



Field to Market®

Field to Market Update

**NASCA Annual Meeting
October 5, 2021**

FIVE DIVERSE MEMBERSHIP SECTORS



GROWER



CIVIL SOCIETY



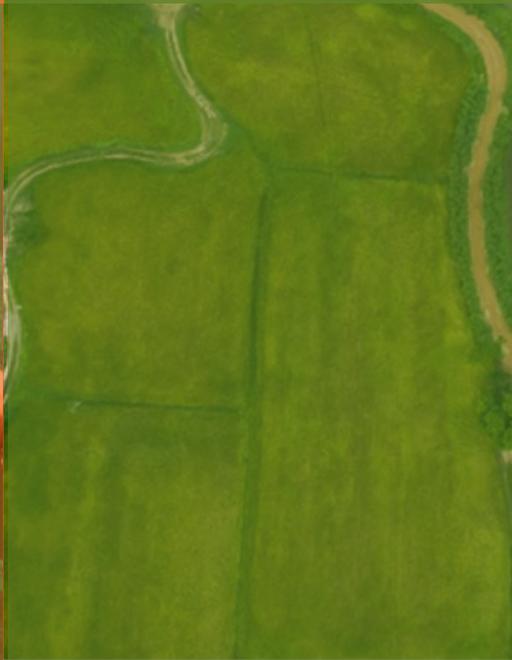
AGRIBUSINESS



AFFILIATE



BRANDS & RETAIL





GROUNDING IN SCIENCE

OUTCOMES-BASED

TECHNOLOGY NEUTRAL



Eleven Crop and Feed Pathways



Current Sustainability Metrics

Analyzing multiple metrics simultaneously enables farmers to consider trade-offs across sustainability outcomes:



Biodiversity



Land Use



Energy Use



Soil Conservation



Greenhouse Gas Emissions



Soil Carbon



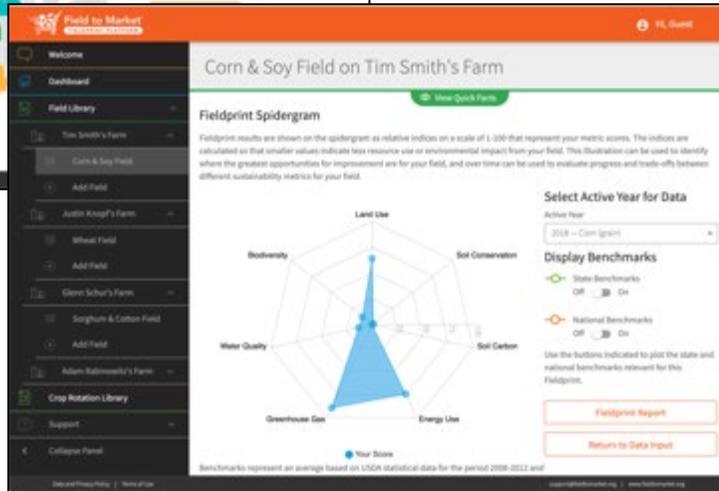
Irrigated Water Use



Water Quality



Field to Market® FIELDPRINT PLATFORM



TRANSLATING SCIENCE INTO ACTION

Backed by the industry's leading pre-competitive sustainability measurement framework, Field to Market's **Continuous Improvement Accelerator** supports farmers and organizations in making decisions based on science, enabling the entire value chain to catalyze action across the agricultural landscape.





Three Continuous Improvement Pathways



INCUBATION

Creating enabling conditions by engaging with farmers on the connection between practices and at least one sustainability indicator



INSIGHT

Offering sustainability insights for farmers and transparency for value chain partners through measurement



INNOVATION

Provides tangible support for farmers in accelerating adoption of practices that deliver improved sustainability outcomes consistent with public project goals

Field to Market Has Enabled Five Claims Categories



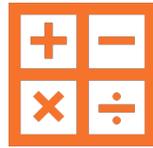
PROJECT PARTICIPATION CLAIM

Number of acres
and growers



ADOPTION CLAIM

Uptake of a
specific practice
or intervention



MEASUREMENT CLAIM

One-year
snapshot of
aggregate
environmental
outcomes



TRENDS CLAIM

Directional
improvement in
Field to Market's
metrics



IMPACT CLAIM

Sustained
Improvement in
Field to Market's
metrics

A person wearing a red shirt and a white cap is walking through a field of crops, likely soybeans. The image is overlaid with a warm, orange-toned filter. The text "FIELD TO MARKET" is centered in the upper half of the image.

FIELD TO MARKET

www.fieldtomarket.org