INTRODUCING FIELD TO MARKET CANADA

By Pulse Canada Staff

There is a new organization focused on sustainability in Canadian crops. Field to Market Canada was officially launched on November 12 as a not-for-profit organization to support the further development of sustainability metrics for Canadian crop production.

Field to Market Canada will continue the work started by the Canadian Field Print Initiative, which was led by Pulse Canada and supported by industry contributions from Pulse Canada, Canadian Canola Growers Association, Manitoba Pulse and Soybean Growers, Grain Farmers of Ontario, CropLife Canada and Fertilizer Canada, as well as government funds from Agriculture and Agri-Food Canada.

"Field to Market Canada is the result of a group of like-minded companies and associations taking initiative with the belief that outcomes-based measures like greenhouse gas, soil erosion and water quality impacts are more important than a focus on practices or systems," said Denis Tremorin, Director of Sustainability for Pulse Canada.

Field to Market Canada has been launched as a sister organization to Field to Market in the U.S., which will offer the food and agricultural value chain a unified program to advance sustainability in North American commodity crop production. Bringing together nearly 140 member organizations, Field to Market has developed an outcomes-based, science-driven approach to advancing sustainable agriculture through more than a decade of multi-stakeholder collaboration and consensus building.

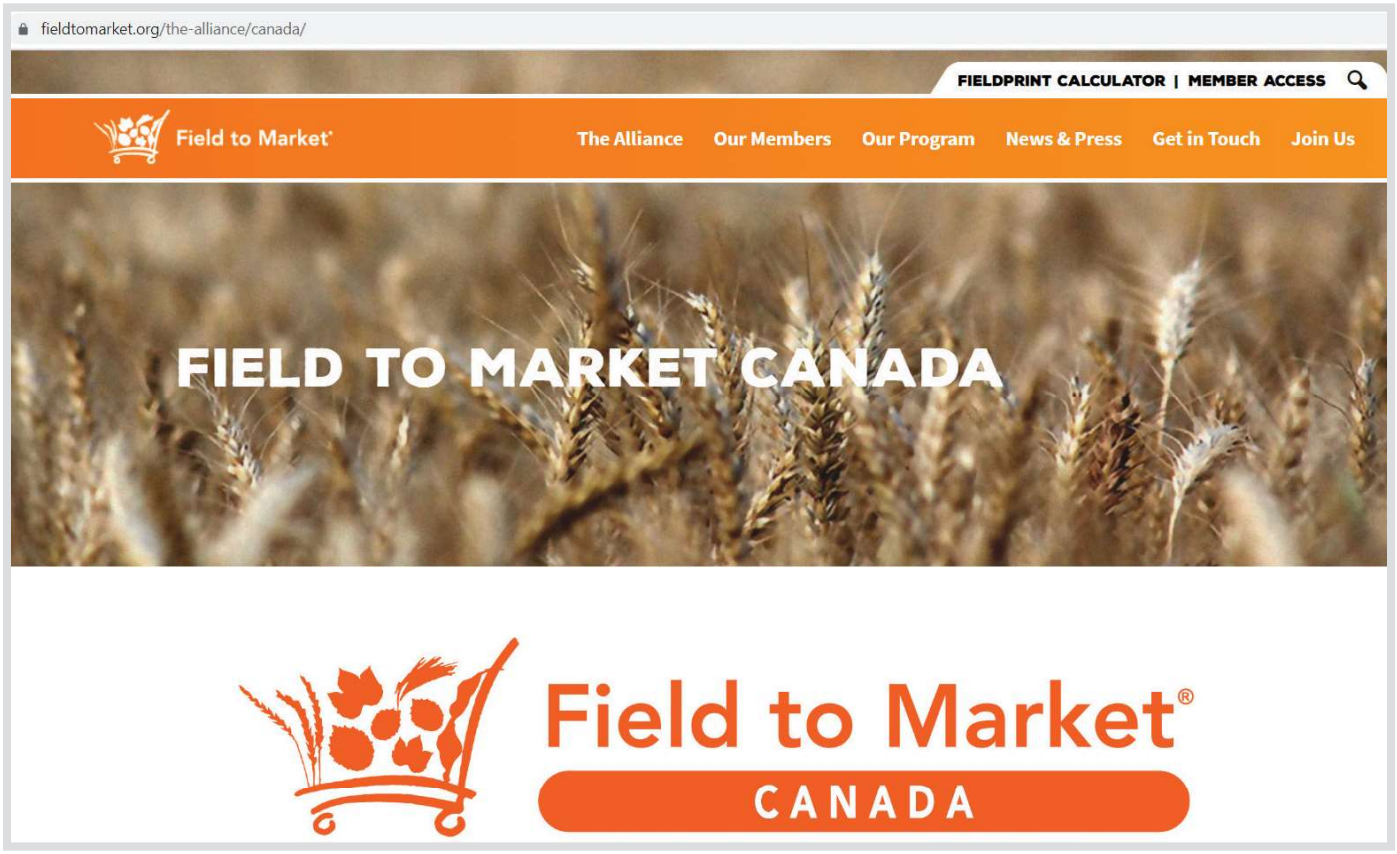
Denis Tremorin, Director of Sustainability for Pulse Canada.

Field to Market Canada will leverage existing tools and metrics of the Canadian Field Print Initiative to ensure the program is tailored to locally relevant conditions. These tools include the Canadian Field Print Calculator, which is being used today in Canadian supply chains to measure the environmental impact of Canadian crops at the field level. A field-level tool like the Canadian Field Print Calculator can capture variability in environmental impacts from field to field and farm to farm, based on individual production practices.

To date, General Mills has been the most significant user of the Canadian Field Print Calculator. General Mills has been focused on its oat supply chain and has worked with grain companies, agronomists and others in Canada to achieve their goals for a more sustainable oat supply chain. With the formation of Field to Market Canada, it is anticipated that more companies will show an interest in extending their Field to Market work into their Canadian supply chains. Many companies are sourcing products like wheat, canola, corn and soybeans on both sides of the border, and they are keen to apply the same approach to their sustainable sourcing programs in Canada and the U.S.

Representatives from Field to Market, General Mills, ADM Milling and Serecon discussed the formation of Field to Market Canada at a panel during Field to Market's annual meeting in Indianapolis on November 19. General Mills representatives spoke about their experience working with the Canadian Field Print Initiative with their oat supply chain, and ADM Milling delegates voiced their interest in using one common approach for wheat, canola and soybean supply chains, which span both sides of the border. Serecon, the Edmonton-based consultancy acting as the Secretariat for Field to Market Canada, spoke about the history of the Canadian Field Print Initiative and future plans for Field to Market Canada.

"Field to Market Canada is the result of a successful partnership between six different organizations, which pooled resources to develop and move forward a project, which resulted in real market interest," Tremorin said. "The success of this initiative was also due to the participation of organizations and companies from across the value chain which helped to test, pilot and promote the use of sustainability metrics in Canadian crop production."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