

PSA Program On-Farm Assessment Grower Guide & Checklist 2024



Thank you for participating in the PSA Program!

Our Program uses Syngenta's globally recognized [Sustainable Outcomes in Agriculture \(SOA\) Standard](#), enabled through the Cropwise™ Sustainability (CWS) app, to assess on-farm sustainability performance and meet industry requirements. PSA has partnered with Syngenta to customize the functionality of the CWS app, enabling streamlined data-sharing and enhanced reporting. Complete our program-specific instructions using the checklist on the next page.

Before You Begin

Before you get started with the self-assessment process, review the list below for what information you need to have on hand. Record and enter all quantitative values as a farm average, not at the individual field level.

- **IOS or Android mobile device**
- **Personal Information**
 - Contact (name, email, phone number)
 - PSA Program Unique ID
 - Cropwise User Account
- **Farm Information**
 - Address
 - Acres of potato production
 - Average yield (CWT per acre)
 - Irrigation volume (Acre inches)
 - Fertilizer application (Lbs per acre): nitrogen, phosphorus, potassium, sulfur
 - Nitrogen type application (Lbs per acre): manure, NH₃, Urea, UAN, other
 - The percentage of total acres tilled for each method: conventional tillage, no-till or direct tilling, strip tillage, or other (percentages should add up to 100%)

If you completed an on-farm assessment in 2023, refer to the instructions highlighted in green for quicker completion!

Support

For questions regarding enrollment, unique IDs, and data sharing, please contact PSA's Program Manager, Natalie Nesburg, at natalie@potatosustainability.org or call +1 (231) 373-3964.

For questions regarding the SOA standard or CWS app, contact Syngenta's support team at support@syngentadigital.com or call +1 (866) 552-6332.

TIMELINE

October 1st

ASSESSMENT OPENS FOR COMPLETION

Starting October 1st, the assessment will be available for completion.

We encourage you to download or update the CWS app at this time and begin the assessment at your earliest convenience.

If the assessment is completed before October 1st, we will not receive your data, and you will need to submit another assessment during the designated period.

December 20th

ASSESSMENT CLOSES FOR COMPLETION

The assessment period concludes on December 20th.

All assessments must be submitted by this date to receive your personalized community benchmark report and ensure that your data is included in our Program's aggregate reporting.

If the assessment is submitted after December 20th, we will not receive your data and it will be too late to submit an assessment or share your data.

February 3rd

DELIVERY OF COMMUNITY BENCHMARK REPORTS

On February 3rd, 2025 your personalized community benchmark report will be delivered and available to download in the CWS app.

This report provides personalized insights by comparing your data with that of other participating growers in the same region, highlighting areas of success and opportunities for improvement.

[Click Here](#) or visit the PSA Website to view an example report.

Self-Assessment Checklist

Enroll in the PSA Program:

- [Click here](#), scan the QR Code, or visit the PSA website and navigate to the 'Grower Enrollment' page, under 'Program', to enroll.
- After you click 'Submit', an enrollment confirmation message will be sent to the email you entered, including your Unique ID, next steps, and additional resources.

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Enroll in The PSA Program

Enter your information in the required fields below and click the submit button to send your completed form. Once submitted, you will receive a confirmation email containing your Unique ID.

First name *

Last name *

Mobile phone number *

Email *

We recommend using the email associated with your farming activities.

Farm name *

Street address

City *

State/Province *

Please Select

Country/Region *

Please Select

Collaborating for Potato Sustainability
The PSA Program

Test Potato,

You are now enrolled in The PSA Program! Your participation will give you the tools to assess, improve, and communicate your sustainability story.

Your Unique ID is: 39427232797

This Unique ID is an important component of our data integrity and data privacy policy. Please retain this code and do not share it with others. We recommend printing this email so you can store your Unique ID in a safe place.

Next Steps

1. Download the Cropwise Sustainability mobile app
 - For [iOS users](#)
 - For [Android users](#)
2. Create a Cropwise Account
3. **Select PSA as your Sustainability Partner and enter your Unique ID**
 - To select PSA, enter 'Potato' in the field and select the option that corresponds to the region where your operation is located:
 - Potato - East PSA

RECORD YOUR UNIQUE ID. IT MUST BE ENTERED IN THE CWS APP WHEN PROMPTED- SEE CHECKLIST STEP 3

Your Unique ID is key to ensuring your data privacy and confirming your program participation.



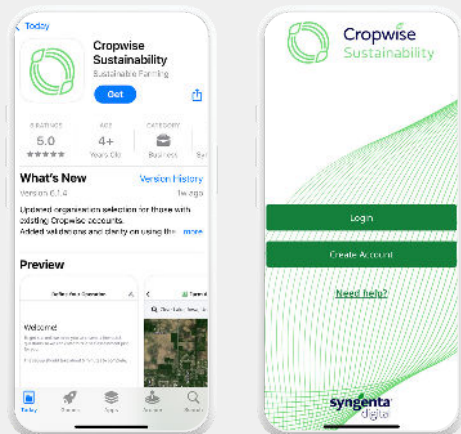
Locate your Unique ID to have on hand. You should double-check that it was entered correctly in the app.

You can find your ID in your enrollment confirmation email, sent from uniqueid@potatosustainability.org, or in our program communications sent through our enrollment system.

Download the CWS App and Login:

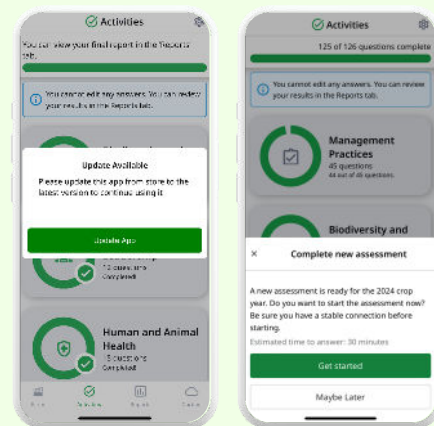
- Scan the QR code to download the Cropwise™ Sustainability app from your Android or IOS App Store.
- Create a Cropwise user account or sign in with an existing account.
 - [Click here](#) or visit the Syngenta Digital Help Center for detailed guidance.

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THE APP SHOULD BE DOWNLOADED ON OR AFTER OCTOBER 1st.

Update the Cropwise™ Sustainability app to ensure it is operating for the 2024 crop year.



Once updated, you will receive a notification that a new assessment is ready for the 2024 crop year.

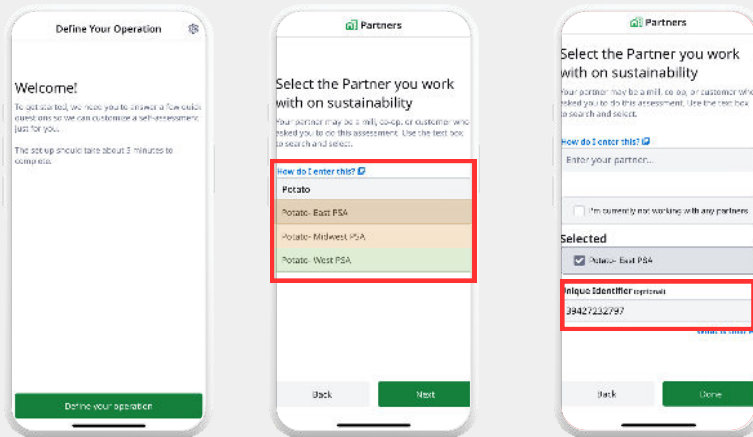
THE APP SHOULD BE UPDATED ON OR AFTER OCTOBER 1st.

Select PSA as your Sustainability Partner:

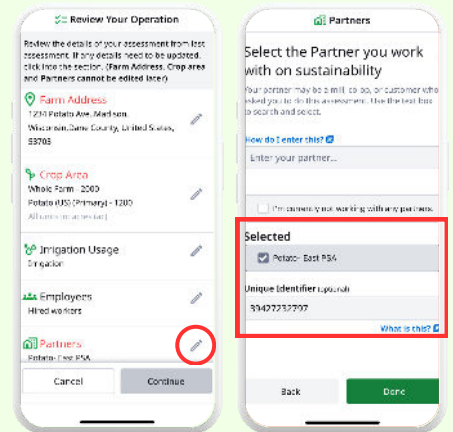
- First, you will be asked to define your operation. Select 'Potato' as your primary crop and enter your farm details.
- Then, select PSA as your sustainability partner. Type 'Potato' in the partner field and select the option that corresponds to the region where your operation is located:
 - Potato - East PSA
 - Potato - Midwest PSA
 - Potato - West PSA
- Finally, enter the Unique ID assigned to you during enrollment.

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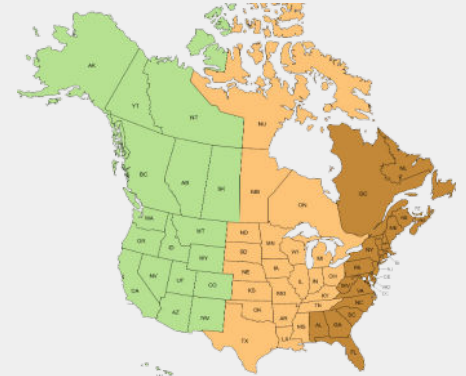
IF YOU DO NOT SELECT PSA AS YOUR PARTNER AND DO NOT ENTER YOUR UNIQUE ID, WE WILL NOT RECEIVE YOUR DATA AND YOU WILL NEED TO SUBMIT ANOTHER ASSESSMENT TO CORRECT THESE FIELDS.



Review the details from your last assessment and make any necessary updates.



SELECT 'PARTNER' AND VERIFY THAT PSA IS SELECTED AND YOUR UNIQUE ID IS ENTERED CORRECTLY.



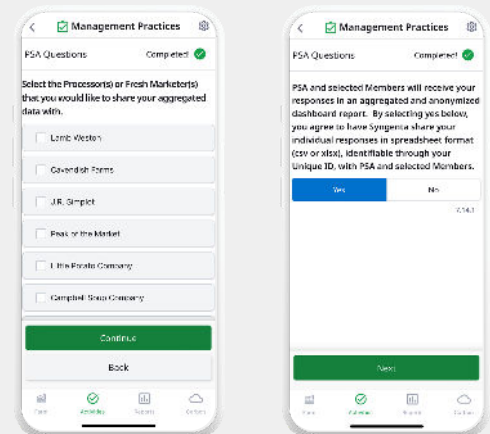
PSA Regions: West, Midwest, and East

Complete the Assessment and Choose how to Share Your Responses:

- Navigate through the 'Activities' page to complete the assessment.
- PSA Questions on data sharing are located in the 'Management Practices' section of the 'Activities' page.
 - Selected processor and fresh market members will receive your responses in aggregated and anonymized dashboard format.
 - Select Yes/No to share your individual responses with selected members in Excel format, identifiable through your Unique ID.

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ASK YOUR PROCESSOR OR FRESH MARKET CONTACT FOR INSTRUCTIONS ON SHARING RESPONSES, IF THEY HAVEN'T BEEN PROVIDED ALREADY.

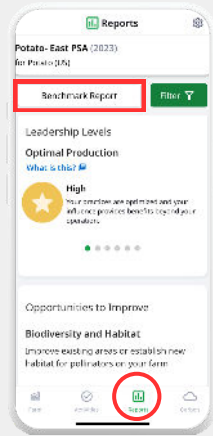


Review your selected responses from 2023 and make any necessary updates before submitting the assessment.

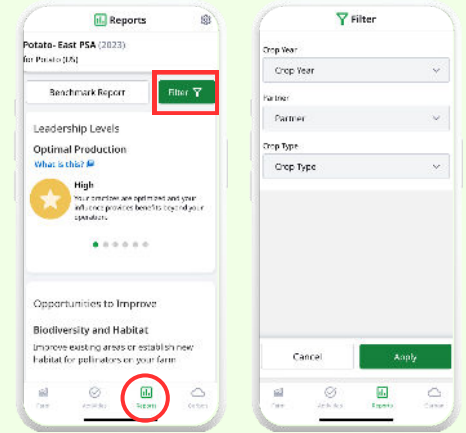
Review Your Results and Personalized Insights:

- Your performance insights are accessible in the 'Reports' page of the CWS app.
- On February 3, 2025, your Community Benchmark Report will be delivered through the 'Reports' page, under 'Benchmark Report'.

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Use the filter on the 'Reports' page to view current and past assessment results and insights.

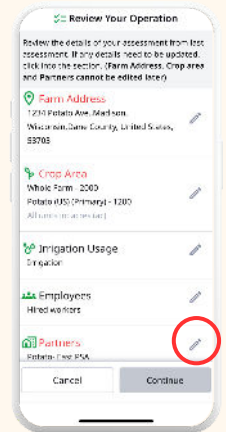
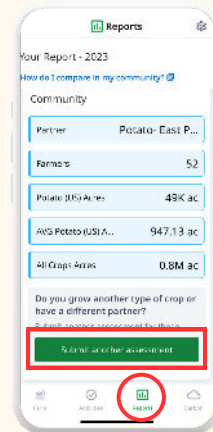


Additional Instruction - Use Cases

Submit Another Assessment:

Growers with farms in multiple survey regions should submit separate assessments, one for each applicable region. To do so:

- Select 'Submit another assessment' at the bottom of your 'Reports' page.
- Select the icon to edit and update your previously selected Partner/region. Your previous responses will auto-populate to review and update before submitting the assessment.
 - [Click here](#) or visit the Syngenta Digital Help Center for detailed guidance.



Estimate Your Carbon Emissions:

After you submit an assessment, you can generate a greenhouse gas estimate for your farm using the carbon feature. To do so:

- Navigate to the 'Carbon' page and select 'Estimate Emissions'.
- Once the Cool Farm Tool report generates, you can view your results, download a detailed PDF report, and learn more.
 - [Click here](#) or visit the Syngenta Digital Help Center for detailed guidance.
- Your results will be aggregated anonymously and shared with your selected PSA members - see checklist step 4.

