

FIELD TO MARKET & SAI PLATFORM FSA EQUIVALENCY

APPENDIX 1: IMPLEMENTATION GUIDANCE

HOW WILL THIS WORK IN PRACTICE?

Example: Company A is a food and beverage manufacturer; they are using the FSA as their reference for sustainable procurement globally but are sourcing or would like to source raw materials from farmers utilizing Field to Market's Fieldprint® Platform in North America.

1. What they need to do:

The three steps described here are summarized from the [FSA Implementation Guide](#).

1.1. Engage:

- Speak to your suppliers about using the FSA Equivalency Module and explain the benefits. This could mean including it in an existing Fieldprint Project or setting up a new one.
- Together, communicate with the growers to explain the benefits, and what's required from them.
- Identify those growers and farms that want to be included. Note the minimum sampling sizes for the purposes of making verified FSA volume claims in Appendix 2: Optional FSA Verification Guidance.

1.2. Assess:

- Review the questions and guidance in the FSA Equivalency Module spreadsheet to determine if additional training may be needed for growers, depending on the growing region or crops harvested. If needed, additional guidance material (e.g. [FSA Topic Guides](#)) can be incorporated into existing Fieldprint Project workshops.
- Invite the growers to answer the 15 questions. This can be done in two ways, either by downloading the FSA Equivalency Module spreadsheet, or by accessing online in the Fieldprint Platform. In both cases the FSA equivalency level per farm; Bronze, Silver, or Gold, will be automatically calculated as some questions carry a larger weighting than others. The complete modules should then be shared with the Project Administrator of the Project. Results for growers who answer the questions within the online Module can be accessed by the Project Administrator.
- Once all the completed modules have been returned to the administrator, the results can be collated. For example, in a project with 26 growers, 50% achieved FSA Silver, while the rest of the producers achieved FSA Bronze

1.3. Improve

- Understand if there are any themes that can be drawn from the results. For example, individual questions with the lowest rate of attainment might indicate room for improvement.
- Summarize key learnings and outline any continuous improvement steps to be included in subsequent Project activities.

- Understand the range of different practices amongst the grower group and together, set some achievable goals for improved FSA equivalence over the coming crop cycle.
- Repeat assessment steps as desired to track improvement

1.4. Optional: Verify Results for Claims

- Projects that are interested in making publicly-facing claims should consult Appendix 2: the “Optional Verification Guidance

Related Resources

Equivalency Module Spreadsheet

Optional Verification Guidance (Appendix 2)

FAQ – Guidance for Growers (Appendix 3)

FAQ – Guidance for Supply Chain Companies (Appendix 4)