

Because you can't  
manage what you  
don't measure.

# Measuring Sustainability Success

# Learning Objectives

- Demonstrate the value of measuring agricultural sustainability to growers
- Communicate progress & improvements in sustainability outcomes.
- Explore measurement tools being used.
- Identify opportunities for continuous improvement
- Convey the contributions made



# Why Measure?

Chapter 1

# The Value of Measuring Sustainability Performance

- Decision support
- Produce results
- Continuous improvement
- Transparency

**Demonstrate Your Leadership**



# Why Measure?

- Document stewardship
- Growing public interest in health and environment
- Tell agriculture's story
- Protect social license to operate



Discussion

# Sustainability Measurement Tools

Chapter 2

# What to Look for in a Sustainability Measurement Tool

- ✓ Broad support along ag supply chain
  - Ag service providers and grower groups to ingredient processors and consumer-facing brands/retailers
- ✓ Based in science
- ✓ Recognized by leading conservation organizations

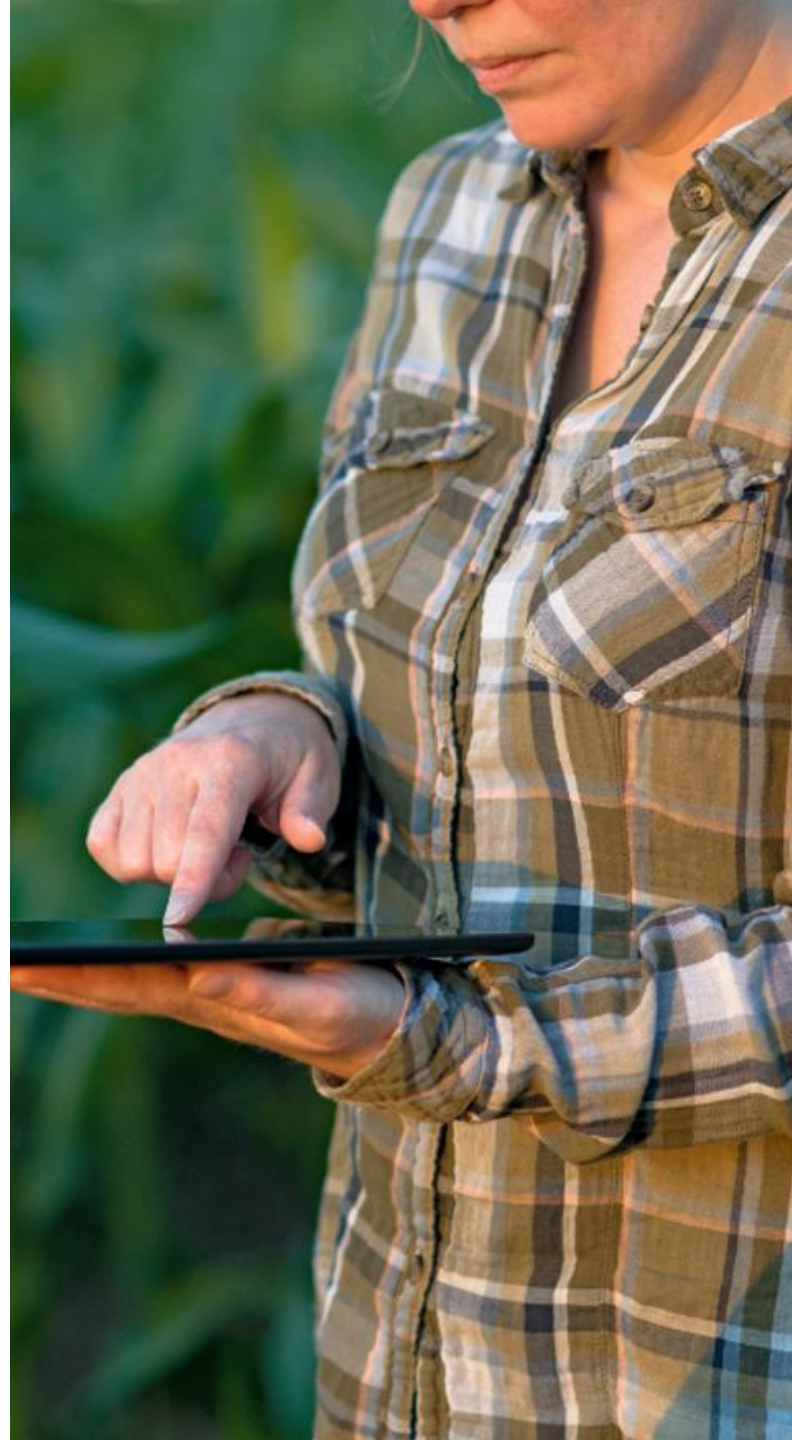




# Field to Market's Fieldprint® Platform

- Helps growers evaluate their farming decisions in the areas of:
  - Biodiversity
  - Energy use
  - Greenhouse gas emissions
  - Irrigated water use
  - Land use
  - Soil carbon
  - Soil conservation
  - Water quality
- Farmers can save their information and compare the environmental impact of different management decisions on their operation

[www.calculator.fieldtomarket.org](http://www.calculator.fieldtomarket.org)





- Dashboard
- Field Library
- My First Farm
  - My First Field
  - My Second FI...
  - My Third Field
  - Add Field
- Add Farm
- Crop Rotation Library
- Fieldprint Projects
- Support

View Fieldprint Results on Spidergram – now with Biodiversity

Fieldprint scores are shown on the spidergram as relative indices on a scale of 1-100 that represent your resource use or impact per unit of output in each of the five resource areas.

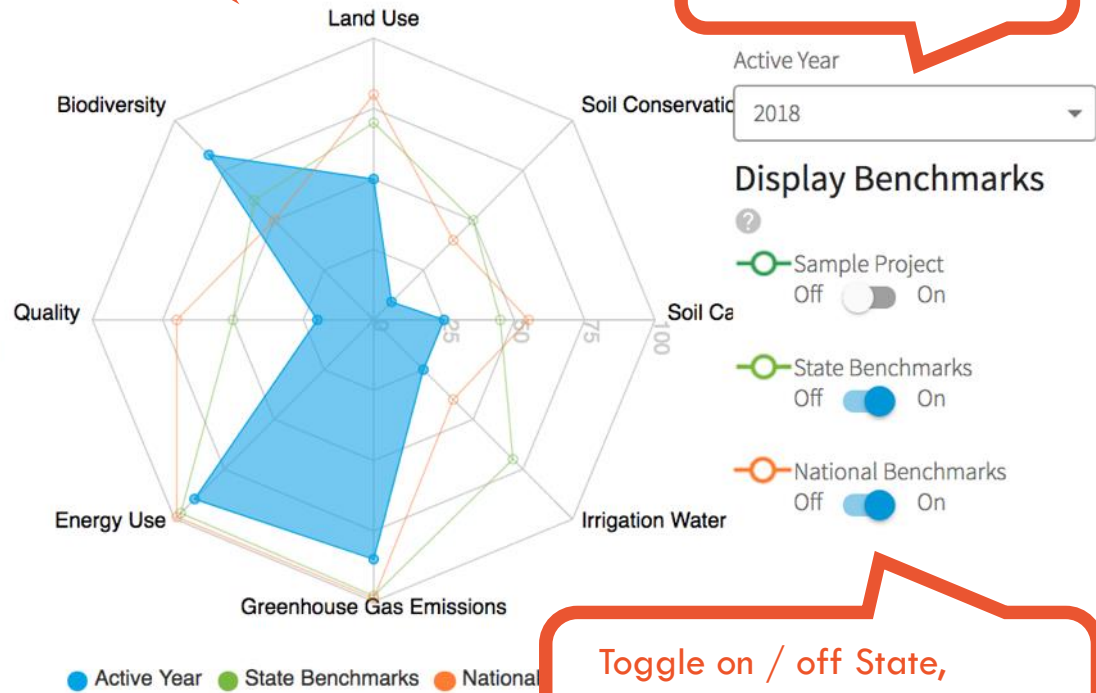
Values closer to the center of the Spidergram indicate a lower impact on each resource; the smaller the total area of the Fieldprint on the Spidergram, the smaller the overall resource impact.

Expand and collapse each indicator area

# My First Farm

View Quick Facts

Switch between crop years.



Toggle on / off State, National and Fieldprint Project benchmarks

## Fieldprint Data per Indicator

- Land Use
- Soil Conservation

Collapse Panel



# Eight Environmental Indicators



Biodiversity



Energy Use



Greenhouse  
Gases



Irrigation Water  
Use



Land Use



Soil Carbon



Soil Conservation



Water Quality

Discussion

# Interpreting an Analysis

## Chapter 3

# Finding Opportunities for Improvement

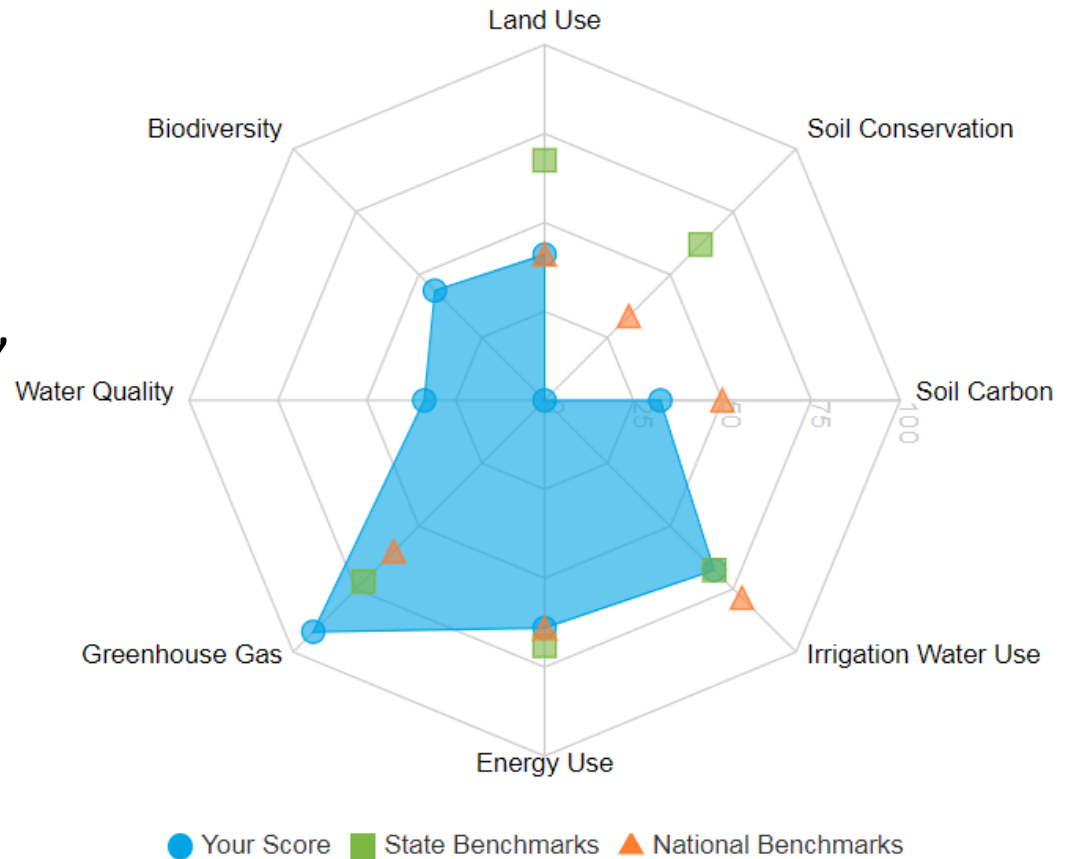
Texas Cotton

**Yield: 1000 lbs/A**

Center-pivot irrigation,  
powered by electric  
grid

Applications:

- 93 lbs N pre-plant
- 5 herbicide
- 1 insecticide
- 2 PGR





# Driving Continuous Improvement

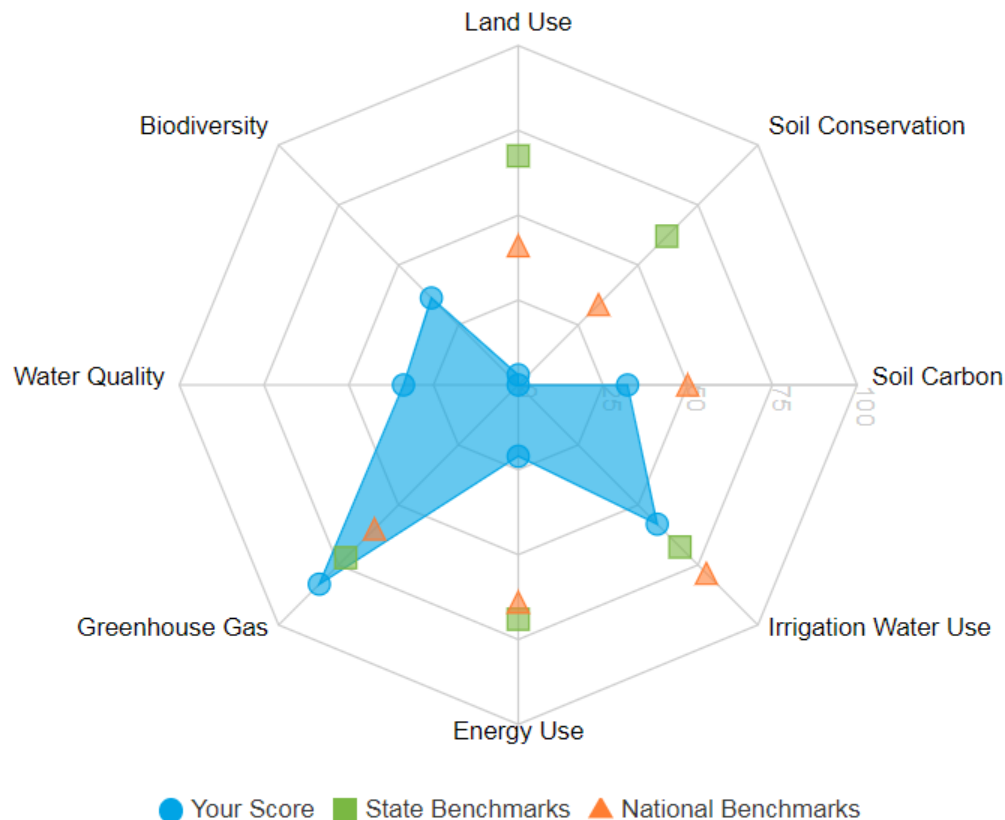
Texas Cotton

**Yield: 1300 lbs/A**

Center-pivot irrigation,  
powered by electric grid

Applications:

- 93 lbs N pre-plant
- 5 herbicide
- 1 insecticide
- 2 PGR



# Driving Continuous Improvement

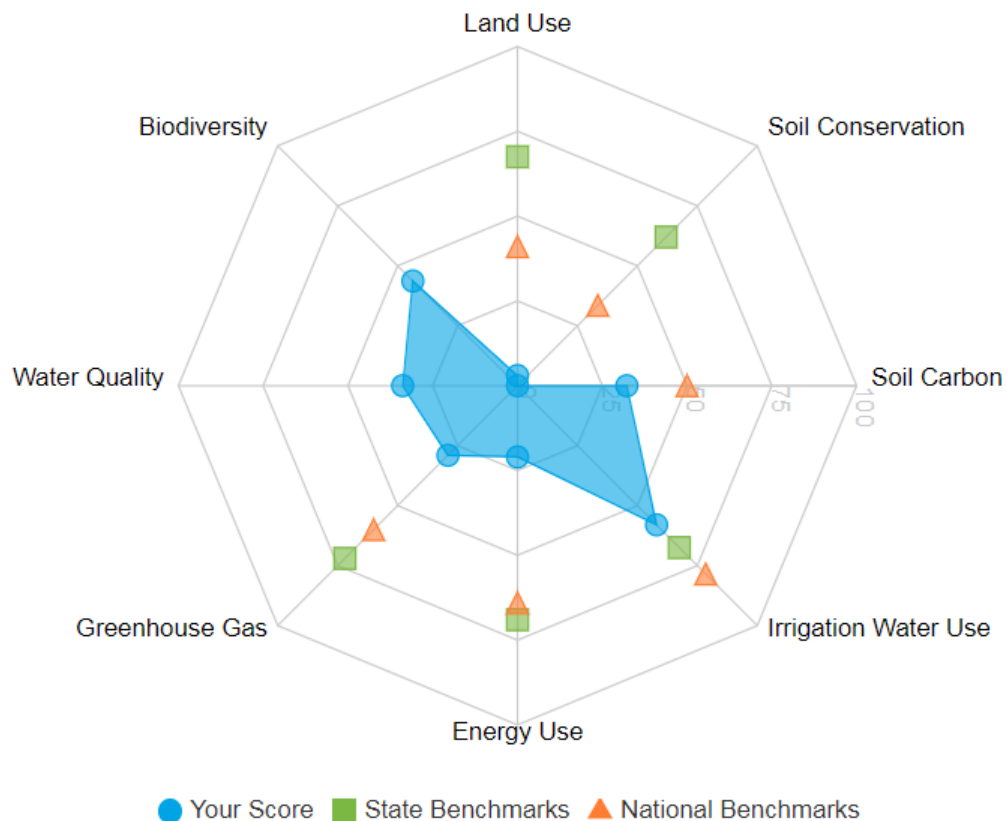
Texas Cotton

**Yield: 1300 lbs/A**

Center-pivot irrigation,  
powered by **solar**

Applications:

- 93 lbs N pre-plant
- 5 herbicide
- 1 insecticide
- 2 PGR



Practice

# Reaping the Benefits

Chapter 4



**FIELDPRINT<sup>®</sup>**  
CALCULATOR



## Benefits to Growers

- Improved operational efficiency
- Access to markets
- Cost-share and other financial incentives
- Storytelling

Protect grower  
freedom to operate

# Benefits for Trusted Advisers

- Professional development
- Recognition
- Value-added service
- Communications



# Connect with Supply Chain Partners

- Connect producers to supply chain programs
- Improve access to markets and incentives programs
- Minimize risk

**You are an important link in  
the chain.**





# Discussion

# Review

- Measurement is vital
- Communicate stewardship
- Offer decision support
- Connect to supply chain initiatives

[www.calculator.fieldtomarket.org](http://www.calculator.fieldtomarket.org)



# Thank you!

## Sustainability Programming for Ag Retailers and CCAs (SPARC)

A COLLABORATIVE INITIATIVE  
BROUGHT TO YOU BY

