

PRESS RELEASE

# Climate Smart Commodities Announcement

November 17, 2022

The Center for Behavioral and Experimental Agri-environmental Research (CBEAR) is excited to partner with Field to Market: The Alliance for Sustainable Agriculture™ on a recently awarded project by the USDA's Partnerships for Climate-Smart Commodities Initiative, with a funding ceiling of up to \$70 million.

"We are thrilled to collaborate with Field to Market on this initiative as it seeks to use innovative financial mechanisms to accelerate climate-smart practices by farmers," said Kent Messer, S. Hallock du Pont Professor at the University of Delaware and a co-Director of CBEAR. "In particular, we are pleased to be part of a project that supports Black and Native producers who are historically underserved by conservation programs."

Field to Market President Scott Herndon added that the adoption of new climate-smart agricultural practices is a journey that many farmers cannot undertake alone. "We are incredibly grateful to be selected as a recipient of this funding, as it allows us to increase the availability of innovative strategies that reduce the financial and agronomic risks for farmers in adopting climate-smart practices," said Herndon. "We are looking forward to working with CBEAR on a successful partnership."

According to Paul Ferraro, Bloomberg Distinguished professor at Johns Hopkins University and a co-Director of CBEAR, "We are happy to work with Field to Market to test and identify the best ways to ensure program

adoption and, importantly, to better understand what leads to persistence of the adopted activity. After all, persistent behavior is the key to sustainable efforts on climate change."

With its funding proposal, Field to Market received 72 letters of support from organizations across the agricultural value chain with project partners committing to contribute up to \$137 million in matching funds. A portion of the awarded funds will specifically support Black and Native producers, assisting historically underserved producers in adopting climate-smart practices through key partnerships with the Federation of Southern Cooperatives/Land Assistance Fund, the Intertribal Agriculture Council and Akiptan (a Native American community development financial institution).

**Field to Market: The Alliance for Sustainable Agriculture™** brings together a diverse group of grower organizations; agribusinesses; food, feed, beverage, restaurant and retail companies; conservation groups; universities and public sector partners to focus on defining, measuring and advancing the sustainability of food, feed, fiber and fuel production. Field to Market is comprised of over 160 members representing all facets of the U.S. agricultural supply chain, with members employing more than 5 million people and representing combined revenues totaling over \$1.5 trillion. For more information visit: <https://fieldtomarket.org/>.

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