FIELD TO MARKET

Reconnecting on Conservation

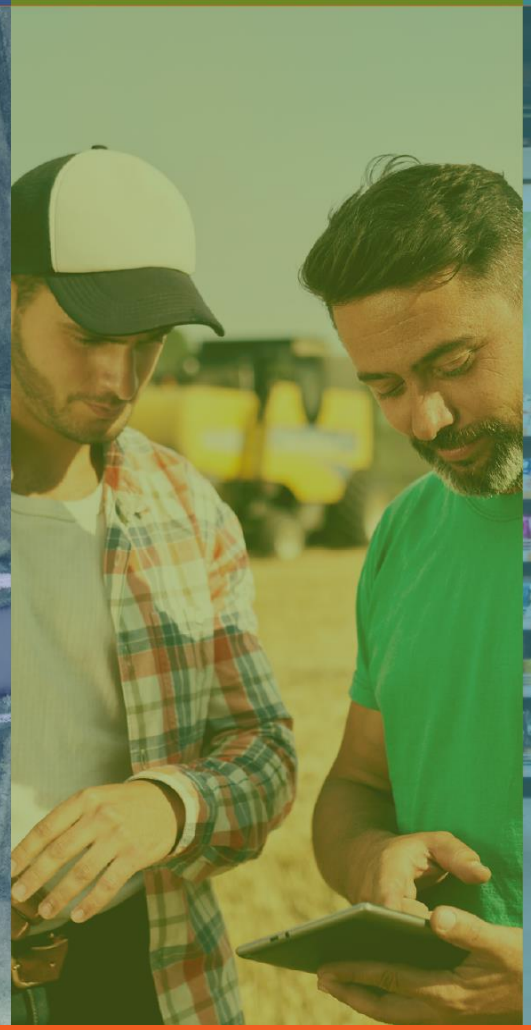
Field to Market:
The Alliance for Sustainable Agriculture

Membership-based organization that unites five membership sectors to **define, measure and advance** the sustainability of **food, feed, fiber and fuel** production in North America.

Field to Market®

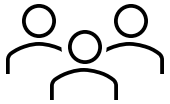
UNITING THE AG VALUE CHAIN

GROWER | CIVIL SOCIETY | AFFILIATE | AGRIBUSINESS | BRANDS & RETAIL



Uniting the ag value chain to define, measure, and advance the sustainability of food, feed, fiber and fuel production in the United States.

OUR VALUE

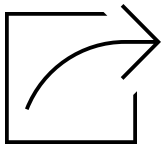


CONVENE

Foster Collaborative Action Across the Ag Value Chain

CREATE

Develop Tools That Allow Farmers to Measure their Sustainability Impact



DELIVER

Provide Programs and Innovative Solutions for Sustainability Goals

Bi-Annual Member Meetings

Annual Meeting
June 1-3, 2026
Raleigh, NC

Fall Membership Meeting
November 19-20, 2026
Ft. Worth, Texas

Cross-Sector Dialogue Series

Cross-Sector Dialogue
June 1-3, 2026
Raleigh, NC

Sustainable Ag Summit

2026 Summit
November 21-22, 2026
Ft. Worth, Texas

The largest, sustainability conference in the U.S. focused on sustainability throughout the ag value chain

Webinars

Webinars
Ad-Hoc
Online

FIELD TO MARKET

Our Project Standard & Framework

What is a Fieldprint Project?

- A Project registered in the Field to Market Project Directory, in compliance with the Fieldprint Project Standard.
- **Documents members efforts** to support grower adoption of sustainable and regenerative agriculture practices.
- Is a **flexible & credible story-telling** opportunity of positive outcomes.
- Facilitates **collective action** to meet sustainability goals.
- **Increases transparency** to strengthen public confidence through credible action

HARMONIZATION & ALIGNMENT

FIELDPRINT PROJECT FRAMEWORK:

TRANSLATING SCIENCE INTO ACTION

Field to Market

Field to Market Project Standard & Framework

Supply Chain Partnerships

+

Funding (if applicable)

Continuous Improvement Planning & Project Registration

Connect & Work with Growers

Gather & Track Data

Share Progress Via Project Claims

Data Verification

NOTE: Field to Market Staff Support & Resources Available Throughout the Process

Example of Claims

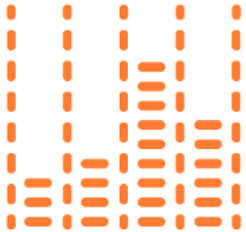
U.S. Cotton Trust Protocol Fieldprint Project: Collaborating for a Smarter Cotton Future

Greenhouse Gas Emissions: Protocol growers have achieved a 2% reduction in GHG emissions per pound of cotton since 2020, and analysis of yearly fluctuations is being used to inform further progress

Energy Use: While environmental challenges have led to some fluctuations, Protocol growers have achieved a 12% reduction in energy use since 2020

Soil Conservation: While soil erosion rates fluctuate year-to-year due to factors like weather and land management, Protocol growers have achieved a 22% reduction in soil loss since 2020.

Soil Conditioning Index: Since 2020, there has been a 12% increase in the number of Protocol growers receiving a positive Soil Conditioning Index score, indicating positive strides in soil health management.



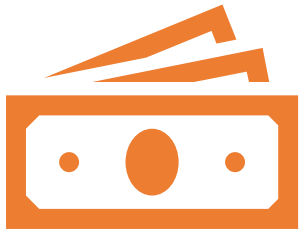
Land Use: Due to significant drought conditions which reduced yields, Protocol growers have increased land use by 17% per pound of cotton production compared to 2020.

Water Use Efficiency: Protocol growers have achieved a 14% improvement in water use per pound of cotton since 2020 , demonstrating successful adoption of water-saving practices, even as weather variations create fluctuations in yearly progress.

Data from Protocol growers represents the Trust Protocol aggregate, as opposed to individual grower results

Benefits of Fieldprint Projects

Whole Farm Planning



Increase Revenue

Peer Network Engagement

Improve the Local Environment and Community

Meet Market Demands

Project Eligibility Requirements

Multi-Stakeholder Participation, Full Member Lead Projects

Public Commitment

Specific, Measurable, Achievable, Relevant, and Timebound Objectives

Continuous Improvement Plan

Progress Tracking and Reporting

Three Fieldprint Project Pathways

INCUBATION

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

INSIGHT

Extends beyond Incubation projects by offering sustainability insights for farmers and transparency for value chain partners through Measurement.

INNOVATION

Extends beyond Insight projects by providing tangible support for farmers in accelerating adoption of practices that deliver improved sustainability outcomes consistent with public project goals.

Field to Market®

FIELDPRINT PLATFORM

“Sustainability measurement methods are an important factor for staying engaged with today’s food producers and consumers. We are pleased to use the Fieldprint Platform to help our customers reliably track and reach their sustainability goals.”

— Lou DeGrant, Grain Marketing Specialist, Coop Elevator Co.

Fieldprint Platform: Version 5

KEY UPDATES:

- New **quantitative soil carbon indicator** powered by the SWAT+ model, enabling Scope 3 reporting
- Updated **greenhouse gas emissions and energy use indicators**
- Support for **multi-year field histories**
- Redesigned **user interface** with simplified data entry

Crop and Feed Pathways

Analyzing sustainability outcomes across a wide range of U.S. row crops enables farmers and the full agricultural value chain to explore the impact of U.S. agriculture.


Alfalfa


Barley


Chickpeas


Corn (for Grain & Silage)


Cotton


Dry Beans


Dry Peas


Fava Beans


Lentils


Lupin


Peanuts


Potatoes


Rice


Sorghum


Soybeans


Sugar Beets


Wheat

Science-Based Indicators

Energy Use

Calculates all energy used to produce one crop in one year, from pre-planting activities to the first point of sale, such as embedded energy used to produce seed, fertilizer, and chemicals applied to the field.

Greenhouse Gas Emissions

Calculate the total GHG emissions from energy use, soil nitrous oxide, methane, and residue burning.

Soil Carbon

Analyzes whether a soil is losing or gaining carbon giving a TOC number.

SWAT+ model

Soil Conservation

Measures soil lost to erosion from water and wind which is shown to farmers as tons of soil lost per acre.

NRCS WEP/WEPPS model

Biodiversity

Measures the capacity of a farm to support habitat for plants and animals.

HPI Index

Land Use

Evaluates the productivity by accounting for how much land is used to produce a crop.

Irrigation Water Use

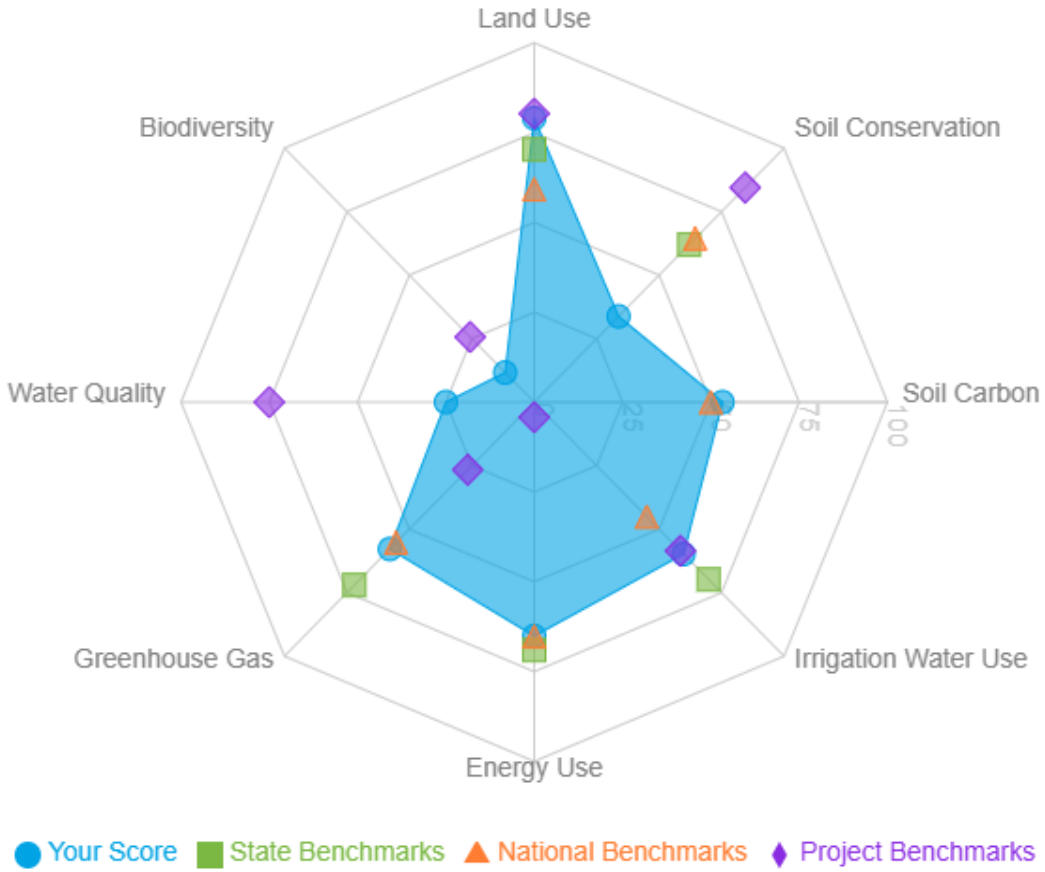
Monitors the amount of water used to achieve an increase in crop yield.

Water Quality

Monitors the impact of farming on local water resources, including nutrient runoff.

NRCS STEP model

Fieldprint Platform

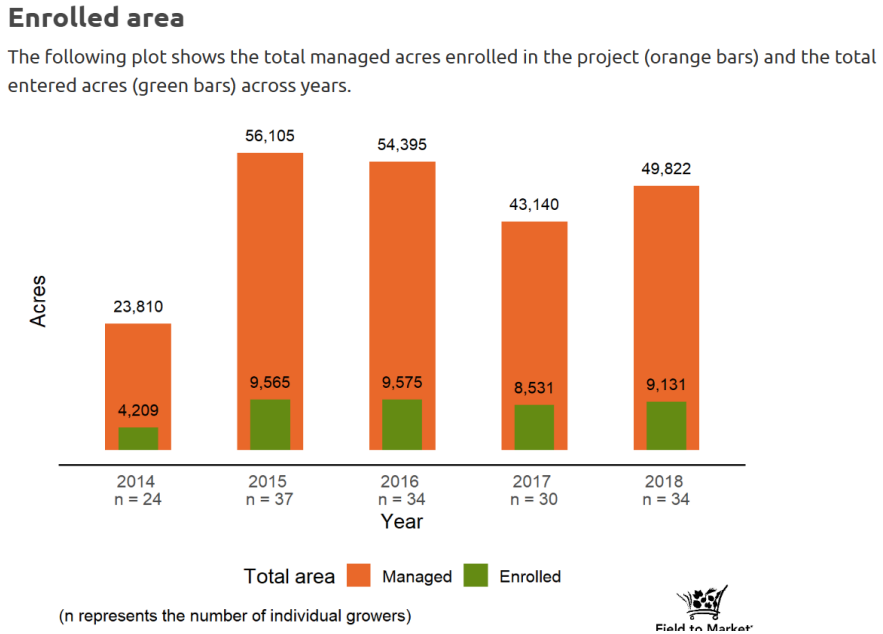


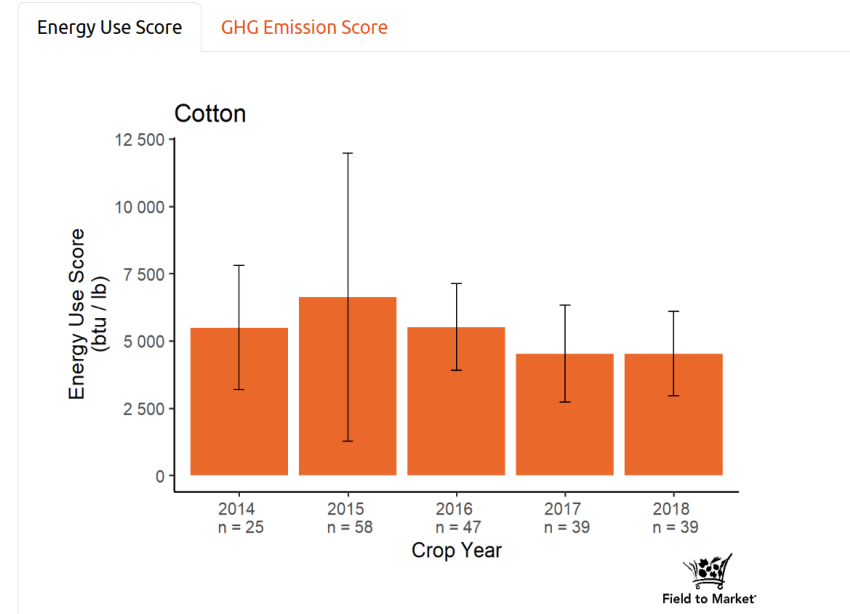
Data Management Partners:

AGRIBLE · FBN · Gradable · MyFarms · The Seam · PCM Precision Conservation Management · TRUTERRA

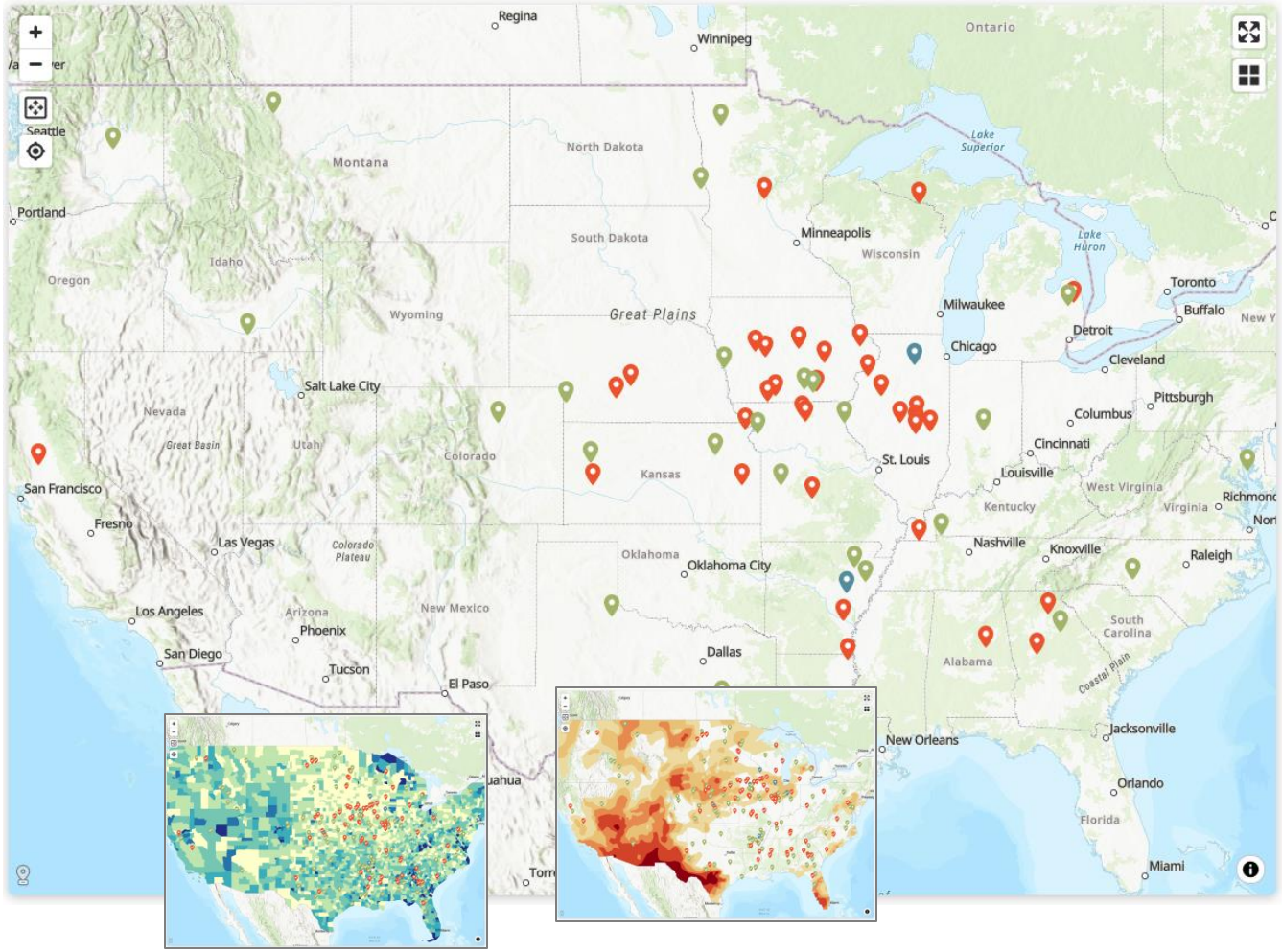
Fieldprint Project Reports

- Graphs and tables:
  - Entered and Enrolled Acres
  - Field Count
  - Grower Retention
  - Each Sustainability Metric
  - Production and Area Weighted Averages (Metrics and Components)
  - Crop Inputs, Yield
- Project enrollment maps





Fieldprint Platform: Projects



62
PARTNERS

10K+
GROWERS

6.4M
ACRES

32
STATES

2024 Program Reporting

FIELD TO MARKET

Collaboration Opportunities

Indicator Alignment with NRD Responsibilities

FIELD TO MARKET ENVIRONMENTAL INDICATOR	NEBRASKA NRD RESPONSIBILITY
Soil Conservation	Erosion prevention & control; soil conservation
Water Quality	Pollution control; water supply for beneficial uses
Irrigated Water Use	Development, management & conservation of groundwater (Ogallala)
Soil Carbon	Soil conservation; long-term land productivity
Greenhouse Gas Emissions	Broader conservation & climate resilience
Biodiversity	Development & management of fish & wildlife habitat
Energy Use	Efficient management of natural resources
Land Use	Conservation of productive cropland

We are measuring what NRDs are already working to protect. The Fieldprint Platform quantifies outcomes across all 8 indicators simultaneously.

Fieldprint Platform Alignment with NRCS Conservation Planning

NRCS Conservation Planning Step	Fieldprint Platform Role
1–2. Identify Problems / Determine Objectives	Identifies performance gaps; helps set measurable goals against benchmarks
3–4. Inventory Resources / Analyze Data	Collects farm-level data: soils, slope, tillage, irrigation, crops, drainage, nutrient apps
5–6. Formulate & Evaluate Alternatives	Models impact of different practices; compares scenarios using standardized metrics
7. Make Decisions	Supports informed decision-making with data-backed analysis
8–9. Implement & Evaluate the Plan	Tracks implementation progress; measures improvements over time; supports reporting

NEBRASKA IMPACT: Fieldprint Projects

13 Fieldprint Projects

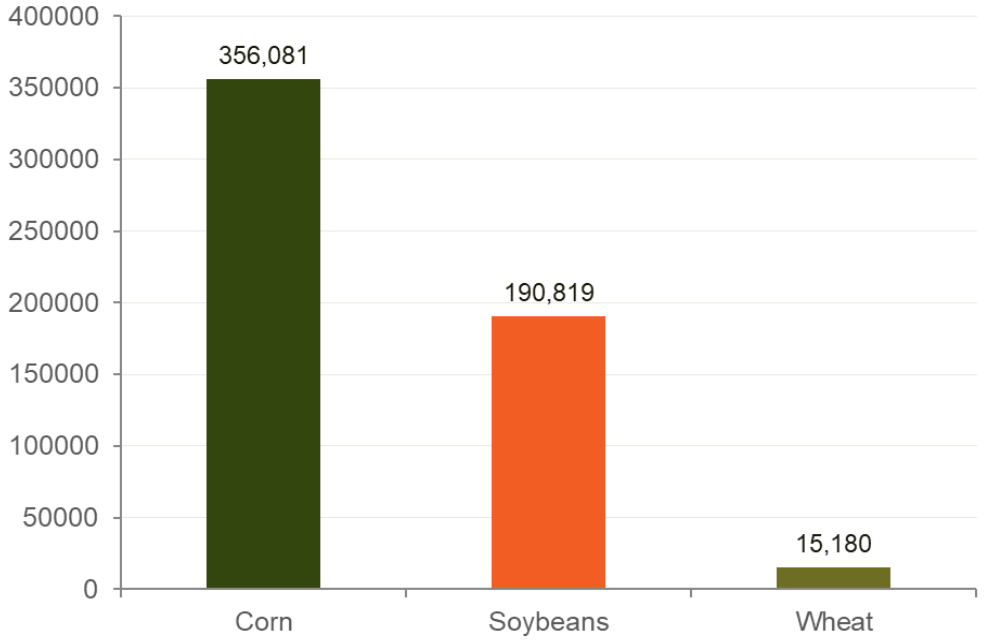
562,080 acres

3 crops

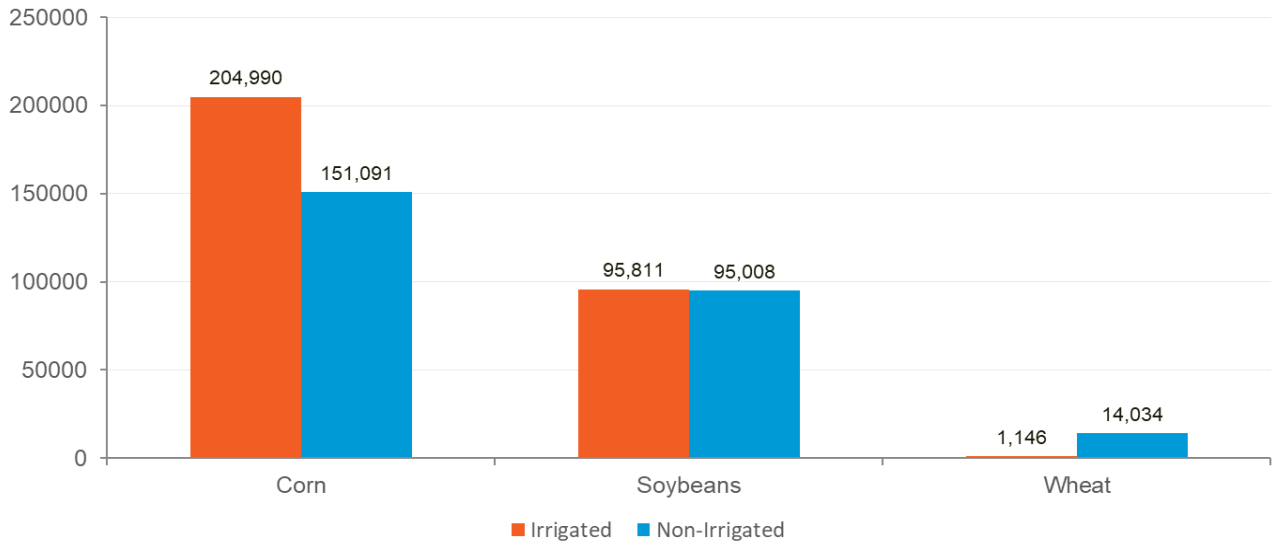
16 partnering organizations

NEBRASKA IMPACT: Fieldprint Projects

Total Acres by Crop

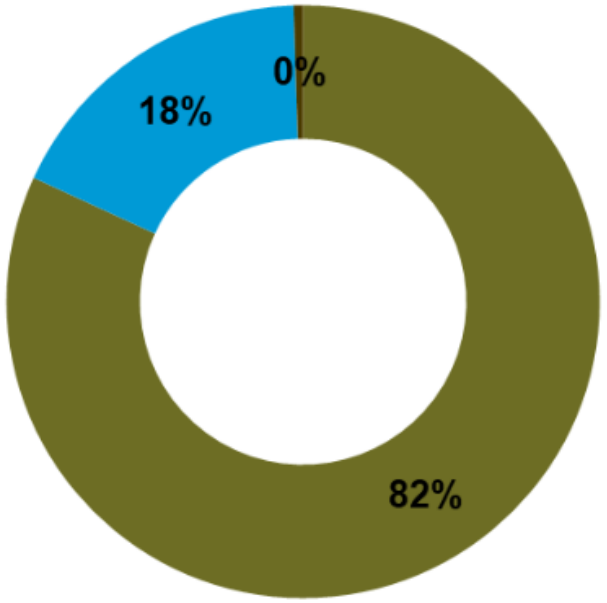


Irrigated vs. Non-Irrigated Acres



NEBRASKA IMPACT: Fieldprint Projects

Tillage Practice Distribution



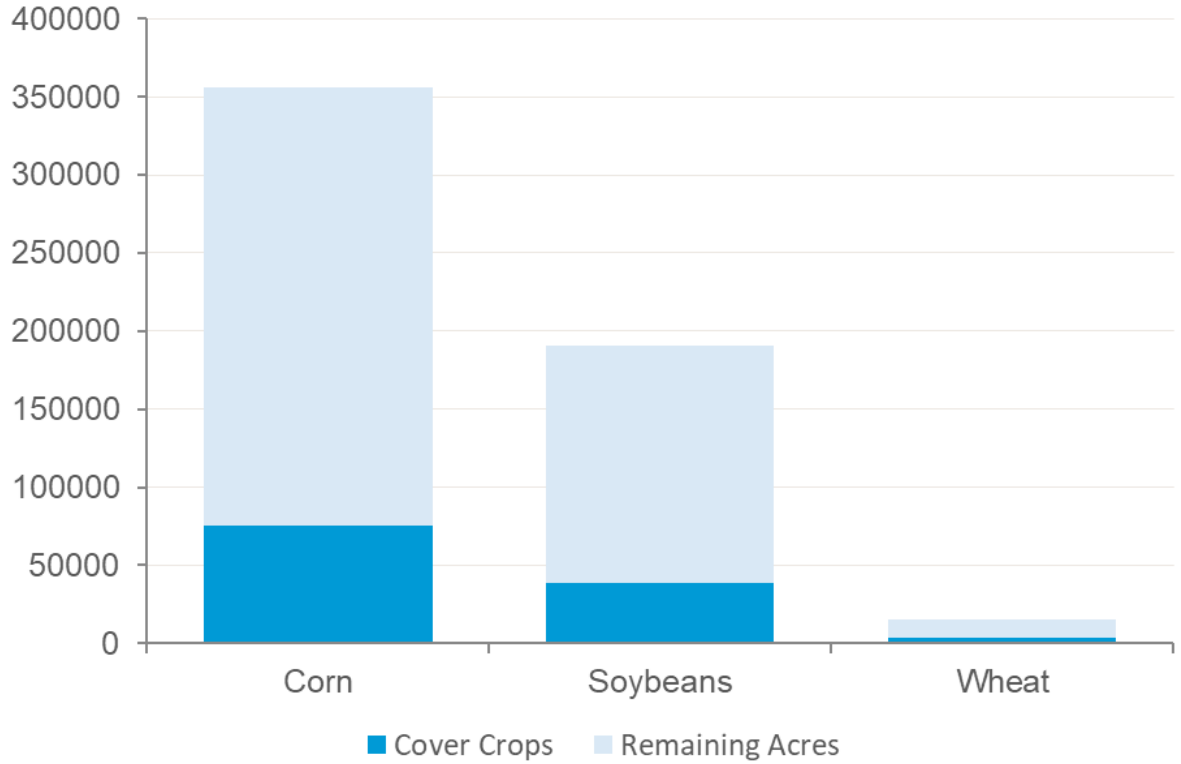
■ >30% Residue (No-till / Conservation) ■ 15–30% Residue (Reduced Tillage) ■ <15% Residue (Conventional)

>30% Residue
No-till / Conservation
460,876 · 81.6%

15–30% Residue
Reduced Tillage
99,205 · 17.6%

<15% Residue
Conventional / Intensive
2,870 · 0.5%

Cover Crop Adoption vs. Total Acres



Corn — Cover Crops
75,703
21.3% adoption rate

Soybeans — Cover Crops
38,641
20.2% adoption rate

Wheat — Cover Crops
3,437
22.6% adoption rate

Opportunities for Collaboration

- Corporate-backed projects are already funding conservation outcomes on Nebraska farmland
  - Most are managed at a distance — corporate staff or national ag service providers
- NRDs are not systematically looped in…but could help provide:
  - Deep producer trust built over decades
  - On-the-ground technical expertise
  - Knowledge of local resource concerns
  - Cost-share stacking

Opportunities for Collaboration

- NRDs as implementation partner in an existing corporate Insight/Innovation projects — recruit growers, assist with data entry, earn compensation for services.
- NRD-led Incubation project anchored to a farmer-led group or existing watershed program — Field to Market provides the framework and training.
- Multi-NRD basin-level projects or state-wide project collecting data, aggregating outcomes across districts for compelling reporting for state level or county level funding.

Vision for Project Collaboration

- Project Lead funds grower & district participation
- Districts help recruit growers to participate in projects
- FTM provides trainings & support for district staff
- Districts assist with data entry into the Fieldprint Platform
- Growers measure the environmental impacts of their crop production
- Project Lead reports projects' environmental outcomes


FIELD TO MARKET
Project Case Studies

Dubuque Batch and Build Drone Cover Crops

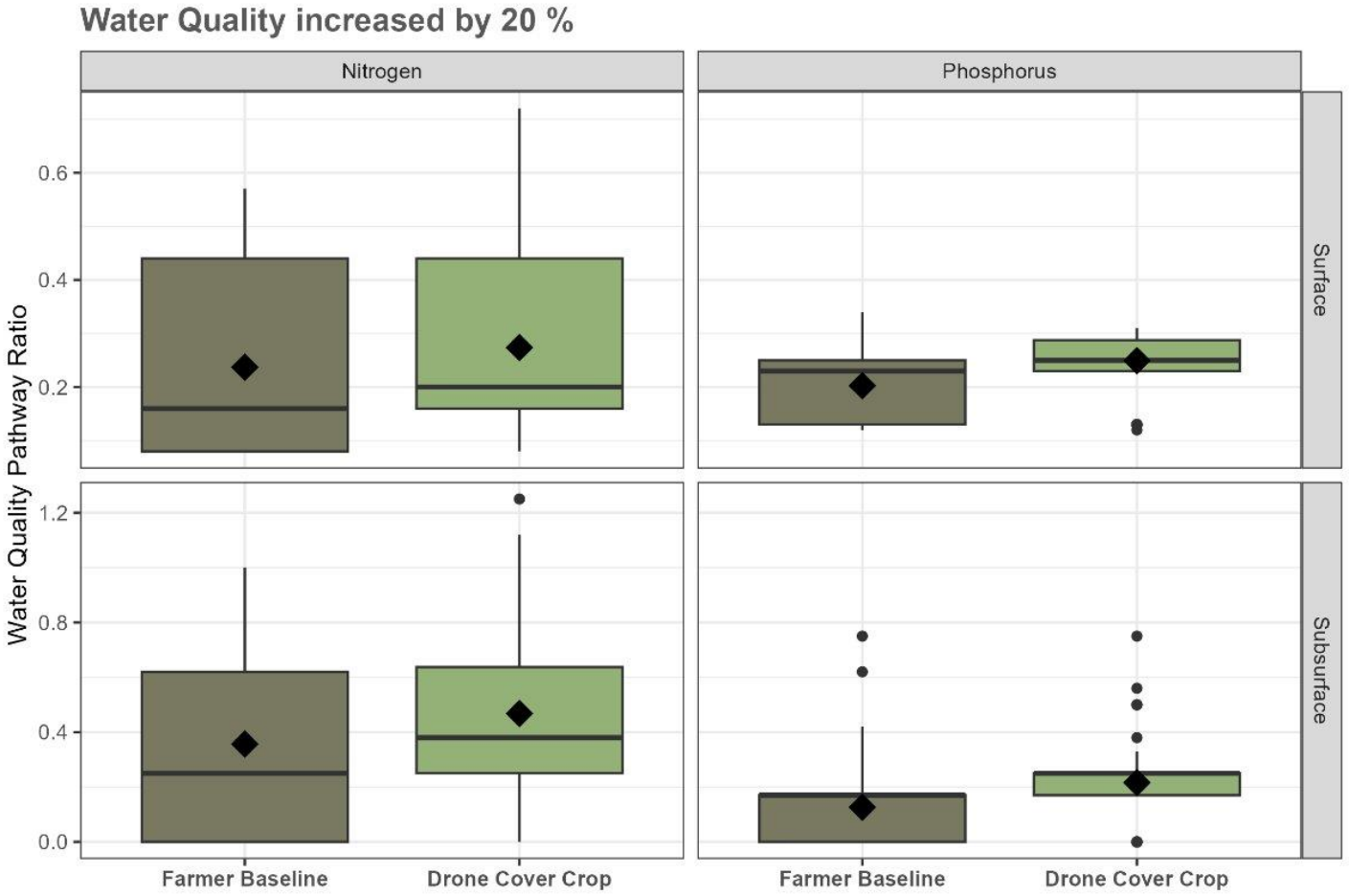
Objectives

- Increase cover crop adoption in Dubuque County
- Improve soil health and biodiversity from cover crops
- Establish a long-term cover crop program in Dubuque County

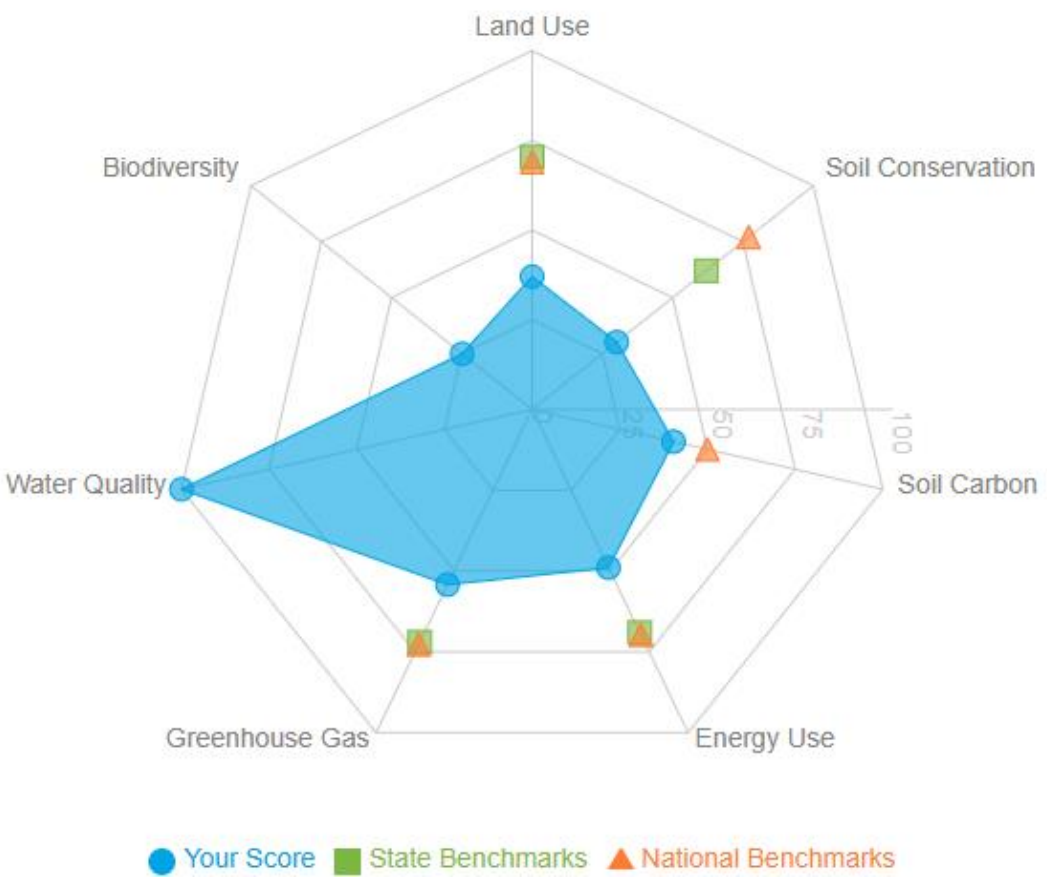
Corn

Soybeans

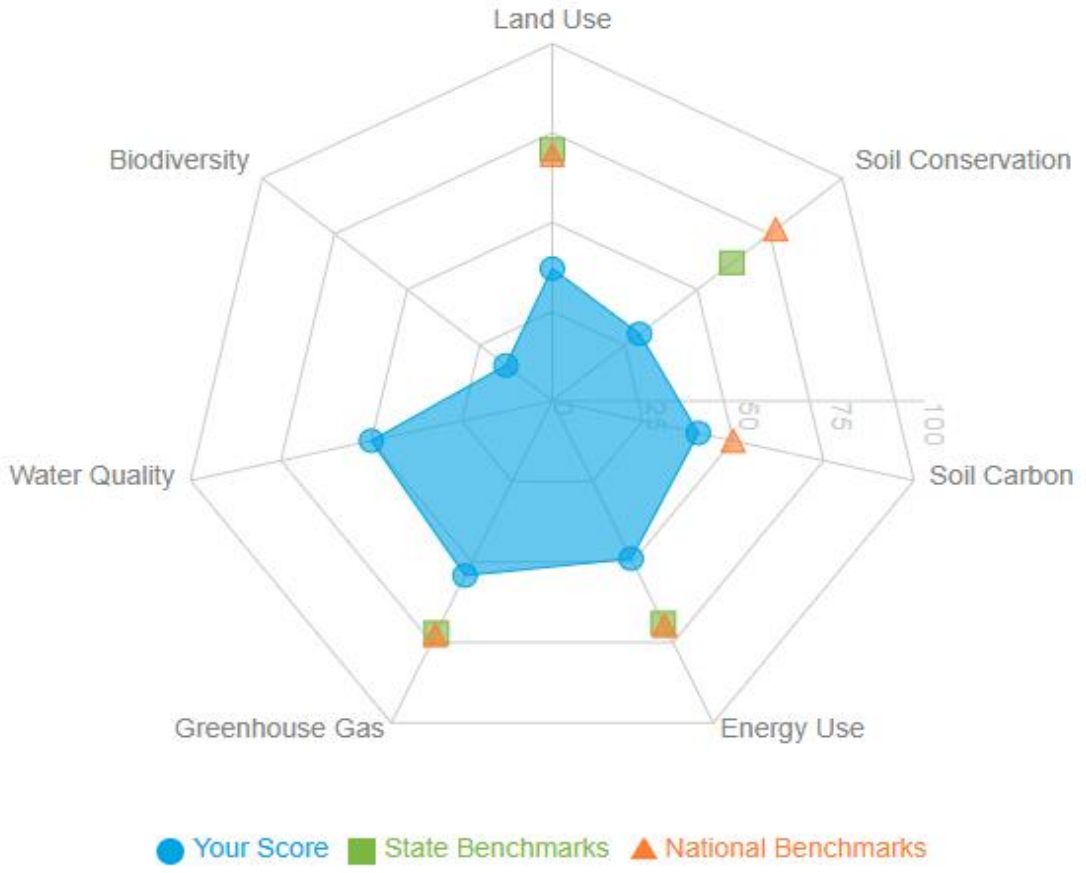
Dubuque Cover Crop Batch & Build Preliminary Results (10/75 farmers)



- Enrolled 75 farmers covering 8,500 acres with cover crops
  - 26 of the 75 are first time cover crop users
  - 41 of the 49 regular users of cover crop increased the diversity of their mixture
- The percent realized Habitat Potential Index increased by 5.7% from 70.6% to 74.6%.



Conventional Tillage, No Cover Crops



Reduced Tillage, Cover Crops

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Platform Demo