
FARM SUSTAINABILITY STARTS WITH FINDING COMMON GROUND

SUSTAINABILITY IS MORE THAN A WAY TO MAKE A LIVING, IT'S THE WAY TO LIVE

FieldRise advances farm and family food sustainability using independent science, an easy practice-measurement survey and a confidential personal feedback scorecard to help everyone find common ground around farming and food.

We help farmers, food system leaders and independent-minded consumers clear away the fog of conflict threatening the healthiest and most productive food production system the world has ever seen.

FieldRise helps farmers and families discern fact from fiction while navigating an often misleading marketing landscape surrounding farming and food. Years of attacks by misinformed politicians, activist law firms and marketers on family farmers and modern agricultural technology climaxed in the “COVID summer” of 2020 and led to empty grocery shelves and social unrest, which put everyone’s food supply at risk. Science and marketing as practiced now make finding common ground all the more challenging when you consider a paradoxical trend toward science illiteracy and science veneration.

The world needs a way to advance sustainability while offsetting the harm to farmers and consumers caused by legions of misinformed marketers. FieldRise strategies can uniquely counter the powerful groups who intentionally drive family farmers out of business and make people think food is toxic. Sustainability requires finding shared values rooted in field-level realities.

To solve the challenges of growing enough food to feed more people while using fewer natural resources, American farmers and consumers must be at the center of the conversation, not the center of the target. FieldRise offers a new kind of science and communications campaign that is led by farmers and consumers instead of “sustainability” marketers and bureaucrats.

If you’re tired of marketers and public officials misleading people about farming and food, then you’re ready to team up with the diverse group of independent scientists and “proactivists” at FieldRise. We have a technology and a proven program to change this conversation.

We can do more together, starting now — one meal at a time.



FIELDRISE WAS STARTED BY FARMERS FOR FARMERS

In 2010, farmers approached agricultural experts for help answering questions about farm sustainability. Together they developed a simple survey and advanced analytics techniques to measure farm sustainability practices in a new way. The program was peer-reviewed several times and field-tested across 1.5 million acres and 24 crop and livestock sectors. That science is at the heart of all we do today.

Our unique combination of science and “proactivism” can bring an unlimited number of farmers and consumers together in a new conversation that really works.

FieldRise Proactivism services deliver independent science, unbiased education and community outreach services through unique marketing strategies proven to help solve some of Agriculture's toughest challenges. Embedding independent science with the marketing team helps innovation happen faster, while saving time and money.

FieldRise “Ask the Ag Doc” service will invite selected tech service departments to help farmers and consumers advance sustainability.

FieldRise Frontier services center on sustainability practice measurement for farmers and consumers, along with a confidential scorecard.

FieldRise
FRONTIER



We partner with science and marketing teams throughout agriculture who enjoy innovation, who support responsible science and marketing outreach and who are ready for a FieldRise program that can work for anyone.





FARMING AND FREEDOM POWER FOOD SUSTAINABILITY

Farmers brought life to the American dream, and they're not done yet.

Nearly half of the people who signed the Declaration of Independence were farmers who helped shape revolutionary ideas about liberty and human rights into a new birth of freedom. That freedom is still at risk and being tested every day.

The freedom to farm, or even to choose what foods we eat, is being threatened like never before. The threat mostly comes from marketers who don't understand agriculture and use powerful crowd psychology techniques to polarize farm and food conversations in the name of sustainability, or even saving the planet. FieldRise trusts personal liberty, Democracy and the invisible hand of the market over the very visible hands of those who want to dictate how others should farm or eat. Traditional values, technical innovations and field-level realities will keep the food flowing the fastest with the fewest costs.

A sustainable future depends on practicing the daring ideals this country was founded upon.

“ *As someone who lived under communism for most of my life, I feel obliged to say that the biggest threat to freedom, democracy, the market economy and prosperity at the beginning of the 21st century is not communism or its various softer variants. Communism was replaced by the threat of ambitious environmentalism.* ”

Former Czech President Vaclav Klaus (2003 - 2013)

TOO MUCH SCIENCE CAN UNDERMINE COMMON GROUND

Finding common ground in any topic as controversial as food sustainability requires something far more powerful than science or a good CSR plan. It requires saying something true that matters to people.

Progress requires empathy and being willing to see things through the other person's or camp's point of view. That's because science alone is not enough. A Yale University study found that the more science literacy people have, the more polarized they are. That's because the primary decision driver is identity within social groups, and some groups operate based on what's best for their group, not what's best for society.

Those disconnects are slowing progress with sustainability more than anything, not family farmers and consumers.

We're here to help change the conversation so people can make progress together in a new way that can work for everyone.



FOOD IS THE ULTIMATE COMMON GROUND

Food not only powers life, it also connects us directly to nature, to each other and to our own cultures. In fact, sharing food is one of the fastest ways to share culture. Think of how the world gathers around food for fun, for business meetings, for birthday celebrations, for special events and even to mourn.

With grocery stores the size of football fields, it's easy to take food for granted. Maybe that's why food is missing from too many farm and food sustainability conversations. Stories about the tradeoffs caused by farming leave out the most important part when they don't mention the benefits of food.

We need to see progress in sustainability marketing, especially when groups are serving a side of fear about food and modern farming to advance whatever they're actually selling. You know something has gone wrong when we see food missing from grocery stores, trucks dumping milk and pigs being "depopulated." We can't ignore this when we live in a hungry world.

Food is powerful. Food production and consumption provide a perfect common ground for a new conversation about farm sustainability.

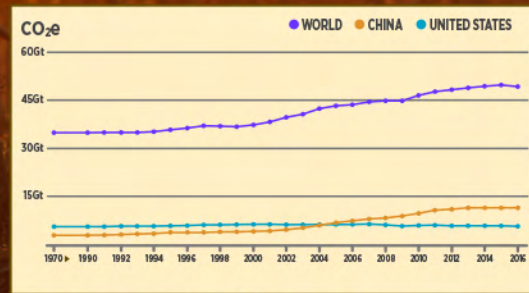


FIELDRISE IS WHERE WINGTIP OPINIONS MEET WORK BOOT REALITIES

There is a disconnect between farm facts and ideas about improving farming, which makes common ground hard to find. Having some of the facts can be misleading, especially with topics where personal beliefs, science, marketing and social media swirl together. For example, climate change is one of the topics where field-level facts are missing from the conversation.

Farmers and consumers are routinely blamed for causing rising seas, more fires and larger storms. Until a recent Presidential address, few seemed to mention that the U.S. has been nearly flat on emissions since 1970, while our population has grown by 124 million people and industrial production has nearly tripled.^{1,2,3} Farming is demonized instead of celebrated for playing an important role in the U.S. leading the world in total and per-capita emissions reductions. As of 2016, the agriculture sector was contributing 6.45 percent of total U.S. emissions, excluding land-use change and forestry.⁴ All while also producing a lot of great food, but that gets lost in the conversation, too.

Too many marketers and supply chain leaders are misinforming Americans about farming. It's time for marketers and the supply chain to protect family farmers and help family farmers set the record straight about their commitment to sustainability improvement.



1. <https://www.climatewatchdata.org/ghg-emissions?chartType=line®ions=WORLD%2CCHN%2CUSA%2CTOP&source=CAIT>
2. https://www.census.gov/newsroom/cspan/1940census/CSPAN_1940slides.pdf 3. <https://www.federalreserve.gov/releases/g17/current/pg1.shtml>
4. <https://www.climatewatchdata.org/sectors/agriculture?emissionsCountry=USA#drivers-of-emissions>





GROWING HEALTHIER TOGETHER MEANS ALL OF US

Family, friends, partners and community. From the farm to the family dinner table, there is room for everyone to create a better future together. The FieldRise program is designed to support — not compete with — other sustainability programs.

It wasn't too long ago that we could buy eggs one mile away from home and then ride our bikes to watch a border collie work a 50-cow Jersey herd another quarter mile over. Today, those types of farms have nearly vanished and more farms go out of business every day. We don't want to see any more farms disappear because people think farming is dangerous or food is unhealthy. It's not true and it's not fair to the family farmers we count on for our food.

It's time for the sustainability conversation to include more farmers, more field-level realities, more cooperation and less marketing spin.

We invite everyone to join FieldRise on common ground at fieldrise.com.



Growing Healthier Together.

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www.fieldrise.com