

Grower Analytics Sustainability FAQ

Purpose of this document: Provide AgriEdge® Specialists with key messages and answers to possible questions regarding Sustainability.

Q: Why are Field to Market® metrics no longer created within the Analysis tab in Land.db®?

A: Users will see improved functionality with reduced duplicate data entry. For example, users will be able to apply conservation practice survey answers to multiple fields at a time – a long-standing request of growers and specialists. However, they can still be created or customized individually if desired. Crop rotations that are specific to the farm can be created or users can choose an USDA-NRCS provided crop rotation. Pre work within Land.db will remain mostly the same, with some tasks being simplified through the web platform.

Q: What data is required to be entered into Land.db versus the new Grower Analytics website?

A: Land.db will be used to enter field boundaries, crop assignments, application records (crop protection, fertilizer and seed) and yield information. Capturing irrigation information in Land.db is also optional. SSURGO information is now automatically populated for every field while creating an assessment in the new platform. A key difference is that the Conservation Survey in the new platform has been streamlined and is more user friendly.

Q: What changes will be seen with the new Fieldprint® Platform 3.0 from the previous version?

A: There are a few key changes that users will experience with Field to Market metrics:

- There are two additional data points for benchmarking: water quality index and biodiversity index.
- Users can now custom create their own crop rotation practice that applies to their operation or customize an existing NRCS sourced crop rotation.
- Field to Market has updated the calculations for greenhouse gases and energy use from previous years.
- Crops available for the Field to Market metrics include Alfalfa, Barley, Cotton, Field Corn, Peanuts, Potatoes, Rice, Silage Corn, Sorghum, Soybean, Sugar Beet and Wheat (all types). Users will not be able to complete a Field to Market metric for crops that are not sanctioned by Field to Market such as dry beans.

Q: What is the Cool Farm Tool® (CFT) and what does it measure?

A: The Cool Farm Tool is a set of global sustainability metrics developed by the Cool Farm Alliance. The CFT was designed to measure on-farm greenhouse gas emissions and soil carbon sequestration of different farming practices for a given crop and geography. This tool allows growers to understand emissions from carbon dioxide, methane, nitrous oxide and other CO₂ equivalent gases their farm produces. Additionally, growers can see how different practices affect the release or sequestration of these gases. Syngenta uses the Cool Farm Tool for reporting progress against our Good Growth Plan commitments.

Q: What crops can an assessment be created for through the Cool Farm Tool?

A: The Cool Farm Tool accommodates nearly all field crops. If the crop is not listed, '**other**' can be selected. The Cool Farm Tool currently in the process for developing capabilities for permanent crops like almonds and grapes.

Q: What are the outputs of using the Field to Market and Cool Farm Tool calculators?

A: **Field to Market Platform:** A field-level report will display a spider-gram and table of the benchmarking results. For growers participating in a Syngenta-led Sustainable Solutions program, they will receive an aggregated report of their fields with additional insights to their operation through a sustainability lens.

Cool Farm Tool: Growers will receive a field-level report of their greenhouse gas emissions broken down by field and acre with comparisons and details on interpreting the report.

Q: How can I access the Fieldprint® Platform and the Cool Farm Tool?

A: The calculators can be accessed within the Grower Analytics webpage, analytics.agconnections.com. This website link can also be found within the **Analysis > Fieldprint** tab in Land.db. Within Grower Analytics, an assessment can be created with the Fieldprint® and/or the Cool Farm Tool calculators.

Q: How can assessment reports be viewed?

A: Field-level reports will be available to view and download within the Grower Analytics website. If the grower is enrolled in a Sustainable Solutions program, aggregated project reports will be delivered as they were in the past.

Q: How can a user begin using the web-based platform?

A: Grower Analytics can now be accessed by navigating to analytics.agconnections.com in Google Chrome or by clicking the link on the Analysis > Fieldprint tab in Land.db.

Q: Will there be any trainings available to learn the new web-based tool?

A: Yes, training will be available from a Sustainable Solutions Lead. Previous webinars and guides are available within the Help Center. Syngenta® Digital Support is also available for assistance with the Grower Analytics website.

Q: Who do I talk with to learn more about these changes?

A: Please reach out to a Sustainable Solutions Lead or Syngenta® Digital Support to learn more about the changes in Grower Analytics.

Q: Where can Field to Market reports created from previous years be located?

A: Field to Market reports created previously within Land.db can no longer be accessed prior to 2019. All 2019 and future data will be stored in the Grower Analytics website.

Who to Contact for Questions on Sustainability

Purpose of this document: Provide AgriEdge® Specialists with direction on who to contact for various questions regarding Grower Analytics for technical website questions, sustainability marketing collateral, program questions and reported metrics.

Q: Who do I contact with any how-to or technical questions with the Grower Analytics website?

A: Contact Syngenta® Digital Support at support@agconnections.com or (270) 435-4369, option 1.

Sample Questions:

- I encountered an issue while working in the Analytics website.
- I am unable to log into the Analytics website.
- A page is not loading correctly in the Analytics website.
- How do I find my Sustainability Reports from last year?
- My information from Land.db® is not syncing with the Analytics website.
- I received a failed message when submitting a Sustainability Assessment.

Q: Who do I contact with any Sustainability program, marketing or metrics questions?

A: Contact one of the Sustainable Solutions Leads, Stacey Shaw (stacey.shaw@syngenta.com) or Trent Wimmer (trent.wimmer@syngenta.com).

Sample Sustainability Program Questions:

- How do I enroll a grower for a Sustainability program?
- Who do I send a signed Sustainability contract to?
- Which metrics does a grower need to use for their program?
- If a grower is in a Sustainability program, when should their assessments be submitted?
- When do grower meetings occur?
- When do the Syngenta created reports and grower checks arrive?

Sample Marketing Questions:

- Why would AgriEdge growers who are not enrolled in a Sustainable Solutions program create an assessment?
- Why would AgriEdge growers participate in a Sustainable Solutions program?
- How do Sustainability metrics bring value to an AgriEdge grower?
- Could an AgriEdge grower use the assessments for reporting to other companies?

Sample Sustainability Metrics Questions:

- If a grower is not enrolled in a Sustainability program, can they create assessments within the analytics website?
- What information is useful to have prior to creating an assessment within Grower Analytics?
- If an AgriEdge grower, not enrolled in a Sustainability program, wants to create assessments, who do they contact when they need assistance interpreting the assessment reports and metrics?
- Where can I find a sample Field to Market® or Cool Farm Tool® assessment report?
- How do I read and interpret the assessment results?