



Field to Market®

2025 Fall Membership Meeting

Where Sustainability
Meets Innovation

November 17–18, 2025
Anaheim, CA





Field to Market®

Field to Market’s 2025 Fall Membership Meeting brought together more than 180 leaders in Anaheim, California, for two days of discussion, alignment, and critical collaboration across the full agricultural value chain. Representatives from grower, civil society, affiliate, agribusiness, and brands & retail sectors convened to engage in candid conversations about the complex realities impacting the U.S. food system and explore ways to better collaborate to reach shared sustainability goals.

As a trusted convener, Field to Market’s meeting brought clarity to complex topics, translated evolving guidance into practical action, and ensured farmers remain at the center of sustainability efforts. Panels throughout the day reenforced these concepts, emphasizing that the goal is to spend less time worrying about compliance and more time delivering real, high-impact outcomes.

Thank you to the 2025 Fall Membership Meeting Supporters



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

MONDAY

Field to Market Orientation

Field to Market staff members **Coralie Pierre** and **Sydney Mucha** welcomed new members, guests, and first-time attendees to the meeting with an overview of Field to Market’s “Top 10 Essentials.” This session outlined the organization’s membership structure and governance, highlighted key strengths and active workstreams, and showcased opportunities for member engagement. Attendees participated in roundtable discussions focused on the value of membership. Orientation closed with a special visit from the Board of Directors, who introduced themselves and connected with participants, offering new members and guests the chance to meet their Board representatives.

TUESDAY

General Session

President’s Remarks: Building Momentum and Trust

Field to Market President **Carrie Vollmer-Sanders** welcomed attendees by reflecting on 2025, highlighting that the year felt a bit like driving a 15 ft planter on a 12 ft road – slowly and steadily moving forward, carefully maneuvering around obstacles when they come up, and keeping focused on the ultimate goal of supporting resilient ecosystems and enhancing farmer livelihoods.

She also presented a recap of what’s happened since the Alliance was last together in June, including new members, launch of [Fieldprint Platform® Version 5](#), updates to the [Sustainability Commitments Hub](#), the launch of the Resilient Futures Leadership Program: [Financing Sustainable Agriculture](#), and more.

President Vollmer-Sanders emphasized the importance of trust, shared language, and alignment in navigating uncertainty across the value chain.





“If you’re still farming, ranching, or logging, you are sustainable by definition—but it takes all of us working together to keep it that way.”

— Shaun Crook

Welcome to California

Shaun Crook, First Vice President of the California Farm Bureau, welcomed attendees to the state, grounding the meeting in the regional context of California agriculture, one of the most productive and complex agricultural regions in the world. While California leads the nation in agricultural value, diversity of crops, and irrigated production, Crook underscored that those strengths come with significant and growing pressures.

Water availability remains the most critical constraint. California agriculture relies heavily on irrigated acres, and access to water increasingly determines whether operations remain viable. As Crook noted, *“Our first challenge is obviously going to be water for those irrigated acres. We have producers that pay anywhere between \$100 and \$3,000 an acre-foot for water, just to be productive.”*

Beyond water, Crook highlighted rising regulatory costs, labor shortages, wildfire risk, and ongoing land conversion pressures as forces reshaping decision-making for farmers and ranchers across the state. His remarks reinforced a theme echoed throughout the meeting: sustainability cannot exist without profitability—and solutions must reflect the real economic conditions producers face on the ground.





At the Fence Post: Honest Conversations on Today's Farm Realities

At the proverbial fence post, farmers have long shared candid perspectives about what's really happening on the land. This candid session continued that tradition, creating space for open dialogue about the real-world pressures facing farmers today.

Moderated by Jarrod Sutton (Purdue University), the conversation brought together producer leaders representing diverse operations and regions:

- **Russell Williams**, Managing Partner of Middlewater Farms and a leader within the National Corn Growers Association
- **Neal Bredehoeft**, United Soybean Board Director and President of Bredehoeft Farms, a Midwest grain operation
- **Shaun Crook**, First Vice President of the California Farm Bureau, and a third-generation forester and logger in Tuolumne County, California

Across geographies and business models, panelists emphasized the importance of practical, farmer-centered solutions that support livelihoods. Critical to that, they emphasized, is an open, grounded dialogue across the value chain that balances sustainability goals with economic realities.

BREAKOUT SESSIONS

Exploring Fieldprint Platform® Version 5

During this session, members received updates on the most significant enhancement to the Fieldprint Platform® to date, focusing on enhancing outcomes measurement and usability across Fieldprint Projects. Highlights included the deployment of the new quantitative Tier 3 model for soil carbon, enhanced emissions and removals accounting, improved user experience, and more. The session emphasized the scientific rigor, ease of use, and transparency of the Fieldprint Platform.

Check out what's new in Version 5 [here](#) and reach out to our team at science@fieldtomarket.org with questions or to schedule a demo.

Investing in Sustainable Agriculture: Shaping the Next Generation of Sector Leadership

This session explored the Resilient Futures Leadership Program: Financing Sustainable Agriculture. This new program, a partnership between Field to Market and the Cornell Atkinson Center for Sustainability, will prepare emerging leaders to bridge the gaps between sustainability, finance, and operational realities. Participants will gain practical experience and engage with industry experts to deepen their understanding of regenerative practices, the agricultural value chain, sustainability metrics, policy considerations, and innovative finance.

The session provided a detailed overview of the program's curriculum and timeline, application process, and opportunities to become involved via sponsorship. Learn more about this program and how you can get involved [here](#).

Sector Meetings: Identifying Priorities to Guide the Road Ahead

Each membership sector — affiliate, agribusiness, brands & retail, civil society, and grower — had the opportunity to meet to identify 2026 Sector Priorities within their respective portion of the industry.

Setting sector priorities is a new endeavor, introduced this year, to ensure Field to Market’s work is aligned with member-identified needs and positioned to maximize impact across the agricultural value chain. These priorities will help guide and inform Field to Market’s work throughout the year—from content creation and programming at in-person meetings to webinars and committee workstreams.

The process of setting these priorities began in the fall with early input from sector leadership and workshops with sector members and concluded during these in-person sector meetings for finalization. The finalized priorities will be presented to the Board in January and then compiled and shared with all Field to Market members to increase transparency, highlight shared focus areas, and identify opportunities for cross-sector collaboration, while also informing planning for the June 2026 State of the Sector Forum.



LUNCH KEYNOTE PRESENTATION **What Does the Future Hold for U.S. Agriculture?**

Over lunch, **Corey Geiger**, Lead Economist for Dairy at CoBank, delivered a forward-looking economic outlook that provided an assessment of the agricultural economy, highlighting key market drivers, global influences, and emerging trends including:

- **Consumer Stress:** Inflation remains the number one concern, driving a significant economic divergence. The lowest-earning quintile spends 32.6% of its income on food.
- **Trade Shift:** The U.S. agricultural sector is projected to run a net agricultural trade deficit of negative \$38 billion, reversing a decades-long trend.
- **AI Energy Demand:** Massive investment in AI data centers is creating an unprecedented energy demand, projected to consume 10% of the U.S. energy supply by 2030. This demand requires significant investment in new power sources, directly impacting rural land use and energy prices.

“The structure of U.S. agriculture is changing, and the way value is created is changing with it.”

Standing Committee Meetings

Each of Field to Market’s Standing Committees met to advance work across core program areas.

- **Innovative Finance:** The committee explored findings from Environmental Defense Fund’s 2024 global survey of 156 agricultural finance institutions across 17 countries, examining how lenders are responding to climate risks and sustainability opportunities in agricultural portfolios.
- **Metrics & Standards (joint meeting):** In a joint meeting, these two committees explored opportunities to strengthen coordination. The group examined the standards that have shaped Field to Market’s environmental indicators, highlighted the latest developments, including the new soil carbon model, and discussed the standards-based foundations needed to confidently advance the Biodiversity and Water Quality indicators.
- **Education & Outreach:** With presentations from **Elizabeth Reaves** (Sustainable Food Lab) and **Jean Brokish** (American Farmland Trust), this session explored how Field to Market members define and measure resilience—environmental, economic, and beyond—and how storytelling and shared metrics can strengthen the case for regenerative agriculture.

General Assembly

Members participated in the formal business portion of the meeting, where they received a financial update and Board of Directors election results, explored Standing Committee workstreams, recognized retiring board members, and more. Outgoing Board Member Scott Manley was recognized for his six years of service, with one leader celebrating him as a gentleman who is “so good at disagreeing but not dividing.”



Decade Club Recognition

This meeting, Field to Market introduced a new tradition honoring “Decade Members” (joined in 2015) and “Decade-Plus Members” (joined in 2014 or before) for their long-standing partnership with Field to Market and commitment to advancing sustainability across the value chain. A special thank you to these members, whose contributions have helped grow Field to Market’s collaborative network, and strengthen its collective impact.



Decade-Plus Members (Joined 2014 or before)

- American Farm Bureau Federation
- American Farmland Trust
- Archer Daniels Midland Company (ADM)
- BASF Corporation
- Bayer CropScience
- Cargill
- Conservation Technology Information Center
- Corteva
- Cotton Incorporated
- Ducks Unlimited
- Farm Progress (part of Informa, formerly Penton Media)
- Illinois Corn Growers Association (PCM)
- Iowa Agriculture Water Alliance
- John Deere
- Land O’Lakes
- National Association of Conservation Districts
- National Association of Wheat Growers
- Natural Resources Conservation Service (NRCS) (USDA)
- North Carolina State University
- Nutrien
- PepsiCo
- Proctor & Gamble
- Syngenta
- Tate & Lyle
- The Coca-Cola Company
- The Fertilizer Institute
- The Mosaic Company
- The Nature Conservancy
- Thompson Coburn LLP
- U.S. Soybean Export Council
- United Soybean Board
- University of Arkansas
- University of Tennessee Extension
- University of Wisconsin Madison
- USA Rice Federation
- Walmart

Decade Members (Joined 2015)

- American Society of Agronomy International
- Certified Crop Adviser (ICCA) Program
- Auburn University / Alabama Cooperative
- Extension System
- Colorado State University
- Environmental Defense Fund
- Ingredion Incorporated
- Nestlé Purina PetCare Company
- Unilever
- University of Georgia
- University of Nebraska-Lincoln Extension



Closing General Session

Aligning with the GHG Protocol: Land Sector & Removals Guidance (LSRG)

Alejandra Bosch, Land Sector Associate at GHG Protocol, provided an update on the highly anticipated new global standard, previously referred to as guidance. She underscored the standard's significance for shareholders and global reporting, saying "in 2023, 97% of S&P 500 companies that disclose to the Carbon Disclosure Project (CDP) use GHG Protocol standards."

The presentation highlighted the role of consistent, science-aligned accounting; importance of transparency and feasibility; and how the guidance supports credible reporting and target setting. Additionally, Bosch also announced that The Land Sector and Removal Standard will be published soon.



Alejandra Bosch
Land Sector Associate
GHG Protocol

Putting Guidance into Action: Collaborative Insights on LSRG Implementation

In this closing panel, project implementation experts shared real-world insights on translating the global standards into practice across diverse supply chains, exploring practical approaches to project management, carbon accounting, and staffing needs.

Panelists included:

- **Kate Schaffner**, Senior Manager, Commercial Sustainability, MARS (Moderator)
- **Deepika Mishra**, Standards & Data Lead, U.S. Cotton Trust Protocol
- **Kyle Kasten**, U.S. Regenerative Agriculture Lead, PepsiCo
- **Laura Gentry**, Director of Water Quality Science, Illinois Corn Growers Association

Discussions highlights:

- Laura provided historical perspective on the complexity of greenhouse gas accounting, noting that "Greenhouse gas accounting is where our financial accounting was 150 years ago," urging patience and consistency.
- Deepika highlighted the challenge of traceability in the \$44 billion cotton industry, noting that "From dirt to shirts, it takes three years," making tracking outcomes extremely difficult.
- Kyle stressed the need for consensus: "We have a single language to be able to collaborate on projects," which is essential for CPGs working with horizontal peers.

"Carbon is not the whole game. We are doing these programs for lots of reasons... The point of this work is to make farms more resilient. It is to provide farmers with additional incentives to help practice changes, and it is to ultimately transform how agriculture is done." — Laura Gentry

Closing Remarks

The meeting concluded with **Field to Market President Carrie Vollmer-Sanders'** reflections on the value of cross-sector collaboration and gratitude to members and guests for their continued engagement. She emphasized that while frameworks and guidance continue to evolve, Field to Market's focus remains constant: helping farmers and the value chain succeed while delivering credible, measurable outcomes.

Vollmer-Sanders also announced that Field to Market's 2026 Annual Meeting will be held June 1-3 in Raleigh, North Carolina. The organization is proud to be co-locating this event with the Conservation Technology Information Center's 2026 Conservation in Action Tour, June 3-4, in the same location. Registration will open in January for these great events.

Sustainability Leadership Awards Reception

The Fall Membership Meeting concluded with the Sustainability Leadership Awards Reception, recognizing a farmer, adviser, and collaboration, each having demonstrated exceptional leadership in advancing continuous improvement across U.S. commodity crop production. Now in their ninth year, the Sustainability Leadership Awards serve as the capstone of Field to Market's Fall Membership Meeting and highlight measurable, on-the-ground progress enabled through collaboration across the value chain.



2025 Award Recipients



Farmer of the Year:
Matt Splitter, Sterling, KS

Matt Splitter was recognized for his outstanding conservation leadership and long-standing commitment to sustainable agriculture. Alongside his wife, Janna, Splitter manages Splitter Farms, a fifth-generation family operation spanning 13,000 acres of corn, soybeans, wheat, and sorghum.

Under a “never-till” mindset, the Splitters have implemented conservation practices and adopted advanced data and precision agriculture tools to improve soil health, optimize inputs, and strengthen long-term farm resilience. By utilizing Field to Market’s Fieldprint Platform®, Splitter Farms demonstrates how technology, data, and stewardship can work together to deliver both environmental and economic outcomes.



Trusted Adviser of the Year:
Jenny Poling, Midwest Climate Smart Origination Manager, ADM

Jenny Poling was honored for her leadership in supporting farmers’ continuous improvement journeys across more than 2.5 million acres and six states. With a background in plant science and research, Poling has become a trusted adviser to more than 1,500 farmers, connecting them with technical expertise and financial resources to adopt regenerative practices.

Through her work at ADM, Poling plays a critical role in bridging the gap between farm-level action and global supply chain goals—ensuring that conservation outcomes achieved in the field translate into credible, measurable results valued by downstream partners.



Collaboration of the Year: ADM re:generations™

The Collaboration of the Year Award recognized ADM re:generations™ and its partners for its leadership in scaling regenerative agriculture through cross-sector partnership. What began as a series of pilot projects has grown into one of the world's largest private sustainability initiatives, enrolling more than 5 million acres globally, including 4.5 million acres in the United States.



Built on three core pillars—data and measurement, technical assistance, and financial incentives—the program supports farmers while driving measurable environmental improvements and strengthening supply chain resilience. Registered in Field to Market's Project Directory, ADM re:generations™ leverages the Fieldprint Platform® to measure outcomes, enhance transparency, and connect farm-level data to downstream sustainability goals, demonstrating the power of collaboration at scale.

Field to Market President Carrie Vollmer-Sanders congratulated the honorees, noting that the 2025 award recipients exemplify what's possible when farmers, advisers, and partners work together to reach shared goals. The awards were selected by Field to Market's Education and Outreach Committee and made possible with support from Nestlé Purina PetCare and Arva Intelligence.

To read more about each award winner, find them [here](#). Following the reception, the 2025 Fall Membership Meeting came to a close.

Field to Market's next membership convening—the June Annual Meeting—will take place June 1-3, in Raleigh, North Carolina, co-located with the Conservation Technology Information Center's 2026 Conservation in Action Tour, held June 3-4 in the same location. Registration for both events will be opening in January 2026. For questions, please reach out to members@fieldtomarket.org.