



Field to Market®

# 2025 Cross-Sector Dialogue: Feed Sustainability

Summary & Key Findings  
June 5, 2025 | Kansas City, Missouri



## INTRODUCTION

On June 5, 2025, during its Annual Meeting, Field to Market hosted a Cross-Sector Dialogue focused on a vital yet often overlooked component of sustainable agriculture: feed. Feed is where sustainability in the livestock, poultry, dairy, and pet food industries begins. As a foundational input that drives animal health and productivity, feed accounts for a significant portion of the sector’s environmental impact—from greenhouse gas (GHG) emissions and water use to land transformation. Whether its corn grown for silage in dairy, rendered protein co-products used in animal nutrition, or feedyard rations for beef cattle, each link in the chain carries different variables, region-specific dynamics and economic considerations.

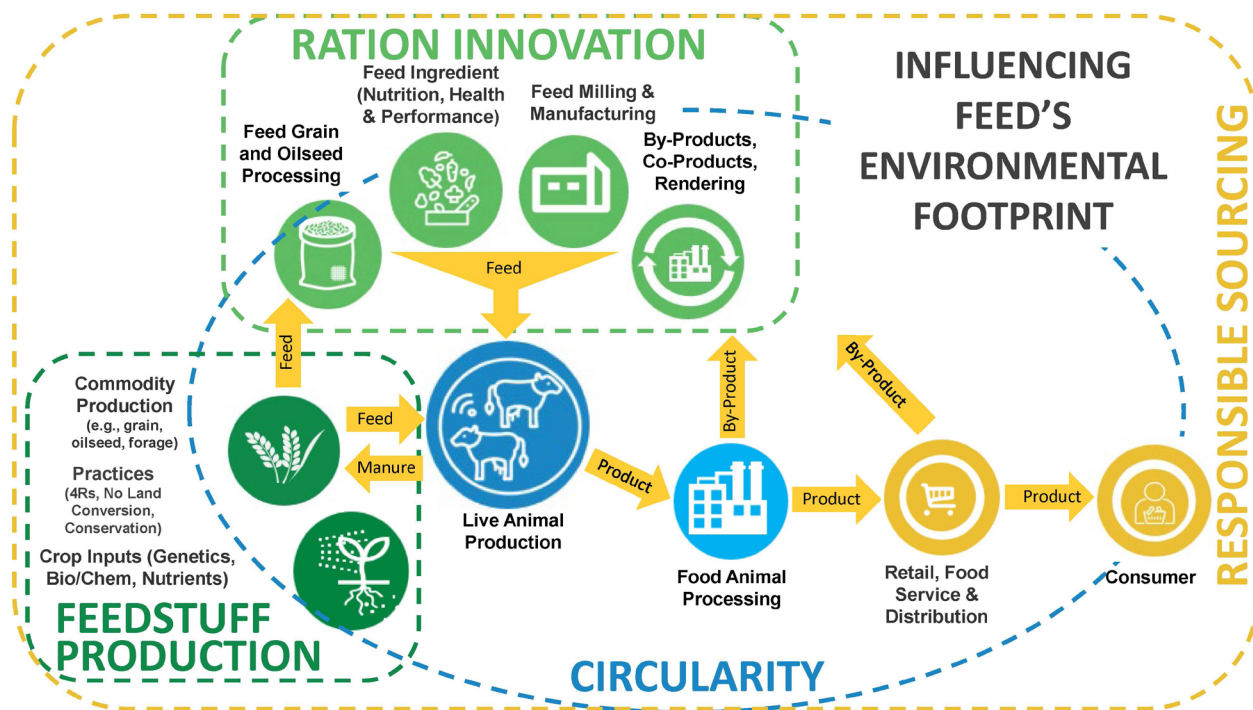


Field to Market’s Cross-Sector Dialogue series provides a unique forum to convene leaders from the entire agriculture value-chain to tackle systematic industry challenges. With over 150 attendees from across all five of Field to Market’s sectors—grower, affiliate (universities, public partners), brand and retail, agribusiness, and civil society—this session provided the opportunity for members to bring their diverse perspectives together to discuss the unique challenges and opportunities to increase sustainability in the animal agriculture and petfood value chain.

To help support knowledge-sharing and learning, the event gathered leaders from across the feed value chain to discuss the environmental footprint of feed and petfood production, its place in sustainability strategies, and opportunities to drive change through collaboration, data transparency and on-farm innovation. The following report summarizes the full event, highlighting the content discussed between panelists and attendees, as well as key takeaways and next steps to increase sustainability in feed production.

## SHARING INDUSTRY EXPERTISE

To begin the Cross-Sector Dialogue and provide attendees with a common, baseline understanding of the collective challenges faced by the value chain, **Lara Moody**, Executive Director of the Institute for Feed Education and Research and representing American Feed Industry Association (AFIA), provided a [brief overview](#) of the feed industry and its environmental footprint. She emphasized that while animal feed is often narrowly categorized as either corn, soy, enzymes, nutrients, amino acids, or forages, in reality, it encompasses all of these components.



*Image from Lara Moody's presentation detailing the elements impacting feed's environmental footprint, split into four categories - ration innovation, feedstuff production, circularity, and responsible sourcing..*

Following her remarks, Moody moderated a panel discussion with industry experts **Sean Ariens** of the National Corn Growers Association (NCGA), **Samantha Werth** of the U.S. Roundtable for Sustainable Beef (USRSB), **Ethan Carter** of Darling Ingredients, **Sam Wildman** of the Meat Institute, and **Hansel New** of Dairy Farmers of America (DFA). Key insights from their discussion are outlined on the following pages and a full panel summary can be found in [this iFEEDER blog](#).



*Pictured left to right: Lara Moody, Hansel New, Sam Wildman, Ethan Carter, Samantha Werth, Sean Arians*

## **Data: The Great Enabler or the Achilles' Heel?**

Data alignment was a central theme and a key challenge discussed throughout the session. The limitations of outdated life cycle assessment (LCA) datasets (some based on data over a decade old) and the LCA model's inability to capture on-farm conservation practices create a distorted picture of the current state of sustainable agriculture. As Arians noted, much of the progress made by U.S. farmers through conservation practices, precision agriculture, and input optimization is simply not being captured.

"If the goal is to measure change," Arians said, "then we have to start by agreeing on what we're measuring, how and why."

Panelists voiced strong support for standardized data systems driven by shared definitions and harmonized protocols. While feed is closer to having this than other agricultural sectors via the Global Feed LCA Institute (GFLI), it is still not reflective of the higher tier modeling that would better capture on-farm conservation efforts.

Yet, the pursuit of perfect data must not come at the expense of progress. The goal, Carter reminded attendees, should be to use good enough data to drive real, tangible improvements, especially when it comes to emissions reductions and circular resource use.

## **Carbon and Beyond: The Case for a Holistic Lens**

While carbon remains the dominant sustainability metric in corporate and regulatory contexts, the panel called for a broader, more integrated view. From water efficiency to nutrient management, the panelists cautioned against tunnel vision.

"Everyone's focused on carbon," said Wildman, "but water is right behind it and in some regions, it's arguably more important."

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The discussion also introduced key opportunities for incentivizing more sustainable feed practices across the supply chain. Drawing inspiration from the biofuel sector’s policy mechanisms such as the 45Z clean fuel production tax credit, several panelists raised the idea of creating similar market-driven incentives for feed-related sustainability efforts.

“If we can direct value back to the farmgate for sustainable feed practices the same way we do for low-carbon fuels,” Ariens proposed, “we’ll create a more durable business case for adoption.”

There was broad agreement that connecting sustainability aspirations at the corporate level to practical realities at the farm level is essential. This includes alignment on what data to prioritize, which practices have the biggest impact and how to verify outcomes without overburdening farmers.

New advocated for a stronger value proposition for farmers, especially those in the “movable middle” who are neither early adopters nor completely resistant to change. He pointed out that “without clear returns on investment or support to reduce risk, many farmers will hesitate to make sustainability driven changes in their feed sourcing and management.”



## Building the Bridge Forward

Throughout the dialogue, one thing became clear: sustainable feed is not just a technical problem; it’s a systems challenge. Improving the sustainability of the feed industry will require embracing complexity, breaking down silos, and committing to long-term alignment. At the heart of every sustainability success story is a dialogue, one that is honest, cross-sector, grounded in reality, and aimed at shared solutions.

## CROSS-SECTOR DIALOGUE

Following the level-setting discussion, attendees engaged in in-depth discussions with peers both within their sectors and across sectors, exploring ways the agriculture value chain can work together to enhance feed sustainability. A recap of the two phases of the dialogue and key discussion elements are shared below.

### PHASE 1: INTRA-SECTOR DIALOGUE

Audience members were split into discussion groups by sector, with each table having representatives from the same sector. During this first phase, three questions were addressed:

1. What challenges resonate most with your sector?
2. How can greater transparency in the supply chain support feed and pet food sustainability goals?
3. What resources or policy changes are needed to drive progress in the feed and pet food space?

The table conversations echoed many of the same sentiments that panelists shared on stage. Common themes from these discussions are summarized below.

#### Data Gaps and Privacy Concerns

- **Trust & Data Ownership:** Farmers remain hesitant to share data due to concerns about misuse, lack of trust, or absence of benefit. Clear communication about how data will be used and aggregated is essential.

*“Trusted relationships at [the] farm gate are essential to get primary data from farmers – without that primary data it is hard to capture what is happening in the supply chain.”*

- **Data Gaps & Fragmentation:** Stakeholders struggle with outdated/missing data, decentralized reporting systems, and inconsistent methodologies. Aggregating data may help address privacy concerns but tends to reduce the data’s usefulness at the farm level. Investments in up-to-date, science-based benchmarking and data collection would drive more accurate modeling and better decision-making for feed sustainability.
- **Standardization Needed:** Inconsistent reporting systems, methodologies, and definitions make it difficult to compare data or validate sustainability efforts. Attendees frequently called for common data frameworks, shared terminology, and streamlined certification standards. There was a strong push for harmonized frameworks—across countries and sectors.

*“Folks are all over the place in what they want from farmers – need more communication, standardization and transparency in what they want from farmers and for what purpose.”*

## PHASE 1: INTRA-SECTOR DIALOGUE (CONT.)

### Clear, Consistent, and Transparent Communication Across the Supply Chain

- Unclear Goals & Misaligned Timelines: The lack of clarity around what constitutes sustainable feed practices makes it difficult to align programming and investments. Farmers face long timelines to see ROI, whereas corporate sustainability goals often demand near-term reporting.
- Traceability Challenges: Feed often travels through complex logistics systems, which diminishes traceability. Co-products and by-products are particularly under-tracked, decreasing transparency within the supply chain.

*“The emphasis is on the main product, but feed is a co- or by-product; there is no emphasis on tracking data for co-products, so people will only track it if the food or main product is done and if there are resources left.”*

- Implementation Roadblocks & Cultural Barriers: Independent mindsets among livestock operators can slow integration with sustainability initiatives. Trusted advisers are essential to navigate practice adoption, but identifying critical leverage points across sectors remains challenging. Solutions must respect autonomy while still building collective momentum.

*“Some livestock managers have a history of being fiercely independent, so changing the system and culture to better integrate them with conservation/sustainability programs [is important].”*

### Economic Incentivization Backed by Policy

- Economic Barriers & Return on Investment (ROI) Concerns: Transitioning to sustainable practices may carry perceived or real costs without guaranteed returns. There’s a strong need to better communicate value propositions and incentivize change, particularly on rented land where long-term investment is less appealing.

*“Implementing regenerative agriculture can be more profitable but there is a perception that there are higher costs and fear of transition costs – need better communication.”*



- Equity for Early Adopters: Current systems may penalize early sustainability adopters if standards evolve without retroactive recognition. Guardrail policies are needed to level the playing field.
- Incentives Misalignment: Transparency adds cost and effort, yet those collecting the data often aren’t compensated accordingly. The challenge lies in assigning responsibility and redistributing value to those providing primary data. Programs like the 45Z tax credit (currently limited to biofuels) were cited as potential models for incentivizing sustainable feed production.

*“Certification can drive progress, but it comes with a higher cost not all are willing to bear.”*

## PHASE 2: INTRA-SECTOR DIALOGUE

During the second phase of the session, audience members were assigned to tables with representatives from each of Field to Market's five member sectors. Three questions were addressed, both via table discussion and through live Mentimeter polling:

1. What level of data transparency is needed across the supply chain?
2. What does the animal agriculture and pet food industry need from the crop and biofuels industry—and vice versa?
3. What actions can Field to Market take to facilitate industry progress?

Common themes from these discussions are shared below.

### Standardization of Metrics & Data

Participants identified standardization and alignment as foundational to effective collaboration between the animal agriculture/pet food and crop/biofuels sectors. There was strong consensus on the need for harmonized metrics, methodologies, and data reporting standards that work across sectors. While recognizing that *"perfection will not be achieved,"* stakeholders emphasized the importance of shared understanding to avoid misaligned expectations and reduce the reporting burden on farmers. Farmers in particular called for greater clarity around *"what data is actually needed"* and *"what they expect us to deliver on."*



- **Standardization & Verification:** There was broad agreement on the need for standardized metrics and interoperable systems that all sectors can align on. Different sectors—and even individual stakeholders—require different levels of transparency. While some want full visibility, others are wary of sharing sensitive information. Anonymized and aggregated data through trusted third-party platforms could offer a middle ground between transparency and privacy; this would help brands meet reporting goals without overburdening farmers.

*"A high level of data transparency across the supply chain is needed. There needs to be trust between all sectors and a mutual benefit."*

*"Standardization and transparency are crucial for data aggregation across the supply chain. Producers need data and insights to make informed decisions, not just cash."*

## PHASE 2: INTRA-SECTOR DIALOGUE (CONT.)

### Standardization of Metrics & Data (Cont.)

- **Economic Feasibility & Data as an Asset:** There's growing interest in treating farm-level data as a commodity, but participants called for greater clarity around how this data is used, protected, and monetized. Farmers want assurance that their contributions will result in tangible benefits—whether financial compensation, agronomic insights, or reduced reporting burdens—rather than data extraction without return.

*“It is important to focus on the minimum data needed that will make the space credible without overburdening companies or producers.”*

*“Transparency back to producers on why their data is needed is critical, while also ensuring that they receive decision-making support as a ‘value back’ for providing their data.”*

- **Shared Incentives & ROI:** Participants expressed concern over who bears the cost of sustainability data and whether farmers are being fairly compensated for practices that create value downstream. There is a need for a shared-value framework that ensures return on investment for all players in the chain.

*“If farmers are incentivized, they will re-invest into their operations: better equipment, resource efficiency, streamlining of operations. It takes capital.”*

### Cross-Sector Alignment & Transparent Supply Chains

Audience discussion featured a strong consensus that high levels of data transparency are essential across the supply chain, though the specific requirements vary by stakeholder and use case. Participants emphasized that transparency must be built on trust and mutual benefit, with farmers needing to understand why their data is needed and how they will be compensated or supported in return. The recurring theme is that *“more transparency leads to more trust and value,”* but this must be balanced with farmer comfort levels and data privacy concerns.



- **More Transparent Supply Chains:** Brands and retailers increasingly demand greater visibility into feed origins and ingredient sourcing. To meet these expectations, upstream sectors must be engaged and supported in improving traceability and data sharing practices.
- **One Size Doesn't Fit All:** The responses reveal a nuanced understanding that different stakeholders require different levels of transparency. Consumers may be satisfied with high-level sustainability narratives, while investors and business-to-business partners demand more detailed metrics and third-party verification. At the same time, many farmers remain cautious about oversharing sensitive information, highlighting the need for tailored transparency approaches that reflect varying expectations across the value chain.

## PHASE 2: INTRA-SECTOR DIALOGUE (CONT.)

### Cross-Sector Alignment & Transparent Supply Chains (Cont.)

- **Transparency & Traceability:** Transparency and traceability serve different purposes and audiences, requiring careful consideration of what data is truly necessary versus what is simply desired. Participants advocate for streamlined, economically feasible approaches that provide decision-making support to farmers rather than just data collection. Ultimately, successful transparency efforts must create shared value, delivering credible sustainability outcomes for downstream partners while ensuring data providers—especially farmers—are meaningfully supported.

*“Traceability of the feed back to the farm is needed. Each sector needs different levels of transparency and traceability. Inconsistent data requests and documentation are creating lack of trust.”*

### Holistic Programs

A recurring issue is the lack of consistency across regulatory and market-driven frameworks. The biofuel, feed, and food sectors often operate under fragmented systems, making cross-sector collaboration difficult. Participants suggested that harmonized standards—supported by thoughtful public policy—could help reduce complexity and create more aligned expectations across the supply chain.

- **Carbon Dominance vs. Broader Metrics:** While carbon remains a central focus, stakeholders raised concerns that this emphasis is coming at the expense of other critical indicators like water usage, biodiversity, and nutrient management. An overreliance on carbon metrics risks creating fatigue and skepticism among farmers and overlooks the broader environmental footprint of feed systems.
- **Simplification & Flexibility:** Participants emphasized the importance of building flexible frameworks that support incremental progress, rather than only rewarding end-state perfection. Such an approach enables broader participation from stakeholders at varying levels of maturity.
- **From Siloed to Cross-Sector Systems:** Attendees noted that the lack of communication and integration between crop, feed, and biofuel sectors has created barriers to collaboration. Participants encouraged cross-sector collaboration through open dialogue, joint verification efforts, and co-investment.

*“Cross-sector collaboration like this [event] to help understand perspectives is essential.”*

- **Circular Solutions:** There was strong interest in better connecting the sectors through circular strategies—such as nutrient recycling from animal production and upcycling byproducts into feed. These interconnections could unlock greater resource efficiency and value. Stakeholders called for more closed-loop systems with shared feedback mechanisms to optimize co-product use and improve environmental outcomes. There was particular interest in exploring how policies like the 45Z tax credit impact shared input costs, and how tools like “scope share” carbon intensity scores and byproduct allocation methodologies could serve multiple sectors.

*“Opportunity to work through any secondary product uses that would otherwise be headed to the waste stream.”*

## PHASE 2: INTRA-SECTOR DIALOGUE (CONT.)

### Field to Market as a Unifier

Participants underscored Field to Market's unique role as a convener and catalyst for alignment. There was broad appreciation for the value of these cross-sector discussions and recognition that Field to Market provides *"the right table"* for industry collaboration. However, participants stressed the need for broader representation, particularly from animal agriculture, feed industry stakeholders, meat processors, and major retailers—emphasizing that *"all the movers and shakers of agriculture"* must be present to drive real progress.

- **Enable Actionable Dialogue:** While Field to Market has successfully convened conversations, participants encouraged the organization to move from dialogue to implementation. There was strong support for turning shared discussions into pilot projects, case studies, and regional initiatives that demonstrate on-the-ground impact.

*"Provide spaces for industry partnership and alignment. Provide a way for the players from across the industry to collaborate differently."*

*"Showcase innovative approaches (farm-level and supply chain)."*

- **Empower Farmers & Build Trust:** Participants highlighted that farmers are willing to engage but need accessible tools, clear value propositions, and strong advisory networks. The Fieldprint Platform was identified as a critical asset, but one that requires improved onboarding support and better articulation of practical use cases.
- **Align Incentives & Define "Good Enough":** A recurring theme was the disconnect between the value of sustainability attributes in procurement and the lack of financial return to farmers. Participants urged Field to Market to help establish mechanisms that ensure farmers are compensated for their contributions. This includes defining baseline thresholds for sustainability performance that are realistic, rather than idealized.

*"Field to Market can help connect the ends of the supply chain. How does a premium get back to the grower?"*

- **Representation & Inclusion:** Several stakeholders noted key gaps in representation, particularly from influential CPG companies and broader segments of the animal agriculture value chain. Field to Market is encouraged to proactively engage these groups to ensure initiatives reflect the full scope of U.S. agriculture.

*"Continued involvement of animal agriculture industry. Align the Fieldprint Platform with the Greenhouse Gas Protocol (GHGP) and bring GHGP leadership to discussions."*

## PHASE 2: INTRA-SECTOR DIALOGUE (CONT.)

### Field to Market as a Unifier (Cont.)

- Cross-Sector Translation: Participants see Field to Market as uniquely positioned to clarify what various sectors are asking for when it comes to sustainability data and performance metrics. By creating shared definitions and expectations, the organization can help translate between industry needs and farmer realities.

*“Facilitate trust and transparency between sectors and help communicate needs and frustrations.”*

- Educational Hub & Connector: There was strong interest in Field to Market serving as a trusted source of clarity—helping stakeholders understand both “why” sustainability is being prioritized and “how” to operationalize these expectations across diverse supply chains.

*“Field to Market can facilitate progress through events, metrics harmonization, education, and showcasing innovative collaborations. This includes connecting disparate supply chains and promoting awareness.”*

Beyond convening, stakeholders expressed a desire for Field to Market to play a stronger role in driving standardization and practical implementation. Priorities included harmonizing sustainability metrics (especially aligning Fieldprint with the Greenhouse Gas Protocol), determining minimum viable data sets, and streamlining data collection. Participants also called on Field to Market to serve as a bridge between data, practices, and economic value—helping to connect sustainability efforts to real financial outcomes. This includes providing educational resources for stakeholder policy engagement, risk mitigation strategies, and cross-industry metrics that can support both reporting and decision-making.

Finally, there was a clear expectation that Field to Market remain agile and farmer-focused, balancing its collaborative model with the urgency to respond to evolving market demands. Stakeholders want the organization to not only convene but also lead—to model voluntary collaboration, test scalable solutions, and ensure that every effort centers on feasibility and value for farmers.



## FINAL PANEL REMARKS

Following table dialogues, the panelists came back to the stage to debrief common discussion points and responses that were shared through Mentimeter (see Appendix for the complete list of Mentimeter responses).

Mentimeter's AI summary feature synthesized audience responses as seen below:

- 1. What level of data transparency is needed across the supply chain?**  
High level of data transparency is essential, but transparency may depend on goals; primary farmer data is needed; trust is built through transparency; standardization of metrics is crucial.
- 2. What does the animal agriculture and pet food industry need from the crop and biofuels industry—and vice versa?**  
Cross-sector collaboration and open dialogue is essential; standardized data and metrics is required; synergistic product use is desired; more efficient feed conversion is needed.
- 3. What actions can Field to Market take to facilitate industry progress?**  
Facilitate cross-sector collaboration; standardized industry methodologies; showcase innovative practices; connect supply chain ends; support grower economic feasibility.

Panelists agreed that primary farm-level data is essential. They recommended aggregating data to protect privacy and reduce burden and cautioned that raw, individualized data requests can erode trust if not balanced with reciprocity. They also emphasized that farmers are more willing to contribute data if they also receive something of value, such as insights, benchmarking, or improved tools for decision-making; one-way data extraction is viewed as unsustainable. The necessary level of data transparency depends on the objective—whether it's regulatory compliance, corporate reporting, or lifecycle assessments.

Additionally, panelists emphasized that the goals of downstream parties must be clearly articulated to ensure relevant data is collected. One panelist underscored the need for clarity and stability in expectations, saying, “quit moving the cheese.” Changing sustainability targets or reporting needs mid-season discourages farmers, undermining long-term planning and breaking hard-earned trust.

As Field to Market brings diverse organizations together, it can help clarify what different sectors are asking for in terms of data and sustainability metrics. While Field to Market may not have the authority to set policy, it can offer evidence-based recommendations and convene stakeholders to create consistent metrics and protocols. Participants urged the development of shared thresholds for data quality and sustainability performance. Several panelists suggested Field to Market can be the place where “standardization starts.”

Finally, stakeholders want Field to Market to connect its members with the “why” behind sustainability expectations and the “how” for implementation. Many consumer-facing goals don't translate effectively to on-farm decisions. Field to Market can help decode and communicate what downstream actors want in terms that make sense upstream.

## NEXT STEPS & KEY TAKEAWAYS

Field to Market's Cross-Sector Dialogue on Feed Sustainability revealed strong industry consensus around the need for enhanced collaboration, standardization, and economic alignment across the agricultural supply chain. The industry needs coordinated metrics and harmonization with existing frameworks to avoid duplicative efforts and create consistent measurement approaches. Participants emphasized that high levels of data transparency are essential for building trust and driving progress, though the specific requirements must be tailored to different stakeholders - from consumers needing sustainability stories to investors requiring detailed verification. The dialogue highlighted a critical challenge: while there's broad agreement on the need for primary farm-level data and standardized metrics, transparency initiatives must balance comprehensive reporting with farmer comfort levels and data privacy concerns. Participants stressed that successful transparency programs must deliver tangible value back to data providers rather than simply extracting information.

The cross-sector discussion revealed significant opportunities for synergy between animal agriculture/pet food and crop/biofuels industries, with participants calling for aligned methodologies, shared standards, and better understanding of byproduct allocation and utilization. Key technical needs identified include feed conversion ratios, product-level emissions data, and clarity around how on-farm changes impact downstream Scope 3 footprints.

Participants positioned Field to Market as uniquely suited to address these challenges through its convening power and multi-stakeholder approach, though they emphasized the need for expanded representation, particularly from animal agriculture and feed industry sectors. Essentially, knowledge exists but isn't flowing; effective innovations and best practices are happening across regions and sectors, but there's no systematic way to capture, share, and scale these solutions throughout the feed space. Intentional, facilitated opportunities for different players to work together in new ways within the feed and pet food space requires moving beyond traditional industry silos. Meaningful alignment depends on creating transparent communication channels where sectors can openly share challenges and frustrations to build mutual understanding.

There was strong appetite for Field to Market to move beyond dialogue into real-world implementation, including education to inform advocacy for policy changes that unlock pricing structures for sustainable practices, development of risk mitigation strategies shared between companies and farmers, and creation of mechanisms to ensure economic premiums reach farmers. The responses suggest that while voluntary collaboration and standardization efforts are valuable, achieving meaningful industry transformation will require addressing the fundamental economic incentive structures that currently prevent sustainable practices from being financially rewarded at the farm level. Discussions also identified a fundamental gap in how sustainability premiums and economic benefits flow back to farmers, requiring concrete mechanisms to connect practice adoption costs with financial returns.

Cross-sector dialogues are the first step in the process to create meaningful change, but it is now essential to move from conversation to action. Insights from this discussion can be catalysts for innovations, collaborations, and standardizations across the industry to increase the sustainability of feed production.

## APPENDIX

### PHASE 2: Inter-Sector Dialogue Mentiemeter Responses

#### 1. What level of data transparency is needed across the supply chain?

- High fidelity data, particularly as it relates to rules of accounting for byproducts or others. Who gets to claim what?
- Primary farmer data is needed to drive true transparency into the supply chain
- Transparency into the feeds footprint and how it was grown
- Help to tie whole supply chains together
- Aggregated farm data within ecosystems/landscapes
- High levels of transparency are required
- A high level is desired. Depends on what the company/customer can afford
- High
- Supply chain needs more primary data. My personal opinion is we need around 90% transparency. Farmers can be skeptical to share information, and asking for too much could cause them to limit interest.
- A high level, there needs to be trust across all sectors and a mutual benefit.
- What everyone aligns on what to report on
- Simplicity but also recognition that different stakeholders need different things
- Whatever level of aggregation an organization is willing to pay for. Need a lot of lift to collect and aggregate data. Ideally have aggregation at each chain of custody and documentation at each supply chain link.
- More transparency in the supply chain = more trust.
- Requires some level of verification and transparency, but make sure farmer is comfortable with what the level is.
- Better transparency around payments for practice adoption and outcomes (eg Carbon insets)
- Perhaps more important is transparency back to producers on why their data is needed and also ensuring that they receive decision-making support as a means of value back from providing their data.
- Enough to build trust.
- Full transparency of how data is used especially if wanting farmer data
- Farmers should know who they are sharing their data with and why, and be rewarded for it
- Higher data transparency to understand what key players are doing and allowing for greater standardization.
- Anonymous field-level data
- Alignment between food, feed, fuel, and fiber in type of data collected/asked for
- Transparency on calculated values for byproducts
- Acknowledge not everyone wants same level of transparency
- KPIs, aggregate farm data, geographically specific
- Increased regulation
- As much as we can afford

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- Depends on who the audience is - consumers might just need a high-level story whereas investors and B2B and others might need much more
- Consumers should be able to have some insight/ transparency on what they are buying; consider consumer preferences
- It depends on the end goal or need.
- As much as possible, as long as the data points are streamlined, go back upstream, and are economically feasible.
- Depends on practice or outcome approach
- Collaboration across and within ag value chains
- Metrics alignment is the long pole: what are we measuring and why?
- Transparency Or traceability?
- Needs vs Wants
- The bare minimum
- More transparency leads to more value
- Consistency around which data needs to be shared
- The minimum level that delivers the needed trust.
- It will depend on the reporting question and end need. Ideally, it would be at a level that doesn't jeopardize farmer-level data privacy.
- It is important to focus on the minimum data needed that will make the space credible without overburdening companies or producers.
- Transparency in methodologies and metrics is certainly needed. Transparency for sustainability data would need to be linked to incentives. Full transparency is not possible or needed.
- Standardization and transparency are crucial for data aggregation across the supply chain. Producers need data and insights to make informed decisions, not just cash.
- What are the bare minimum metrics and level of assurance that each sector in the supply chain needs to track towards goals/progress
- Enough to allow all stakeholders the level of insights they need to make quantifiable sustainability progress toward a specified end goal - there is a risk of over transparency and over complexity
- Metrics that stakeholders along the supply chain can agree on
- Traceability of the feed back to the farm. Each sector needs different levels of transparency and traceability. Inconsistent data requests and documentation are creating lack of trust.
- High level
- There needs to first be an agreement on what transparency means
- Farm level for ESG reporting and to storytell/market consumer facing value
- Metrics that stakeholders can agree on
- Shared transparency
- Depends on where you sit
- Farm level
- The big question...why?

## 2. What does the animal agriculture and pet food industry need from the crop and biofuels industry—and vice versa?

- Alignment of standards and data reporting would help producers and growers.
- Transparency into the whole supply chain
- FTM data
- Cross sector collaboration like this to help understand perspectives is helpful.
- Alignment of understanding that both chain of custody models can work depending on customer needs
- If farmers are incentivized, they will re-invest into their operations: better equipment, resource efficiency, streamlining of operations. It takes capital.
- Potential for “scope share” CI scores that are between feed industry and biofuels.
- FTM Fieldprint Platform data should be sufficient
- Consider the attribute value of outcome
- Synergistic space and collaboration
- Clear and uniform data
- More efficient feed
- Standardization
- Crops need to know what data is actually needed. What do they expect for us to deliver on when it comes to data
- More collaboration
- Greater understanding of allocation for byproducts.
- What does 45Z do to silage cost and input cost
- Make the connections between the two industries more interconnected
- Product level emissions data
- Feed conversion ratio
- Open dialogue, standardized requirements from producers, collaborate on verification, and recognize different attributes needed for each’s use
- Both sides need to collaborate
- Determine a minimum viable product most can agree on that will make a difference
- Scope 3 goals - need to understand impacts of on-farm changes on downstream footprints
- Co-investment across supply chain
- How byproducts can go to other sectors
- Understand feed conversion ratios and the implications of new tax credits on silage costs. Crop producers could benefit from better manure utilization.
- Evaluate needs at landscape level or regional level for growers that translates to needs of the feed industry
- Connectivity
- Standardization
- Alignment with voluntary standards bodies - or a louder voice to represent with standards bodies who don’t listen to the people who know ag
- Aligned metrics
- Clarity about areas of overlap - what do we need from each other RE: data, and to what end?
- Shared standards and metrics understanding perfection will not be achieved

- Aligned methodologies and metrics. Understanding of footprint and products' subsequent impact on animal performance to see if there are synergistic impacts.
- Opportunity to work through any secondary product uses that would otherwise be headed to the waste stream
- Competition for outcomes. Real demand will drive alignment.
- Acknowledgement that the meat sector may need different or fewer metrics than the crop sector due to the nature of the supply chain

### 3. What actions can Field to Market take to facilitate industry progress?

- These cross sector dialogues are helpful
- Tie the whole supply chain together
- Try to get consistency in methodology. Food industry is regulated. Feed industry is not as regulated. Standardized methodology across production.
- Collaboration
- Environmental goals. Supply chain and transparency on metrics based on practices. Issue is procurement area of commodities. Procurers are not paying more for those practices. We need to unlock premium
- Adding different forms of silage to calculator.
- Policies and regulations are what you need to get there. That will unlock a pricing structure. How to get growers to get paid to do the right thing?
- Actively developing projects for partners to join.
- Connecting the ends of the supply chain. How does a premium get back to the grower?
- Idea for National Indicators Report: economic chapter, including price of practice adoption and investment value of practices.
- Advocate
- Data flow upstream and downstream. If a practice change makes a positive outcome upstream, it may not be reflected back to producer.
- Procurement sells at a higher price for sustainability attributes. But the growers are not getting paid more. Consider early adopters vs. middle adopters vs. low adopters.
- Risk mitigation. Companies do not share the risk mitigation with farmers. Lots of education is still needed; farmers might not know about certain programs.
- Develop a baseline that can be used across industries, so we are all using the same data
- Use the Fieldprint Platform to market to specific segments of the supply chain.
- More of these cross-sector dialogues
- Advocacy / government relations
- Provide spaces for industry partnership and alignment. Provide a way for the players from across the industry to collaborate differently.
- Facilitate trust and transparency between sectors and help communicate needs and frustrations.
- Lean into grower support. How can we connect their data and practices with the impact and dollars downstream?
- Highlight regional challenges and ways that industry is working to address them
- Field to market is the right table to be at for this, but need to make sure all the right players are at this table.

# FEED SUSTAINABILITY

- Showcase effective innovations and best practices by region/landscape
- Facilitate discussions, but need further representation of animal ag
- More localized efforts to collaborate
- Showcasing innovative approaches (farm-level and supply chain)
- Field to Market can facilitate progress through events, metric harmonization, education, and showcasing innovative collaborations. This includes connecting disparate supply chains, promoting awareness
- Making sure attention turns back to producer feasibility
- Facilitating cross-sector collaborations and dialogues
- Figure out what is economically feasible
- Determine what are the minimum metrics required or needed? Are all 8 needed?
- Divergent thinking and creative solutions outside of existing corporate, government, and other systems. What needs to be invented whole cloth? What would the “wave a magic wand” world look like?
- Bring big players together to harmonize
- Having farmers at the table too like Field to Market does is essential
- Simplify data obtaining processes , identify consistent and easy to do approach
- Make sure meat and feed producers are a part of FTM; incentivize them to come and collaborate
- Help with convening the players
- Make sure all the movers and shakers of agriculture are here
- Help clarify the specific needs. Aid with dialogues around the value of data and need to pay for this value along the supply chain.
- Engage with members beyond just a discussion. On the ground and real-world projects
- Develop recommendations for each sector for what improvements could be made to move the needle.
- Important to be nimble and react to market needs faster.
- Continued involvement of animal ag industry. Align the Fieldprint Platform with GHGP. Bring GHGP leadership to discussions.
- Prioritize practices and create focus for action.
- Demonstrate the power of collaboration to lend credibility to voluntary efforts
- Support cross-sector dialogues and community engagement for local landscapes.



**Field to Market®**

[www.fieldtomarket.org](http://www.fieldtomarket.org)