



Field to Market®



2025 Annual Meeting

Where Sustainability Meets Innovation

June 3-5, 2025
Kansas City, MO



Field to Market®

Field to Market's 2025 Annual Meeting, held in Kansas City, MO, was a premier event fostering dialogue, partnerships, and action with more than 170 leaders in sustainable and regenerative agriculture. By uniting the affiliate, agribusiness, brands and retail, civil society, and grower sectors, members and guests were able to innovate and collaborate across the full agricultural value chain.

Over the three days, attendees engaged in cross-sector dialogues and networking, farm and industry tours, sector and committee meetings, and more, all while connecting with industry and sustainability leaders and exploring solutions including Field to Market's Fieldprint Platform and Fieldprint Projects. Thank you to the speakers, sponsors, and members who helped make this year's Annual Meeting so impactful.



Thank you to the 2025 Annual Meeting Sponsors



This 2025 Annual Meeting Report is Developed by [Trust in Food](#),
A Farm Journal Initiative, in partnership with Field to Market.

Welcome Lunch

Following the Field to Market Orientation, a session for first-time attendees, new members, guests, or anyone wanting a refresher on Field to Market's programs, and an Innovative Finance Initiative Partners Meeting, the 2025 Annual Meeting kicked off with the Welcome Lunch. USDA-NRCS Missouri State Conservationist and Field to Market board member, **Scott Edwards**, spoke about Missouri's agriculture industry, one of the most diverse in the country. Missouri covers 45 million acres, 27 million of which are in agricultural production, and houses 6.1 million people.

With five distinct ecoregions and many species of wildlife, Missouri is extremely diverse and, since 1976, has had a sales tax that goes directly to the Missouri Department of Conservation to preserve these landscapes. The agricultural industry in Missouri employs 460,000 people with \$93.7 billion in economic impact for the state.

Additionally, Missouri is among the country's top 10 producers for soybeans, corn, cattle, poultry, and others. In the state, the NRCS has 114 field, one state, and four area offices that support \$160.4 million, 1.69 million acres, and 9,755 contracts. The NRCS has become a land management agency through the restoration of 167,000 acres of wetlands and several watershed programs. Additionally, Missouri is the largest delivery state for parks and soils and the USDA runs two urban agricultural programs in St. Louis and Kansas City.



Industry Tour

Sponsored by the Guetterman Brothers Family Farm

The 2025 Field to Market Industry Tour will be one for the memory books as buses headed south of the city to Bucyrus, Kan., to visit The Guetterman Brothers Family Farm as a storm was rolling in. To avoid the rain, farmers Nick and Hayden Guetterman shared their perspective with participants as they viewed the fields from the comfort of the bus. The Guettermans began implementing conservation practices in the 80s, including no-till, cover crops, reduced crop protection, and reduced nutrient application through the use of poultry litter.



The Guettermans have used the Environmental Quality Incentives Program, Kansas State cover crop program, and others to help fund their conservation efforts. They have tried numerous conservation agriculture practices and have studied their results with Kansas State. The results have shown significant increases in nutrients and organic matter in the soil, which they attribute to poultry litter and the hairy vetch cover crop.

“The No. 1 way to increase conservation agriculture is to increase animal agriculture,”

Nick Guetterman said. Their use of poultry litter has helped save on nutrient applications, in addition to other benefits, and their best-performing field each year is the one converted from cattle pasture.

Despite their success, the Guettermans worry that without more sustainable financing for conservation practices, it will be hard to continue innovating.

The tour’s second and final stop was at Associated Wholesale Grocers (AWG) where participants were given a tour of the warehouse facility and heard from AWG leadership. During the presentation, the AWG team shared their sustainability goals, and the challenges and successes they’ve had in these pursuits, as well as what’s ahead for the grocery industry, including the significant impacts of the FDA Food Safety Modernization Act 204 Food Traceability ruling.

Cocktail Hour

The event’s first day concluded with a cocktail hour at the InterContinental Kansas City at the Plaza, where attendees networked with old colleagues and made many new connections. Sparked conversations continued over dinner as many attendees ventured off property after the event.



Leadership Breakfast: Wisdom Worth Sharing

Sponsored by *The Fertilizer Institute*



On Wednesday morning, attendees came together to hear words of wisdom and exchange ideas and experiences with a panel of industry leaders:

- **Moderator: Kelsey Swango Billings**, Field to Market
- **Sally A. Flis**, Nutrien Ag Solutions
- **Mary Kay Thatcher**, Government Affairs Consultant
- **Mark Stewart**, Agriculture Future of America

The speakers shared lessons learned from their careers and gave advice to both younger employees and more seasoned veterans. Each speaker stressed the importance of networking and the truth to the saying, “It’s not what you know; it’s who you know.” Thatcher brought up early investors in her career who she claims really set her on the right track, likening the experience to being like yeast. In addition, Stewart stressed that each person’s network is their own personal asset.

Stewart also discussed Generation Z in the workplace, their desire for purpose-driven careers, and how agriculture is well-suited to provide that sense of purpose. Flis and Thatcher shared their perspectives on the importance of collaboration in making progress and achieving personal fulfillment.

The session was an inspiring breakfast full of real-world experiences and world-class advice.

GENERAL SESSION

Welcome to the Field to Market Annual Meeting

Opening Keynote

To kick off the event’s first General Session, **Missouri Farm Bureau President Garrett Hawkins** welcomed attendees and highlighted the work and impact of farmers across the state — a state that has the second largest number of farms in the country. Additionally, Hawkins shared a personal story of his involvement in agriculture, as his family has been part of the Missouri agriculture industry for six generations. His great



aunt and uncle started their community’s first hospital in the 1930s, and his family has been part of rural healthcare and feeding the world in equal measure ever since.

Hawkins stressed that farmers have been regenerative and sustainable forever through “common sense conservation.” He’s continuing to advocate for common sense policies to support farmers. He emphasized that sustainability to farmers means productivity, stewardship, profitability, and the next generation.

Passionate about water availability, Hawkins mentioned that cost-share assistance is needed for water storage capacity going forward. He also highlighted hosting an EPA leader on “AgDay” this year and applauded the farmers and ranchers at the table for future conversations about conservation agriculture.

Field to Market President Welcome

Field to Market President Carrie Vollmer-Sanders

welcomed attendees to the 2025 Field to Market Annual Meeting by highlighting the organization’s mission to build trust and help everyone succeed by gaining alignment through collaboration.

Complexity can bring confusion, and that’s the value of Field to Market: to work together with trust, on purpose. Vollmer-Sanders closed by launching the organization’s [2024 Annual Report](#) and previewing the upcoming launch of Fieldprint Platform® Version 5.0.



Artificial Intelligence in Agriculture

Following Vollmer-Sanders’ welcome, she introduced the following panelists who discussed “Artificial Intelligence (AI) in Agriculture”:

- **Moderator: Monica McBride**, Global Partnerships Director, Bayer
- **Olufemi Abimbola**, Data Scientist/Consultant, Cotton Trust Protocol
- **Andrew Nelson**, Owner, Silver Creek Farms
- **Ron Osborne**, CTO, ARVA Intelligence
- **Siva Avvaru**, Director of Strategic Partnerships, Farmers Edge

What followed was a fascinating conversation about the use of specific types of AI (perception based) and the movement toward generative AI.

As a farmer and software engineer, Nelson said what he calls “boring AI functions” have been the most impactful for his business, such as accounting and reducing herbicide use. On his farm, Nelson uses AI as a sounding board for decisions. They work with the University of Illinois on agronomic practices, and AI helps them identify plants and plan fuel use and operations, which helped them lower diesel use by 20% this past spring.



Osborne said they are seeing a dramatic spike in AI usage as prices decrease and now many companies are developing tools to help improve on-farm sustainability.

According to Avvaru, Farmers Edge uses AI to solve two questions: How do we squeeze more productivity out of current resources, and how do we deliver solutions at scale on enterprise acres? The biggest gap is the data needed to power AI, and they are working through how to use AI to get more insights on data that does exist.

What the Cotton Trust Protocol gets from the field is the foundation of their use of AI, Abimbola highlighted. They give farmers insights to help make better decisions.

Additionally, Osborne highlighted that ARVA Intelligence is striving to reward farmers who adopt sustainability practices. Their software helps farmers select the right product combinations for their soil type and area. They measure success by how they help farmers and channel partners.

Because AI feeds on existing datasets, the panel also discussed how to ensure data is accurate with scientific rigor and analyzed to evaluate how sustainability practices affect the field. Then, that value must be communicated to fully leverage AI.

A piece of practical advice was to ask AI for its sources and then fact check as AI can inaccurately attribute data and information. Generative AI is extrapolating existing data, so creating centralized data sets that are accurate is the biggest opportunity. A future use on the horizon is voice transcribing field notes — typically, a very manual process.



Breakout Sessions

Following the AI panel, attendees broke into three available breakout sessions:

- Fieldprint Platform Version 5: A Deep Dive on What's Coming**
 During this session, Field to Market staff members **Paul Hishmeh** and **Eric Coronel** explored upcoming updates to the Fieldprint Platform in Version 5.0, which is set to launch in August 2025. New features include a quantitative Soil Carbon Metric, revised GHG Emission and Energy Use Metrics, and a refreshed user interface.
- Bringing Regenerative Agriculture to Life with Fieldprint Projects**
 During this session, Field to Market staff members **Sydney Mucha** and **Coralie Pierre** explored insights from the organizations recently released [Regenerative Agriculture Guidance](#). They explored how Field to Market resources, including Fieldprint Projects and the Fieldprint Platform, can support goals to measure and report the on-farm environmental outcomes of regenerative practices.
- Investing in Sustainable Agriculture: Shaping the Next Generation of Sector Leadership**
 In this session, sponsored by The Cornell Atkinson Center for Sustainability, **Alan Martinez**, Climate and Nature Finance Lead, led a discussion on Field to Market and Cornell's joint 'Investing in Sustainable Agriculture' leadership program initiative. Participants provided input on the drafted curriculum and goals.



Field to Market Standing Committee Meetings

Each of Field to Market's four Standing Committees met, discussing items related to the committee's workstream(s).

- Education and Outreach**
Nate Birt, Founder of Silver Maple Strategies, and **Paula LaBine**, Senior Marketing Director of Nature-Based Solutions at ADM, provided their expertise in communication strategies, specifically discussing how to adapt messaging and language to communicate effectively to farmers and other stakeholders as widespread changes impact the agricultural industry.



- **Innovative Finance**

The Innovative Finance Committee convened for an interactive panel discussion titled “Navigating the Pivot — How Organizations Are Adapting Conservation Finance Strategies in Times of Uncertainty,” exploring how Field to Market members and partners are successfully adapting their conservation finance strategies in response to federal funding changes and economic pressures.

- **Metrics**

During this Metrics Committee meeting, attendees looked at all metric revisions and dove into the 2025 updates for Energy Use, GHG Emissions, and Soil Carbon Metrics. The session featured a discussion with Colorado State University’s modelers exploring the recently-launched soil carbon modeling service.

- **Standards**

During this dynamic session, attendees explored how regenerative agriculture supports farm profitability, economic resilience, and the well-being of farming communities. **Dianna Bagnall**, Research Soil Scientist for the Soil Health Institute, shared insights from the organization’s work, sparking a conversation that unpacked the economic and human side of regenerative agriculture — what’s working, what’s challenging, and where the biggest opportunities lie.

Lunch with Tabletop Discussions

During lunch, peers from across the value chain engaged in small group discussions centered on key topics in sustainability, innovation, and collaboration. Attendees chose a table that aligned with their interests, shared insights, and gained new perspectives.



Topics included:

- **Diverse Perspectives and Reporting Needs Related to Integrated Pest Management**
Syngenta
- **From Soil to Shelf: Making Regeneration Real for Consumers**
Regenified
- **Investing in Sustainable Agriculture: Shaping the Next Generation of Sector Leadership**
Cornell Atkinson Center for Sustainability
- **Farmer-Led Innovation: Testing Ag Performance Solutions (TAPS)**
Kansas State University TAPS
- **Livestock Feed in Climate Programs: Economic Allocation, Traceability, and GHGP Challenges**
Nestlé Purina PetCare



- **Unpacking Land Use Change: Challenges and Opportunities**
United Soybean Board
- **Explore Field to Market Membership**
Field to Market
- **The Fieldprint Project Framework: How to Use it and Achieve Impact**
Field to Market
- **Dive into Details With the Field to Market Science Team**
Field to Market

Research and Innovation Showcase

The 2025 Annual Meeting brought the organization's virtual Research and Innovation Showcase to life with 11 companies sharing new innovations or research with attendees. Through 3-minute lightning presentations from the following individuals and a discussion forum that followed, attendees explored how this new knowledge can support their work.

- **Ryan Heiniger**, Conservation Technology Information Center
- **Kevin McAleese**, Sand County Foundation
- **Liz Hunt**, Syngenta
- **Brent Rudolph**, Pheasants Forever and Quail Forever
- **Eric Moon**, Nutrien Ag Solutions
- **Siva Avvaru**, Farmers Edge
- **Megan Moland**, Minnesota Department of Agriculture
- **Danielle Isaacson**, Minnesota Farmers Union
- **Janjoris van Diepen**, Merieux NutriSciences | Blonk
- **Amy Skoczlas Cole**, Trust in Food
- **Megan Engel**, AgriCapture

Cross-Sector Dialogue: Feed Sustainability

Animal feed plays a vital role in U.S. agriculture, making it a key part of any conversation on sustainable agriculture. During the event's Cross-Sector Dialogue, a panel discussed this important role, setting the stage for the event's interactive discussions.



Panelists included:

- **Moderator: Lara Moody**, Executive Director, IFEEDER
- **Sean Arians**, Vice President of Sustainable Production and Value Chain Engagement, National Corn Growers Association
- **Sam Werth**, Executive Director, U.S. Roundtable for Sustainable Beef
- **Hansel New**, Assistant Vice President, Sustainability Strategy and Programs, Dairy Farmers of America
- **Sam Wildman**, Director of Strategic Partnerships, Meat Institute
- **Ethan Carter**, Director of Sustainability, Darling Ingredients

Moody [set the stage](#) with a focus on how animal feed can sometimes be put in a box as just corn/soy, enzymes, nutrients, amino acids or forages, but in reality, animal feed is all of those. Roughly 70% of animal feed is derived from corn, and 60% to 90% of animal production's water footprint is linked to feed or grazing.

The main takeaway from the panel was the need to be aligned across the industry, even down to a systems level. The need to practically measure, gather data, and report results was also a main focus. More informed models will help the industry make better decisions. Connecting those who want to drive action with those who can is an important step to move forward.

Following this level-setting panel, attendees split into sectors for Phase 1 of the Cross-Sector Dialogue to discuss what challenges resonated most with their sector, how greater transparency in the supply chain can support feed and pet food sustainability goals, and what resources are needed to drive progress in the space. For Phase 2 of the dialogue, participants divided into mixed-sector groups to share sector-specific challenges and identify solutions, along with next steps on how the industry could work together to address data aggregation needs, collaborate across the supply chain, and advance industry alignment. Participants shared details of their table discussions via a digital app, Mentimeter, which summarized responses using AI for the panelists to react to. A full recap of the Cross-Sector Dialogue, including key takeaways from audience discussions, will be shared in Summer 2025.

Reception

Wednesday closed out with a reception at The Puttery, sponsored by Arva Intelligence and Riceland Foods. There, attendees reconnected with colleagues, met potential partners, and expanded their professional network, all while enjoying great food, drinks, and putt-putt.



Breakfast & General Assembly Meeting

Thursday began with the business portion of the Annual Meeting, where members voted to approve previous meeting minutes, heard a financial update, explored committee workstreams, and more.



Jonathan Geurts, Project Director for the Keystone Policy Center (KPC), also provided brief remarks highlighting Keystone Policy Center's long-standing partnership with Field to Market. As Keystone celebrated its 50th anniversary, Geurts highlighted how Field to Market began as a Keystone Initiative, bringing together the value chain to explore how to go further, together, to advance sustainability in U.S. agriculture. Geurts also shared an excerpt from the 2025 KPC Leadership Awards the previous night, which highlighted Field to Market and the need for cross-sector collaboration. You can view the excerpt [here](#).

Sector Meetings

Thursday morning, each membership sector — affiliate, agribusiness, brands & retail, civil society, and grower — had the opportunity to meet to discuss items relevant to that portion of the industry.

State of the Sector Forum: What's Now and What's Next?

The inaugural State of the Sector Forum brought together representatives from each of the five Field to Market membership sectors. Panelists discussed key topics influencing their sectors and highlighted perspectives from the entire agriculture value chain.

Panelists included:

- *Moderator:* **Carrie Vollmer-Sanders**, President, Field to Market
- **Alan Martinez**, Climate and Nature Finance Lead, Cornell Atkinson Center for Sustainability
- **David Stanko**, Senior Director of Sustainable Agriculture, Nutrien
- **Kate Schaffner**, Senior Manager of Commercial Responsibility, Royal Canin
- **Jen Nelligan**, Chief Program Officer, National Association of Conservation Districts
- **Brandon Hunnicutt**, Farmer and Board Members, Nebraska Corn Board



Knowing that the full agriculture value chain must work together to meet our shared goals, the panelists shared their sector's perspectives to create more fruitful and effective discussions. Panelists expressed a mix of both optimism and pessimism given the current state of the industry, largely due to uncertainty and lack of clarity about what future funding will look like. All panelists agreed that more private sector funding is needed to continue scaling sustainability programs.

However, constraint also drives creativity, and creative solutions will evolve in this current constrained environment. The need for shared language was echoed by several panelists, as well as more collaboration.

Closing General Session

NRCS Chief **Aubrey Bettencourt** wrapped up the 2025 Annual Meeting with her vision for modernizing conservation programs and collaboration between NRCS and the private sector. NRCS was founded 90 years ago to help farmers farm. As a country, the U.S. agreed farming was the foundation of a healthy and prosperous society.



That's still the vision and goal of NRCS today. As the organization best suited to work with producers and partners to solve natural resource challenges, the NRCS hopes to also be closest to the solutions. They still strive to keep farmers farming because if agricultural land disappears, it doesn't come back. However, Bettencourt also shared that the NRCS is failing if they give farmers goals but no resources.

Bettencourt's vision is to ramp up digital options for staff in the field as well as to streamline processes and approvals. NRCS wants to use partnerships to be a

force multiplier for farmers. Data will set farmers free, and she wants it to stay in their hands. Precision agriculture is the way forward, and NRCS is striving to get from pilot to practice as soon as possible.

After a closing discussion between Chief Bettencourt and Vollmer-Sanders and concluding remarks from Vollmer-Sanders, the 2025 Field to Market Annual Meeting came to a close.

Field to Market's next membership convening - the Fall Membership Meeting - will take place November 17-18 in Anaheim, California. Registration will open in Summer 2025.