The Cool Farm Alliance (CFA) is not-for-profit organisation that owns and manages the Cool Farm Tool (CFT). The Alliance’s mission is to enable millions of growers around the world to make more informed on-farm decisions that reduce their environmental impact. The Cool Farm Tool enables on-farm greenhouse gas calculations for all major crops globally; biodiversity assessments for farms in temperate forest biomes; and soon, water footprinting for 25 crops globally. The Cool Farm Tool is free for farmers, and can be accessed from www.coolfarmtool.org
Momentum...

Cool Farm Alliance momentum is growing, and we held our largest ever annual conference in March 2017, in Oxford UK. It was an opportunity to update the Alliance membership and guests on key developments during 2016 and to share ideas on planning for 2017 and beyond.

KEY COOL FARM DEVELOPMENTS INCLUDE:

- 14 new members added to Alliance in last twelve months
- 50% increased operating budget from 2016 to 2017
- June 2017 release date for new dairy module
- Summer 2017 release of water footprint metric for 25 major crops
- Integration between SAI Platform’s FSA with CFT
- French & Spanish language version underway

The Alliance continues to work closely with our university and other research partners, with on-going research and technical progress including:

- Embedding Water Footprint Network (WFN) metric within the core CFT modules
- Updated greenhouse gas model for perennial crops
- Overhaul of the livestock modules for beef, pork, poultry and eggs

CONFERENCE ATTENDEES

3Keel
ADAS
Agrinos
Anthesis
Anthesis
BASF
Bayer
Branston
Christof Walter Consulting
Climate KIC
CLM
Cyprus University of Technology
Danone
Diageo
Dr Bronner’s
Earthwatch
Ebro Foods
EuroChem
FAI Farms
Farmcare
Fertilizers Europe
Flamingo
Game and Wildlife Conservation Trust
German Research Centre for Geosciences
GODAN
Greenvale
Hivos
ISEAL Alliance
Kraeuter Mix GmbH
Lake Constance Foundation
Lamb Weston
Landcare Research
London School of Hygiene & Tropical Medicine
Market Probe Europe
Marks & Spencer
Mars
McCain
NERC
Thank you to our guest presenters who shared their experience & knowledge:

**OLAM:**
Making the case for sustainable agriculture, and role of CFT.

**TESCO:**
Case study of 83 GHG footprints, for 11 products, by 8 suppliers.

**PUFFIN PRODUCE:**
First hand account from potato grower Walter Simon.

**EBRO FOODS:**
Opportunities for GHG mitigation in rice cultivation using CFT.

**CLM & UNILEVER:**
Testing CFT-biodiversity in France & Netherlands.

**FARMCARE:**
Using CFT-biodiversity for benchmarking 9 UK farms.

**GODAN & SYNGENTA:**
Explaining the need for open data and interoperability.

**SOIL & MORE:**
Demonstrating the multiple benefits available to farmers.
The Cool Farm management tool

The Cool Farm Tool is a proven platform for data collection and user engagement, with our next focus on enabling discovery and performance improvement:

“The Cool Farm Tool provides a framework to have a conversation about impacts and improvement”
Workshop discussions

Workshop discussions form the basis of Cool Farm meetings, with outputs including:

<table>
<thead>
<tr>
<th>SESSION</th>
<th>FINDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFT-Biodiversity – lessons learned and opportunities</td>
<td>Current tool is good and effective. Work needed to adapt the results screens, and to help farmers to interpret results to support management changes. Seek collaborations with certification third parties, and keep focus on expanding to other global regions.</td>
</tr>
<tr>
<td>Introduction to CFT-Water – demonstration and next steps</td>
<td>Current approach endorsed. Quick wins to report full water balance (graphically), irrigation efficiency, water stress and definitions for blue and green water. Next up: source of irrigation water, slope for runoff and ability for user to over-write meteorological data.</td>
</tr>
<tr>
<td>Data interoperability</td>
<td>High level of demand to enable data transfer between the CFT and other software platforms. Recognition that data-sharing raises governance issues (data privacy, ownership) but these can and need to be overcome. Common need to enable bulk data importing to avoid manual entry of existing records.</td>
</tr>
<tr>
<td>Need for a Cool Farm Measurement protocol</td>
<td>Support for CFA to develop more detailed guidance for CFT completion to enable reliable benchmarking. Delivered as ‘expert guide’ for project leaders, along with more in-Tool guidance and live error-checking of results.</td>
</tr>
<tr>
<td>Effective tool deployment</td>
<td>Two key findings (i) more work needed to build the business case (ROI, incentives) for farmers to deploy the CFT, and (ii) need for more clear guidance from CFA on effective Tool use</td>
</tr>
<tr>
<td>Farmer engagement</td>
<td>Careful consideration needed to get it right. Segmentation for different grower types; combination of carrot and stick; make relevant technical training available; and establish farmer-to-farmer community/platform for on-going chatting.</td>
</tr>
<tr>
<td>Incentives for CFT use</td>
<td>Financial payments alone unlikely to be high enough in short term. Other benefits such as production resilience are key but difficult to predict or measure. Likely that ‘soft incentives’ such as farming responsibly, and being able to promote this to the market, have important role to play.</td>
</tr>
</tbody>
</table>
Next steps...

Next steps from the Cool Farm Alliance team. The 2017 conference was invaluable information-gathering for the CFA team, and specific follow-up actions include:

**ON SOFTWARE:**
- Clear list of software development priorities for water and biodiversity modules
- Specification of updates to Tool's data aggregation function
- Explore potential for CFT extension to support waste metric, as additional indicator for reporting.

**ON DATA:**
- Action needed to define interoperability requirements. First step to survey Alliance members, and hold workshop to refine requirements.
- Review of terms of data ownership and management within CFT, with position paper to members to vote on future data policy.

**ON DEPLOYMENT:**
- Implementation of more prescriptive guidance (or 'measurement protocol') for CFT users.
- Need for on-going communications between Cool Farm stakeholders. In the short term, a Cool Farm Linkedin group has been created (open to all)

SAVE THE DATE

19TH & 20TH APRIL, 2018. CAMBRIDGE, UK.

The good news is that we’ll be doing it all again next year! Please put a placeholder in your diaries for 19th & 20th April, 2018. The event will be hosted in Cambridge at Robinson College, with dedicated facilities for larger conferences. Building on participants’ requests, we will endeavour to include a site visit to a pioneering farm to examine the Cool Farm principles in practice.
Cool Farm Alliance Members

Benefits of using the Cool Farm Tool:

• Discover your environmental impacts, what are the causes and how to improve.
• Identify practices to improve yield & quality, and reduce impacts, costs & risk.
• Become part of the community of growers and the food and drink value chain that is leading best practice.
• Access experts and researchers through the Cool Farm Alliance