

2018

Charting a New Course for Field to Market



ANNUAL REPORT



Field to Market®

Dear Stakeholders

The past year represented significant progress for Field to Market and our collective sustainability efforts across U.S. agriculture, and with the launch of a new strategic plan to guide us, we are excited for what the future has in store. This report provides an overview of Field to Market's key outcomes and accomplishments in 2018 as the Alliance works to accelerate and scale agricultural sustainability across the United States. In the following pages, we celebrate our collective milestones and look to the future at what can be accomplished by harnessing the shared vision and commitment of our diverse membership.

Inside, you will discover significant milestones from the past year, including:

- **Casting a bold vision for the future** of our organization and supply chain sustainability efforts with the development and introduction of our new 2019-2021 Strategic Plan;
- **Forging new, impactful partnerships** with organizations such as the Mississippi River Cities & Towns Initiative, U.S. Roundtable for Sustainable Beef and Ecosystem Service Markets Consortium; and
- **Launching the next generation** of the Fieldprint® Platform, the industry's most widely accepted sustainability assessment tool for commodity crop production, with new features and functionality to provide farmers and the supply chain with a more streamlined and improved user experience.

These achievements would not be possible without the strong collective commitment of our diverse membership, who invest their time, resources, expertise and leadership through participation in our General Assembly, Standing Committees, Board of Directors and dozens of member-led sustainability projects across the country. The dedication of our members across the value chain to advance continuous improvement at the field and landscape level helps usher in a future in which agriculture supports resilient ecosystems and enhances farmer livelihoods.

On behalf of the entire Field to Market staff and Board of Directors, 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, feed, fiber and fuel for a rapidly growing population while conserving natural resources, has become increasingly complex.

With the world population estimated to surpass nine 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, feed, fiber and fuel 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

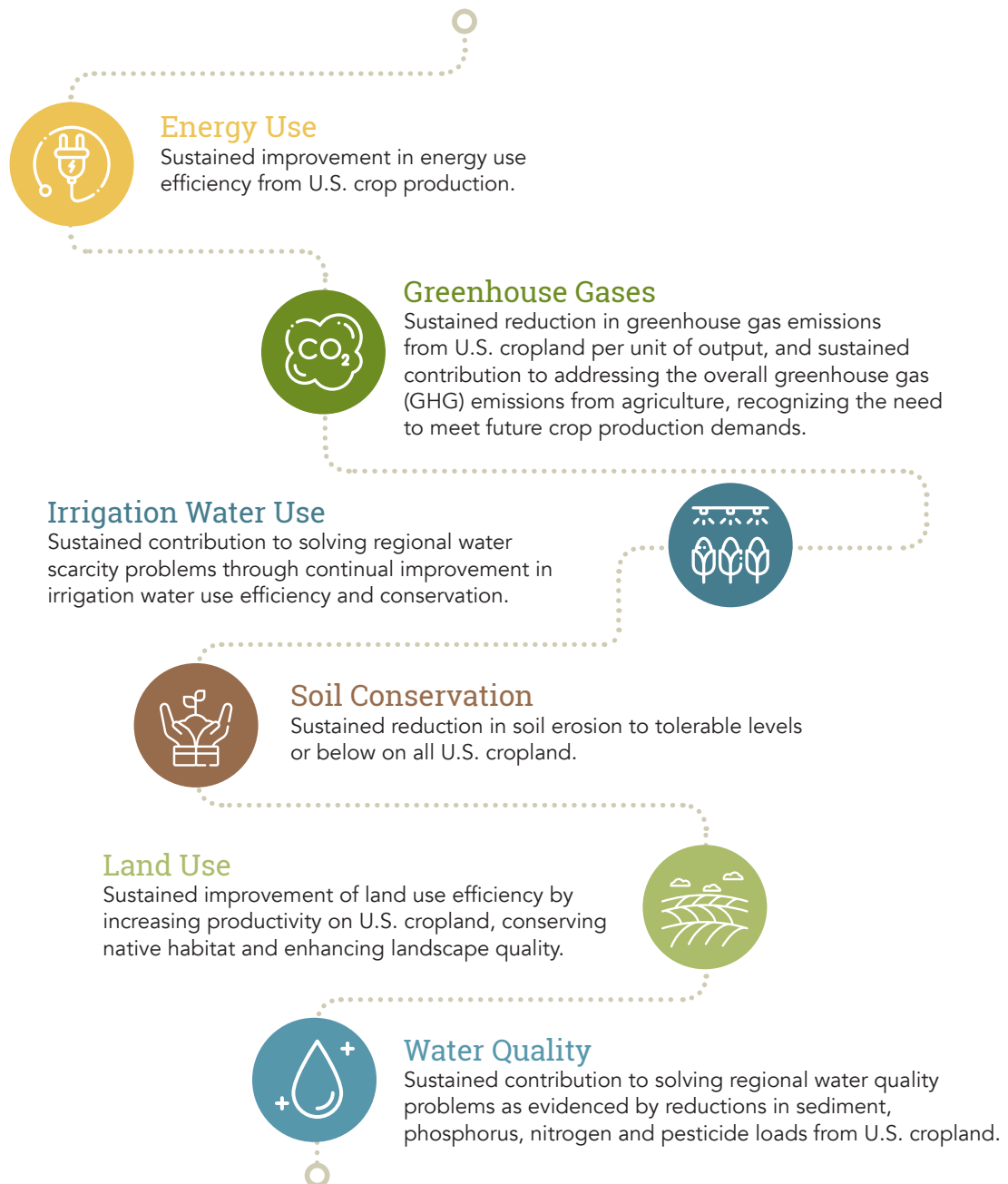
To meet the agricultural challenge of the twenty-first century by providing collaborative leadership that is:

- 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

Our Commitment to Continuous Improvement

Field to Market strives 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 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:



FEBRUARY

Improving Measurement for Energy Use & Greenhouse Gas Emissions

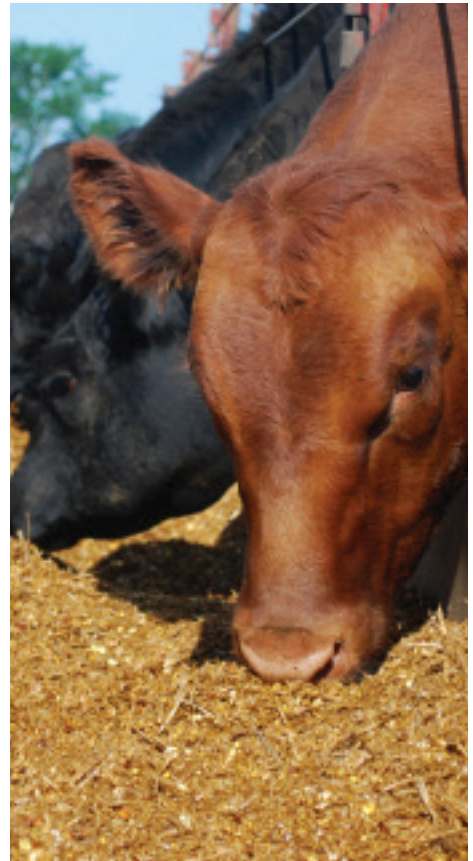


Following a public comment period, we announced a unanimous decision from Field to Market's Board of Directors to approve revisions to the Energy Use metric. The revision includes updates to key data resources used in the metric calculation and makes specific structural adjustments to allow users to more precisely account for the energy used in their operations. The Board also approved a revision to the rice methane component of the Greenhouse Gas Emissions metric, providing a more scientifically robust method for estimating methane emissions from flooded rice fields.

Learn more about better science fully integrated into the new Fieldprint Platform 3.0 on page 18.

Eric Coronel joins Field to Market's staff

Eric Coronel joined Field to Market in February, conducting research and data analysis supporting the development of sustainability metrics and benchmarks utilized in our program. In this role, Eric also conducts research for Field to Market's National Indicators Report, and assists with the development of national, state and local benchmarks for indicators as new crops are added to Field to Market's program. He holds a B.S. and M.S. in Environmental Science and a Ph.D. in Crop Sciences from the University of Illinois at Urbana-Champaign, and comes to Field to Market after serving as a research agronomist at the John Deere Technology Innovation Center.



MARCH

Harmonizing Sustainability Approaches with the Beef Value Chain

We announced a new partnership with the U.S. Roundtable for Sustainable Beef (USRSB), combining forces to offer tangible solutions to the livestock value chain by exploring opportunities to join our measurement approaches and contribute to greater transparency and continuous improvement in the sustainability of feed production.

Learn more about our work with the USRSB on page 24.

APRIL

Shaping the Future of Field to Market's Next Chapter

Field to Market engaged McKinsey & Company and the Keystone Policy Center as experts to guide the development of our new three-year strategic plan, conducting fifty-eight in-depth interviews with senior executives across our membership as well as gathering feedback directly from members in an online survey.

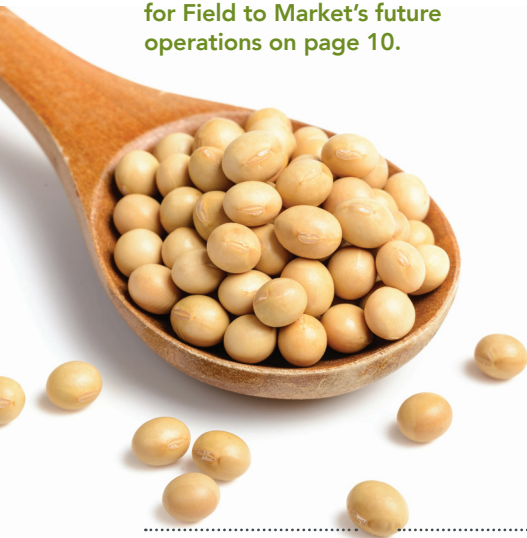
Learn more about how we identified needs, challenges and opportunities for Field to Market's future operations on page 10.

**MAY**

Targeting Soil Conservation with Better Science

Following a public comment period, the Field to Market Board of Directors approved an update to the Soil Conservation metric. The revision transitions Field to Market to use of the Water Erosion Prediction Project (WEPP), a USDA model developed over three decades that can simulate water erosion with greater detail.

Learn more about better science fully integrated into the new Fieldprint Platform 3.0 on page 18.

**JUNE**

A Collaborative Approach to Strategic Planning

Field to Market's membership played a key role in developing priorities and goals in our new three-year strategic plan. Members shared their feedback through an online survey as well as participating in a series of planning exercises including a Gallery Walk and Member Town Hall at our Summer Plenary meeting.

Learn more about how our members shaped the next chapter for the Alliance on page 12.



JUNE

Shining a Light on Deserving Farmers

For the second year in a row, Field to Market's Awards and Recognition Committee recognized Farmer Spotlight Honorees, deserving farmers nominated by Field to Market members for their pursuit of continuous improvement and commitment to stewardship and conservation. Field to Market honors these farmers each June in a recognition ceremony at our Summer Plenary & General Assembly meeting and shines a spotlight on their individual stories of continuous improvement across our communications channels throughout the year.



[Learn more about this year's Farmer Spotlight Honorees on page 32.](#)

OCTOBER

Charting a New Course for Field to Market

After six months of intensive work, Field to Market's Board of Directors adopted a final three-year Strategic Plan in October. The priorities outlined in the new plan will enable Field to Market to implement its commitment to deliver sustainable outcomes for agriculture by focusing on four key priorities: convening diverse stakeholders; providing science-based leadership; scaling impact through partnerships; and enabling credible communications.



[Learn more about our new strategic plan on page 10.](#)



Partnering to Unlock Added Value for Farmers Delivering Ecosystem Services

Field to Market announced a new collaboration with the Noble Research Institute's Ecosystem Service Market Consortium (ESMC), exploring new market opportunities for producers committed to improving soil health. In a memorandum of understanding, ESMC and Field to Market have agreed to work toward greater collaboration between their respective programs to realize these outcomes. The collaboration begins with a mutual commitment to science-based quantification of environmental outcomes and an effort to pursue alignment in methodologies where possible, as well as an intent to partner in pilot projects.

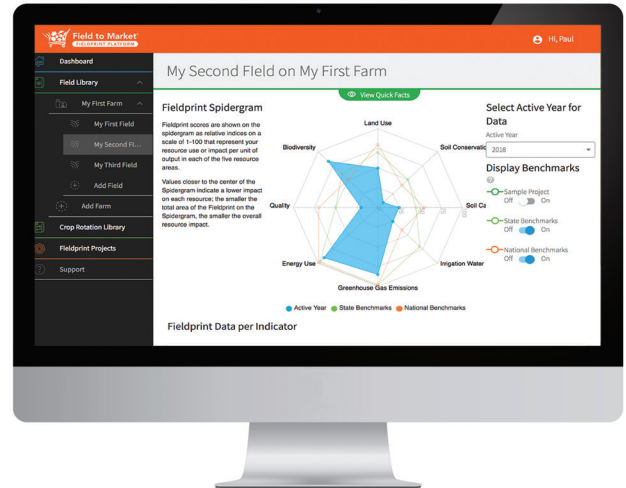
[Learn more about our collaboration with ESMC on page 26.](#)

NOVEMBER

Advancing the Industry's Most Widely Recognized Sustainability Assessment Tool

Field to Market launched Version 3.0 of the industry-leading Fieldprint Platform, introducing improved features and functionality that provide farmers and the supply chain with a more streamlined and efficient user experience, while incorporating better science to benchmark and assess the sustainability of commodity crop production. Version 3.0 also better supports technology providers embedding the Fieldprint Platform's sustainability metrics into their software through a redesigned API, improved documentation portal, restructured API request and improved data quality control.

[Learn more about the new features in Version 3.0 on page 18.](#)



Introducing New Avenues for Farmers to Quantify Stewardship

Field to Market announced a new partnership with Land O'Lakes SUSTAIN to integrate our sustainability metrics into their Truterra™ Insights Engine. The integration gives farmers even greater choice in assessing the sustainability performance of their management practices while maintaining a consistent measurement framework across the industry.

[Learn more about our qualified data management partners on page 21.](#)



Sustainable Ag Summit Achieves Record Attendance

More than 580 leaders from across the food and agriculture value chain convened in Denver, Colorado on November 13 and 14 for the fourth-annual Sustainable Agriculture Summit. Field to Market and the Innovation Center for U.S. Dairy jointly hosted the Summit together with the National Pork Board, the Stewardship Index for Specialty Crops, the U.S. Poultry & Egg Association and the U.S. Roundtable for Sustainable Beef. Over two dynamic days of dialogue, participants focused on future-casting solutions for sustainable agriculture, offering new ideas and perspectives for how the industry can collaborate to proactively address challenges and accelerate progress at scale.

DECEMBER

Expanding Scientific Leadership

Field to Market appointed new members to the Science Advisory Council, which provides expert guidance to Field to Market's Board of Directors to ensure that the best available science underpins the Alliance's approach to delivering sustainable outcomes at the field and landscape levels. Field to Market welcomed a distinguished group of new experts to the Council, including Dr. Thomas Green, president and co-founder of the IPM Institute of North America; Dr. Kris Johnson, associate director for science & planning for The Nature Conservancy's North America Agriculture Program; and Dr. Linda Prokopy, director of the Indiana Water Resources Research Center and a professor in the Department of Forestry and Natural Resources at Purdue University.

Solving Sustainability Challenges at Scale with Growing Membership

Our membership continues to grow at a significant pace, expanding the impact of our diverse Alliance in adopting a common framework to measure sustainability in U.S. agriculture. This year, the Alliance welcomed nineteen new members including:

NEW FULL MEMBERS



NEW ASSOCIATE MEMBERS



From Our New Members

“

—MARK PRYOR, Chairman and CEO at The Seam

We are excited to join Field to Market to begin integrating sustainability metrics and associated algorithms from the Fieldprint Platform into The Seam’s agribusiness software products. Combined with blockchain technology, these integrations provide us with a powerful new tool set for delivering provable sustainability attestations, selective transparency, data security and privacy through a comprehensive platform.”

“

—AMY YODER, CEO, Anuvia Plant Nutrients

Field to Market is unique in its collaborative engagement of the entire supply chain. Anuvia’s innovative focus on the re-use of organic materials in agriculture makes this alliance a perfect partnership for us in our efforts to promote environmental, social, and economic sustainability.”

“

—DAVE FREDERICKSON, Minnesota Agriculture Commissioner

We feel the Ag Water Quality Certification Program and Field to Market are a great fit together as Minnesota looks to be a national leader in water quality and sustainability efforts. As a member, we will be connected with the network of organizations and farmers participating in Field to Market, and will be a collaborator on cutting edge projects to improve the agricultural supply chain.”



Visit our website for the most up to date list of members as the Alliance continues to grow:
fieldtomarket.org/members/.

Charting a New Course for Field to Market

The food and agriculture industry in the United States continues to undergo rapid, profound change. Moreover, the challenges facing the industry as it seeks to produce food, feed, fiber and fuel for a growing, more affluent global population, while conserving our natural resource base are increasingly complex. Throughout 2018, Field to Market underwent an in-depth strategic planning process, culminating with a bold three-year plan committing the Alliance to a set of priorities that seek to tackle these challenges at the pace and scale required.





The food and agriculture industry in the United States is rapidly and profoundly changing. Field to Market's new strategic plan will position us over the next three years to realize a future in which the entire agricultural supply chain supports resilient ecosystems and enhances farmer livelihoods."

—ROD SNYDER, president of Field to Market

For Field to Market to achieve its mission, our strategy focuses on a science- and outcomes-based foundation of robust sustainability metrics. Our programs include processes and protocols designed to drive continuous improvement in environmental outcomes from commodity crop production; however, the success of this approach relies on member engagement, uptake and implementation.

To make this vision a reality, our strategic plan seeks to mobilize the collective influence of our diverse membership to drive continuous improvement in environmental outcomes, while ensuring value is created for each link of the chain.

Our 2019-2021 Strategic Plan reflects the Alliance's commitment to delivering sustainable outcomes at scale. And because trust in food and agriculture is

more important than ever, we prioritize transparency in our approach. Our four Strategic Priorities are:

- **Convene Diverse Stakeholders**
- **Provide Science-Based Leadership**
- **Scale Impact Through Partnerships**
- **Enable Credible Communications**

By implementing this strategy, Field to Market will emerge not only as a strategic, high-impact alliance of committed stakeholders united in championing sustainable agriculture, but also a visible and powerful catalyst in contributing solutions to pressing environmental challenges. Over the next three years, we will deepen our partnerships and collaborations, mobilize stakeholders and resources and develop our ability to track, measure and demonstrate impact. ■

GUIDING PRINCIPLES

Field to Market remains committed to uniting the supply chain to deliver sustainable outcomes for agriculture. The following principles are foundational to our programs:

- Grounded in science
- Outcomes-based
- Technology neutral
- Committed to continuous improvement
- Inclusive of the farmers' voice and committed to grower data privacy
- Collaboration and transparency as keys to driving improvement



Want to know more about the next chapter for Field to Market? Explore the full Strategic Plan summary at fieldtomarket.org/strategicplan

GROWING TOGETHER:

A Collaborative Approach to Strategic Planning

Thank you to our members and valued stakeholders who generously offered their valuable insights, expertise and time to participating in a robust strategic planning process, including:



2019-2021

Strategic Priorities

Our priorities reflect the Alliance's commitment to delivering sustainable outcomes at scale. And because trust in food and agriculture is more important than ever, we prioritize transparency in our approach.



1

Convene Diverse Stakeholders

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



2

Provide Science-Based Leadership

Develop and strengthen Field to Market's science- and outcomes-based resources for measuring sustainability performance and assessing opportunities for improvement.



3

Scale Impact Through Partnerships

Establish a flexible program framework, facilitate partnerships and leverage capacity to support farmers in delivering improved environmental outcomes at the field and landscape levels.



4

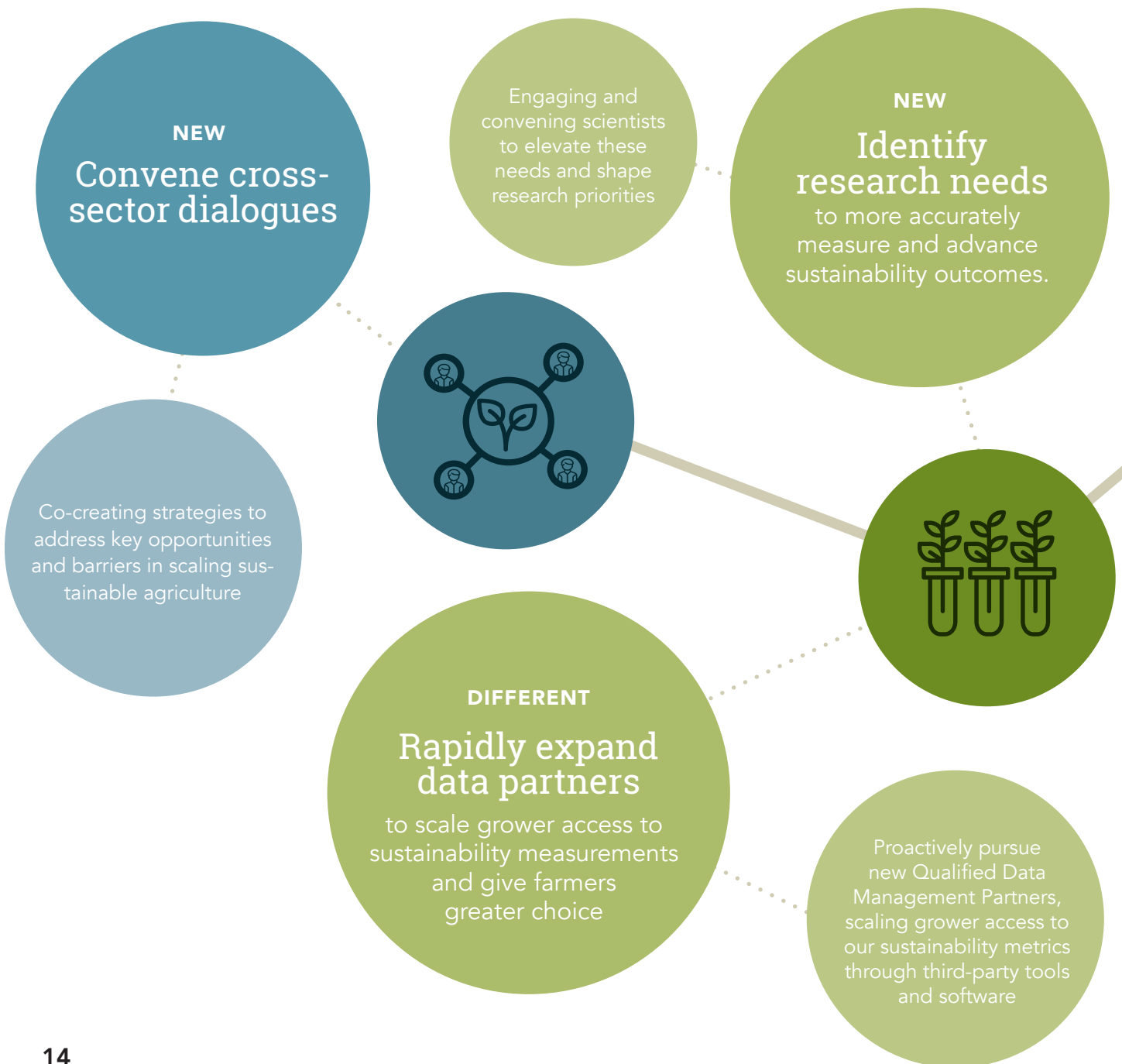
Enable Credible Communications

Enable credible stakeholder communications that facilitate and improve supply chain and industry reporting, showcase leaders in sustainability and strengthen public confidence in the food and agriculture system.



WHAT'S NEW & DIFFERENT:
**Evolving Strategies.
Strengthening Value.**

The extensive listening and discovery process enabled us to hear clearly the priorities and goals of our members and stakeholders, clarifying what strategies needed to evolve and new approaches to strengthen value. We remain grounded in our guiding principles and our mission to meet the agricultural challenge of the twenty-first century through collaborative leadership, and we are emboldened by our new Strategic Plan to refocus our energy on exciting areas of growth for Field to Market.



NEW
Foster greater collaboration
through an online Partnership Portal to drive continuous improvement at scale

DIFFERENT
Establish a framework for multi-purpose member-driven projects
to better support each stage in the continuous improvement journey

Meet companies, organizations and farmers where they are

Establish a clear programmatic framework and process-based standard



NEW
Elevate the role of trusted advisers
to deliver sustainable outcomes for agriculture

Offer additional recognition for members

DIFFERENT
Foster storytelling about our members' impactful projects
to elevate collaboration as a key to sustainability outcomes



DIFFERENT
Expand entry points to sustainable agriculture
by developing alignments and partnerships with other sustainability standards to create pathways for added recognition

DIFFERENT
Develop more flexible verification protocols
to allow even greater transparency and credibility in our member's sustainability communications

GROWING IMPACT:

Milestones for Field to Market's Next Chapter

Together, our new strategies and our long-standing guiding principles will allow us to achieve key impact milestones—allowing the Alliance to scale sustainable agriculture to new heights across the U.S. commodity crop supply chain.



Annual membership increases to

154
members

by 2021 with expanded participation from underrepresented sectors.

Increased member engagement opportunities result in

90
percent

of the Alliance actively engaging in standing committees, task forces, member-driven projects and/or cross-sector dialogues.



By 2021, all **8** sustainability metrics

have undergone a **triennial review** to ensure best available science is incorporated, and the process is transparent to external stakeholders with research needs clearly communicated to the scientific community.

Field to Market expands its reach to

65
million acres

by giving farmers a greater choice in accessing our sustainability metrics through integration with more software partners.



By 2021, the **number of member-driven projects** quadruples to **204**.

By 2021,

7.65
million acres

engaged in Field to Market's continuous improvement program.

33
percent

of Field to Market members actively participate in an online partnership portal by submitting needs and interests or capacity and expertise available.



By 2021, reach formal alignment with **3** sustainability programs.

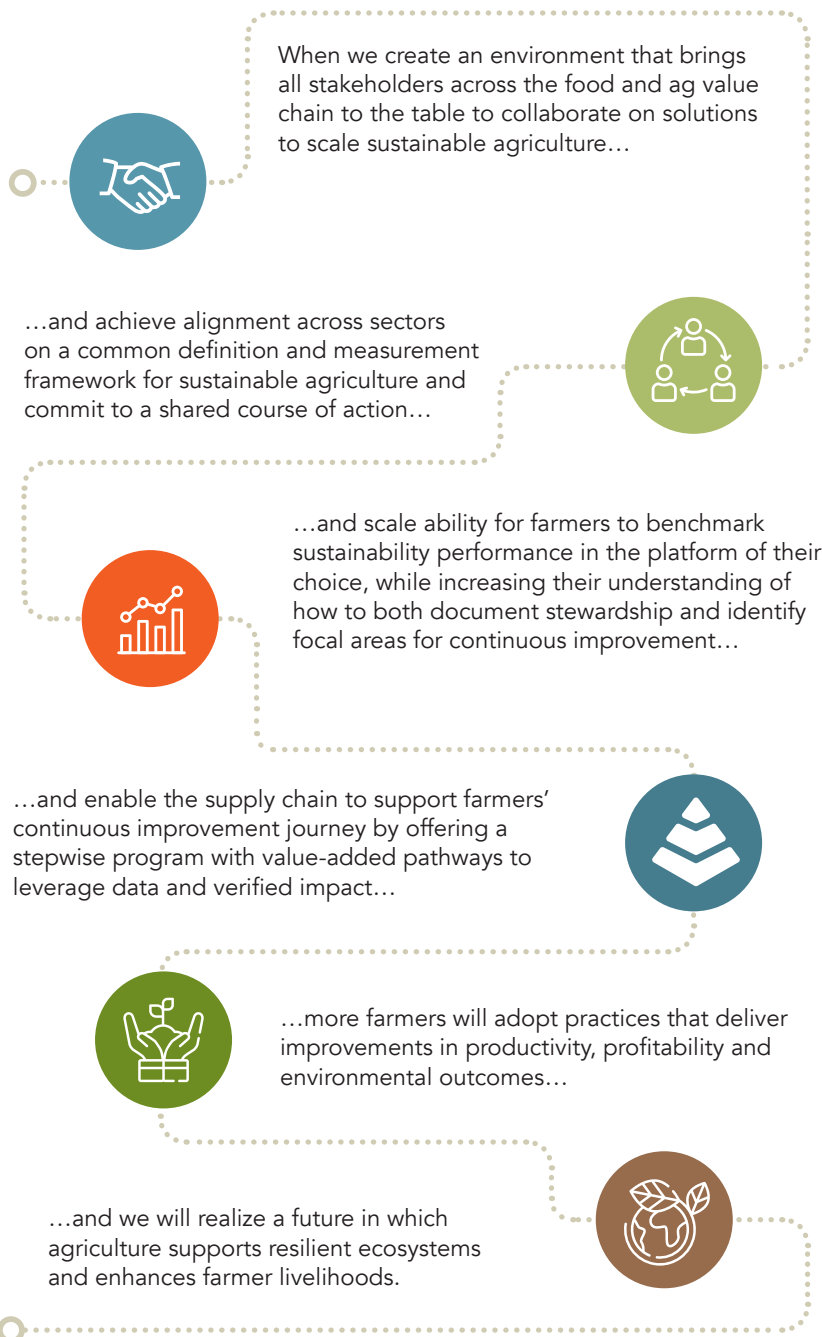
Achieve a **75**
percent

increase in media impressions by 2021 referencing Field to Market's programs, tools and services.



Rooted in a Theory of Change

Field to Market harnesses the power and collective action of the supply chain to deliver sustainable outcomes for agriculture.



WHAT WE WILL NOT DO AND HOW WE WILL PARTNER

Decision support for growers

While Field to Market is working diligently to offer improved sustainability benchmarking and analysis for growers, the program will not provide direct decision support at a farm level.

Instead, the organization will continue to develop educational resources and encourage our members to partner with trusted advisers who are better positioned to offer locally relevant agronomic guidance to growers.

Setting performance thresholds for growers

Field to Market will not establish specific farm-level practice standards or quantitative performance thresholds for growers. Rather, the organization will maintain its commitment to a fundamental principle of advancing continuous improvement.

We will continue to pursue alignment and seek equivalency agreements with other sustainability schemes and programs that offer value-added opportunities to our members by enabling additional pathways to leverage Field to Market's outcomes-based approach.

On-product labeling

Due to the complexity of commodity crop supply chains, the level of traceability required to support on-product sustainability labels, and the decision not to establish minimum criteria, Field to Market will not attempt to establish its own consumer facing label or certification program.

Rather, Field to Market will continue to focus on other aspects of B-to-B measurement and reporting as a means of demonstrating and catalyzing continuous improvement.

Advancing the Industry's Most Widely Accepted Sustainability Assessment Tool

*This year, Field to Market introduced **Fieldprint® Platform 3.0**, the next generation of the industry's most widely accepted sustainability assessment tool for commodity crop production in the United States. The Platform's new features and functionality provide farmers and the supply chain with a more streamlined and improved user experience to collect field-level sustainability data and more accurately assess sustainability performance utilizing better science.*





The new features and functionality in Fieldprint Platform 3.0 take sustainability measurement to the next level by improving the science, usability, agronomics and reporting to benefit farmers and the supply chain alike.”

—ROD SNYDER, president of Field to Market

A pioneering sustainability assessment framework, the Fieldprint Platform empowers brands, retailers, suppliers and farmers at every stage in their sustainability journey to measure the environmental impacts of commodity crop production against eight sustainability metrics and identify opportunities for continuous improvement.

Farmers can access this free and confidential tool through the Fieldprint Platform’s online calculator or through associated farm-management software that integrates the Platform’s pre-competitive sustainability metrics and algorithms. The Fieldprint Platform also offers brands, retailers and suppliers the opportunity to access aggregated data from farmers who opt-in to participate in local Fieldprint® Projects and anonymously share aggregated field-level data to support downstream companies in assessing and credibly communicating the sustainability of their supply chains.

Fieldprint Platform 3.0 introduces:

- **More Crops & Feed Pathways:** Expanded sustainability measurement from six crops to eleven, including: alfalfa, barley, corn for grain, corn silage, cotton, peanuts, potatoes, rice, soybeans, sugar beets and wheat.
- **Better Science:** Refined metrics incorporate the best available science improving the accuracy of Greenhouse Gas, Energy Use, Biodiversity and Soil Conservation metrics.

- **Usability Improvements:** Enhanced user experience, including easier workflows, simplified data inputs, and simplified process to create new fields.
- **Improved Agronomics:** Enhanced ability for farmers to assess sustainability benefits across a full crop rotation with improved accuracy through new custom crop rotation builder feature.
- **Enhanced Supply Chain Features:** Offered core improvements to support the supply chain in creating, tracking and generating reports from their Fieldprint Projects.
- **Seamless Integration:** Improved support for agricultural technology providers embedding the Fieldprint Platform’s sustainability metrics into their software through a redesigned API, improved documentation portal, restructured API request and improved data quality control.

“Illustrating the connection between productivity and environmental outcomes, the Fieldprint Platform offers farmers the opportunity to assess how their management choices impact

natural resources, production levels, and ultimately the efficiency of their operation,” said Rod Snyder, president of Field to Market. “The new features and functionality in Fieldprint Platform 3.0 take sustainability measurement to the next level by improving the science, usability, agronomics and reporting to benefit farmers and the supply chain alike.”

Field to Market has a long and successful track record in this space—since the inception of the online Fieldprint Calculator in 2009, the Fieldprint Platform has become the industry’s most accepted sustainability framework for commodity agriculture, widely supported by leading NGOs and universities. In addition, the Fieldprint Platform serves as the cornerstone of nearly fifty-five active supply chain sustainability projects. Harnessing the power of Field to Market’s sustainability metrics, the Fieldprint Platform also offers enhanced integration capabilities through its API for technology providers that wish to offer Field to Market’s sustainability analytics alongside their agronomic insights and recommendations.





The Fieldprint Platform is an indispensable tool in helping Unilever monitor progress against our sustainability goals. The expanded features and functionality offered in Version 3.0 provide wheat and soybean farmers in Unilever’s supply chain with a valuable tool for understanding their sustainability performance today and identifying opportunities for future improvements that can benefit both the environment and their bottom line.”

—STEFANI MILLIE GRANT, Senior Manager for External Affairs and Sustainability, Unilver

At Unilever, the Fieldprint Platform is used in the United States to help meet the requirements of the company's Sustainable Agriculture Code. “The Fieldprint Platform is an indispensable tool in helping Unilever monitor progress against our sustainability goals,” said Stefani Millie Grant, Unilever’s Senior Manager for External Affairs and Sustainability. “The expanded features and functionality offered in Version 3.0 provide wheat and soybean farmers in Unilever’s supply chain with a valuable tool for understanding their sustainability performance today and identifying opportunities for future improvements that can benefit both the environment and their bottom line.”

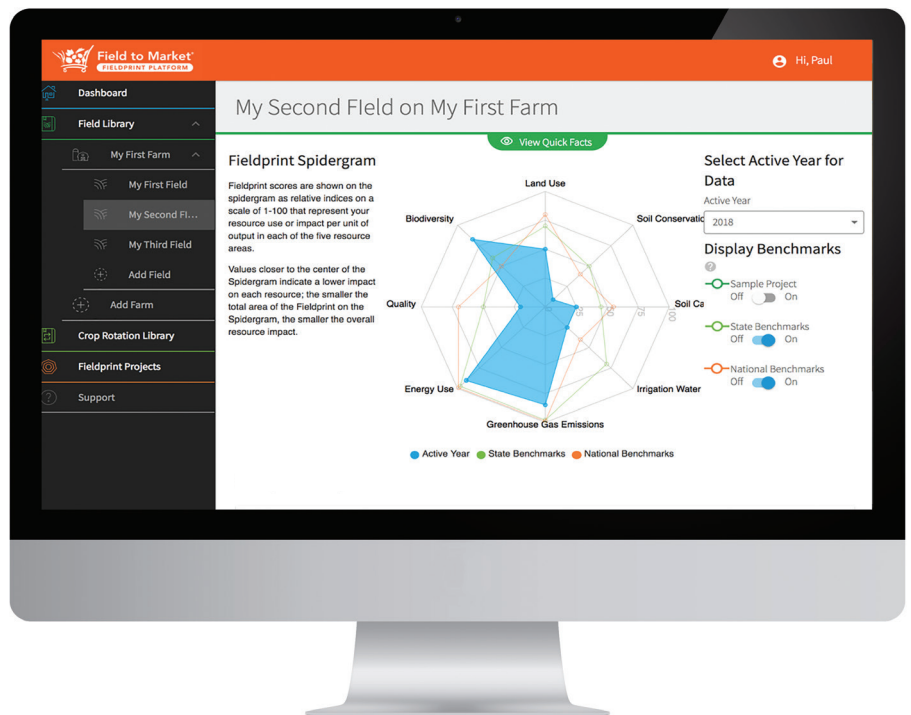
“Streamlined sustainability reporting for both farmers and the supply chain produce tangible insights that can drive continuous improvement in sustainability outcomes,” said Paul Hishmeh, Field to Market’s Data & Technology Director.

Bunge North America’s Vice President of Sustainability, Megan Weidner added, “The new version of the Fieldprint Platform allows us to offer better support to our customers on both ends of the value chain—with improved agronomics accounting for the benefits of a multi-crop rotation for our farmers and enhanced reporting functionality for downstream customers, this

measurement framework is a fulcrum in our sustainable agriculture strategy.”

The enhanced features and functionality are also winning attributes with farmers who use the Fieldprint Platform as a tool to evaluate the sustainability performance of their management decisions and explore innovative ways to improve their farm’s productivity and profitability.

Jeff Durand, a sixth-generation farmer from St. Martinville, Louisiana shared: “Using the Fieldprint Platform, farmers can enter different scenarios to see how it improves our resource use efficiency at a field level. The Fieldprint Platform is also a valuable tool for documenting our sustainability performance for our customers, landlords and other important stakeholders.” ■



Crops in 3.0



Corn
for grain



Cotton



Potatoes



Rice



Soybeans



Wheat



Alfalfa
NEW



Barley
NEW



Corn silage
NEW



Peanuts
NEW



Sorghum
NEW



Sugar Beets
NEW



Metrics in 3.0

Biodiversity



Energy Use



Greenhouse Gas Emissions



Irrigation Water Use

Land Use

Soil Carbon

Soil Conservation



Water Quality



NEW



IMPROVED

Qualified Data Management Partners

Field to Market's Sustainability Metrics Now Integrated into Leading Precision Agriculture, Decision Support and Farm Management Software Solutions



TRUTERRA



Protecting Biodiversity with the Habitat Potential Index

Productive farming systems depend on biodiversity as diverse pollinators and natural pest predators make cropping systems more resilient. Most farms are in rural landscapes and tend to be near natural forests, prairies, wetlands or deserts that give wildlife a place to forage for food, breed and nest. Few sustainability issues are as visible and understandable by consumers than the preservation of wildlife habitat. Diversifying working lands—including farmland, rangeland and forests—is key to preserving biodiversity in the face of climate change according to conservation biologists.





Our farm acreage is integrated with wildlife habitats like forests, bayous and lakes—and it begs the question: does the farmland surround the wildlife or does the wildlife surround the farm? Species from the black bear to a subterranean earth worm have symbiotic relationships with agricultural systems, and it's critical that we develop ways to measure those contributions and show that agriculture can play a role in supporting thriving ecosystems."

—JAY HARDWICK, 2018 Farmer of the Year, Newellton, Louisiana

The United Nations Millennium Ecosystem Assessment identified land cover change and habitat transformation from natural ecosystems to agriculture as a major direct driver of biodiversity loss. As the only nation that has not ratified the Convention on Biological Diversity, voluntary leadership and a commitment to biodiversity by U.S. farmers and the agriculture value chain is critical for our industry to conserve natural habitats and protect the species that live on and travel through farmland across the country.

Field to Market has committed to defining and measuring biodiversity since 2014, when the Metrics Committee developed our farm-scale Biodiversity metric, the Habitat Potential Index (HPI). Piloted for the past four years in a separate spreadsheet module, we have taken those learnings to inform the two-stage approach for how the metric will be incorporated into the Fieldprint Platform. This fall, we launched the HPI at the field scale in Fieldprint® Platform 3.0 and will offer farm-scale biodiversity assessment in the tool in 2019.

Biodiversity and habitat potential are inherently local and challenging to assess at a broad scale, due to the wide diversity of species, their needs and the management practices that influence their habitat. The HPI allows farmers to understand how fully they are taking advantage of the unique opportunities available within their farm to maximize benefits to wildlife, focusing on what growers can control and the state of their farm today, seeking to maximize the opportunity for working lands to contribute to biodiversity conversation.



The index focuses on what a grower knows and controls and illuminates the importance of cultivating diverse land systems—whether a rice farmer who floods fields in winter as habitat for waterfowl or a Midwestern corn farmer who utilizes a forest at the edge of the farm as a wildlife corridor while also gaining a wind buffer for crops. The HPI serves as an educational tool and demonstrates how conservation of habitat can offer intrinsic value to farmers as well as contribute to the sustainability of ecosystem services, such as nutrient cycling and erosion control.

In developing and implementing the HPI, Field to Market's Metrics Committee recognized the inherent challenges in evaluating local biodiversity and engaged experts to shepherd the process of developing a robust and flexible approach to quantify how a farmer is maximizing their land's habitat potential. The Committee began development of the HPI concept in 2012 and completed the metric in 2013, followed by beta-testing in the following years to fine-tune the metric.

Louisiana cotton producer and 2018 Field to Market Farmer of the Year Jay

Hardwick piloted the HPI in spreadsheet form on his farm, analyzing his habitat management approaches and using suggestions from the tool to identify opportunities to create new wetland areas. Jay's cultivation of these areas has provided habitats for diverse wildlife, including the Louisiana Black Bear, a formerly endangered species.

Jay agrees there are fundamental challenges to measuring something as location-specific as wildlife habitat, and stresses the importance of a tool that can better define the benefits to farmers of the many species that may live on their land. "We have to broaden the view of what biodiversity means," Jay says. "Do people get as excited about earthworms as a bobcat? Maybe not. But living things in the soil have a relationship with plant life that's critical to producing healthy crops. From subterranean species to mammals, we have to recognize that organisms on either end of the spectrum are important."

With 35% of his farmland dedicated to wildlife habitat, Jay sees first hand the way that working land can foster positive relationships with a diverse set of animal and plant species. "Our farm acreage is integrated with wildlife habitats like forests, bayous and lakes—and it begs the question: does the farmland surround the wildlife or does the wildlife surround the farm? Species from the black bear to a subterranean earth worm have symbiotic relationships with agricultural systems, and it's critical that we develop ways to measure those contributions and show that agriculture can play a role in supporting thriving ecosystems." ■

Harmonizing Sustainability Approaches with the Beef Value Chain

Field to Market remains committed to promoting cross-industry sustainability efforts, building consensus and achieving tangible sustainability outcomes for agriculture by harmonizing approaches with other leading organizations. In 2018, we announced a new partnership with the U.S. Roundtable for Sustainable Beef, establishing a mutual recognition between the two organizations and advancing sustainability within the beef value chain by pursuing continuous improvement in the sustainability of feed production.



The agreement establishes a mutual recognition of the value and importance of each organization's work and a commitment to foster an increased level of collaboration. In the agreement, USRSB formally recognizes the role Field to Market plays in defining sustainable production for feed commodities utilized in beef production. In the same way, Field to Market formally recognizes USRSB's role in defining sustainable beef production.

"By collaborating with the U.S. Roundtable for Sustainable Beef, we can offer tangible solutions to the livestock value chain by exploring opportunities to combine our measurement approaches," said Rod Snyder, president of Field to Market. "We are particularly excited to bring greater transparency and continuous improvement in feed production, which in turn will positively impact the overall sustainability of beef."

"We realize the sustainability of the beef industry must include all facets of what goes in to putting that hamburger or steak on our tables," said Rickette Collins, Chair of the U.S. Roundtable for Sustainable Beef. "By sharing learnings and expertise, USRSB and Field to Market can lead the beef industry to better solutions to the sustainability challenges we all face throughout the value-chain."

As the first step in identifying opportunities for increased collaboration, both organizations have formed a joint task force to identify areas of engagement as well as explore potential pilot projects. The task force is comprised of members in Field to Market and/or USRSB, including: AFIA, Bunge, Cargill, Corteva Agriscience, Costco, McDonald's, National Corn Growers Association, Nebraska Cattlemen's Association, Texas Cattle Feeders Association, The Nature Conservancy, University of Nebraska, Walmart and World Wildlife Fund. ■

Under the agreement, both organizations commit to:

- **Recognize Field to Market's Indicators, Metrics and Benchmarks** within USRSB documents discussing sustainable feed;
- **Recognize USRSB's Indicators and Metrics** within Field to Market documents discussing sustainable beef production;
- **Encourage USRSB and Field to Market members, where applicable, to utilize the resources of both organizations** in pilot projects, potential supply chain agreements and appropriate public facing communication;
- **Share scientific learnings** where appropriate; and
- **Participate in the other's meetings and work sessions**, providing feedback and expertise where needed.



To learn more about the U.S. Roundtable for Sustainable Beef, visit www.usrsb.org

Partnering to Unlock Added Value for Farmers Delivering Ecosystem Services

As stewards of the land, farmers play an important role in delivering ecosystem services such as improved water quality and sequestering soil carbon by managing their farms with an eye towards sustainability. In October, Field to Market announced a collaboration with the Noble Research Institute's Ecosystem Service Market Consortium (ESMC) that seeks to unlock added value for farmers delivering ecosystem services.





Voluntary ecosystem service markets hold great potential for incentivizing greater adoption of practices that drive verifiable improvements in soil health, water quality and other environmental outcomes.”

—ROD SNYDER, president of Field to Market

According to the Intergovernmental Panel on Climate Change, the agriculture sector accounts for roughly a quarter of global greenhouse gas emissions. With the support of ecosystem service markets, however, eighty-nine percent of agriculture’s emissions can be mitigated by incentivizing farmers and ranchers to effectively sequester carbon into soils. Healthy soils can sequester carbon, improve water quality, control runoff and reduce water demand, all of which create a cleaner environment. Healthy soils also improve crop yield and resilience while decreasing farmers’ and ranchers’ need for agricultural inputs.

In a memorandum of understanding, ESMC and Field to Market have agreed to work toward greater collaboration between their respective programs to realize these outcomes. This collaboration will facilitate aligning Field to Market’s focus on scaling agricultural supply chain sustainability with ESMC’s focus on voluntary ecosystem service markets for scaling soil health. The collaboration begins with a mutual commitment to science-based quantification of environmental outcomes and an effort to pursue alignment in methodologies where possible. Moreover, the agreement formalizes both organizations’ intent to partner in pilot projects to explore how supply chain sustainability efforts could create a runway for engagement in voluntary ecosystem service markets—offering value-added incentives for farmers who are improving soil health.



“This collaboration with the Noble Research Institute signals Field to Market’s commitment to unlocking added value for farmers who are able to document and demonstrate how their management practices deliver sustainable outcomes for agriculture,” said Rod Snyder, president of Field to Market. “Voluntary ecosystem service markets hold great potential for incentivizing greater adoption of practices that drive verifiable improvements in soil health, water quality and other environmental outcomes.”

“By monetizing soil health to reward those farmers and ranchers who are

actively adopting and improving practices that protect our environment, a market-based approach will benefit agricultural producers while improving the environment for society at large,” said Bill Bucker, President and Chief Executive Officer, Noble Research Institute. “A strong collaboration partnership between ESMC and Field to Market can help harmonize our approaches to realize these outcomes, while enabling farmers to reap benefits from their stewardship efforts. We are proud to partner with Field to Market and look forward to collaborating on opportunities to create solutions at the pace and scale required to tackle climate change.” ■

Collaborating to Improve Water Quality

As the fourth-largest river in the world, the Mississippi River basin is an important natural resource. As the ecological linchpin to the thirty-one state Mississippi River Basin, the Mississippi supports the most agriculturally productive region on the planet. Recognizing that protecting the health and vitality of this watershed is important to both cities and the agricultural community alike, Field to Market announced a new partnership this year with the Mississippi River Cities & Towns Initiative (MRCTI), an association comprised of over eighty mayors representing cities on the main stem of the Mississippi from Minnesota to Louisiana focused on promoting economic and environmental security and stability in the region.





Field to Market is excited to explore new collaborations to scale sustainable agriculture in the Mississippi River Basin by combining forces with MRCTI. Building strong urban-rural partnerships in the region will unlock key opportunities to improve ecological outcomes for both cities and the food and agriculture value chain alike.”

—ROD SNYDER, president of Field to Market

The watershed is dominated by agriculture, with eighty-two million acres of total cropland across the basin, significantly contributing to the regional and national economy. Ensuring the health of this watershed is essential as nearly twenty million people in fifty cities depend on it daily for their drinking water.

“Field to Market is excited to explore new collaborations to scale sustainable agriculture in the Mississippi River Basin by combining forces with MRCTI,” said Rod Snyder, president of Field to Market. “Building strong urban-rural partnerships in the region will unlock key opportunities to improve ecological

outcomes for both cities and the food and agriculture value chain alike.”

Through this new partnership, Field to Market and MRCTI will jointly focus on uniting urban and rural communities around the shared value of protecting water quality. In the coming years, the collaboration will:

- **Develop a pilot project** connecting cities in the Mississippi River with farmers and the food and agriculture value chain to support continuous improvement in water quality outcomes;
- **Share learnings from this pilot** to enable cities to explore how to

leverage their purchasing power to support farmers in delivering continuous improvement in water quality outcomes through the exploration of a science-based, responsible food procurement strategy; and

- **Enhance and build essential relationships and partnerships** between the mayors of MRCTI and critical global commodity supply chain actors, exploring responsible food procurement strategies that can engage cities and their food service providers in supporting farmers’ efforts to deliver water quality improvements. ■



Below L to R: Field to Market President Rod Snyder looks on as MRCTI Co-Chair Mayor Lionel Johnson signs the agreement; Mayor Emeka Jackson-Hicks of East St. Louis, IL; Mayor Bob Gallagher of Bettendorf, IA; Stephanie Millie Grant, Senior Manager External Affairs & Sustainability for Unilever, Field to Market Board Chair.

Equipping Trusted Advisers to Deliver Sustainable Outcomes

Understanding that farmers' agronomic decisions are often influenced by their retailers and crop advisers, Field to Market recognizes that driving improvement in the sustainability performance of U.S. commodity crop production relies upon mobilizing trusted advisers to support farmers' continuous improvement journeys.



For the past two years, we have been working in partnership 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 certified crop advisers (CCAs) through the SPARC Initiative. In 2018, the SPARC Initiative launched a suite of resources to equip and empower trusted farmer advisers to offer sustainability insights alongside agronomic advice to their clientele.

This November, at the Agricultural Retailers Association's 2018 Conference & Expo in Boca Raton, Florida, staff from Field to Market and ARA unveiled resources for trusted advisers to more than thirty ag retailers, providing a free toolkit with information to help an ag retail business develop a sustainability program, from training staff on the basics of supply chain sustainability to white-label marketing materials.

The toolkit, also available online, includes six online learning modules, hosted by the American Society for Agronomy; a training manual to accompany the modules; and a series of *Know the Issues* guides, designed to be shared with producers by retailers, which explain the leading environmental outcomes impacted by agriculture. The modules offer two and a half trackable hours of continuing education, helping retail

businesses meet their annual staff professional development goals, while laying an important foundation for any crop adviser that wishes to pursue the CCA sustainability specialty.

A companion manual to the modules, *Developing a Sustainability Program: A Manual for Ag Retailers and CCAs* was created to provide opportunity for deeper exploration of the topics and offer additional resources the reader may choose to pursue. Each chapter of the manual is dedicated to the six respective modules of the series. Team leaders can guide staff through the modules and use the questions provided to stimulate thoughtful discussion about developing a sustainability program at their location.

The *Know the Issues* guides were created to introduce retailers and CCAs to the environmental outcomes critical to advancing sustainable agriculture and the agronomic practices that influence a farm's performance on each issue. Similarly, the guides provide an opportunity for trusted farmer advisers to work with their farmer clientele to document and demonstrate the impact of their counsel on sustainability outcomes by utilizing the Fieldprint Platform. Designed to be shared with trusted advisers and farmer clientele, the guides can be white-labeled, allowing retailers and CCAs to fully capitalize on the opportunity to integrate sustainability into their business model. ■



To access online learning modules and training materials, visit fieldtomarket.org/SPARC

ONLINE LEARNING MODULES FOR TRUSTED ADVISERS

Sustainability 101

sets the stage and defines sustainability and how it applies to agricultural communities.



Environmental Metrics

explains the principle indicators of agricultural sustainability and the environmental goals set by downstream companies.



Practices that Support Sustainable Agronomy

highlights a sample of common agronomic practices that are proven to improve the sustainability performance of many farming operations.



Measuring Success

emphasizes the value of documenting on-farm sustainability and supporting farmers in pursuing opportunities for continuous improvement.



The Farmer Business Case

provides diverse examples of the economic benefits farmers can realize by implementing practices that improve environmental stewardship.



Developing a Sustainability Program

helps ag retailers think through incorporating sustainability as a core component of their business model.



FARMER SPOTLIGHT:

Shining a Light on Sustainability Stories Across the U.S.

Each year, Field to Market's Awards & Recognition Committee shines a light on a cohort of exceptional farmers who have demonstrated outstanding sustainability achievements by pursuing continuous improvement on their farms. This year's **Farmer Spotlight Honorees** include:



Michael Bosworth

RICE

fifth-generation farmer,
Rio Oso, California

"If you have a way to track and measure your success over time and your ability to continuously improve, that's really important. As farmers, we're doing some pretty cool stuff, but being able to quantify the impact of that is so important."



Glenn Schur

**COTTON, CORN, WHEAT,
SORGHUM**

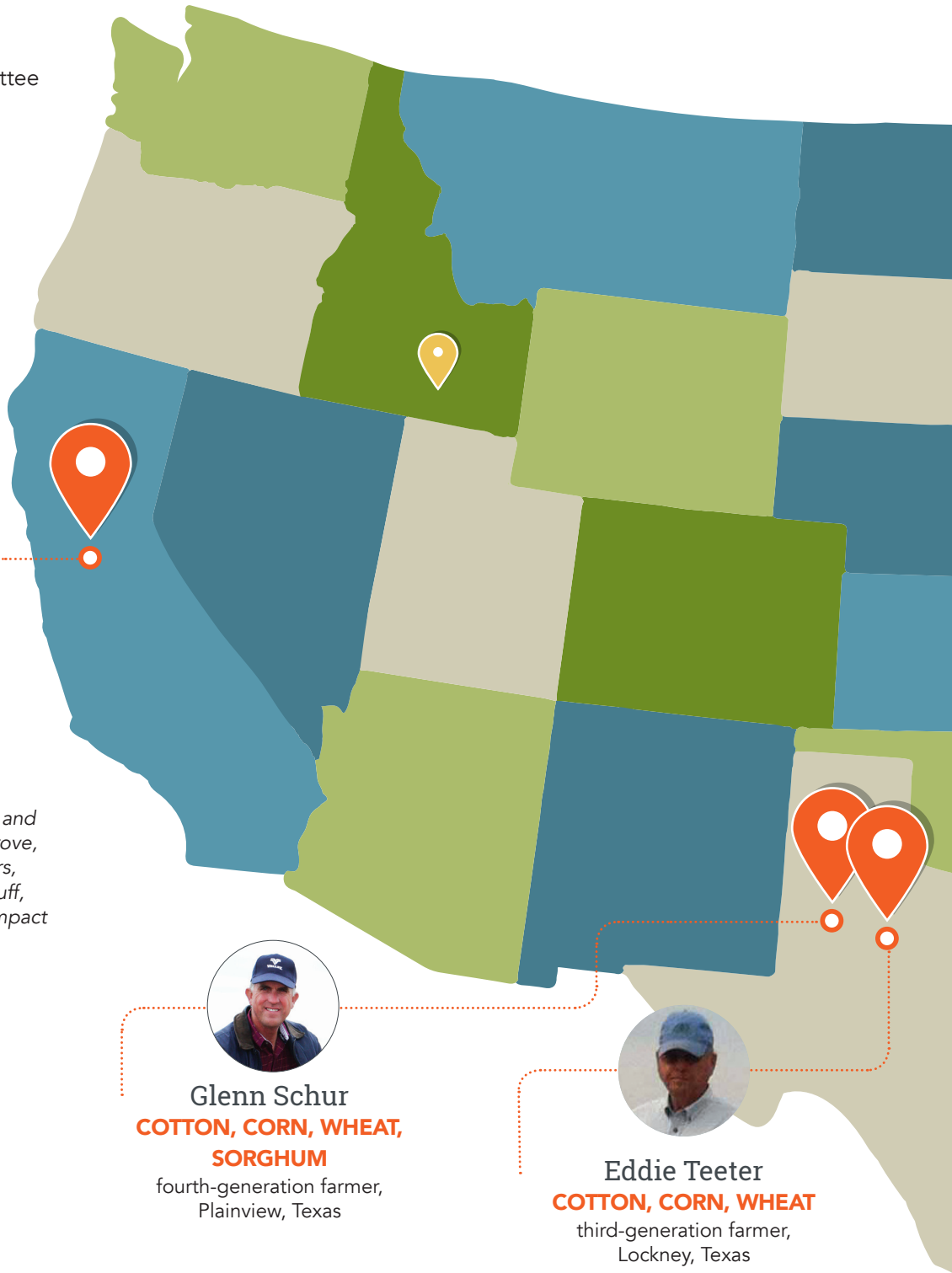
fourth-generation farmer,
Plainview, Texas



Eddie Teeter

COTTON, CORN, WHEAT

third-generation farmer,
Lockney, Texas





Mike Wurmnest
CORN, SOYBEANS
third-generation farmer,
Deer Creek, Illinois



Justin Krick

WHEAT

sixth-generation farmer,
Frankenmuth, Michigan

"Fieldprint Projects are a win-win for farmers to track inputs and profitability. By documenting our approach to farm management and the practices we utilize through using the metrics of the Fieldprint Platform, we can share with consumers that environmental consciousness and profitability are not mutually exclusive."

2018 COHORT



PREVIOUS WINNERS



Mike Conner
CORN, SOYBEANS
third-generation farmer,
Otterbein, Indiana



Mike & Ryan Sullivan

RICE

fourth and fifth-generation farmers,
Burdette, Arkansas

"The general public wants to know where their food comes from, and we as farmers have not done a great job. We've been on the defensive for so long. But with the data we collect here on our farm, covering everything from fuel use, tillage, fertilizer, from start to finish—we've got an open book."



Matthew Feilke
RICE, SOYBEANS, CORN

fifth-generation farmer,
Stuttgart, Arkansas

"When I think of sustainability, my three boys are the first thing that come to mind. To give them a chance to farm tomorrow, we have to protect our natural resources today."

Recognizing Sustainability Leadership

*Presented as the capstone of the Alliance's Fall Plenary & General Assembly Meeting, Field to Market's Sustainability Leadership Awards recognize farmers and organizations who have demonstrated outstanding sustainability 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 are selected by Field to Market's Board of Directors and the Alliance's Awards and Recognition Committee. The recipients of the Sustainability Leadership Awards each demonstrate excellence in the pursuit of continuous improvement, resulting in measurable results and positive and transformative impact on both agriculture and the environment. In the next pages, learn more about the **2018 Farmer of the Year: Jay Hardwick** and the **2018 Collaboration of the Year: Southern Plains Wheat Fieldprint® Project**.*





BALANCING THE NEEDS OF THE LAND:

Louisiana Cotton Farmer Jay Hardwick Celebrated for Sustainability Leadership and Outstanding Conservation

As a Louisiana black bear cub meanders along the fields of Somerset Plantation in Tensas Parish, Louisiana, Jay Hardwick is mindful of the important role that farmers must play in balancing the needs of agriculture with the needs of the land. Formerly listed as threatened species under the Endangered Species Act from 1992-2016, this romping cub signals an achievement that many would be surprised to learn can be attributed to agriculture and efforts from farmers like Jay.

"It is very gratifying to see that our activity is supporting the return of a species that was on the threatened list, maybe extinction, which points to other things that might be happening on a smaller scale—other mammals, other insects that are all contributors to a diversified environment," shared Jay. "It's my feeling that a diversified environment in terms of crops that we grow, the trees, the water and the wildlife is a reflection of a landscape that is healthier than without."

Jay believes in the inherent qualities of the natural landscape to provide solutions to issues like water quality, air quality and soil quality. In addition to actively managing 12,000 acres of

farmland, he has restored 450 acres and preserved another 3,000 acres of wetlands on Somerset Plantation, while also maintaining 6,000 acres of bottomland hardwood timber, which provides crucial habitat for the Louisiana Black Bear.

"I've created wetland areas in order to provide extended wildlife opportunities and habitat, resulting in an incredible amount of life burgeoning in terms of wildlife like the Louisiana Black

Bear. In addition, these wetlands offer supplementary irrigation if we need to draw upon it, reducing pressures on groundwater resources," shared Jay.

Leadership Rooted in the Land

Recognized for outstanding conservation efforts on his farm and leadership in advancing sustainable agriculture, Jay was honored as Field to Market's 2018 Farmer of the Year. Working to harmonize productive



To learn more about the 2018 Farmer of the Year, Jay Hardwick, watch the video at bit.ly/2WWXeB7



Somerset Plantation is a diverse mosaic of farmland, wetlands and hardwood forests, providing a rich and diverse habitat that allows wildlife to flourish alongside working lands.



People want to know what we're doing with our farming. How are we growing our products? What impact are we having on the atmosphere, on the landscape, on the water, on the air we breathe? We have a huge responsibility and agriculture can be an important part of that solution."

—JAY HARDWICK, 2018 Farmer of the Year, Newellton, Louisiana

agricultural operations while maximizing natural resource protection, he has created a comprehensive conservation plan for the whole farm, which includes implementing many conservation practices like extensive crop rotation, field borders, filter strips, minimum tillage and wetland restoration.

The Farmer of the Year award celebrates Jay's vision and legacy which permeates through the entire Hardwick family's mission—to maintain and grow the diversity of the agricultural, forestry and native habitat of their property while ensuring its productivity to offer a fully functional and sustainable farmstead for generations to come.

"The ways we address sustainability is grounded in a basic land or agricultural ethic that is rooted in something that one of the premier conservationists in the United States, Aldo Leopold, said, which has stuck with me and guides me: a thing or event that preserves the integrity, stability, and beauty of the landscape, the farm-scape, is right. That which does contrary is wrong," shared Jay.

Passing Down a Legacy

"We have a greater responsibility other than just owning the land. We have a responsibility to the planet in terms of its sustainability, from air, water and soil—and these are all important parts for farmers," asserted Jay.

This passion for sustainability is a legacy that has passed from father to son, as Jay



equips his sons Marshall and Mead to one day take his place in managing the operations of Somerset Plantation.

"What I want to do as a farmer, or my mission so to speak, is try to find the balance between my production and the resources of the habitat itself—what they need. And there is a point where that investment becomes something other than a personal interest, it becomes generational," said Jay. "In our case, my sons are entering the business. Have they bought into this? Is this something that will continue to go on and they'll improve upon? And I hope so," shared Jay.

Managing increasingly more of the day-to-day operations of Somerset Plantation, Mead and Marshall are taking up their father's sustainability mantle.

"Take care of the land, and it's going to take care of you. Just treat it as a living organism—it's got to be cared for; it's got to be maintained and it will give it back to you," emphasized Marshall.

Learning Through Innovation

"Just trying things and thinking outside of the box I think as that is probably one of the biggest things that makes him a great farmer," shared Mead.

This comfort level with pushing the boundaries or exploring new practices is a trait that Jay has instilled in both his sons.

"I think he's influenced us and taught us to be open minded. What works best today, we may find a better way to do it tomorrow. Don't be scared to adapt. Don't be scared to try new things," recounted Marshall.

"There have been plenty of things that we thought outside the box and kind of fell flat on our face, but it was a learning experience," Marshall continued. "He would just say keep trying. You're going to fail. You may find one thing out of the next ten that's successful for you, but it will pay off and will help you in the long run."

"You only fail if you don't learn something from it," added Mead.

And learning to fail fast and continue experimenting has become a boundless source for solutions that help conserve soil, water and biodiversity for the

Hardwick family. In winter, they use water control structures to block off culverts and catch rainfall to flood fields for migrating waterfowl. They also embrace technology to enhance a multi-faceted approach to nutrient management—experimenting with poultry litter as a nutrient source, planting cover crops and utilizing satellite mapping to determine which areas of each field are in need of specific nutrients.

And this diversified approach is yielding positive benefits by building up organic matter in the soil, which helps it hold water longer. In the same way, by utilizing poultry litter and cover crops to add nutrients to the soil, the Hardwicks are betting on the long-term benefits outweighing any short-term costs.

“Higher organic matter acts like a sponge, so to speak, to absorb not only rainfall but to maintain water in the profile a lot longer. We want those [nutrients] to stay in the field and build

upon them rather than lose them and then have to regain them,” shared Jay.

Documenting Results of Stewardship

With increasing consumer interest in where and how food and fiber is grown, Jay and his family are committed to documenting and demonstrating the sustainability performance of their management decisions.

“People want to know what we’re doing with our farming. How are we growing our products? What impact are we having on the atmosphere, on the landscape, on the water, on the air we breathe? We have a huge responsibility and agriculture can be an important part of that solution,” emphasized Jay.

Since 2010, Jay and his family have used the Fieldprint Calculator to document the stewardship of their operations. Through the sustainability

analysis offered from Field to Market, he quantified the impact of moving non-economic and highly erodible areas into natural habitat and limiting crop production to land most suitable for crops. Moreover, Field to Market’s sustainability metrics have enabled Jay to demonstrate to other farmers, conservation groups, brands and retailers how conservation practices can be employed in a profitable manner.

“The Fieldprint Calculator is truly a valuable tool in the toolbox to evaluate how is this impacting my bottom line, my energy use, the amount of water I’m using? Can I find a better way of managing that water, so I can reduce my costs?” highlighted Jay. “This is the terrain where growers need to go to maximize not only their returns but to look for new opportunities for revenue as well and addressing some of the important responsibilities that agriculture has to a greater society.” ■



REAPING LASTING CHANGE:

ADM, Agrible and General Mills Honored for Helping Farmers Conserve Water and Build Soil Health in the Southern Plains



Amber waves of grain are not the only bounty harvested in the Southern Plains. The recipients of Field to Market's 2018 Collaboration of the Year Award are reaping lasting change, positively impacting the lands and waters of the fruited plains for years to come. This year's award honors Archer Daniels Midland Company (ADM), Agrible and General Mills, Inc. for their collective efforts to help farmers in the Southern Plains build soil health, conserve water and extend the life of the Ogallala aquifer through improved management.

By working together in the Southern Plains Wheat Fieldprint® Project for the past two growing seasons, these partners are working to create a more profitable, resilient and transparent agricultural supply chain by helping farmers quantify and measure continuous improvement in soil health and water conservation, while exploring practices that build resiliency.

Improving Resiliency Through Uncovering Insights

Field to Market's sustainability metrics are fully integrated into Agrible's software platform, which enables participating farmers in the Fieldprint Project to quantify their sustainability performance and pursue opportunities for continuous improvement.

"Using the tools that the Southern Plains Wheat Project has given us, we have been able to make some agronomic changes on our farm. We were able to identify some fields that we could cut back some of our nitrogen use a little bit and still keep the same yields. We were able to look at water efficiency of some of our pivots and become a little bit better stewards of that resource," shared Matt Splitter, Participating Farmer, Lorraine, Kansas.

Each year, farmers in the project participate in a grower workshop hosted by ADM, Agrible and General Mills, where results of the 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.

"I love to grow things, I love to see process improvement. The truth is that the average farmer gets forty shots at growing a crop because that's about how many years a farmer's career is. We've got to be getting out of our comfort zone and coming alongside people that are helping us learn and questioning why we do that," emphasized Jared Oatney, Participating Farmer, Partridge, Kansas.

Building Soil Health & Conserving Water Through Improved Management

General Mills, ADM and Agrible are working in collaboration to help farmers understand how their management practices impact different sustainability outcomes and explore how certain



In the case of the Southern Plains Wheat engagement really, it's it was kind of a one plus one plus one equals eleven, kind of a combination. And so to be able to team together, ADM, Agrible and General Mills, we were able to tell the story of sustainable agriculture from an end to end value chain standpoint that I think was really powerful"

—KEVIN O'DONNELL, Director, Global Sustainability Sourcing & Operations, General Mills

approaches can improve their resiliency in the potential future of prolonged drought while also helping conserve water and contribute to recharging the Ogallala aquifer.

Providing freshwater for roughly one-fifth of the wheat, corn, cattle and cotton in the United States, the Ogallala is one of the largest underground freshwater sources in the world. This vast underground reservoir flows beneath eight states, spanning an estimated 174,000 square miles of the Central Plains and storing as much water as Lake Huron. But this giant basin is not keeping up with demand as key regions of the aquifer are depleted faster than rain can recharge the underground reservoir.

With the support of project partners, participating farmers have evaluated the sustainability performance of more than 176,000 acres of hard winter wheat, learning how their farming practices can help conserve soil and water, while also identifying opportunities for improvement by benchmarking their performance against their peers.

As a result, participating farmers are already taking critical steps to improve the environmental performance of this region, which was subject to the Dust Bowl in in the 1930s. For instance, to help conserve water, approximately ten percent of the irrigated fields in west Kansas no longer use end guns and implemented flowmeters. In addition, some participating farmers also implemented absolute cutbacks in groundwater usage to help reduce pressure on the aquifer.



Moreover, the majority of participating farmers are implementing diverse crop rotations to more effectively manage soil moisture. This includes practices such as a fallow season in Western Kansas or cover crops like winter wheat, which require less water than other standard crops in the Central Kansas rotation with the added benefit of sustained ground cover in the winter to reduce wind erosion.

Just as participating farmers are looking at how they can both conserve water and improve irrigation water use efficiency, they are applying similar insights to improve soil health and conservation. For instance, ninety percent of the fields enrolled in the Fieldprint Project utilize reduced tillage,

which has benefits to improving soil carbon, retaining soil moisture and reducing passes across the field without a negative impact on crop yield.

"We only have what's out there as far as the earth, we can't make more of it. So we have to take care of what we have. When you look at just the erosion numbers, it makes you think about do we really need to be disking that field, or can we just spray it and not have to disturb the soil. Because if the wind starts blowing, it's going to end up in the air. It really makes you think about the way you're farming and, and how you're going to be able to continue to do it for years to come," explained Jill McGinn, Grain Merchandiser, ADM and wife of a participating farmer in Sedgwick, Kansas.



Unlocking Value Through Partnership

This partnership unlocks an opportunity for the entire value chain to work together to engage consumers in a shared commitment to continuous improvement, documenting and demonstrating sustainability performance of wheat production in the Southern Plains.

“In the case of the Southern Plains Wheat engagement really, it’s it was kind of a one plus one plus one equals eleven, kind of a combination. And so to be able to team together, ADM, Agrible and General Mills, we were able to tell the story of sustainable agriculture from an end to end value chain standpoint that I think was really powerful,” shared Kevin O’Donnell,

Director, Global Sustainability Sourcing & Operations, General Mills.

“Many producers are willing to be part of the program because they want to be transparent with their data. They don’t feel like they have anything to hide, and they really want to be an advocate for modern agriculture and show the consumer what they’re actually doing on their farm,” highlighted Marvin Schlatter, Grain Originator, ADM.

By working together, these partners are not only helping to make change on the ground, but also to connect consumers with where their food comes from and how it is grown.

“The people that are buying our products, they’re trying to figure out why we’re doing what we’re doing.

And sometimes, you know, we have to take a hard look in the mirror and say, is there a better way and, if there is, let’s not be afraid to challenge that and implement it,” said Oatney.

The partners have worked towards integrating field-scale research on grower farms to discover opportunities for improvement as well as encouraging learning and innovation through workshops and field day events with Kansas State Extension as well as the Soil Health Partnership. The program will continue to expand the scope of this targeted continuous improvement, leveraging existing private, local, state, and federal programs such as USDA Natural Resource Conservation Service cost-share programs and state-led locally enhanced management areas for groundwater.



The people that are buying our products, they're trying to figure out why we're doing what we're doing. And sometimes, you know, we have to take a hard look in the mirror and say, is there a better way and, if there is, let's not be afraid to challenge that and implement it."

—JARED OATNEY, Participating Farmer, Partridge, Kansas

A Collaboration More Than the Sum of Its Parts

"We're committed to doing more—more to improve the productivity of winter wheat, more to protect the environment including land and water, more to promote research and innovation solutions as well as more to improve local communities that we're working with. We're doing this one field, one grower and one season at a time," emphasized Jeff Peters, VP, Sustainability, Agrible.

Partners in the Southern Plains Wheat Fieldprint Project aim to expand participating acreage to 250,000 acres in 2018, while continuing to promote education, research and awareness for farmers. The focus is on helping find solutions to pressing challenges facing the region, which also impact the future viability of operations for all partners involved. Together with research elements from new partners like Kansas State Extension and the Soil Health Partnership, General Mills, ADM and Agrible will seek to advance sustainability improvements within farmers' operations with a focus on irrigation water conservation, building soil health and optimizing nitrogen management. In addition, the partners are also exploring collaboration opportunities across Southwest Kansas to include grain sorghum in the rotation to improve soil organic matter and water holding capacity.

"We have made significant strides in the first two years of our program. Now our focus turns to adding appropriate elements to ensure all collaborators see sustaining value in continued engagement. Most notably, we must listen to our producers to understand

what they need and implement strategies that drive greater return on his or her invested time," shared Jay Watson, Sourcing Engagement Manager, Global Sustainability, General Mills. ■



To learn more about the 2018 Collaboration of the Year, watch the video at bit.ly/31IKaVd

Looking Ahead

The past year represented significant progress for Field to Market and our collective sustainability efforts across U.S. agriculture, and with the launch of our new strategic plan to guide us, we are excited for what 2019 has in store. Our plans for this year include:

Develop a new flexible project framework

to provide multiple pathways for member-driven projects to support farmers' continuous improvement journeys.

Cross-sector dialogue series,

hosting three convenings in March, June and September, each focusing on how our members can work together to seize opportunities and overcome systemic barriers to scaling sustainable agriculture.

Release a Field to Market Member Portal

with improved user experience and new functionality to facilitate collaboration between members and projects.

Launch a new public-facing project directory

to provide greater transparency and recognition for the unique roles that each type of member-driven project plays in supporting and advancing farmers' continuous improvement journeys.

Pilot sustainability assessment of key feedstuffs

with stakeholders in the dairy and beef value chains.

Improve water quality outcomes for the Mississippi River

by establishing a project connecting a city or town in the river's watershed with farmers and stakeholders in the food and agriculture value chain.



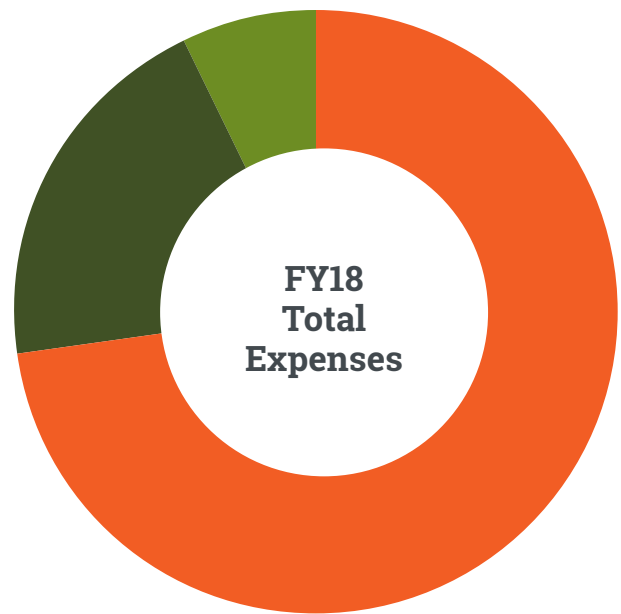
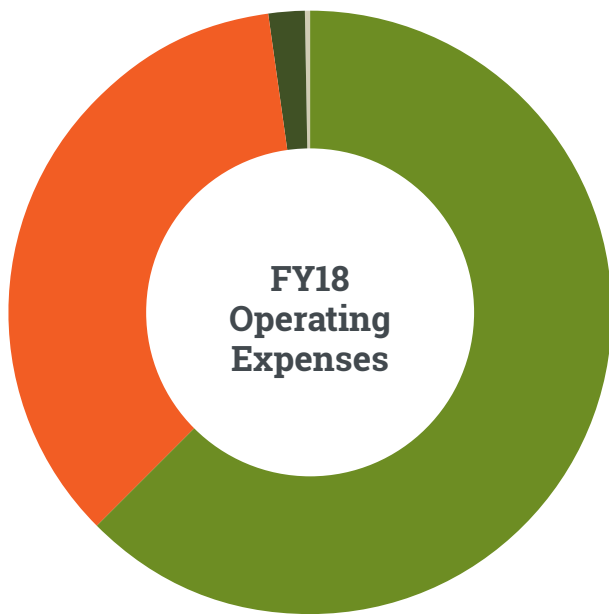
2018 Financials

The financial results depicted here are derived from Field to Market’s audited December 31, 2018, 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 generated in 2018 totaled
\$2,674,458

The total expenses in 2018 amounted to
\$2,511,595

At the end of 2018, total net assets were
\$1,833,897



- Membership Contributions 79%
- Grants & Sponsorships 18%
- In-Kind 2%
- License Income 1%

- Total Program Services 67%
- Management & General 26%
- Membership Development 7%

Combined Statement Of Activities and Changes In Net Assets

FOR THE YEAR ENDED IN DECEMBER 31, 2018

REVENUE AND SUPPORT:	Unrestricted	Restricted	Total
Membership Contributions	\$ 2,056,000	\$50,000	\$2,106,000
Grants & Sponsorships	-	\$480,750	\$480,750
Interest Income	\$595	-	\$595
In-Kind	\$57,473	-	\$57,473
License income	\$25,000	-	\$25,000
Miscellaneous	\$4,640	-	\$4,640
Net Assets Released from Restrictions	\$1,024,891	\$(1,024,891)	-
TOTAL REVENUE AND SUPPORT	\$3,168,599	\$(494,141)	\$2,674,458
EXPENSES:			
Program Services:			
Metrics	\$459,503	-	\$459,503
Education & Outreach	\$343,612	-	\$343,612
Technology	\$316,805	-	\$316,805
Verification	\$192,119	-	\$192,119
Harmonization	\$154,379	-	\$154,379
Awards & Recognition	\$112,971	-	\$112,971
Fieldprint Projects	\$109,786	-	\$109,786
Total Program Services	\$1,689,175	-	\$1,689,175
Membership Development	\$174,513	-	\$174,513
Management & General	\$647,907	-	\$647,907
TOTAL EXPENSES	\$2,511,595	-	\$2,511,595
CHANGE IN NET ASSETS	\$657,004	\$(494,141)	\$162,863
NET ASSETS: BEGINNING OF YEAR	\$859,089	\$811,945	\$1,671,034
END OF YEAR	\$1,516,093	\$317,804	\$1,833,897

Board of Directors

CHAIR

STEFANI MILLIE GRANT

Sr. Manager, External Affairs & Sustainability
Unilever
Brands & Retailers

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