Measuring Sustainability Success

Because you can’t manage what you don’t measure.
Learning Objectives

• Demonstrate the value of measuring agricultural sustainability to growers
• Communicate progress & improvements in sustainability outcomes.
• Explore measurement tools being used.
• Identify opportunities for continuous improvement
• Convey the contributions made
Why Measure?

Chapter 1
The Value of Measuring Sustainability Performance

• Decision support
• Produce results
• Continuous improvement
• Transparency

Demonstrate Your Leadership
Why Measure?

• Document stewardship
• Growing public interest in health and environment
• Tell agriculture’s story
• Protect social license to operate
Discussion
Sustainability Measurement Tools

Chapter 2
What to Look for in a Sustainability Measurement Tool

✓ Broad support along ag supply chain
  Ag service providers and grower groups to ingredient processors and consumer-facing brands/retailers

✓ Based in science

✓ Recognized by leading conservation organizations
Field to Market’s
Fieldprint® Platform

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

www.calculator.fieldtomarket.org
Confirm and adjust field size

Measures at the field level with soil type, slope and climatic conditions auto-populated based on location

Improved drawing tools

Step 1: Find Your Field

Step 2: Draw the Field Boundary

Step 3: Check Field Boundary

Planted Acres
Calculated Acres
View Fieldprint Results on Spidergram – now with Biodiversity

Expand and collapse each indicator area

Switch between crop years.

Toggle on / off State, National and Fieldprint Project benchmarks

Fieldprint scores are shown on the spidergram as relative indices on a scale of 1-100 that represent your resource use or impact per unit of output in each of the five resource areas.

Values closer to the center of the Spidergram indicate a lower impact on each resource; the smaller the total area of the Fieldprint on the Spidergram, the smaller the overall resource impact.
Eight Environmental Indicators

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

www.calculator.fieldtomarket.org
Discussion
Interpreting an Analysis

Chapter 3
Texas Cotton

Yield: 1000 lbs/A

Center-pivot irrigation, powered by electric grid

Applications:
- 93 lbs N pre-plant
- 5 herbicide
- 1 insecticide
- 2 PGR
Driving Continuous Improvement

Texas Cotton

**Yield: 1300 lbs/A**
Center-pivot irrigation, powered by electric grid

Applications:
- 93 lbs N pre-plant
- 5 herbicide
- 1 insecticide
- 2 PGR
Texas Cotton

**Yield:** 1300 lbs/A

Center-pivot irrigation, powered by **solar**

**Applications:**
- 93 lbs N pre-plant
- 5 herbicide
- 1 insecticide
- 2 PGR
Practice
Reaping the Benefits

Chapter 4
Benefits to Growers

• Improved operational efficiency
• Access to markets
• Cost-share and other financial incentives
• Storytelling

Protect grower freedom to operate
Benefits for Trusted Advisers

- Professional development
- Recognition
- Value-added service
- Communications
Connect with Supply Chain Partners

- Connect producers to supply chain programs
- Improve access to markets and incentives programs
- Minimize risk

You are an important link in the chain.
Discussion
Review

• Measurement is vital
• Communicate stewardship
• Offer decision support
• Connect to supply chain initiatives

www.calculator.fieldtomarket.org
Thank you!

Sustainability Programming for Ag Retailers and CCAs (SPARC)

A COLLABORATIVE INITIATIVE BROUGHT TO YOU BY