



FOR IMMEDIATE RELEASE

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Field to Market Names Rod Snyder President

Keystone, CO (February 21, 2014) – Field to Market, The Alliance for Sustainable Agriculture, today announced new leadership. Rod Snyder, current director of public policy with the National Corn Growers Association (NCGA), will take on the role of president, focused on carrying out Field to Market’s commitment to continuous improvements in productivity, environmental quality and human well-being across the agricultural supply chain. Snyder will assume the position on March 10.



“After years of involvement with Field to Market, I’m proud to join the alliance as president,” said Rod Snyder. “Field to Market members are committed to helping provide food, fiber and fuel for 9 billion people across the globe by 2050, while conserving finite natural resources, which is one of the most significant challenges facing our generation.”

The strong, diverse alliance is working to catalyze and promote environment and productivity improvements by establishing long-term goals and broadly applicable metrics to measure progress against those goals. With established metrics and protocols, Field to Market will engage and enable stakeholders across the agricultural supply chain to promote sustainable practices.

“Rod’s leadership is an important milestone that signifies another part of Field to Market’s evolution as a leading organization to inform and support sustainability metrics and programs for U.S. commodity agriculture,” said Steve Peterson, director of sourcing and sustainability at General Mills and chairman of Field to Market. “Through this position, Rod will provide leadership to the more than 50 Field to Market member organizations, and coordinate sustainability efforts across the supply chain as the alliance grows.”

Field to Market offers the Fieldprint Calculator, a free online tool that helps growers measure and communicate about sustainable agriculture. Using the Fieldprint Calculator, Field to Market member organizations and growers have supported a variety of Fieldprint Projects totaling approximately 400 growers in eight states, which covers nearly 130,000 acres. Examples of Fieldprint Projects include:

- A wheat project in the Idaho Snake River Valley, involving 25 growers and sponsored by General Mills and Syngenta, is providing information on the impacts of crop rotation on natural resources.
- A corn project in the Paw Paw River watershed, sponsored by The Nature Conservancy, World Wildlife Fund, Van Buren Conservation District and Coca-Cola, is measuring and improving corn production practices in Van Buren County, Michigan.

“Rod’s familiarity with agriculture and conservation will help Field to Market ensure a coordinated, outcomes-based approach to sustainable agriculture issues,” said Rick Tolman, CEO of NCGA. “We look forward to our continued involvement with Field to Market under Rod’s leadership.”

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Field to Market, the Alliance for Sustainable Agriculture, brings together a diverse group of grower organizations, agribusinesses, food, fiber, restaurant and retail companies, conservation groups, universities and agency partners to focus on promoting, defining and measuring the sustainability of food, fiber and fuel production. For more information, go to www.fieldtomarket.org and follow on Twitter [@FieldToMarket](https://twitter.com/FieldToMarket).