



Field to Market®

International Sweetener Colloquium

February 12, 2018

Orlando, FL



Field to Market®

Field to Market: The Alliance for Sustainable Agriculture focuses on defining, measuring and advancing the sustainability of food, fiber and fuel production

Field to Market® | Uniting the Supply Chain to Deliver Sustainable Outcomes for Agriculture



How We Define Sustainable Agriculture

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

Guiding Principles

- Engage the full supply chain including producers
- Focus on commodities crops with unique supply chains and traceability issues
- Science based
- Outcomes based
- Technology neutral
- Commitment to individual grower data privacy
- Emphasis on continuous improvement
- Measure broad-scale trends and field-scale outcomes

Field to Market Crops

- Current
 - Corn
 - Soy
 - Wheat
 - Cotton
 - Rice
 - Potatoes
- Under development
 - Alfalfa
 - Sugar beets
 - Corn silage
 - Barley
 - Peanuts
 - Sorghum



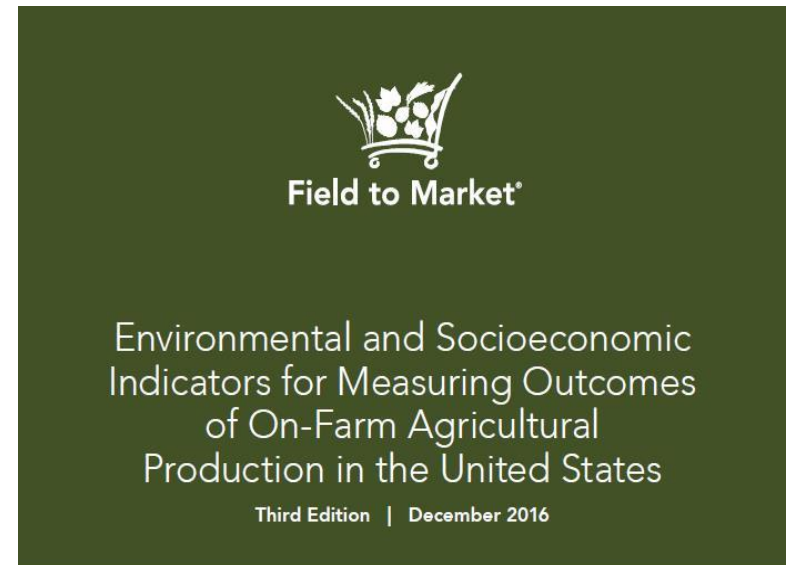
Environmental Indicators

- Land use
- Soil erosion
- Soil carbon
- Water use
- Energy use
- Greenhouse gas emissions
- Water quality
- Biodiversity (in pilot phase)

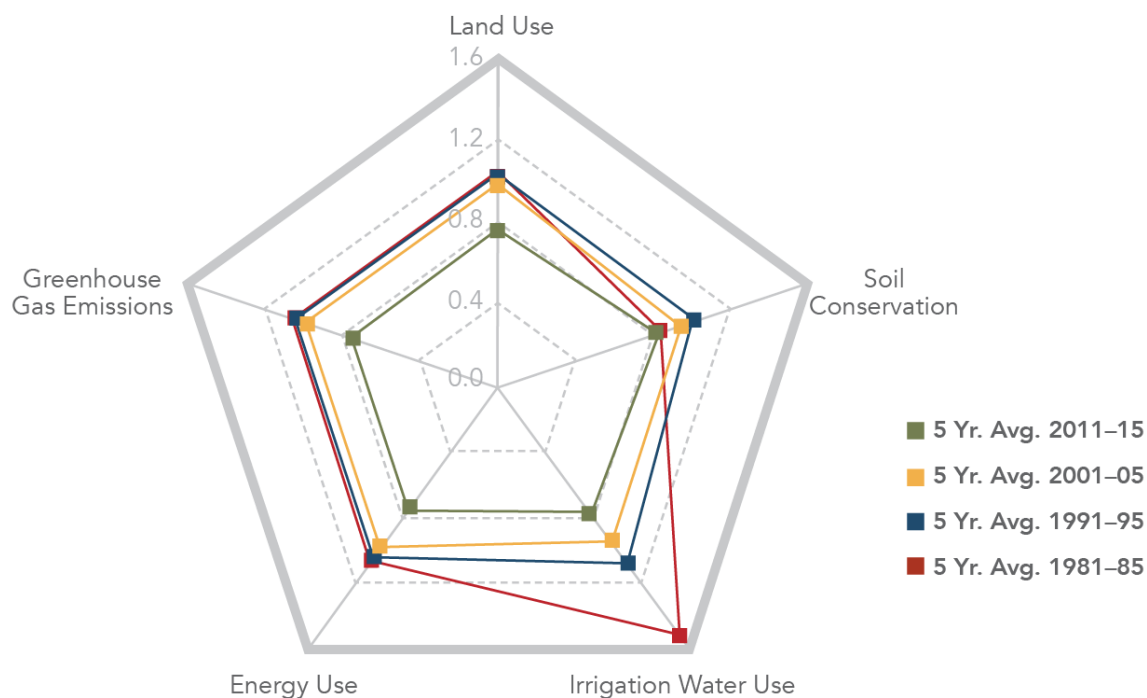


National Indicators Report

- Released in December 2016
- New in Third Edition
 - Include barley, corn silage, peanuts and sugar beets for the first time
 - Include discussion of trends for biodiversity, soil carbon and water quality
- Available from:
www.fieldtomarket.org/report



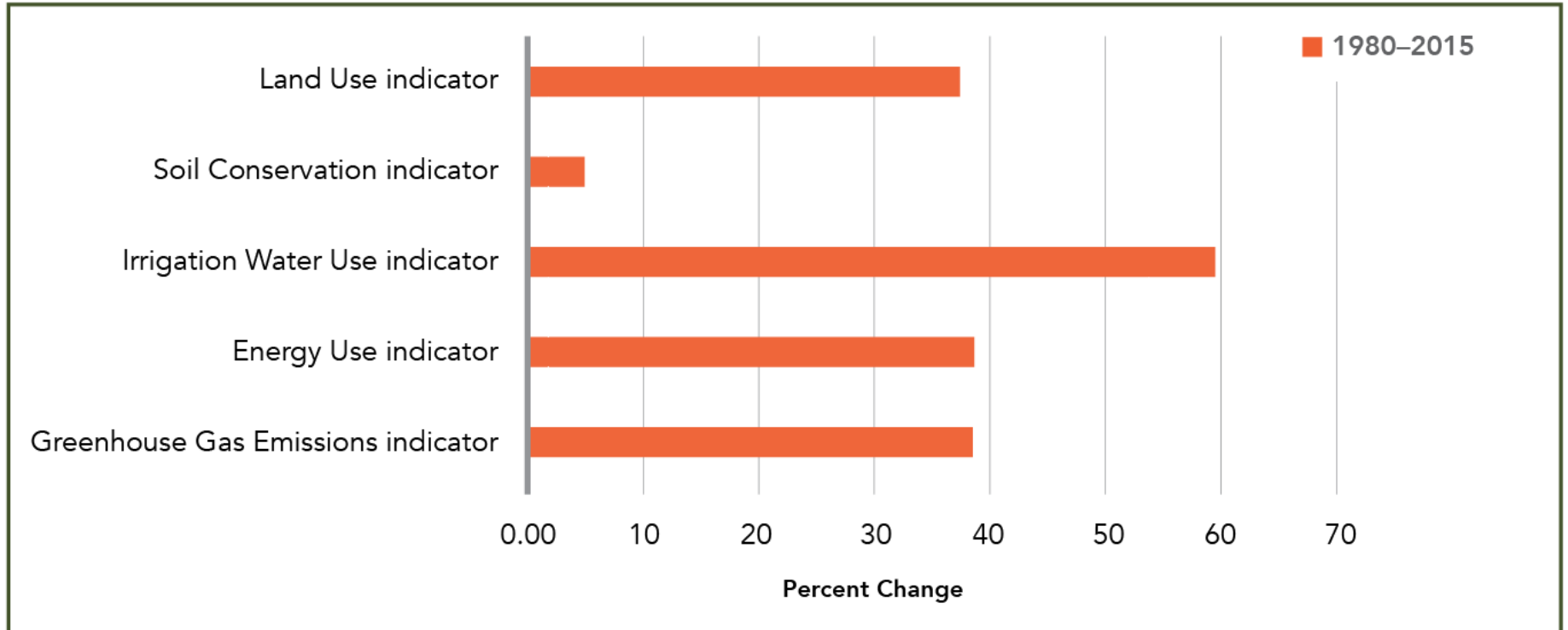
Resource Use Efficiency for Sugar Beets



	2000 *	Unit
Land Use	0.048	Planted acres per ton
Soil Conservation	10.21	Tons per acre
Irrigation Water Use	4.68	Acre Inches per ton
Energy Use	423,695	BTU per ton
Greenhouse Gas Emissions	92.54	Pounds CO ₂ e per ton

* Five year average 1996-2000

Sugar Beets: Percentage Change Over Time



Supply Chain Sustainability Program



Benchmarking
Sustainability Performance



Catalyzing
Continuous Improvement



Enabling
Sustainability Claims



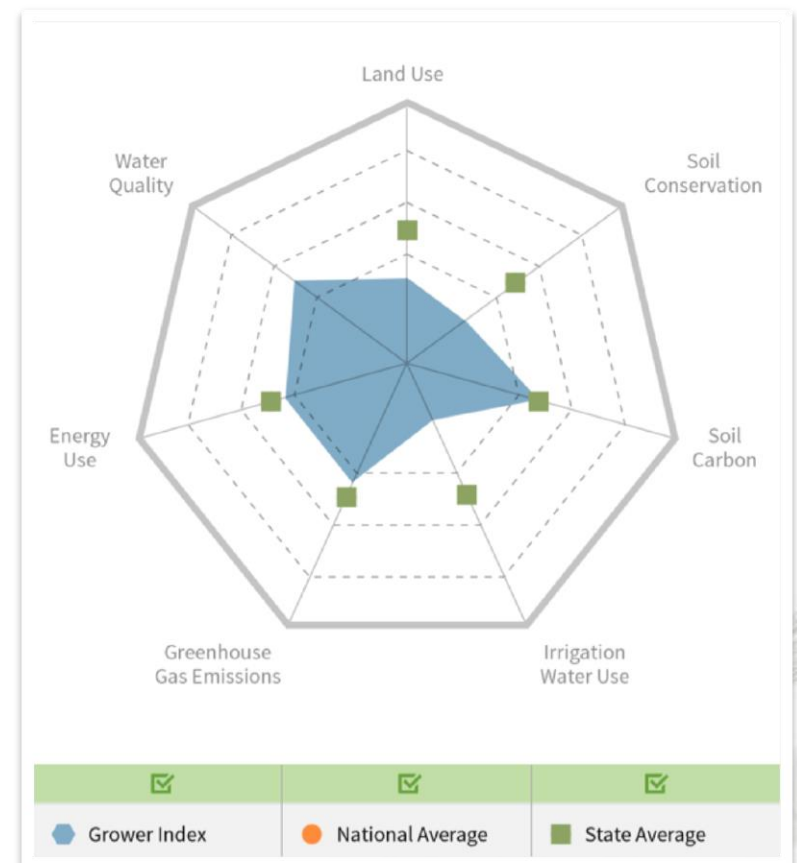
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Supply Chain Sustainability Program: Benchmarking Sustainability Performance

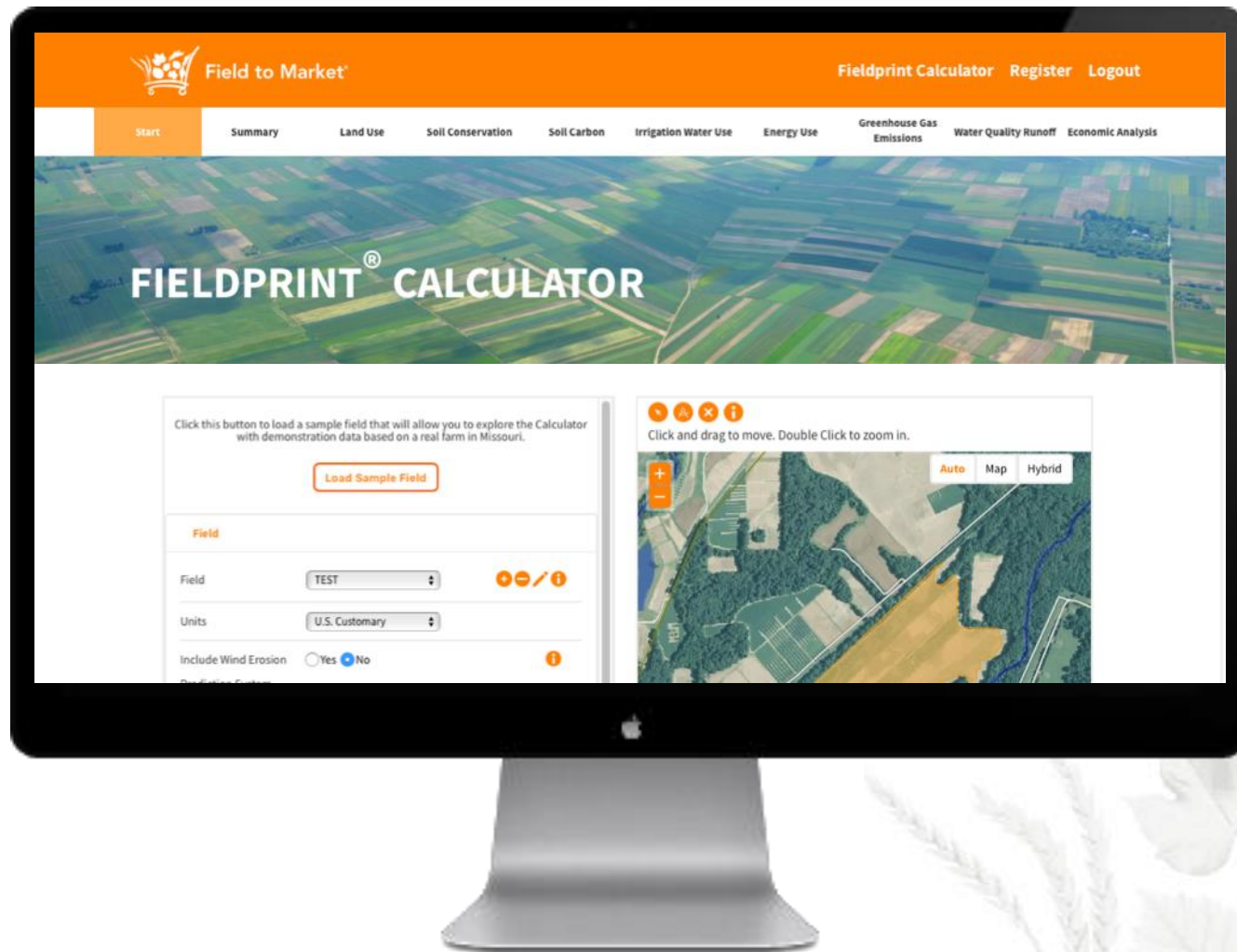
Fieldprint® Platform

Provides corn, cotton, potato, rice, soybean and wheat growers with a free and confidential tool to explore relationships between management practices and sustainability outcomes

- Helps growers evaluate their farming decisions in the areas of:
 - Biodiversity (Piloting)
 - 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



Try It Out: <http://calculator.fieldtomarket.org>



Coming in 2018: Fieldprint Platform 3.0

- ✓ Improved features and functionality
- ✓ New crops including sugar beets



The screenshot shows the Fieldprint Calculator web application. At the top, there is a navigation bar with "Field to Market" on the left and "Fieldprint Calculator | My Account | Logout" on the right. Below the navigation bar is a header image of corn with the text "Fieldprint Calculator" and a "start" button. A row of tabs is visible: "start", "Land Use", "Soil Conservation", "Soil Carbon", "Irrigation Water Use", "Energy Use", "Greenhouse Gas Emissions", "Summary", and "Economic Analysis".

Below the tabs, there is a message: "To go back to previous tabs, please use the tabs rather than your browser's Back button." followed by a "Start" button.

The main content area contains a form for entering field information. The form has a "Session" dropdown set to "Demo - IA Corn" and "Units" set to "U.S. Customary". The "Location" section includes "State" (Iowa), "County" (Kossuth County), "Field Name" (My Typical Corn Field), "Field Lat (optional)", "Field Lon (optional)", and "Area" (158.97 acres). There are "Zoom" and "Submit" buttons. Below the form are expandable sections for "Soil", "Crop Rotation", "Management", "Transportation", "Drying", and "Planted but not harvested".

On the right side of the form is a map showing a satellite view of a field with a yellow highlighted area. The map includes a scale bar (0 to 1000 ft) and coordinates (-94.08448, 43.41567). A "Data Sources" link is visible in the bottom right corner of the map.

At the bottom of the page, there is a footer with navigation links: "Home", "About Us", "Contact Us", "Members", "Privacy Policy", "Sitemap", and a copyright notice: "© 2011 Field to Market. All Rights Reserved."



Field to Market®

NOW AVAILABLE

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

Land@db



MORNING
FARM
REPORT



MyFarms



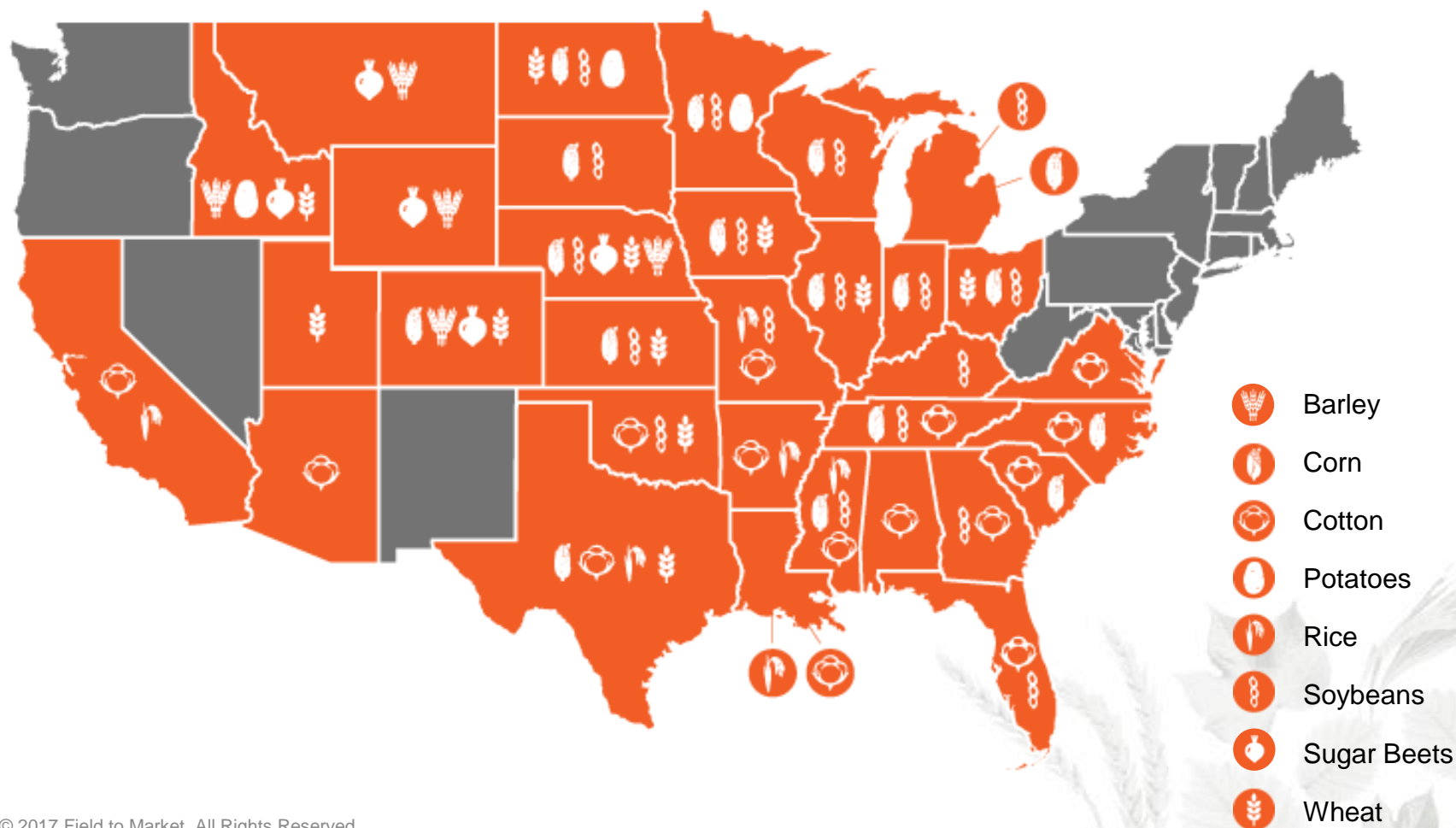
PRECISION CONSERVATION
MANAGEMENT



Field to Market®

Supply Chain Sustainability Program: Catalyzing Continuous Improvement

65 Fieldprint® Projects Across More Than 30 States



Fieldprint Project Statistics

- **65 Fieldprint[®] Projects** across 32 states have been reported to Field to Market.
- **2,460,000 enrolled acres** in Field to Market Fieldprint[®] Projects, reported through the Fieldprint Calculator and through the Fieldprint API by our Qualified Data Management Partners.
- **2,250 growers** are actively using the Fieldprint[®] Platform or associated farm management software to measure their sustainability performance and document their continuous improvement journey.



Field to Market®

Supply Chain Sustainability Program: Enabling Sustainability Claims

Enabling Supply Chain Sustainability Claims



Participation: Member in good standing



Measurement: Project level engagement with 1-4 years of data



Impact: Quantifying improvement over time with minimum 5 years of data

Harmonizing & Aligning With Other Standards



Canadian
Field Print
Initiative



Harmonization: The Sustainability Consortium

- MOU signed with TSC in 2014 to harmonize measurement and reporting in commodity crop production
- Fieldprint Project data can be utilized to report against several of TSC's key performance indicators
 - Greenhouse gas emissions
 - Irrigation water use
 - Soil conservation
 - Land use (yield)



Harmonization: SAI Platform

- MOU signed with the SAI Platform in March 2017 to establish an equivalency program
 - Formally recognizes FTM's Fieldprint Platform as an accepted means of fulfilling the requirements of SAI Platform's Farm Sustainability Assessment
 - Acknowledges robust legal and regulatory framework in the United States
 - Field to Market growers who adhere to applicable US laws achieve the FSA bronze level with a streamlined pathway for reaching silver or gold





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Thank You
For More Information
visit www.fieldtomarket.org