



Field to Market and SAI Platform Partnership Frequently Asked Questions



Background

To maximize efficiencies and value to our members, Field to Market: The Alliance for Sustainable Agriculture and SAI Platform have agreed to strengthen our collaboration by entering into a strategic partnership that clearly outlines our approach to advancing sustainability in North American commodity crop production and identifies how both organizations will interact and harmonize their respective solutions and tools to deliver maximum impact and member value. In October 2020, the two organizations signed an updated Memorandum of Understanding that outlines guiding principles to deliver a coordinated and aligned approach to advancing sustainability in row crop agriculture in the U.S. and Canada by leveraging the inherent strengths of both organizations, avoiding duplication of efforts and improving alignment between each organization's respective programs and tools.

This partnership builds upon the foundation of a previous memorandum of understanding signed in 2017, in which Field to Market: The Alliance for Sustainable Agriculture and SAI Platform [entered into an equivalency agreement](#) which 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 equivalency allows U.S. commodity farmers utilizing the Fieldprint Platform to be recognized by SAI Platform if they desire global recognition of their sustainability performance. The agreement also creates greater efficiency for brands and retailers who wish to measure and assess the sustainability performance of their supply chains through greater alignment between both programs.

About Field to Market

Field to Market: The Alliance for Sustainable Agriculture brings together a diverse group of grower organizations; agribusinesses; food, beverage, restaurant and retail companies; conservation groups; universities and public sector partners to focus on defining, measuring and advancing the sustainability of food, feed, fiber and fuel production. By uniting the agricultural supply chain and key stakeholders around a common measurement framework and process-based standard to accelerate continuous improvement, Field to Market seeks to harness the collective action of the value chain to support resilient ecosystems and enhance farmer livelihoods. Field to Market is comprised of nearly 150 member organizations representing all facets of the U.S. agricultural supply chain, with members employing more than 5 million people and representing combined revenues totaling over \$1.5 trillion.

About SAI Platform

Founded in 2002, the Sustainable Agriculture Initiative Platform (SAI Platform) connects, collaborates, and builds industry-wide solutions globally to catalyze and support sustainable change in agriculture. It enables its members to share expertise, create solutions to common challenges and promote sustainable agriculture in a pre-competitive environment. By developing tools and principles it is creating secure and resilient agricultural supply chains. consumers. With over 115 members, mainly companies and organizations in the food and drink industry, it is at the forefront of pioneering sustainable agriculture around the world for a sustainable, thriving and resilient agricultural sector that protects the earth's resources, human rights and animal welfare and delivers value to our members and across our whole value chains



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FREQUENTLY ASKED QUESTIONS

Why a partnership?

We recognize that very often organizations such as Field to Market and SAI Platform have common goals, common interests and even common members. Duplication is counter-productive and inefficient to each of our members' needs and we therefore strive to collaborate and leverage from each other's strengths. The whole is much greater than the sum of the parts.

How are Field to Market and SAI Platform unique?

Both Field to Market and SAI Platform are technology neutral, but they have very different areas of focus.

Field to Market offers a pre-competitive, science-based and outcomes-focused sustainability measurement framework and accompanying process-based standard to accelerate continuous improvement in sustainability outcomes for commodity crop production in the United States and Canada. Its programs and metrics are developed through a multi-stakeholder, consensus driven process with equal representation from growers, agribusiness, brands and retail, conservation community and academia. Field to Market's Fieldprint Platform seeks to help farmers and the supply chain analyze the sustainability performance of specific management decisions and the related impact on eight sustainability outcomes. Field to Market's process-based standard offers companies the ability to make sustainability claims related to impact by quantifying change over time.

Membership of SAI Platform does not currently include academia or single issue organisations, but is open to food manufacturers, farmers, farmer organizations and retailers. Affiliate membership can be granted to agricultural and farm support organisations, assurance schemes and standard organisations, farm service or input providers. Affiliate members can also be non-food and drink companies who source agricultural products. A global organization, it is commodity and technology agnostic, supporting livestock and crop solutions. FSA as a toolset provides farm and groups of farms with the ability to assess their sustainability performance level against a global industry reference, and have the result verified by an independent verification body. The FSA focuses on farming practices as a way to support continuous improvement of sustainable agriculture and communicate farm sustainability performance to supply chain partners.

Should I be a member of both organizations?

Field to Market and SAI Platform offer different solutions and approaches and offer unique value propositions. Membership is defined by your company's own needs and there are different solution sets offered. By ensuring a strong partnership approach we will ensure we remove inefficiencies where you are a member of both organizations and together we can better catalyze and scale positive change.

As a guiding principle of our partnership, both organizations agree to recognize the role that the other plays in advancing sustainable agriculture in key geographies and agricultural sectors:

- Field to Market recognizes the leadership role that SAI Platform plays in advancing sustainable agriculture globally. Field to Market agrees to encourage its members to utilize SAI Platform for



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global assurance for sustainable agriculture outside of commodity crop production in the U.S. and Canada;

- SAI Platform recognizes the leadership role that Field to Market plays in advancing the sustainability of commodity crop production in the United States and Canada. SAI Platform agrees to preferentially encourage its members to utilize the FSA/Field to Market Equivalency Module to achieve sustainability assurance for commodity crop production within the U.S. and Canada.

How do you recognize and celebrate each other's activities?

By encouraging our respective memberships to avail themselves of the tools, programs and value that Field to Market and SAI Platform offer and highlighting the successes of our joint collaboration within the U.S. and Canada, we seek to help guide a coordinated and comprehensive approach to sustainable agriculture globally.

Where relevant, we will regularly share each other's key updates and achievements with our respective members and support each other's activities through social media and other relevant forums.

We will also work together to scale utilization of the joint FSA/Field to Market equivalency module in the U.S. and Canada and showcase the benefits of streamlined sustainability measurement.

Where are you pursuing alignment in sustainability measurement and assurance?

A hybrid approach linking the data rich solutions from Field to Market's Fieldprint Platform farm-level information with SAI Platform's Farm Sustainability Assessment tool offers a much richer and efficient solution for our members to assess, improve and independently verify on-farm sustainability. The joint FSA/Field to Market Equivalency Module provides a comprehensive solution to global sustainability assurance that avoids any duplication or dilution of the benefits each organization individually offers.

Can Field to Market's Fieldprint Platform and SAI's Platform's Farmer Self-Assessment (FSA) be used jointly for U.S. row crop sustainability programs?

Following a thorough benchmarking assessment, Field to Market and SAI Platform determined that the Fieldprint Platform's outcomes-based, metrics-driven approach to measuring environmental sustainability, when combined with the robust legal and regulatory framework required of the U.S. for commodity agriculture results in a framework that is equivalent to FSA Bronze Level Performance.

Participating farmers in Field to Market's Continuous Improvement Accelerator can earn FSA Bronze equivalency by completing the Fieldprint Calculator and affirming 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 either in a one-page questionnaire or online module in the Fieldprint Platform that was jointly developed by Field to Market and SAI Platform, and having this independently verified by an FSA approved Verification Body.

More detailed guidance has been developed for growers and supply chain companies wishing to use this joint approach in the U.S.



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- *FAQ for growers:* <http://fieldtomarket.org/media/2017/03/FAQ-Guidance-for-Growers-Appendix-3-v.1.1.pdf>
- *FAQ for supply chain companies:* <http://fieldtomarket.org/media/2017/03/FAQ-Guidance-for-Supply-Chain-Companies-Appendix-4.pdf>
- *FAQ for Farm Sustainability Assessment* <https://saiplatform.org/faq/#FSA>
- *How do farmers benefit from FSA?* <https://saiplatform.org/faq/#FSA>
- *My company sources from farms using Field to Market. Should I use Field to Market FSA equivalency module?* <https://saiplatform.org/faq/#FSA>

What are you collaborating on?

Field to Market and SAI Platform's current focus is to scale use of the joint SAI Platform/Field to Market equivalency agreement to provide sustainability assurance for commodity crops produced in the U.S. and Canada. Where there are opportunities for joint project development, staff from both organizations will work to outline and expand upon additional opportunities for member collaboration.

A key area of differentiation between both organizations, SAI Platform facilitates and manages projects on behalf of its members whereas Field to Market's Continuous Improvement Accelerator empowers members to organize and lead projects following a process-based standard. Where possible, SAI Platform and Field to Market will seek to increase awareness about project opportunities relevant to commodity agriculture with their respective membership through tools such as Spotlight and Field to Market's Continuous Improvement Accelerator Project Directory and Partnership Exchange.

Can SAI Platform members participate in Field to Market Continuous Improvement Projects in the U.S.?

Can Field to Market members participate in SAI Platform projects in the U.S.?

SAI Platform offers limited access to our collaboration catalyzer, Spotlight, for non-members to list any projects or project ideas that might be of interest to our community. Active projects are available publicly on our website [Projects Section](#)

Field to Market provides public access to projects on their [Project Directory](#) and will agree to make projects utilizing the joint SAI Platform/Field to Market Equivalency Module easily available for search.

Where joint members in both organizations see opportunities for cross-posting on SAI Platform's Spotlight and Field to Market's Partnership Exchange, staff will pursue opportunities for streamlining sharing and dissemination of these collaboration opportunities for members.

Projects are funded and managed through each organization separately. It is possible to be involved in these projects, even without organization membership, but in all cases higher project participation fees for non-members exist compared to what members will pay to participate.

Lastly, the staffs of Field to Market and SAI Platform will meet or communicate quarterly to ensure there is an awareness of project plans and opportunities to confirm interest in projects each year. The number and scale of such projects will vary each year.