



Field to Market[®]

The Alliance for Sustainable Agriculture





Meeting the Challenge

Producing enough food, fiber and fuel for more than 9 billion people by 2050, while conserving natural resources has become increasingly complex



50-70%
in middle class



purchasing
more protein
rich foods



doubling
agricultural
output



facing a
changing
climate



decreased
rainfall



extreme
weather
patterns



70%
fresh water
used



37%
of land use

1/3
edible food
lost or wasted



What is Field to Market®?

- **A collaborative stakeholder group**
 - Producers, agribusinesses, food and retail companies, conservation associations, universities, and NRCS
 - Established as a 501(c)(3) with staff and headquarters in Washington, DC in 2014
- **Identifying supply chain strategies to define, measure, and promote continuous improvement for agriculture**
 - Addressing the challenge of increasing demand and limited resources
- **Developing and implementing outcomes-based, science-based metrics and tools**
 - Fieldprint Calculator®, a free, online tool to help growers analyze their operations and help the supply chain explain how food is produced
 - National Report on environmental and socioeconomic trends over time for U.S. commodity crops



Field to Market®



Our soybean checkoff.
Effective. Efficient. Farmer-Driven.



THE CONSERVATION FUND



Bayer CropScience



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