Field to Market®

The Alliance for Sustainable Agriculture

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

- Reduce GHG emissions across value chain by 25% by 2020

- Reduce GHG emissions across value chain by 28% by 2025

- Halve the GHG impact of products across the lifecycle by 2020

- Fertilizer optimization on 14 Million acres of U.S. farmland by 2020

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
- Proposed
  - Alfalfa
  - Sugar beets
  - Corn silage
  - Barley
  - Peanuts
  - Sorghum
  - Oats

Field to Market Environmental Indicators

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

Field to Market's Supply Chain Sustainability Program

Benchmarking
Sustainability Performance

Catalyzing
Continuous Improvement

Enabling
Sustainability Claims

Benchmarking Sustainability Performance

- Enabling farmers and the supply chain to measure continuous improvement—at both the national and field level—is one of the hallmarks of our program.
- Utilizing Field to Market's Fieldprint® Calculator, farmers can assess the sustainability performance of commodity crops against regional, state and national benchmarks.

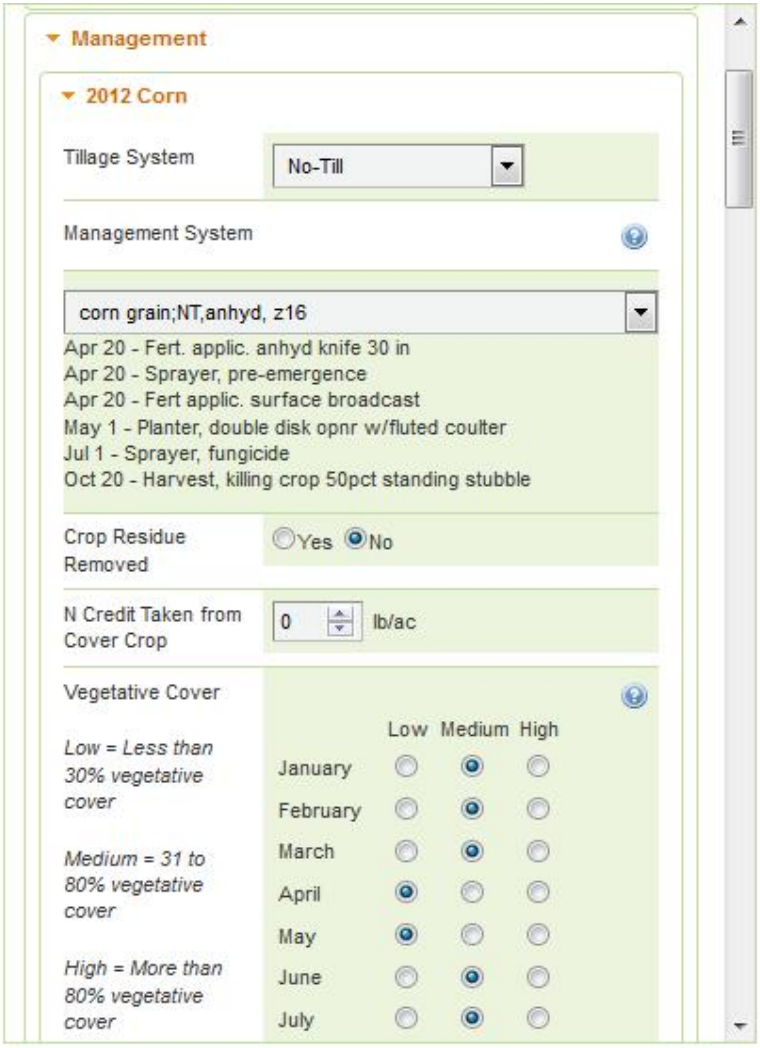
Catalyzing Continuous Improvement

- We seek to catalyze continuous improvement by creating a network of trusted tools, initiatives, experts to help farmers identify opportunities to improve productivity, profitability and environmental outcomes.
- Working together through Fieldprint® Projects, farmers and Field to Market members are partnering together on a journey of continuous improvement to help drive sustainable outcomes at the field and landscape level.

Enabling Sustainability Claims

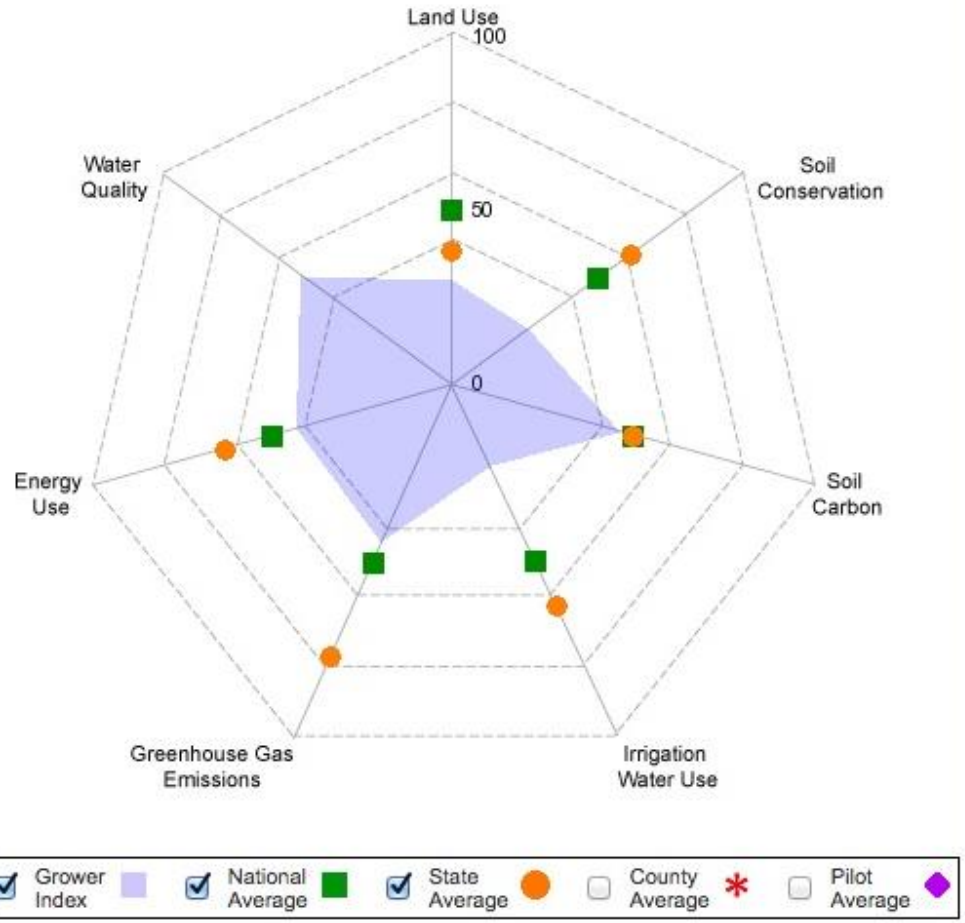
- By accessing aggregated field-level data in a standardized and anonymized fashion, we enable downstream companies to characterize the sustainability of their sourcing regions and make sustainability claims.
- Field to Market is finalizing the development of an associated verification process to meet global standards for transparency, stakeholder engagement and demonstrated impact.

Fieldprint Calculator: Measuring at the field level



Summary

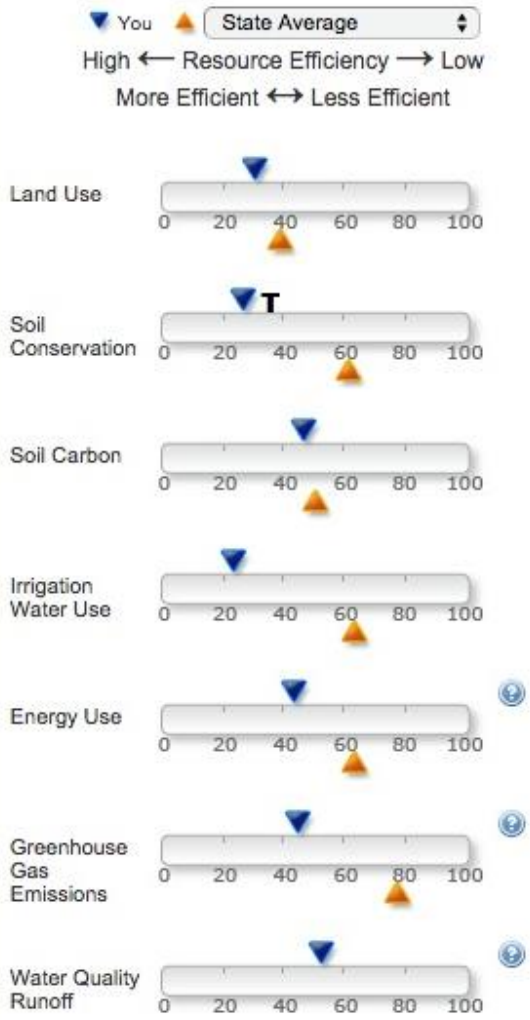
2012 Corn | 2011 Soybean



The Fieldprint values shown for a selected crop on the slider bars are plotted on the above Spidergram. The Spidergram axes are relative indices representing your resource use or impact per unit of output in each of the five resource areas. Lower values closer to the center indicate a lower impact on each resource.

Create Report

2012 Corn | 2011 Soybean

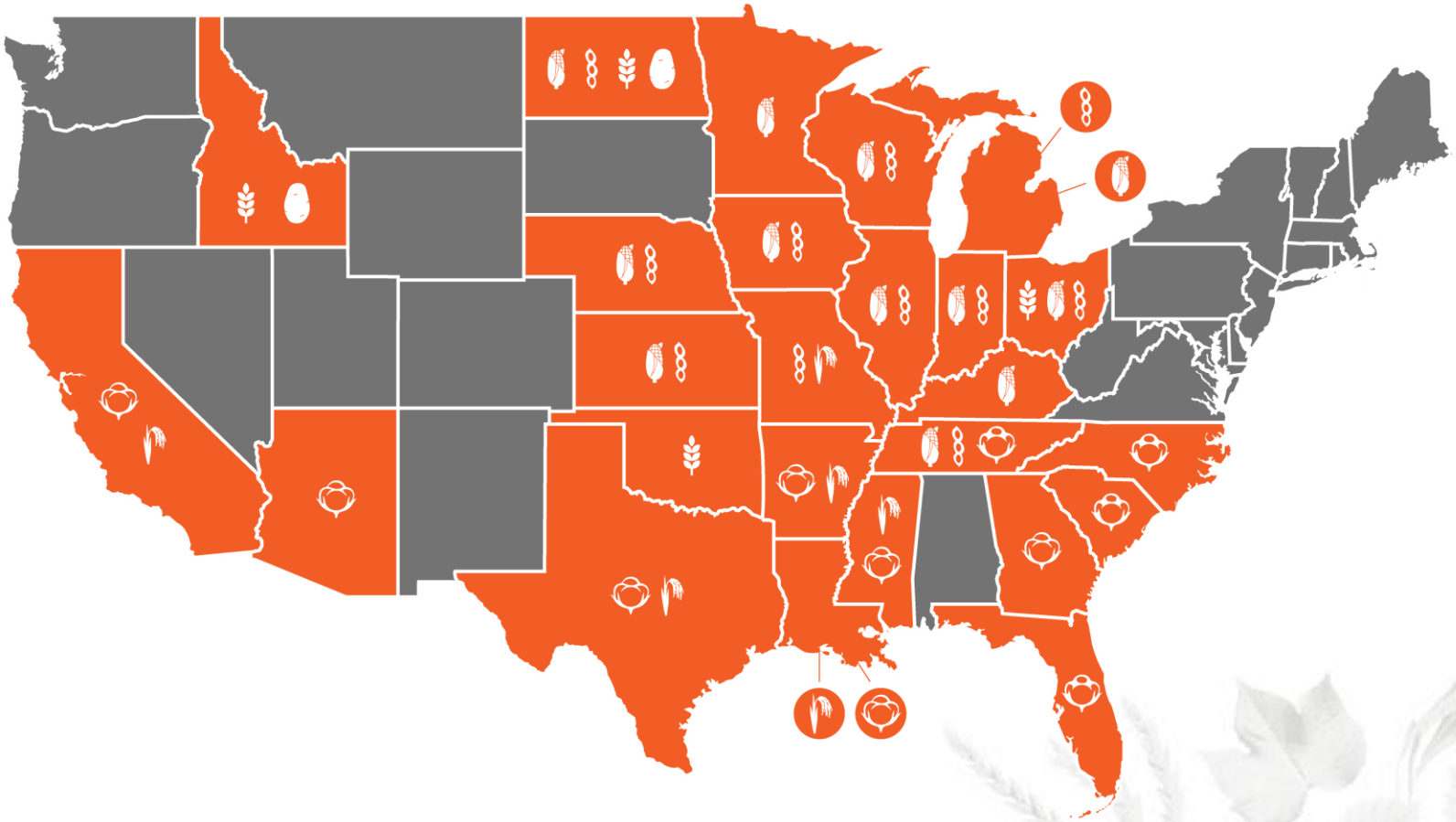


The values on the slider bars are relative indices, where lower values (0) indicate greater efficiency and/or lower impacts on the particular resource area and higher values (100) indicate lower efficiency and/or higher impacts on the particular resource area.

Development of a Fieldprint Platform

- Moving beyond a web based calculator to a sustainability platform
  - Integration into other farm management software through an API
  - Data management protocols being developed for third parties

56 Supply Chain Projects in 20+ States



Field to Market Claims Tiers

- **Participation Claims:** Communicates participation in the Alliance, expressing support for and engagement in building solutions and advancing continuous improvement in the sustainability of commodity crop production.
- **Measurement Claims:** Measures progress in engaging growers and acreage in measuring continuous improvement in years 1-4 of Fieldprint Project. Documents intent to contribute sustained improvements or reductions against Field to Market's outcomes-based metrics and demonstrates a one-year snapshot of aggregate environmental outcomes from Fieldprint Project.
- **Impact Claims:** Quantifies actual sustained improvements or reductions against Field to Market's outcomes-based metrics, demonstrating an improved trend line and assessing performance against a Fieldprint Project's five-year benchmark.

Claims Process

- Project registration
- Annual reporting
- Formal claims request
- Third-party verification (Impact Claims only)


Field to Market®
Thank You
For More Information
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