FIELD TO MARKET

The Alliance for Sustainable Agriculture

2026 ANNUAL MEETING

RECAP REPORT

Celebrating 20 Years of Advancing Sustainability in U.S. Agriculture

June 1–3, 2026

Sheraton Raleigh Hotel • Raleigh, North Carolina

On June 1-3, Field to Market members, partners, and stakeholders gathered in Raleigh, North Carolina for our 2026 Annual Meeting, held alongside a celebration of the organization's 20th anniversary. Over three days, the program brought together leaders from across the agricultural value chain for conversation, collaboration, and reflection on two decades of progress and the work still ahead to build a more resilient food and agriculture system.

This recap report is intended both for those who joined us in Raleigh and for those who could not attend, offering a look at the themes, discussions, and announcements that shaped the meeting. In keeping with our practice of fostering open and candid dialogue, sessions were conducted under the Chatham House Rule, and this summary reflects the substance of those conversations without attributing specific comments to individuals or organizations.

FIELD TO MARKET ORIENTATION AND FIELDPRINT PLATFORM DEMO

The meeting got underway on Monday afternoon with an orientation and Fieldprint Platform demonstration. Geared toward first-time attendees, new members, guests, and anyone wanting a refresher, the session offered an approachable introduction to Field to Market's programs and tools, along with ways for members to plug in and get involved. The Fieldprint Platform demonstration gave newcomers a closer look at how the organization's measurement tool helps turn on-farm data into insights on sustainability and regenerative agriculture performance.

LEADERSHIP BREAKFAST

Before the general session got underway, attendees had the option to begin Tuesday at the Leadership Breakfast, an intimate session titled “Making the Case: Effective Storytelling for Sustainability Leaders.” The conversation brought together members of the inaugural 2026 Resilient Futures Leadership Program cohort to share how they have translated lessons from the program into real conversations within their own organizations, particularly when making the case for sustainability priorities to leadership.

Moderated by Alan Martinez of Cornell University, the panel reflected on the storytelling skills developed through the program and how participants are putting them into practice as more effective messengers for sustainability. The small-group format, followed by time for audience questions, made for a candid and engaging start to the day.

WELCOME AND OPENING KEYNOTE

Field to Market President Carrie Vollmer-Sanders opened the meeting by welcoming attendees to Raleigh and setting the tone for a milestone year. Drawing on the image of planting seeds, she reflected on the importance of intentional, trusting collaboration as the foundation for a more resilient future in which farmers, businesses, and nature thrive. She noted that 2026 marks both the 250th anniversary of the United States and the United Nations International Year of the Woman Farmer and took a moment to recognize the women across the value chain — from farmers to the agronomists, researchers, accountants, and advisers who support them.

The opening session also welcomed five organizations that have joined Field to Market since the Fall Membership Meeting: Carbon A List, Proba, Roeslein Renewables, Soil Upside, and the University of Memphis Institute for Agricultural and Conservation Research and Education. The breadth of these organizations reflects how widely the alliance's work resonates across the value chain.

Dr. Adrian Percy, the inaugural Executive Director of the North Carolina Plant Sciences Initiative at NC State University, delivered the opening keynote. Dr. Percy has spent his career at the intersection of agriculture, technology, and innovation, including leadership roles in crop science R&D. He offered a forward-looking perspective on innovation in agriculture and the role of public-private partnership in turning research into practical, on-the-ground impact. His remarks framed several of the themes that would recur throughout the meeting, including resilience, the pace of technological change, and the importance of keeping farmers at the center of sustainability solutions.

MARKING 20 YEARS: A REFRESHED BRAND, NEW WEBSITE, AND FOUNDING VOICES

The meeting served as the backdrop for two milestones in Field to Market's 20th anniversary year. Looking back, leadership reflected on the organization's origins in 2006, when a diverse set of groups first came together around a shared challenge: how to produce more food for a growing population sustainably. From an early steering committee to nearly 200 member organization today and millions of acres enrolled in the Fieldprint Platform, the alliance has grown into a credible, durable, value-chain-wide effort.

To mark the occasion, Field to Market unveiled a refreshed logo and launched a redesigned website. The refreshed brand keeps the recognizable orange cart while modernizing the design with an integrated field and horizon that represents the full value chain and a sense of forward movement. The new website is built to better tell the Field to Market story, equip members and partners with resources, and bring more stakeholders into the work; a refreshed member portal, designed to better serve members including those engaged in Fieldprint Projects, will follow later in the year.

In a highlight of the celebration, several founding-era leaders joined the stage to reflect on the journey and the road ahead, including Sarah Alexander of the Keystone Policy Center, which helped convene the organization's earliest participants; Andrew Jordan of Jordan Associates; and Rod Snyder, Field to Market's first President.

Members can request updated logo files and brand assets by contacting members@fieldtomarket.org.

FIELDPRINT PLATFORM ALIGNMENT WITH THE GHG PROTOCOL – LAND SECTOR AND REMOVALS STANDARD

Among the meeting's most significant announcements was the release of an independent, third-party assessment evaluating how Fieldprint Platform Version 5 aligns with the GHG Protocol Land Sector and Removals Standard, often referred to as the LSRS. The assessment examined the Platform across the seven topic areas covered by the standard, spanning accounting methodologies, data quality and uncertainty, additionality, permanence, monitoring, and reporting requirements.

The results were strong: the Fieldprint Platform fully met requirements in three areas, substantially met requirements in three, and partially met requirements in one, with no area receiving a "Does Not Meet" rating. With the LSRS taking effect in January 2027, the findings come at an important time and position members to use the Fieldprint Platform with confidence as they prepare to meet emerging requirements. Additional details were shared during the joint Standards, Metrics, and Education & Outreach committee meeting. To view the full report, click [HERE] or find it on Field to Market's website under the resources tab.

GENERAL ASSEMBLY BUSINESS MEETING

The General Assembly Business Meeting provided members with an update on the state of the organization and several governance items for the year ahead.

Following a thorough review, leadership shared a revised tiered dues structure designed to better reflect the diversity of the membership in size, sector, and capacity to contribute. Dues had remained unchanged for more than a decade, making this the first adjustment since 2014. The updated structure has applied to new members since the beginning of 2026 and will take effect for existing members in 2027, providing ample time to plan accordingly. Members with questions on dues can direct them to Coralie Pierre (cpierre@fieldtomarket.org).

The assembly also recognized members stepping into committee service for the coming year across the Metrics, Standards, Education & Outreach, and Innovative Finance Committees. These committees carry much of the substantive work of the alliance, and the organization expressed its gratitude to those contributing their time and expertise.

A Treasurer's report provided members with a high-level view of the organization's financial position, noting continued investment in financial infrastructure, including the addition of a Manager of Finance role, and ongoing implementation of the Innovative Finance Initiative supported through a USDA Advancing Markets for Producers grant. The organization's financial picture remains stable as it continues to build toward bold, long-term work.

Members were encouraged to save the date for the next virtual member meeting on October 1, which will offer an opportunity to reconnect with staff and leadership between in-person gatherings. Following the business meeting, committee co-chairs offered brief updates from their workstreams over the past year.

RESEARCH AND INNOVATION SHOWCASE

The Research and Innovation Showcase featured eleven brief presentations selected through an open call for submissions across the Field to Market membership, spotlighting cutting-edge work from researchers, innovators, and practitioners across the value chain. Each presenter had three focused minutes on the mainstage, followed by dedicated time to continue the conversation with attendees at their table top displays in the same grand ballroom.

PRESENTER	PRESENTATION TITLE
Patrick Smith Soil Upside	*Translating Soil Resilience to the Ag Finance System*
Court Merriman-Sime Farm Credit	*Growing What Works*
Samuel Porter Minnesota Farmers Union	*The Profitability of Tillage Systems*
Jaycie Thomsen Environmental Initiative	*The Missing Cost*
Ernie Shea Solutions from the Land	*Farmer-Led On-Farm Conservation*
Craig Ficenec Sand County Foundation	*Crowdsourcing Conservation*
Luke Petersen The Nature Conservancy	*The Farmer Advisor Roadmap*
Marty Heller Merieux NutriSciences and Blonk	*Regenerative Ag in LCA*
Michelle Perez American Farmland Trust	*Habitat Corridors for Biodiversity Metrics*
Mark McConnell Mississippi State University	*Precision Ag to Decision Ag*
Monica McBride Bayer	*PRECEON's GHG Benefits*

LUNCH TABLE TOPICS

Eight host-led discussion tables explored a range of topics: A Roadmap to Advance Regenerative Agriculture Through Farm Advisors (The Nature Conservancy), Turning Feed Efficiency Gains into Reduced Environmental Impacts (American Feed Industry Association), Scaling Sustainable Silage through Corporate Incentive Frameworks (Sand County Foundation), The Challenges of Integrating Inventory and Project GHG Accounting (Pinion Global), Water Quality: What's Working, What's Not, and How Do Farmers Interact with It? (United Soybean Board), Farmer Incentive Design (PepsiCo), GHG Protocol LSRS Land Use and Leakage Reporting Requirements (Clean Fuels Alliance), and Fieldprint Platform Version 5 Updates and LSRS Alignment (Field to Market).

SECTOR MEETINGS

Members convened by sector—Grower, Affiliate, Civil Society, Agribusiness, and Brands & Retail—for focused discussion on sector priorities and shared challenges. This year, much of the sector conversation centered on preparing for the Cross-Sector Dialogue on Risk and Resilience in U.S. Agriculture, with members surfacing the risks they see as most underestimated, where imbalances of risk exist across the value chain, and the roadblocks that make resilience difficult to achieve.

Common themes emerged across sectors, including the challenge of defining resilience consistently across different parts of the value chain, the need for better data and metrics to translate resilience into business terms, the role of technical assistance in supporting producers, and the importance of focusing on what is within members' collective control. These discussions set the stage for the cross-sector conversation the next day and will be explored further in a separate report.

COMMITTEE MEETINGS

Innovative Finance Committee

The Innovative Finance Committee meeting focused on how partners closest to the farmer—particularly agricultural lenders—can help enable farmer sustainability ambitions. A panel discussion examined collaborations between ag lenders and value-chain partners, exploring real-world financing models that pair private capital with farmer relationships to lower the barriers to adopting sustainable and conservation practices.

Discussion highlighted several lessons from designing these programs: the value of pilots in demonstrating that new ideas can work, the importance of allowing farmers to opt in and selfselect rather than having lenders direct practices, and the need to design flexible financial products that meet the differing needs of farmers at different stages of their careers. Panelists also discussed the role of independent partners in matchmaking across the value chain and the broader shift toward private-sector funding partnerships. A robust question-and-answer session touched on measurable outcomes, data ownership and reporting, and the evolving policy landscape shaping the future of these models.

The committee also heard a reflection on the Resilient Futures Leadership Program, which grew out of conversations within the Innovative Finance Committee around how to help more people across agriculture engage deeply with finance. The program's cross-sector design was credited with accelerating participants' comfort with these topics and broadening the community of practice working in this space.

Metrics, Standards, and Education & Outreach Committee

The joint meeting of the Metrics, Standards, and Education & Outreach Committees explored the connections across the three workstreams, showing how the committees can work together in practice. One example is the recently released report assessing the Fieldprint Platform against the GHG Protocol Land Sector and Removals Standard. The meeting included a presentation of the report's findings, which both the Metrics and Standards Committees were closely involved in reviewing. The Education & Outreach Committee will help support how the report gets communicated to members to increase its usability.

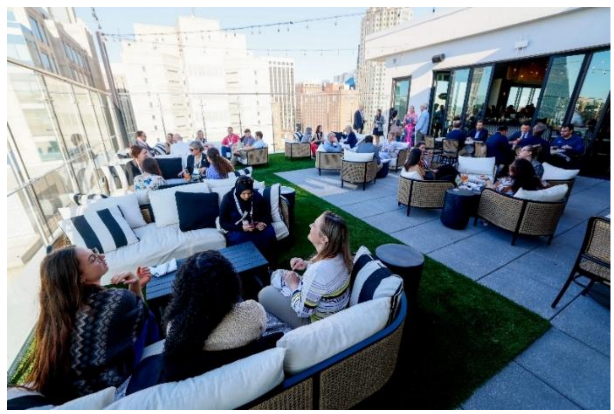
The group also discussed balancing data input needs against the burden of data collection and its impact on results. Members discussed Field to Market's willingness to share code and results related to sensitivity analysis, which could save members significant time, and how the Education & Outreach Committee can help translate technical analyses into accessible formats such as webinars, case studies, and concise executive summaries.

Discussion also covered ongoing water quality modeling work, including the use of the SWAT+ model to provide more granular, comparative results, and the leadership of partners on uncertainty analysis. The meeting closed with each committee briefly sharing what's ahead for their work.

20th ANNIVERSARY RECEPTION CELEBRATION

Tuesday evening, members and partners gathered to celebrate two decades of Field to Market at the 20th Anniversary Reception, held at the Urban Oak Rooftop in downtown Raleigh.

After a full day of sessions, the reception offered a relaxed setting to step back and mark the milestone together, giving long-time members and newer faces alike a chance to connect over the Alliance's shared history and the work still ahead. Sarah Alexander and Andy Jordan, who have both been part of Field to Market since its inception and helped foster its growth over the years, opened the celebration with a toast. Their reflections on the Alliance's journey, and on the people and partnerships that have carried it this far, set a fitting tone for an evening of celebration and connection.



STATE OF THE SECTOR FORUM AND CROSS-SECTOR DIALOGUE

Wednesday's program opened with the State of the Sector Forum and continued with the Cross-Sector Dialogue on Risk and Resilience in U.S. Agriculture, a facilitated conversation bringing together perspectives from across the value chain. Key themes and takeaways from these sessions will be captured in a separate, dedicated report to be shared with members.

CLOSING KEYNOTE & RESILIENT FUTURES LEADERSHIP PROGRAM: *FINANCING SUSTAINABLE AGRICULTURE* CERTIFICATE CEREMONY

The meeting closed with a keynote from North Carolina Agriculture Commissioner Steve Troxler, who shared a perspective on the state's agricultural landscape and the importance of partnership in advancing a resilient farm economy.

The closing lunch also marked a celebratory milestone: the certificate ceremony for the inaugural cohort of the Resilient Futures Leadership Program: Financing Sustainable Agriculture. The idea for the program was born at the prior year's Annual Meeting, out of a question about how to expand the number of people working to finance sustainable agriculture. It grew into a first-of-its-kind program enrolling 29 participants from across agriculture, finance, and sustainability.

Over five months, the cohort moved through three immersive, in-person modules. The program began at Commodity Classic in San Antonio, grounding participants in the realities of U.S. agriculture, farm policy, and how farmers and lenders think about risk and sustainability. It continued at Cornell's campus in Ithaca, exploring food system transformation, corporate sustainability strategy, and how financial solutions can move acres toward conservation, including a visit to Blue Hill at Stone Barns to see regenerative agriculture in practice. The program concluded in New York City with a focus on investor perspectives, scalable business models, incentive-aligned capital, storytelling for impact, and outcomes contracts.

The program was made possible by the support of its sponsors, including the Walton Family Foundation, CoBank, Farm Credit Services of America, Compeer Financial, and partners across the Farm Credit system, as well as the Platform for Agriculture and Climate Transformation. A special partnership with Cornell University and the Cornell Atkinson Center for Sustainability — a partner, sponsor, and academic backbone of the program — helped bring the curriculum to life. Recognizing the first cohort on the mainstage offered a fitting close to a meeting focused on the people and partnerships driving the sector forward, with planning already underway for a second cohort.

The Inaugural Cohort

We are proud to recognize the 29 members of the inaugural Resilient Futures Leadership Program: Financing Sustainable Agriculture cohort:

Roberta Anderson Global G.A.P.	**Joel Leland** The Nature Conservancy
Siva Avvaru Corvian	**Erin Leonard** Environmental Defense Fund
Andrew Baskin Arva Intelligence	**Matt Marzolo** Economic Development Strategist
Heidi Baxter Creekside Carbon	**Sean McMahon** Corvian
Elena Bell Growers Edge	**Sydney Miller** Nestlé Purina Petcare
Janice Bitter Farm Credit East	**Eric Moon** Nutrien
Makayla Brister National Fish & Wildlife Foundation	**Samuel Porter** Minnesota Farmers Union
Leigh Cooper-Swisher Indigo Ag	**Carlos Romero** Nutrien
Mary Fales Nonprofit Sector	**Brittany Smith** Alliance for the Chesapeake Bay
Cassio Ferreira Bayer	**Claire Smith** Tenera Grains
Jeff Fore The Nature Conservancy	**Sophia Stone** Roeslein Renewables
Matt Hellwig CoBank	**Allison Teal** American Peanut Council
Johanna Herron Intertribal Ag Council	**Kathryn Tomasi** Nestlé Purina Petcare
Mai Lan Hoang Environmental Defense Fund	**Bess Waldran** Environmental Defense Fund
John Keller Intertribal Ag Council	

Our congratulations to the entire inaugural class.

LOOKING AHEAD

As Field to Market marks 20 years, the 2026 Annual Meeting reaffirmed the value of bringing the full value chain together to tackle shared challenges. Looking forward, the organization is focused on advancing its Innovative Finance Initiative, producing the next National Indicators Report, and continuing the work on risk and resilience in agriculture that anchored this year's program.

Several opportunities to connect are on the horizon: a virtual member meeting on October 1, a collaborative member space during Climate Week, and the next in-person gathering in Fort Worth, Texas, alongside the Sustainable Ag Summit. We are grateful to the members, partners, and stakeholders who joined us in Raleigh and who continue to advance a more sustainable and resilient agricultural system.

Questions and feedback are always welcome at members@fieldtomarket.org. We look forward to continuing the conversation in the months ahead.