



2022 - 2024

STRATEGIC PLAN SUMMARY



Field to Market®

2022-2024 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. Identify and Promote Innovative Incentive Strategies

Strengthen capacity across the value chain to deploy effective incentive strategies to support farmers in scaling conservation adoption by addressing agronomic and financial risk of transition.



4. 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.



5. 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.

A photograph of two men in an outdoor setting, possibly a field or construction site. The man on the left is wearing a plaid shirt and a baseball cap, looking down at a tablet held by the man on the right. The man on the right is wearing a dark t-shirt and a watch, looking intently at the tablet. The entire image is overlaid with a semi-transparent orange filter.

STRATEGIC PRIORITY #1
CONVENE DIVERSE
STAKEHOLDERS

Convene diverse stakeholders to facilitate multi-sector collaboration, advance shared learning, and drive collective action in accelerating sustainable outcomes for nature and farmers.

KEY STRATEGIES

- Provide transparent multi-stakeholder governance processes to ensure credible programs and initiatives
- Host ongoing events, including the annual Sustainable Ag Summit, biannual Plenary meetings, Cross-Sector Dialogue series and a Senior Executive Forum to provide opportunities for shared learning
- Develop strategic partnerships that lead to collaborative solutions for how the agricultural value chain can advance equity and inclusion for farmers of color and other underrepresented communities, especially within the context of sustainability initiatives

MEMBER ROLES

- Actively participate in Field to Market's programs and meetings and volunteer for Standing Committees and Workgroups
- Adhere to Field to Market's member roles, responsibilities, and code of conduct



STRATEGIC PRIORITY #2
PROVIDE SCIENCE-BASED
LEADERSHIP

Develop and strengthen Field to Market's science- and outcomes-based resources for measuring sustainability performance, assessing opportunities for improvement and bridging environmental and social science to catalyze positive change.

KEY STRATEGIES

- Strengthen and maintain a common, science-based measurement framework to assess environmental impacts from commodity crop production
- Strengthen and maintain a robust data platform, including an application programming interface (API) to standardize and streamline data collection, analysis and reporting
- Identify key research needs to improve measurement and/or benchmarking and communicate these gaps to the scientific community
- Enable a community of practice around the social science of sustainable agriculture to identify effective strategies to support farmers adoption of conservation practices

MEMBER ROLES

- Engage in metrics development through the Metrics Committee approval process and other member and public comment periods
- Utilize Field to Market's platform, including Qualified Data Management Partner tools, for sustainability measurement and reporting; companies with digital properties should seek to integrate Field to Market's metrics into their software tools



STRATEGIC PRIORITY #3
IDENTIFY AND PROMOTE INNOVATIVE
INCENTIVE STRATEGIES

Strengthen capacity across the value chain to deploy effective incentive strategies to support farmers in scaling conservation adoption by addressing agronomic and financial risk of transition.

KEY STRATEGIES

- Create a standardized approach for how the broader industry can support farmers in evaluating the economic feasibility of the types of practices that may improve environmental outcomes
- Strengthen knowledge and capacity across our membership to deploy the right blend of incentives (e.g., financial, technical assistance and peer support) to meet farmers' unique needs, risk tolerance and motivations
- Deepen engagement with the financial community to strengthen relationships in service of mobilizing more catalytic capital and explore the development and deployment of innovative finance mechanisms that leverage matching funds from private sector, philanthropic organizations and government

MEMBER ROLES

- Explore, test and pilot new incentive mechanisms within supply chain sustainability initiatives that help to de-risk conservation adoption for farmers



STRATEGIC PRIORITY #4
SCALE IMPACT THROUGH
PARTNERSHIPS

Facilitate and scale pre-competitive partnerships across the value chain that deliver continuous improvement at the field, farm and landscape levels.

KEY STRATEGIES

- Expand staff support and digital tools for Continuous Improvement Project design, implementation and reporting, and encourage companies with interest in shared geographies to pursue landscape-based approaches to collaboration
- Increase documentation of Continuous Improvement Project learnings through case studies and make available through regular publications and educational opportunities for Field to Market members
- Cultivate additional local partners and trusted advisers through outreach and training to support Continuous Improvement Projects and landscape level collaborations across supply chains

MEMBER ROLES

- Establish Continuous Improvement Projects, including pre-competitive partnerships across the value chain that are designed to support growers in delivering improved environmental outcomes at the field, farm and landscape levels
- Share best practices and other pre-competitive learnings from Continuous Improvement Projects to strengthen supply chain sustainability efforts across the industry
- Adhere to Field to Market requirements for transparent project registration and reporting



STRATEGIC PRIORITY #5
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..

KEY STRATEGIES

- Align with other strategic sustainability/regenerative programs and standards, including Scope 3 methodologies, to provide opportunities for additional recognition for participating farmers and supply chain entities
- Explore a novel set of clearly defined principles and criteria for sustainable/regenerative agriculture at a farm and landscape level, including mapping how existing metrics and additional indicators can evaluate progress toward regenerative ag commitments
- Feature and recognize exemplary growers, trusted advisers and Continuous Improvement Projects via Sustainability Leadership Awards and Spotlight program

MEMBER ROLES

- Members utilize Field to Market's program to make credible public claims and to seek streamlined recognition from aligned standards
- Members nominate deserving award recipients to encourage and promote farmer, trusted adviser and supply chain leadership in sustainable agriculture



Field to Market[®]

**Field to Market: The Alliance
for Sustainable Agriculture**
777 N Capitol St NE, Suite 802
Washington, DC 20002

www.fieldtomarket.org