District Roles in Field to Market Projects

NACD Annual Meeting
February 4, 2019
Field to Market:
The Alliance for Sustainable Agriculture
TRANSPARENCY IS NO LONGER OPTIONAL
COLLABORATION IS ESSENTIAL
WE NEED TO TELL OUR STORY
Uniting the Supply Chain to Deliver Sustainable Outcomes for Agriculture
Membership Sectors

- Grower
- Agribusiness
- Brand and Retail
- Civil Society
- Affiliate
SCIENCE-BASED OUTCOMES-BASED TECHNOLOGY NEUTRAL
What is Sustainability?

"My goal every day is to make my land better than it was the year before, so it can be the heart of a healthy, profitable business for generations to come."

- Dirk Rice, Illinois

“… maintaining and protecting our natural resources.”

- Brandon Bauman, Arkansas

“… staying power over the long-term.”

- Justin Knopf, Kansas
How We Define Sustainability

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 and fiber demands
• Improving the environment
• Improving human health
• Improving the social and economic well-being of agricultural communities
Program Goals

Field to Market is working to meet the challenge of producing enough food, fiber and fuel for a rapidly growing population while conserving natural resources and improving the ability of future generations to meet their own needs by driving sustainable outcomes for commodity crops.

To deliver these outcomes, Field to Market’s membership has pledged to:

**Improve land use efficiency**
Drive sustained improvements by increasing productivity on U.S. cropland, conserving native habitat and enhancing landscape quality.

**Improve water quality**
Offer sustained contributions to solving regional water quality problems by reducing sediment, phosphorus, nitrogen, and pesticide loads from U.S. cropland.

**Improve irrigation water use efficiency**
Provide sustained contributions to solving regional water scarcity problems through continual improvement in irrigation water use efficiency and conservation.

**Improve energy use efficiency**
Drive sustained improvement in energy use efficiency from U.S. crop production.

**Reduce greenhouse gas emissions**
Deliver sustained reductions in greenhouse gas emissions from U.S. cropland per unit of output.

**Reduce soil erosion**
Provide sustained reductions in soil erosion to tolerable levels or below on all U.S. cropland.
Field to Market Crops

Alfalfa  Potatoes
Barley    Rice
Corn, grain  Soybeans
Corn, silage  Sorghum
Cotton  Sugar Beets
Peanuts  Wheat
Field to Market Sustainability Metrics

- Biodiversity
- Energy Use
- Greenhouse Gas Emissions
- Irrigation Water Use
- Land Use
- Soil Carbon
- Soil Conservation
- Water Quality

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Helping Farmers Measure Sustainability Performance Using Their Preferred Technology Provider
NOW AVAILABLE

Field to Market’s Sustainability Metrics and Algorithms Now Integrated into Leading Precision Agriculture, Decision Support and Farm Management Software Solutions
Fieldprint® Projects
Supply Chain Partnerships for Continuous Improvement
54 Fieldprint Projects Across 33 States

- Corn
- Cotton
- Potatoes
- Soybeans
- Rice
- Wheat
- Barley
- Peanuts
- Sugar Beets

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Fieldprint® Projects

- Demonstrate use of the Fieldprint Platform on the ground at the grower level and through the supply chain

- Engage farmers across geographies, crops, and supply chains

- Sponsors include grower organizations, supply chain companies, conservation organizations, university extension services, and NRCS
Making the Connection
The Nature Conservancy

• **Nutrient Stewardship**: Reduce nutrient runoff into US waters by 20%

• **Soil Health**: Improve soil on more than half of US soy, wheat, and corn croplands

• **Sustainable Grazing Lands**: Improve management on 80 million acres of US grazing lands
Corporate Sustainability at the Field Level
Data Flows

Farmers → Soil and Water Conservation Districts → The Nature Conservancy

Supply Chain → Field to Market
Making the Connection

Building Capacity

Field to Market → $ → Supply Chain → $ → The Nature Conservancy

$ → Farmers → $ → Soil and Water Conservation Districts
Big Pine Creek
Fieldprint Projects

Leslie Fisher
Benton County Indiana SWCD
2016 Project Objectives

- Host a kick-off meeting
- Enter 15 producers into the Fieldprint Calculator
- Meet with producers and a Certified Cropping Advisor (CCA) to review and interpret scores
- Agree to observations by the Purdue University Natural Resources Social Science Lab
- Host an aggregated data meeting
2016 Project Partners

- Conservation Technology Information Center (CTIC)
- Benton, White, and Warren County Indiana Soil and Water Conservation Districts
- Big Pine Creek Steering Committee
- Indiana Pork Producers
- Indiana State Department of Agriculture
- Field to Market
- Indiana Corn Marketing Board
- Indiana Farm Bureau
- Agrium
- International Plant Nutrition Institute
- The Fertilizer Institute
- Indiana Soybean Association
2016 Project Goals

- Inform producers of their environmental performance baseline and improvement opportunities
- Participants implement additional recommended priority conservation practices for nutrient use efficiency on their farms
- Big Pine Creek project partners and participating producers use the Fieldprint Calculator to influence and prioritize on-farm conservation and efficiency decisions
- Producers pursue continuous improvement toward sustainability metrics at a watershed scale
2016 Project Summary

- Kick-off meeting with additional material
- Entered 19 producers
- Held 18 CCA meetings, focusing on general conservation themes
- Hosted aggregated data meeting, encouraging local collaboration
2016 Project Challenges

- Finding willing participants
- Explaining the Field to Market concept
- Time commitment
- Explaining specific metrics
- Comfort level being observed
- Additional CCA meeting
- Meeting attendance
2016 Project Outcomes

- Established relationships
- Gained knowledge of sustainable practices
- Brought awareness of producer’s “Fieldprint” and operational efficiency
- Connected cost-share opportunities and necessary resources with producers
- Became a training tool for knowledge of agronomic practices
2017 Project Objectives

- Host a kick-off meeting
- Enter ten producers (Tate and Lyle customers) into the Fieldprint Calculator
- Develop a conservation plan for each producer
- Host an aggregated data meeting
2017 Project Goals

- Build on existing producer relationships
- Focus on individualized conservation plans
- Connect more producers to cost-share programs available
- Continue to build the capacity of the Big Pine Creek Watershed Project
2017 Project Summary

- Informal Kick-off meeting
- Entered data for 12 producers and consecutively produced an individualized conservation plan
- Hosted an aggregated data meeting tailored to the economics of the Fieldprint Calculator metrics
2017 Project Outcomes
2018 Project
Water Quality Quantitative Pilot

Objectives

- Enroll 10 producers collecting data from the same field for 2015, 2016, and 2017
- Meet with Field to Market staff to provide feedback

Goals

- Assess the feasibility of a metric update
Fieldprint Calculator Project Benefits

- Building relationships with producers
- Connecting District cost-share programs and resources
- Bringing awareness to sustainable metrics within agricultural systems
- Building knowledge of conservation practices
- Farmer Recognition

- Staff training
- Resource to larger connections and opportunities
- Build District capacity with additional funds
Considerations
Connecting with member-led projects through Field to Market can help Conservation Districts better advance NACD’s mission to protect land and water resources.
Next Steps

Search Results for Texas

ADM, Agrible and General Mills Southern Plains Wheat Fieldprint Project
ADM Milling, General Mills, and Agrible are partnering together on a Southern Plains Hard Wheat project. This project will initially engage producers in Kansas, Oklahoma... read more

Cotton Incorporated Research Fieldprint Project
Cotton Incorporated supports many research projects throughout the beltwide cotton growing region in the United States. This research on irrigation, soil fertility, and p... read more

TAWC TX – Cotton Fieldprint Project
The Texas Alliance for Water Conservation (TAWC) is an ongoing farm demonstration project that works with over 20 producers covering more than 6,000 acres in nine countie... read more

USA Rice – Ducks Unlimited Rice Stewardship Partnership (National) Fieldprint Project
Rice Stewardship’s vision is to conserve three of the nation’s important natural resources: working ricefields, water and wetland wildlife. Ensuring adequate supplies of... read more

Wrangler’s Soil Health Fieldprint Project
Inspired by the potential of emerging science and technology, Wrangler has formed a coalition of industry, academic and nonprofit partners to assist and encourage U.S. co... read more
ADM, Agrible and General Mills Southern Plains Wheat Fieldprint Project

Project Summary
ADM Milling, General Mills, and Agrible are partnering together on a Southern Plains Hard Wheat project. This project will initially engage producers in Kansas, Oklahoma, Texas, and Nebraska to establish a baseline and document improvements across the wheat rotation.

State(s):
Kansas, Nebraska, Oklahoma, Texas

Project Type:
Supply Chain Project

Crop(s) Analyzed:
- Corn, Grain
- Soybeans
- Wheat

Primary Natural Resource Concern(s):
- Climate Change
- Soil Quality
- Water Scarcity

Metric Goal(s):
- Energy Use
- Greenhouse Gas Emissions
- Irrigated Water Use
- Land Use
- Soil Conservation

Reaping Lasting Change: ADM, Agrible and General Mills Honored for Helping Farmers Conserve Water and Build Soil Health in the Southern Plains
Thank You!
For More Information or to Get Involved
Contact: Lexi Clark at lclark@fieldtomarket.org
Visit www.fieldtomarket.org
Thank You
For More Information
Visit www.fieldtomarket.org
Field to Market: The Alliance for Sustainable Agriculture focuses on defining, measuring and advancing the sustainability of food, fiber and fuel production.
Sustainability Insights

Value of the Field to Market Approach

- Evaluate current environmental performance
- Connect with tools and initiatives that will facilitate continuous improvement within their operations
- Maintain their freedom to operate under voluntary system of conservation incentives
- Ensure market access
- Reduce or eliminate a proliferation of supply chain surveys
- Share sustainability story with consumers

- Provide relevant decision support tools, technologies, programs and initiatives to growers
- Help farmers meet continuous improvement goals
- Share sustainability story with consumers, shareholders and stakeholders

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Delivering on Commitments

10 Year Goals for U.S. Cotton

- Increase Soil Carbon: 30%
- Increase Land Use Efficiency: 13%
- Decrease Greenhouse Gas Emissions: 39%
- Decrease Soil Loss Per Acre: 50%
- Decrease Water Use: 18%
- Decrease Energy Use: 15%
Value of the Field to Market Approach

- Connect growers they source commodities from with downstream companies
- Report the sustainability of their sourcing areas through a single sustainability platform
- Reduce or eliminate challenge of responding to multiple, competing surveys
- Share sustainability story with consumers, shareholders and stakeholders
- Access aggregated data to characterize sustainability of their sourcing regions
- Partner with suppliers to advance continuous improvement in sustainability outcomes
- Benefit from industry alignment around a common sustainability framework to enable supply chain sustainability claims
- Share sustainability story with consumers, shareholders and stakeholders
Delivering on Commitments

Unilever has committed to sustainably sourcing all of their commodities by 2020.

Unilever selected Field to Market as the sustainability measurement program for soy purchased in the U.S. due to:

• Focus on continuous improvement
• Engagement from entire supply chain
Collaborating with ADM, Unilever’s procurement team mapped the supply shed for several key products.
Value of the Field to Market Approach

- Partner with suppliers to advance continuous improvement in sustainability outcomes
- Benefit from industry alignment around a common sustainability framework to enable supply chain sustainability claims
- Share sustainability story with consumers, shareholders and stakeholders
- Benefit from confidence in a sustainability framework
- Collaborate on establishing metrics that advance conservation mission
- Support initiative that advances sustainable agricultural production
- Contribute to building more sustainable supply chains
- Share sustainability story with consumers and stakeholders