



Sustainability Assessment

LET'S CUT TO THE CHASE: WHAT'S IN IN FOR YOU

It's the small things you do on the farm that help get that extra bushel. Have you ever wondered how your farm practices compare to your neighbors' or others growing the same crops? Using analytics similar to fingerprint recognition science and about 15 minutes of your time, we can tell you. No sales, expert opinions or complex software needed. At the end of this assessment period, ***you and only you*** will receive a report on how your farm practices compare to other farmers. You can then decide if any changes are reasonable or profitable for your individual farm.

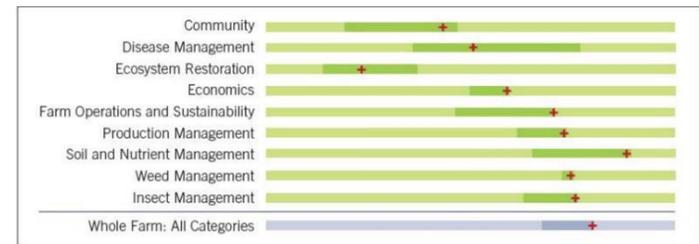


Figure 1. Example Frontier Report

ABOUT THIS ASSESSMENT

Our mission is to collect farm gate data to help you continue to advance your on-farm success, and share that positive story about sustainable farming with your community. Along the way we help all farmers see how their practices compare with their peer group. This can help drive economic success at the farm gate while protecting water, air and soil quality. Our collective effort also helps ensure farmers have a voice in sustainability goals that are currently being established by people off the farm. The assessment is easy to complete! Frankly you can finish it in the same time it takes to drink a slow cup of coffee.

WHY THIS ASSESSMENT MATTERS

Farmers are collectively joining together to take this assessment because they want farm sustainability to be measured in a way that makes agronomic sense and puts farm success first. Farmers know sustainable practices increase the prosperity of producers, the food chain, and the families who depend on a healthy harvest. The time is right for a collaborative approach to sustainability measurement because not everyone sees sustainability the way farmers do. Most sustainability goals are set without knowledge of practical farm science or economics. The FieldRise and Soil Health Partnership strategy combines sound farm science, easy practice measurement technology, and inspirational communications methods to make sure farmers are recognized for their timeless mission to continually advance. We believe farmers are overdue for an open invitation to seats at the tables to share their success stories where sustainability conversations are happening.