

# FieldWatch™, Inc.

## **Vision** *(what we want to become):*

**We aim to be a nationally recognized non-profit organization with the preferred easy-to-use, accurate, reliable and secure crop site registry, targeting to achieve over 90% of specialty crop acreage and apiary locations identified and continually updated in a timely fashion in participating states.**

## **Mission** *(what we do):*

**Provide an easy-to-use, reliable, accurate and secure on-line mapping database, field signage and other communication tools to enhance communications that promote awareness and stewardship activities between producers of specialty crops and pesticide applicators.**

## **Foundational Objectives of Creating FieldWatch, Inc.:**

- 1. Provide a reliable, verifiably accurate and secure on-line website and registry tool that is consistent across states, is geographically expandable and is easy-to-use for applicators and producers that includes timely updates and data flow-through formats compatible with users' IT systems and application software.**
- 2. Retain the voluntary approach of the registry with participation driven by mutual desire and cooperation of growers and producers to prevent/manage drift effects.**
- 3. Retain connection with Purdue University for third party credibility, neutrality and expertise.**
- 4. Develop and maintain key partnerships with state departments of agriculture, cooperative extension services and others involved with state pesticide regulatory agencies for adopting this stewardship tool consistent with #2.**
- 5. Maintain a balanced approach and direction for FieldWatch that is in the best interest of all stakeholders collectively and its mission as a whole. Key stakeholders include producers, retailers and applicators, manufacturers and industry affiliates.**
- 6. Retain utilization and activity of data stewards at the local/state level for confirmation of data entry, communication and promotion of use with national oversight by FieldWatch for coordination, data verification and process validation that provides continuous improvement of the tool and generated data.**
- 7. Maintain a balanced board of directors representing key stakeholder groups for policy guidance and direction that is in the best interest of all stakeholders and its mission as a whole.**
- 8. Create and utilize positive communications regarding the registry and related stewardship activities for increasing awareness, cooperation and adoption, including outreach communication tactics to establish a wider base of advocates across all stakeholder groups.**
- 9. Develop a self-sustaining operation that relies on financial support from all stakeholders via member fees, maintenance fees and user fees.**
- 10. Provide primary focus on high-value specialty crop site identification and mapping. Consistent with #4, the board of directors will assess and guide the appropriate integration of other potential opportunities that are consistent with and complement the scope of the registry tool.**