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## **Field to Market Expands Membership and Becomes Recognized Nonprofit**

KEYSTONE, CO – Field to Market recently announced its new status as a nonprofit organization. This transition will provide Field to Market opportunity to further discuss sustainability across the supply chain, from the farm gate to the retail and restaurant counter. As Field to Market continues to expand, it has also recently added several new members including:

- Archer Daniels Midland Company (ADM)
- Biotechnology Industry Organization
- Dow AgroSciences
- McDonald's Corporation
- National Association of Conservation Districts
- J. R. Simplot Company North American Food Group
- The Mosaic Company
- Unilever

“Field to Market membership includes 50 organizations including grower groups, conservation organizations, agribusinesses, food, restaurant and retail companies, academia and research organizations, and university partners,” said Fred Luckey, chairman of Field to Market. “As we expand membership further down the retail supply chain, we’re excited to welcome new members from across the supply chain to our table.”

Field to Market aims to engage in broad communication and collaboration with stakeholders to ensure a coordinated, outcomes-based approach to sustainable agriculture issues, while also developing analytical reports and tools, such as the Fieldprint Calculator, that farmers and the supply chain can use to better understand sustainability at the field, local and national levels.

“Consumers are asking food, fiber and fuel companies about how their products are produced, and McDonald’s is no exception,” said Jessica Droste Yagan, director of sustainable supply chain at McDonald’s USA. “Participation in Field to Market gives us an opportunity to further understand sustainability across the full supply chain, engage with commodity crop producers and support approaches to understanding sustainability and opportunities for improvement – literally from the ground, up. We are committed to supporting progress in commodity crops used for livestock feed production and are inspired to be part of this important conversation.”

Field to Market strives to create continuous improvement in the sustainability of agriculture. Through specific “pilot” projects created through partnerships among member companies, organizations and growers, the alliance demonstrates the value of the Fieldprint Calculator through real-life examples inside the farm gate.

The Fieldprint Calculator is a free and confidential educational resource that helps growers to explore relationships between management practices and sustainability outcomes. It allows growers to estimate their performance at the field level, test scenarios and compare their performance against local, state and national averages. Through the continuous growth of Field to Market’s members, the alliance is able to provide these tools and reports to the agricultural community and others in the supply chain.

*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. Field to Market is facilitated by The Keystone Center, an independent, non-profit organization specializing in collaborative decision-making processes for environment, energy, and health policy issues. For more information, visit [www.fieldtomarket.org](http://www.fieldtomarket.org).*