

# Grower Guide & Checklist



## Thank you for participating in the PSA Program!

To complete the self-assessment, follow our checklist to easily enroll in the PSA Program, record your sustainability practices, share results, and receive performance insights, all within one hour on your mobile phone.

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 enhance the functionality of the CWS app, enabling seamless data-sharing and enhanced reporting. Complete our program-specific components 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 you will need and the information to have on hand. 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)
- **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, NH<sub>3</sub>, Urea, UAN, other
  - Crop acres tilled (%): Conventional, no-till, strip tillage, reduced tillage

### Support

For questions regarding enrollment, unique IDs, and data sharing, please contact PSA's Program Manager, Natalie Nesburg, at [natalie@potatosustainability.org](mailto: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](mailto:support@syngentadigital.com) or call +1 (866) 552-6332.

### Timeline & Webinars

**Enrollment and data capture for completing the Self-Assessment for our program is open from August 15th - November 15th, 2023.**

Your Individual results will be available as you move through and complete the assessment.

A benchmark report will be available after the data capture deadline, providing further insight into how your results align with other growers in your region.

To simplify the onboarding experience, monthly webinars will be available to guide you through the enrollment and assessment process, as well as address any questions you may have.

#### **August 15th:**

Enrollment Page opens on the PSA website and CWS app ready for the 2023 crop year

#### **August 15th:**

1st Grower Onboarding Webinar

#### **September 27th:**

2nd Grower Onboarding Webinar

#### **November 3rd:**

Final Grower Onboarding webinar

#### **November 15th:**

Deadline for submitting your responses

#### **December:**

You will receive a notification through the CWS app when your benchmark report is available for download.

Use this QR code to visit the webinar registration page on your phone. [Click here](#) to register on your desktop.



# Self-Assessment Checklist

- Enroll in the PSA Program:** Visit our website and navigate to the PSA Program [enrollment page](#). Fill out the required information and submit the enrollment form.
  - Use the **Program Enrollment Form QR code** to access the enrollment form.
- Receive your Unique ID:** After enrolling, you will receive a Unique ID via email. Keep this ID handy to enter into the CWS app when prompted.
- Download or Update the Cropwise Sustainability App:** Download or update the Cropwise Sustainability App from your Android or IOS App Store.
  - Use the **Cropwise Sustainability App QR code** to download the app.
  - The self-assessment is solely accessible via the CWS app on your mobile device and is not available on desktop.
- Create a Cropwise Account:** Create an account and use your primary headquarters to define your operation within the app.
  - If you already have a Cropwise user account, use the same credentials to log in to the CWS app.
  - Further guidance on creating an account, defining your operation, and getting set up on the app, is available on [Syngenta's Cropwise Sustainability Help Center](#).
  - Farm operations with multiple locations across our PSA Regions should complete multiple assessments to capture the differences in management practices and ownership. To do so, create a separate Cropwise account for each Region your operation is located in and proceed with the remaining steps for each account.
- Select PSA as a Sustainability Partner:** After you have defined your operation, you will be prompted to select a sustainability partner. 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
  - Potato - Midwest PSA
  - Potato - West PSA

*Please consult our [FAQs](#) to determine the region for your state, province, and/or territory. This field is case and character sensitive; enter the text exactly as shown in the list.*
- Enter your Unique ID:** You will be required to enter a Unique ID after selecting PSA as a sustainability partner. Enter the 5-character code you received through the program enrollment process.
- Complete the Assessment:** Navigate through the app and answer the questions based on your farming practices and sustainability efforts.
- Share Your Results:** PSA Questions on data sharing are located in the Management Practices section of the self-assessment. There, you will be prompted to select how you want to share your results:
  - Selected processor and fresh market members will be able to view your results in aggregated and anonymized dashboard format.
  - Select Yes/No to agree to allow selected processors and fresh marketers to view your individual responses, identifiable through your Unique ID, in spreadsheet format.
- Receive Performance Insights:** Once you have shared your assessment results, you will receive performance insights and feedback on your sustainability efforts.

## Program Enrollment Form



SCAN ME

## Cropwise Sustainability App



SCAN ME