dedicated support to advance journeys of continuous improvement by helping farmers and the supply chain to document and demonstrate sustainability performance. In this role, she assists Field to Market member organizations with Fieldprint® Project registration and reporting; provides training around the Fieldprint Platform; and facilitates the Fieldprint Project Administrators Network and the Awards and Recognition Committee. With more than a decade of experience as a soil conservationist for USDA's Natural Resources Conservation Service, Lexi brings with her a passion for stewardship and depth of expertise in conservation practices focused on nutrient management and building soil health.

APRIL 2017

Improving Visibility of Sustainability Performance

Field to Market launched our Benchmark Database, a dynamic, online tool that provides better access to Field to Market's benchmark values at the state and national levels, which were previously only available through field-level analyses in the Fieldprint® Platform. This interactive resource allows users to query benchmarks by crop or by state for barley, corn, cotton, potato, rice, soybean, sugar beet, winter wheat, spring wheat and durum wheat for five of Field to Market's eight sustainability metrics—Energy Use, Greenhouse Gas Emissions, Irrigation Water Use, Land Use and Soil Conservation.

Learn more about how the benchmarks can be used to assess continuous improvement over time on page 15.



JUNE 2017



Expanding Capacity to Improve Sustainability Through Education & Outreach

Kelly Murray Young joined Field to Market as Educational Resource Manager, responsible for the development and curation of educational tools, resources, and training materials for use by the agricultural supply chain and specifically trusted farmer advisers to catalyze continuous improvement. She serves as lead staff member for Field to Market's Education and Outreach Committee. A career educator, Kelly comes to Field to Market with more than 20 years of experience, most recently serving as an agriculture and natural resources extension agent and research specialist with the University of Arizona.

JUNE 2017

Improving Measurement by Leveraging the Latest Science

Field to Market's Board of Directors approved revisions to how nitrous oxide (N₂O) emissions are calculated in the Greenhouse Gas Emission metric, enabling corn, soy, and wheat farmers to more accurately evaluate reduc-



tions in N₂O emissions from the adoption of advanced nitrogen fertilizer management practices that align with the 4R nutrient stewardship program. This revision was the culmination of a nearly two-year development process in collaboration with the scientific community to improve the accuracy of emissions estimates by adjusting emissions factors based on crop, geographic location, soil texture and nitrogen application rate.

Learn more about how Field to Market utilizes the latest science to improve measurement on page 12.

AUGUST 2017



Enabling the Supply Chain to Demonstrate Impact

The capstone of Field to Market's Supply Chain Sustainability Program is the verification and assurance system which enables the supply chain to measure progress in engaging farmers on a journey of continuous improvement through Measurement Claims and also quantify improvements in environmental outcomes over time through Impact Claims. This summer, Field to Market's Board of Directors voted to approve a critical policy to enable the value chain to demonstrate impact—the Impact Claims Protocol. Through this protocol, Field to Market offers the U.S. agriculture industry a standard methodology for reporting and credibly communicating continuous improvement in environmental outcomes to consumers, shareholders and other interested stakeholders.

Learn more about what's enabled in the Impact Claims Protocol on page 24.

SEPTEMBER 2017



Partnering with USDA to Bolster Sustainability Measurement

Our long-standing partnership with USDA's Natural Resource Conservation Service has provided an important foundation that underpins Field to Market's sustainability metrics. We renewed a memorandum of understanding in September which governs the continued use of NRCS tools and models in the Fieldprint® Platform through 2021.

NOVEMBER 2017



Celebrating Outstanding Leadership in Advancing Sustainability

Field to Market launched the Sustainability Leadership Awards Program to recognize farmers and organizations who have demonstrated outstanding leadership through their efforts to advance continuous improvement in the sustainability of U.S. agriculture. The winners of the Farmer of the Year and Collaboration of the Year awards demonstrate an extraordinary pursuit of continuous improvement, resulting in measurable benefits to productivity, profitability, and environmental outcomes.



Learn more about the 2017 Farmer of the Year and the 2017 Collaboration of the Year award winners on page 17.



Sustainable Ag Summit Achieves Record Attendance

More than 500 people from across the food and agriculture value chain convened in Kansas City on November 15 and 16 for the third-annual Sustainable Agriculture Summit. Field to Market and the Innovation Center for U.S. Dairy jointly hosted the Summit together with National Pork Board, the Stewardship Index for Specialty Crops, the U.S. Poultry & Egg Association, and the U.S. Roundtable for Sustainable Beef. The focus of the two dynamic days of dialogue centered on sharing perspectives of how sustainability solutions are being realized on farms across the country and how downstream companies are engaging with their supply chains to advance sustainable outcomes for agriculture.

Continued Convergence Around Field to Market as Leading Solution to Advance Sustainable Row Crops

Our membership continues to grow at a significant pace, demonstrating convergence around a common framework to measure sustainability in U.S. agriculture.

This year, the Alliance welcomed **18 new members** including:

NEW FULL MEMBERS



NEW ASSOCIATE MEMBERS



For more information

As membership continues to grow, please visit our website for the most up to date list of members: <http://fieldtomarket.org/members/>.



FROM OUR NEW MEMBERS

“Wrangler buys roughly 50 percent of its cotton from U.S. growers and we’d like for it to be produced as sustainably as possible. As we work to deepen our understanding of the connection between soil health and effective on-farm practices, Field to Market’s experience and infrastructure will be invaluable.”

—**Roian Atwood**, *director of sustainability, Wrangler*

“Environmental Initiative, and the entire Field Stewards partnership, is excited to join Field to Market and collaborate in helping American farmers become more productive, more sustainable and able to feed an increasingly populous planet.”

—**Mike Harley**, *executive director, Environmental Initiative*

“The Texas Alliance for Water Conservation has had a Fieldprint Project sponsored by the National Cotton Council for more than five years. By formalizing this relationship with affiliate membership, we hope to create new opportunities and continue our research to understand the relationship between sustainability and profitability.”

—**Donna Mitchell McCallister**, *research assistant professor, Department of Agricultural and Applied Economics, Texas Tech University*

“The MIT Joint Program is delighted to join Field to Market. A core mission of the Joint Program is to produce decision-relevant science that advances global sustainability. We can only do that when we engage with organizations that are making and shaping decisions that will change the world. Field to Market members include many of the world’s leading food and agricultural companies who are committed to science-based solutions.”

—**John Reilly**, *co-director, MIT Joint Program on the Science and Policy of Global Change*

Leading Farm Management, Precision Agriculture and Decision Support Platforms Integrate Field to Market's Sustainability Metrics

Field to Market has had a longtime vision of allowing farmers to access our pre-competitive sustainability insights through software tools of their choice, and this year we achieved an important milestone toward that goal. In February, we announced a comprehensive integration between the sustainability metrics and algorithms of the Fieldprint® Platform and leading precision agriculture, decision support and farm management software solutions.

The integration provides commodity crop producers with a seamless

solution for assessing sustainability performance of their management practices by utilizing tools from qualified data management partners, including Ag Connections, LLC's Land.db® system, a wholly-owned subsidiary of Syngenta; Agrible's Morning Farm Report®; Heartland Science and Technology Group's Precision Conservation Management Portal, a collaborative effort with the Illinois Corn Growers Association; and MyFarms.

This integration is made possible by the launch of a Fieldprint® Application Programming Interface (API), which

connects seven sustainability metrics and associated algorithms from the Fieldprint Platform directly to these software solutions, allowing farmers to assess the environmental performance of their management practices against regional, state and national benchmarks for key sustainability indicators.

"By combining Field to Market's sustainability metrics and algorithms together with leading software solutions, farmers can simultaneously evaluate productivity, profitability and sustainability options as part of their planning process," said Rod Snyder,





president of Field to Market. “This integration now provides farmers with robust analysis of their sustainability performance at their fingertips, which is underpinned by the industry’s most

outcomes-based and metrics-driven sustainability measurement platform is supported by more than 130 organizations across the food and agriculture industry.

“We are proud to collaborate with Ag Connections, Agribile, Heartland Science and Technology Group and MyFarms to integrate the sustainability analytics offered by Field to Market alongside the agronomic insights farmers depend upon,” said Paul Hishmeh, data and technology director of Field to Market. “These collaborations are the first step in bringing our vision to life—a technology landscape that offers farmers robust sustainability analytics in the platform of their choice.” ■

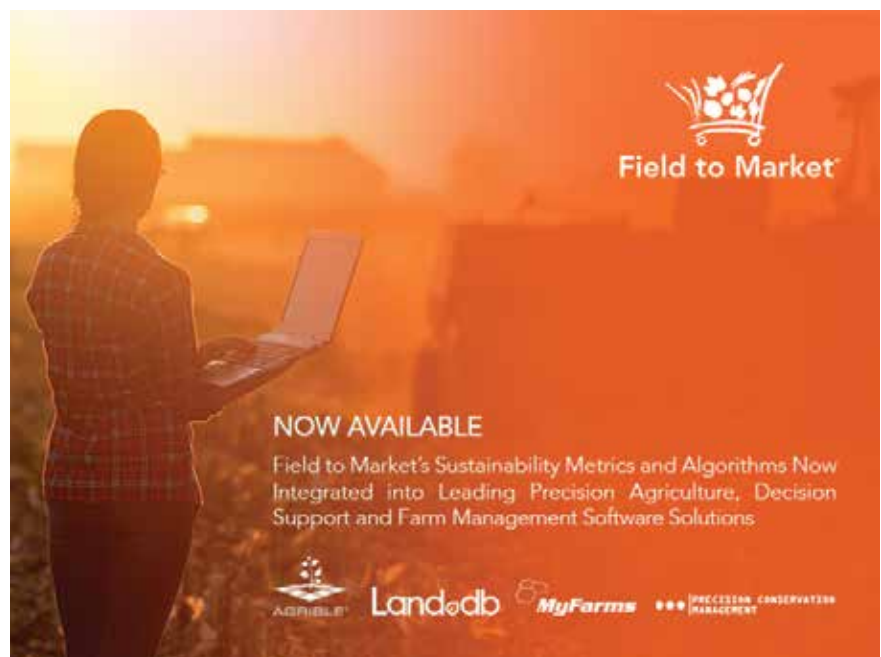
By combining Field to Market’s sustainability metrics and algorithms together with leading software solutions, farmers can simultaneously evaluate profitability and sustainability options as part of their planning process.”

— Rod Snyder
President, Field to Market

accepted and recognized sustainability measurement framework.”

With a goal of scaling engagement in Field to Market’s Supply Chain Sustainability Program, this integration will exponentially increase the reach of the of the organization’s pre-competitive sustainability metrics beyond the Fieldprint® Calculator, Field to Market’s free and confidential online tool for commodity producers.

Farmers utilizing any of these tools, whether through the Fieldprint Calculator or now through associated farm-management software, have the ability to document and demonstrate their sustainability performance using the common measurement framework offered by the Fieldprint Platform. Developed through a multi-stakeholder, consensus driven process, this



Utilizing the Latest Science to Improve Sustainability Measurement

Field to Market remains committed to advancing the sustainability of commodity crop production through science-based leadership. As a result, the Metrics Committee reviews each metric on a triennial basis to ensure that the best available

science is incorporated to improve the accuracy of the metric outcomes. In 2017, the Metrics Committee led efforts to improve both the Greenhouse Gas Emissions and Energy Use Metrics. This review resulted in improved accuracy of nitrous oxide emissions

estimates for all farmers and organizations utilizing Field to Market's tools and program to advance sustainability efforts. In addition, it initiated a public comment period to evaluate proposed revisions to improve the accuracy of the rice methane emissions estimates and to better account for the relative proportion of energy used in different activities on farm.

The revised Greenhouse Gas Emissions Metric improves the accuracy of nitrous oxide emissions estimates for all farmers utilizing the Fieldprint® Platform by referencing a database of published results from the USDA hybrid model to adjust emissions factors based on crop, geographic location, soil texture and nitrogen application rate. In addition, the revision also

The revised Greenhouse Gas Emissions Metric improves the accuracy of nitrous oxide emissions estimates for all farmers utilizing the Fieldprint® Platform by referencing a database of published results from the USDA hybrid model to adjust emissions factors based on crop, geographic location, soil texture and nitrogen application rate.



enables—for the first time—corn, soybean and wheat farmers to see the reductions in nitrous oxide emissions from adoption of advanced nitrogen management practices that align with the 4R Nutrient Stewardship program (Right Rate, Right Source, Right Time and Right Place). The research effort for development of the nitrous oxide emissions modifiers for advanced nitrogen management identified sufficient literature and scientific consensus for these three cropping systems in the United States. Field to Market will continue to monitor emerging science and adopt similar management practice modifiers for additional crops when feasible so that all farmers can use their Fieldprint® Analysis to identify possible improvements in field management practices that can reduce their Greenhouse Gas Emissions Metric score over time.

The improved accuracy of the nitrous oxide emissions estimates was the culmination of an effort initiated in 2015, which started a nearly two-year development process in collaboration with the scientific community, under the leadership of Dr. Clifford Snyder, Nitrogen Program Director at the International Plant Nutrition Institute. Together, this body submitted an initial version of the proposed revision to Field to Market in the summer of 2016. This proposal was then peer-reviewed



by two external expert scientific reviewers selected by Field to Market and also by Field to Market's Metrics Committee, an elected, multi-stakeholder governance body comprised of equal representation from Field to Market's grower, agribusiness, brands and retail, civil society and affiliate (public sector and academia) membership sectors. An updated version of the proposed revision was re-sub-

mitted to Field to Market in December 2016, undergoing a second round of review through Field to Market's Metrics Committee and Greenhouse Gas Emissions Metric subgroup followed by a public comment period in the spring of 2017. The final metric revisions were approved by Field to Market's Board of Directors.

In November, the Metrics Committee opened public comment periods for proposed revisions to the Energy Use Metric and the methane emissions estimates of the Greenhouse Gas Metric. The proposed revision to the Energy Use Metric updates several underlying data sets that have been modified by government agencies over the past eight years to better account for the relative proportion of energy used in different activities on farm. The proposed revision improves the accuracy of methane emissions estimates by introducing an Intergovernmental Panel on Climate Change (IPCC) Tier 2 approach using region specific emissions factors, as well as several scaling factors based on production practices. The emissions and scaling factors were developed by a group of scientists, led out of University of California-Davis, and in collaboration with Field to Market, based on a literature review and a meta-analysis of data from field studies of rice methane emissions in the United States. ■



Equipping Trusted Advisers to Deliver Sustainable Outcomes

A key pillar of Field to Market's Supply Chain Sustainability Program is the organization's collective commitment to catalyzing continuous improvement. We recognize that sustainable outcomes for agriculture cannot be delivered as the result of measurement alone. Trusted advisers, like CCAs, retail agronomists, extension agents and NRCS field staff, are a critical source of information and counsel for farmers making field-level decisions. Agricultural retailers and

crop advisers are in an influential position to scale up efforts to deliver sustainable outcomes for U.S. agriculture. To that end, Field to Market is partnering with the Agricultural Retailers Association (ARA), the American Society of Agronomy (ASA) International Certified Crop Advisers Program and Environmental Defense Fund (EDF) to develop sustainability programming for agricultural retailers and crop consultants through the SPARC initiative. Together these partners are working

to offer tools and resources that trusted advisers need to help farmers accelerate the adoption of conservation practices.

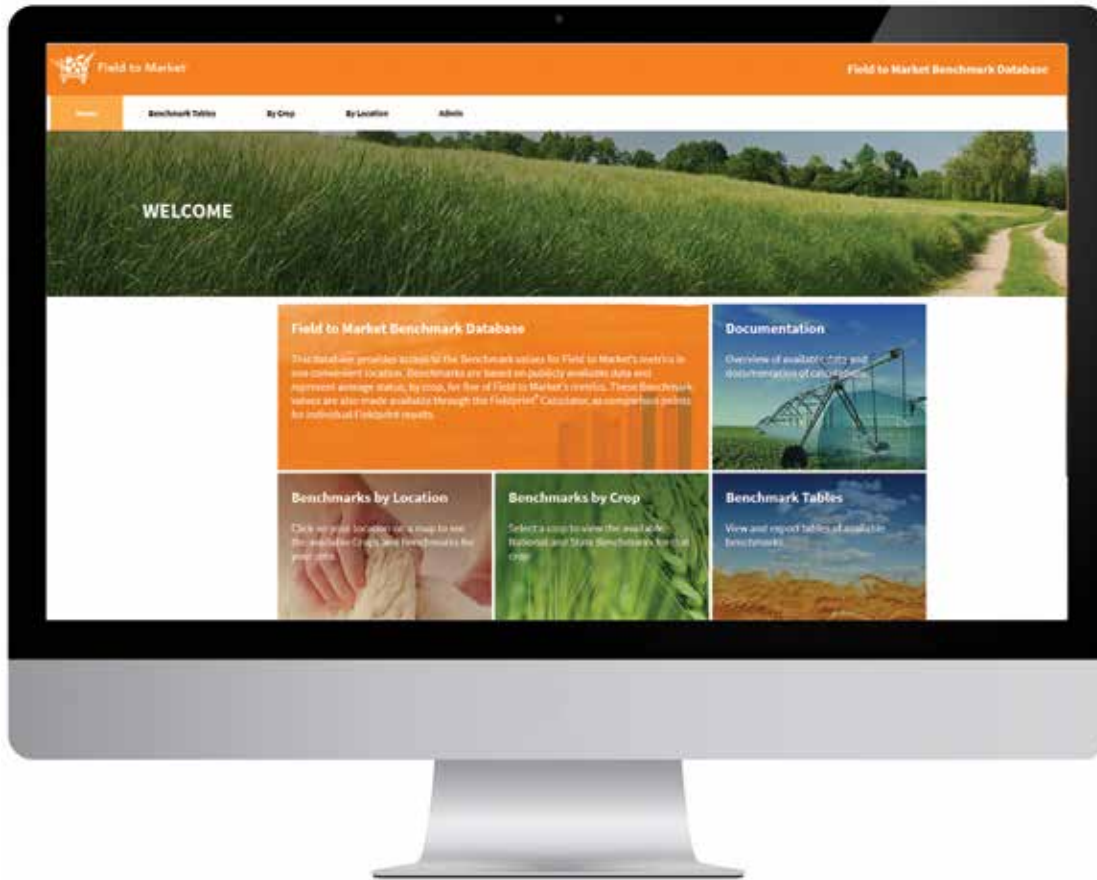
Key objectives of this collaboration include helping trusted advisers:

- Establish a common definition for sustainability and explore opportunities for providing sustainability services to their farmer clients;
- Translate the connections between farmers' conservation and stewardship efforts and the sustainability metrics of the Fieldprint Platform;
- Explain supply-chain demand signals around sustainably sourced products;
- Tell their own story of continuous improvement.

Agricultural retailers and crop advisers are in an influential position to scale up efforts to deliver sustainable outcomes for U.S. agriculture.



Enabling Better Benchmarking



In April, Field to Market released a new tool that provides better access to Field to Market’s benchmark values at the state and national levels for five of the metrics in our program. For the first time, Field to Market’s Benchmarks Database offers the benchmarks of the Fieldprint Platform® through a dynamic query tool.

This interactive resource allows users to view benchmarks by crop or state for barley, corn, cotton, potato, rice, soybean, sugar beet, winter wheat, spring wheat and durum wheat for five of Field to Market’s eight sustainability metrics. The benchmarks reflect a 2008-2012 standard value calculated from publicly available data at the national and state level for Energy Use, Greenhouse Gas Emissions, Irrigation Water Use, Land Use and Soil Conservation. While not intend-

While not intended for regional comparisons, these benchmarks are useful in establishing a baseline against which to assess continuous improvement over time.

ed for regional comparisons, these benchmarks are useful in establishing a baseline against which to assess continuous improvement over time. Similarly, companies that wish to engage and support their supply chains in achieving continuous improvement

can learn more about average levels of performance both nationally and in the regions from which they source.

The remaining Field to Market Sustainability Metrics—Water Quality, Soil Carbon, and Biodiversity—are represented by qualitative index models for which it is not currently possible to calculate benchmarks from publicly available data. Full documentation of the methods and data used to generate the benchmarks are available through the Benchmark Database website.

This tool is a complimentary service available to Field to Market’s full members. To access this new feature, visit: benchmarks.fieldtomarket.org and request an account. Associate members and non-members can purchase access to the tool for a three-year period by paying a license fee. ■



In 2017, Field to Market launched the Sustainability Leadership Awards Program to recognize farmers and organizations that have demonstrated outstanding leadership through their efforts to advance continuous improvement in the sustainability of U.S. agriculture.

Selected by Field to Market's Board of Directors and Awards and Recognition Committee, the winners of the Farmer of the Year and Collaboration of the Year demonstrate an extraordinary pursuit of continuous improvement, resulting in measurable results and significant impact on both agriculture and the environment. In the next pages, learn more about the **2017 Farmer of the Year: Jennifer James** and the **2017 Collaboration of the Year: Kellogg Origins™ Great Lakes Wheat Fieldprint® Project**.





Arkansas Rice Farmer Jennifer James Recognized for Outstanding Conservation and Sustainability Leadership

On her family's farm in Newport, Arkansas—roughly 90 miles northeast of Little Rock—Jennifer James, Field to Market's 2017 Farmer of the Year, carries the torch passed onto her from the three generations that stewarded the land before her. She is proud of her role in managing her family's 6,000-acre farm with sustainability in center focus as

she seeks to harvest not only rice, but also lasting benefits for the economy, environment, wildlife and the next generation.

Recognized for her outstanding conservation efforts on her farm and leadership in advancing sustainable agriculture by Field to Market's diverse membership as Field to Market's 2017 Farmer of the Year, Jennifer shares

that her commitment to sustainability is a natural reflection of her family's connection and history with the land.

"Jennifer recognizes the importance of sustainable farming to preserving our farm lands for future generations and is a true champion of the U.S. rice industry," shared Betsy Ward, President and CEO, USA Rice.



“Farmers are the first conservationists. Sustainability has carried over in agriculture and in my family from generation to generation, and I’m honored to play a role in passing it down to generations to come.”

— Jennifer James
*Field to Market's 2017 Farmer of the Year
4th Generation Farmer, Newport, Arkansas*



Stewarding a Legacy of Conservation

“We take great pride in our commitment to the conservation of natural resources and instituting practices that provide wildlife habitat and conserve water,” said Jennifer. “I am very proud that our original farm has been owned and operated by our family for over 100 years and is recognized as an Arkansas Century Farm.”

Jennifer hopes that her 17-year-old son, Dylan, will be the next member of the family to take up the family mantle of conservation.

“Farmers are the first conservationists,” asserted Jennifer. “Sustainability has carried over in agriculture and in my family from generation to generation, and I’m honored to play a role in passing it down to generations to come.”

She dreams of her son, who is currently a high-school student with

plans to pursue a degree in agricultural business, one day returning to work the land his great-great grandfather purchased in the late 1800s.

“I am impressed by her family’s sustainable approach to farming,” shared Arkansas Senator John Boozman. “Jennifer’s commitment to conserving



natural resources will allow future generation to continue to farm and contribute to Arkansas’s economy for years to come.”

Economic and Environmental Dividends

With rice serving as the state’s top agricultural export, Jennifer recognizes the role that her family farm plays in contributing to both the local and state economy. But this sense of purpose and pride does not end at the balance sheet. Beyond the substantive economic and nutritional benefits of rice, are the environmental dividends shares Jennifer.

“Our 6,000 acres provides critical habitat for migratory waterfowl and other wetland-dependent species each year,” she expressed. “Each winter, our flooded rice fields are home to thousands of birds, demonstrating how agriculture and natural resource management go hand in hand.”

LEADING BY EXAMPLE

The practice of winter-flooded rice fields helps farmers like Jennifer capture winter rains to help decompose straw, prevent erosion and control weeds, while also providing important sustenance for wildlife and waterfowl, including waste grain, weed seeds and invertebrates.

in the future of farming for producers like Jennifer. The farm includes multiple tailwater recovery systems to recycle irrigation water; laser land-leveling to further reduce water use and soil runoff; a large number of irrigation practices based on geographic conditions and installed moisture sensors to

the environment is being conserved,” explained Jennifer.

Documenting and demonstrating continuous improvement, utilizing a tool like Syngenta’s Land.db that integrates the sustainability metrics of the Fieldprint Platform, is one of the ways that she is working to strengthen consumer confidence in the sustainability of the U.S. food system.

“The Fieldprint Platform gives me a perfect avenue to show the consumer what we’re doing on the farm and the care and the love and the pride that we have in the product that we’re providing for them. It verifies that we’re saving water, improving the health of our soil and that we are impacting the environment less,” emphasized Jennifer.

As Chair of USA Rice Federation’s Sustainability Committee, she also understands the importance of ensuring that her peers can demonstrate their sustainability story. By serving in this leadership role, Jennifer is a role model to her peers in the rice industry, leading by example as she implements farming practices that benefit soil, water and air quality. ■

“I am impressed by her family’s sustainable approach to farming. Jennifer’s commitment to conserving natural resources will allow future generations to continue to farm and contribute to Arkansas’s economy for years to come.”

— John Boozman
Arkansas Senator

Conservation and Collaboration

Whether it is management of natural resources or boosting yields to meet the demands of a hungry planet, research and technology play a key role

help with irrigation efficiency.

“Consumers today are several generations removed from the farm, and of course they want to know that their food is grown safely and that





Kellogg Company, Syngenta and The Nature Conservancy Honored for Efforts to Deliver Sustainable Outcomes for Agriculture in Michigan's Saginaw Bay

From the wheat fields of Michigan to your morning bowl of cereal, diverse players spanning the entire length of the food and agriculture value chain are the recipients of Field to Market's 2017 Collaboration of the Year Award. Recognized for their outstanding collaboration and partnership in advancing continuous im-

provement at the field and landscape level, Kellogg Company, Syngenta and The Nature Conservancy are collaborating together to drive sustainable outcomes for agriculture in Michigan's Saginaw Bay.

By working together in the Kellogg Origins™ Great Lakes Wheat Fieldprint® Project for the past three grow-

ing seasons, these partners are partnering to create a more profitable and sustainable supply chain by helping farmers document and demonstrate how conservation practices enhance natural resource management and support water quality both in Saginaw Bay and the larger Great Lakes watershed.

By utilizing Field to Market's sustainability metrics embedded in the Syngenta farm management software, Land.db, participating farmers in the Fieldprint Project are able to measure their sustainability performance and identify opportunities for continuous improvement."

— Liz Hunt
Sustainable Solutions Account Manager, Syngenta



Helping Protect Michigan's Saginaw Bay

As the largest watershed in the state of Michigan, Saginaw Bay spans 5.5 million acres and 22 counties. The ecological health of Saginaw Bay and its tributaries is critically important to not only Lake Huron, but the entire Great Lakes ecosystem, supporting a diversity of fish, migratory birds and other wildlife, while also providing an important source of drinking water for surrounding communities.

The watershed is also home to some of Michigan's most productive farmland. With agricultural use covering 45 percent of the watershed's land area, it is crucial that proper land management is understood to balance agronomic and environmental needs.

Kellogg Company, Syngenta and The Nature Conservancy are working in collaboration to improve the quality of

the Saginaw Bay Watershed by helping farmers understand how their management practices impact different sustainability outcomes. Kellogg's and Syngenta are working to measure continuous



improvement using Field to Market metrics with farmers in the area.

Similarly, Kellogg's and The Nature Conservancy are helping train certified crop advisors to support farmers in the region through Kellogg's financial support for the USDA's Regional Conservation Partnership Program (RCPP) in the Saginaw Bay Watershed. This multi-layered, holistic approach ensures that technical assistance and cost-share programs are available to farmers, while progress is measured and evaluated both on farm and in the region.

Engaging Farmers on a Sustainability Journey

"By utilizing Field to Market's sustainability metrics embedded in the Syngenta farm management software, Land.db, participating farmers in the Field-print Project are able to measure their sustainability performance and identify





opportunities for continuous improvement,” said Liz Hunt, Sustainable Solutions Account Manager, Syngenta.

Each year, farmers in the project participate in a grower workshop hosted by Kellogg’s, a local supplier and Syngenta, where results of the

organizations and our suppliers in order to work with farmers across the U.S. to reinforce conservation outcomes through climate smart agriculture, while focusing on improved farmer livelihoods,” said Mary Tate, Senior Manager, North America Responsible Sourcing, Kellogg Company.

For the past two years, The Nature Conservancy has attended the project’s annual workshop for participating farmers, sharing information on technical assistance and cost-share programs available to farmers looking to adopt specific conservation practices.

“By adopting proven soil health and nutrient management practices, farmers can keep more soil and fertilizers on their land and out of the water, protecting our Great Lakes far into the future,” shared Mary Fales, Saginaw Bay Watershed Director, The Nature Conservancy. “We’re proud of our work in Saginaw Bay Watershed and our collaboration with the agricultural supply chain to help farmers implement a variety of practices like cover crops, nutrient management and reduced tillage.”

Harvesting Improvement

To date, participating farmers have evaluated the sustainability performance of more than 7,000 acres of soft winter wheat, evaluating how their farming practices and a focus on soil health can help improve water quality, while also identifying opportunities for improvement by benchmarking their performance against their peers.

“We keep track of all our inputs, our applications and our farm management practices, and at the end of the year, we are able to look back and track our sustainability efforts using certain metrics,” said Justin Krick, participating wheat farmer, Frankenmuth, Michigan.

Together, these partners are taking steps towards helping farmers make their fields more resilient and improve their bottom line, while helping to improve the lands and waters of Saginaw Bay for generations to come – a collaboration that fosters truly lasting impact.

“To me, the real definition of ‘sustainability’ is ensuring that my kids are going to have somewhere to farm,” said Rita Herford, participating wheat farmer, Minden City, Michigan. “It’s doing things right, it’s doing things environmentally friendly, keeping the soil healthy, replenishing nutrients into the soil, because if we don’t have land to farm on, if we don’t keep that quality up, we don’t have a farm.” ■

“To me, the real definition of ‘sustainability’ is ensuring that my kids are going to have somewhere to farm.”

— Rita Herford
participating wheat farmer, Minden City, Michigan

sustainability data collected through the project are shared and farmers are connected to additional resources to help implement best practices on farm, ensuring a feedback loop with actionable outcomes.

“We’re really excited to partner with

Enabling the Supply Chain to Demonstrate Impact

Many sustainability schemes offer the ability to verify the adoption of practices, but very few standards can quantify and validate the impact of these efforts in advancing sustainable outcomes like improved water quality or soil conservation. Field to Market's Supply Chain Sustainability Program offers a

science-based approach to measuring the impact of efforts to engage farmers on a journey of continuous improvement, quantifying improve-

ments in environmental outcomes and demonstrating impact.

Field to Market's Verification Committee has worked collaboratively through a multi-sector, consensus driven approach for the past three years to develop protocols and processes for how field-level sustainability data could be aggregated—while

protecting individual farmers' data privacy—to enable companies to measure and assess the sustainability performance of their supply chains.

These efforts are now embodied in the Impact Claims Protocol, which was approved by Field to Market's Board of Directors and General Assembly during the summer. In combination with the previously adopted Measurement Claims Protocol, the newly established Impact Claims Protocol completes Field to Market's verification and assurance system.

The Impact Claims Protocol enables Fieldprint Projects to quantify sustained improvements or reductions against Field to Market's outcomes-based metrics with the rigor and credibility offered through third-party verification, enabling projects to demonstrate assurance of an improved trend line and assess performance against the project's five-year benchmark. Learn more about the unique attributes of the Impact Claims Protocol below. For more information or questions on Field to Market's verification and assurance system, contact Chisara Ehiemere at cehiemere@fieldtomarket.org. ■

The Impact Claims Protocol enables Fieldprint Projects to quantify sustained improvements or reductions against Field to Market's outcomes-based metrics with the rigor and credibility offered through third-party verification, enabling projects to demonstrate assurance of an improved trend line and assess performance against the project's five-year benchmark.

science-based approach to measuring the impact of efforts to engage farmers on a journey of continuous improvement, quantifying improve-

ments in environmental outcomes and demonstrating impact.



FIVE THINGS TO KNOW ABOUT THE IMPACT CLAIMS PROTOCOL

1 Designing Winning Strategies for Continuous Improvement

The Protocol codifies an approach for how Fieldprint Projects can support participating farmers' journeys of continuous improvement by considering what strategies, support and technical assistance can be offered through the development of a Continuous Improvement Plan. Required in Year Three for any project wishing to make an Impact Claim, this plan is useful even for projects that are just starting out, enabling them to design farmer engagements that encourage continuous improvement and are positioned for success.

3 Reducing Burden Through Process-Based Verification

While the Protocol's credibility and rigor is underpinned by third-party verification to validate impact claims, we recognize the importance of constraining the costs of verification to ensure the financial feasibility of the assessment. To avoid unnecessary costs, a third-party verifier is only brought in once a project files an Impact Claim. In addition, the scope of the verifier's visit is limited to the Project Specialist, which is the role that is closest to the farmers and is responsible for managing data collection and grower engagement. By focusing verification on the process and the quality and integrity of the data collected to assess the impact of these efforts, Field to Market's Supply Chain Sustainability Program offers a credible and rigorous approach to validating improved environmental outcomes, while limiting the financial burden on the supply chain and protecting participating farmers from shouldering the expense of verification efforts.

2 Offering Flexible Supply Chain Accounting

The Protocol offers flexibility in tracking volumes from crops produced by participating farmers in a project by enabling two accounting systems: Mass Balance or Volume Proxy Accounting. Mass balance tracks actual volumes delivered to aggregators by participating farmers, enabling companies to source equivalent volumes of specific sustainability attributes for actual volumes flowing in their supply chain. Volume proxy tracks volumes grown by participating farmers regardless of where the commodity is ultimately sold, enabling companies to source equivalent volumes of specific sustainability attributes while benefiting from an efficient and flexible commodity supply chain. Both of these accounting systems focus on transparency instead of traceability, giving growers greater flexibility in where they sell their products and allowing for the efficiencies and economies of scale inherent in a commodity system.

4 Providing Sustainability Assessments for Co-Products

The Protocol recognizes that commodities can be processed into multiple end-uses, maximizing the benefit of the resources used to grow a crop into multiple sources of value. The methodology enables standard conversion factors to be utilized to account for co-products, enabling different customers to claim the associated sustainability attributes while ensuring that the associated impact and volumes are not double-counted.

5 Advancing Continuous Improvement Through Including More Partners

The Protocol also recognizes that projects will grow and change over time and allows for Late Actors to join a project and claim associated impact from participating farmers if granted inclusion by the Project Owner. This encoded flexibility allows supply side projects to work with farmers to deliver sustainable outcomes that could be claimed at a later stage by downstream/demand side entities.

Securing Global Recognition for Participating Farmers and Creating Greater Efficiency for Brands and Retailers

A host of leading food and beverage companies now have the opportunity to streamline their agricultural supply chain data collection and sustainability assessment efforts through an equivalency agreement between Field to Market and the Sustainable Agriculture Initiative (SAI) Platform. The agreement formally recognizes Field to Market's Fieldprint Platform as an accepted means of fulfilling the requirements of SAI Platform's Farm Sustainability Assessment (FSA).



"The agreement allows U.S. commodity farmers utilizing the Fieldprint Platform to be recognized by SAI Platform if desired. The equivalency creates greater efficiency for brands and retailers who wish to measure and assess the sustainability performance of their supply chains through greater alignment between our two programs," said Rod Snyder, president of Field to Market.

Following a year-long benchmarking assessment, Field to Market and SAI Platform have determined that the





“The equivalency creates a greater efficiency for brands and retailers who wish to measure and assess the sustainability performance of their supply chains through greater alignment between our two programs.”

— Rod Snyder
President, Field to Market

Fieldprint Platform's outcomes-based, metrics-driven approach to measuring environmental sustainability, when combined with the robust legal and regulatory framework required of U.S. commodity agriculture results in a framework that is equivalent to FSA Bronze. Participating farmers can earn their FSA Bronze equivalency by completing the Fieldprint Platform and confirming that they comply with all local, state and federal laws and regulations that are relevant for their farming operation. Furthermore, farmers can qualify for FSA Silver or FSA Gold by answering up to 14 additional

questions contained in a one-page questionnaire jointly developed by Field to Market and SAI Platform.

In a memorandum of understanding, Field to Market and SAI Platform have agreed not only to formalize an equivalency for U.S. commodity farmers, but also to collaborate and increase the strategic use of their members' resources through ongoing coordination.

“SAI Platform's mission has been to develop sustainable agriculture

through a continuous improvement process that allows for easy and flexible use by farmers worldwide,” said Jane Duncan, SAI Platform's interim General Manager. “Our collaboration with Field to Market is an important step in this journey, leveraging the complementary natures of our organizations to better serve our members and push the industry forward. We hope that this MOU will be the start of a long and fruitful relationship.” ■



FINANCIALS

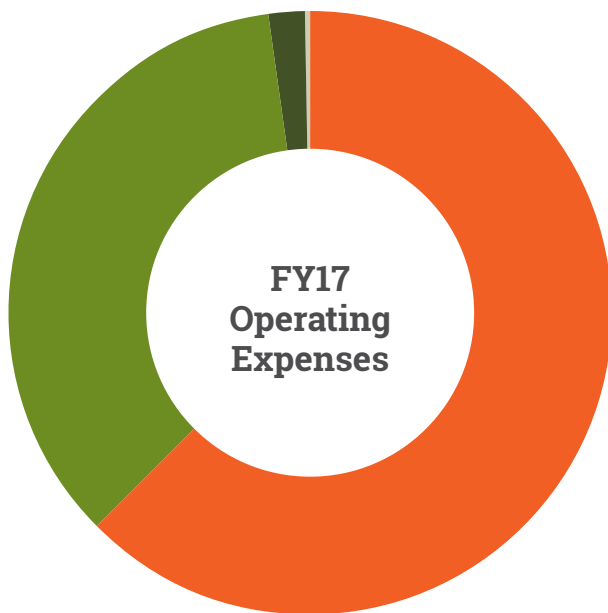
The financial results depicted here are derived from Field to Market's audited December 31, 2017, consolidated financial statements, which contain an unqualified audit opinion. Field to Market's complete, audited financial statements can be obtained online at fieldtomarket.org/annualreport or by calling 202-540-8023.

The total revenue in 2016 was **\$3,171,280¹**

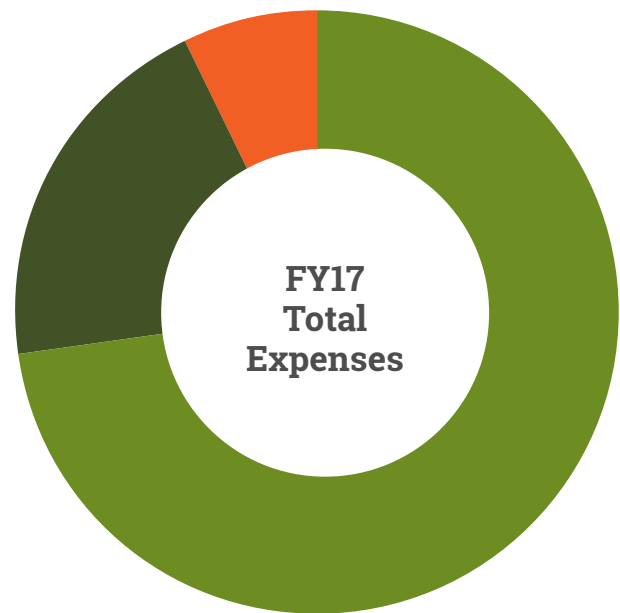
The total expenses in 2016 amounted to **\$2,348,206**

At the end of 2016, total cash in the bank account was **\$1,671,034**

¹The Audited Accounts reflect an operating surplus that is attributable to fundraising for the technology improvements for Version 3.0 of the Fieldprint® Platform.



Membership Contributions	63%
Grants and Sponsorships	35%
Government Grants	2%
Interest	0%



Program Services	73%
Management General	20%
Membership Development	7%

Combined Statement Of Activities And Changes In Net Assets

FOR THE YEAR ENDED IN DECEMBER 31, 2017

REVENUE AND SUPPORT:	Unrestricted	Restricted	Total
Membership Contributions	\$ 1,982,500	\$-	\$1,982,500
Grants and Sponsorships	\$19,120	\$1,106,719	\$1,125,839
Government Grants	\$62,510	\$-	\$62,510
Interest	\$431	\$-	\$431
Net Assets Released from Restrictions	\$519,859	\$(519,859)	\$-
TOTAL REVENUE AND SUPPORT	\$2,584,420	\$586,860	\$3,171,280
EXPENSES:			
Program Services:			
Metrics	\$524,943	\$-	\$524,943
Technology	\$374,404	\$-	\$374,404
Verification	\$307,243	\$-	\$307,243
Education & Outreach	\$339,101	\$-	\$339,101
Awards & Recognition	\$96,883	\$-	\$96,883
Fieldprint Platform 3.0	\$66,771	\$-	\$66,771
Total Program Services	\$1,709,345	\$-	\$1,709,345
Membership Development	\$167,649	\$-	\$167,649
Management and General	\$471,212	\$-	\$471,212
TOTAL EXPENSES	\$2,348,206	\$-	\$2,348,206
CHANGE IN NET ASSETS	\$236,214	\$586,860	\$823,074
NET ASSETS: BEGINNING OF YEAR	\$564,810	\$283,150	\$847,960
END OF YEAR	\$801,024	\$870,010	\$1,671,034

The twelve months represented significant progress for Field to Market and our collective sustainability efforts across U.S. agriculture. We are convinced that 2018 will be another groundbreaking year for the Alliance.

Our plans include:

- Release of **Fieldprint Platform Version 3.0** as a fully redesigned and rebuilt tool with improved functionality, usability, and performance.
- Inclusion of **several new crops** in Field to Market's Supply Chain Sustainability Program.
- Addition of **new Qualified Data Management Partners** through the improved and expanded API services within the Fieldprint Platform.
- Creation of new **educational materials** for ag retailers, certified crop advisers, and other farmer-facing entities.
- **Expansion of our team** to include a full-time Research Analyst to strengthen the capacity of our ongoing metrics development work.
- **New partnerships and recognition** from additional ag sustainability standards operating in the U.S. and globally.



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JUN ZHU

Director of Waste Management
Center for Agricultural and Rural Sustainability,
University of Arkansas
Affiliate

CONTACT INFO

We value hearing from our stakeholders, members and supporters. For the best response, please direct your query to the correct person as outlined below.

ROD SNYDER

President

rsnyder@fieldtomarket.org

BETSY HICKMAN

Vice President, Stakeholder
Engagement & Implementation

bhickman@fieldtomarket.org

KATE FAIRMAN

Membership Coordinator

kfairman@fieldtomarket.org

ALLISON THOMSON

Science & Research Director

athomson@fieldtomarket.org

PAUL HISHMEH

Data & Technology Director

phishmeh@fieldtomarket.org

CHISARA EHIEMERE

Business Director

cehiemere@fieldtomarket.org

LEXI CLARK

Program Manager

lclark@fieldtomarket.org

KELLY MURRAY YOUNG

Educational Resource Manager

kyoung@fieldtomarket.org

THANK YOU

Field to Market would like to express our sincere thanks to our members and funding partners who have generously invested in our work over the past year. Through their support, we continue to advance and scale sustainable outcomes for U.S. agriculture.



We would also like to recognize the following organizations that have generously funded the development of Fieldprint Platform Version 3.0.

- The American Peanut Council
- Corteva Agriscience
- Cotton Incorporated
- Ducks Unlimited
- Innovation Center for U.S. Dairy
- J. R. Simplot Company



Field to Market®

777 N. CAPITOL STREET NE, SUITE 803
WASHINGTON, DC 20002
WWW.FIELDTOMARKET.ORG