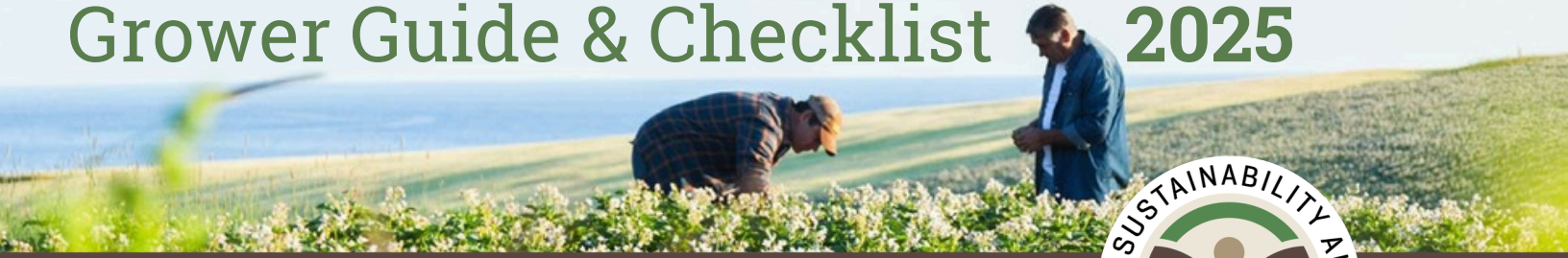


PSA Program On-Farm Assessment Grower Guide & Checklist 2025



Our Program uses Syngenta's globally recognized Sustainable Outcomes in Agriculture (SOA) Standard, enabled through the Cropwise™ Sustainability (CWS) app, as the on-farm assessment tool.



OCTOBER 1

DECEMBER 19

FEBRUARY 3

Assessment opens
for completion

Assessment
submission deadline

Delivery of Community
Benchmark Reports

Follow the checklist steps to complete the 2025 on-farm assessment by December 19th. Further question guidance and use cases are provided at the end of this document.

If you completed an assessment in 2024, refer to the instructions highlighted in green for quicker completion!

Information to Prepare

Record your PSA program and Cropwise account details to have on hand. You'll use this information again for future assessments.

PSA Program Unique ID (Step 1)
PSA Program Survey Region
Cropwise™ User Account Email (Step 2)
Cropwise™ User Account Password

When completing the assessment (Step 4), you will be asked to enter the numeric inputs listed below. Record and submit all values as a farm average, not as a total or at the individual field-level.

_____ Average Yield	_____ Calcium Nitrate (lbs/acre)
_____ Irrigation Applied (ac-in/ac)	_____ Monoammonium Phosphate (lbs/acre)
_____ Manure (lbs/acre)	_____ Diammonium Phosphate (lbs/acre)
_____ Ammonia (lbs/acre)	_____ Muriate of Potash (lbs/acre)
_____ Urea (lbs/acre)	_____ Limestone (lbs/acre)
_____ Urea Ammonium Nitrate (lbs/acre)	_____ Other Fertilizers (lbs/acre)
_____ Calcium Ammonium Nitrate (lbs/acre)	

2025 On-Farm 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 by submitting a contact form.
- After you click "Submit", an enrollment confirmation message will be sent to the email you entered. Record your Unique ID and follow the Grower Guide & Checklist.

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 operation.

Farm name *

The farm name should include both the name of your operation and, if applicable, the broker or packing shed responsible for completing the assessment (Format: Farm Name_Broker/Packing Shed)

Street address

City *

State/Province *

Please Select

Collaborating for Potato Sustainability
The PSA Program

Natalie,

You are now enrolled in The PSA Program! Follow the Grower Guide & Checklist to complete the 2025 on-farm assessment. Essential information and additional resources to help you through the assessment process can be found below.

Grower Guide & Checklist

Follow the step-by-step instructions to complete the on-farm assessment.

[CLICK HERE TO DOWNLOAD](#)

Essential information you'll need for certain checklist steps is included below in this email—make sure to review it before getting started.

Essential Assessment Information

Your Unique ID is: 159021459355

You will be prompted to enter your Unique ID into the Cropwise™ Sustainability app during **step 3 of the Grower Guide & Checklist** when starting a new assessment.

**YOUR UNIQUE ID
MUST BE ENTERED IN
THE CWS APP WHEN
PROMPTED DURING
STEP 3**



Email PSA Program Manager, Natalie Nesburg, at natalie@potatosustainability.org for support.

Locate your Unique ID to have on hand. You will need to enter it in the app during step 3.

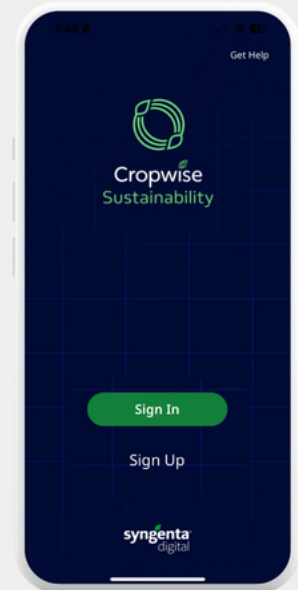
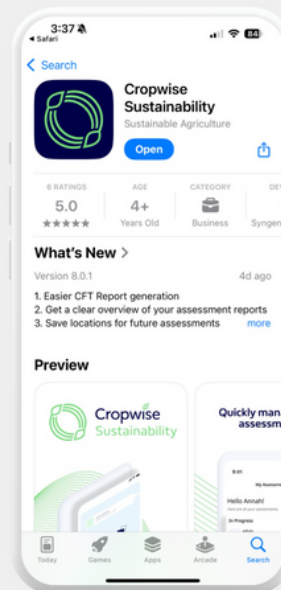
You can find your Unique ID in your enrollment confirmation email, sent from uniqueid@potatosustainability.org, or in our program communications.

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.



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

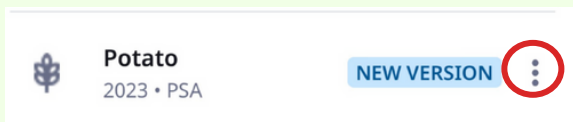


Email support@syngentadigital.com or call +1 (866) 552-6332 for app support.

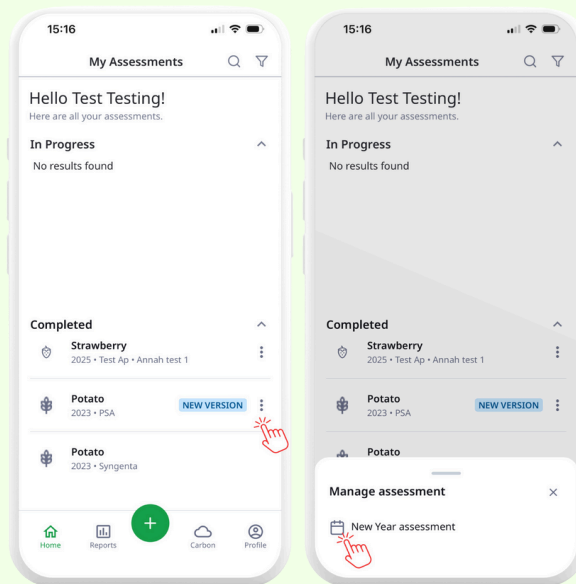
Update the Cropwise™ Sustainability app to ensure it is operating for the 2025 season.

When you log-in to the app, your home page will show an updated layout that organizes in progress and completed assessments.

- Click the menu icon next to a completed assessment to create a “New Year Assessment,” which duplicates your previous responses so you can update them for the 2025 season.



- Your new assessment will appear on the “Home” page under “In Progress.”
 - If you need to submit multiple assessments, you must duplicate this new assessment to update before submitting. For details, see the use case “Submit Another Assessment.”

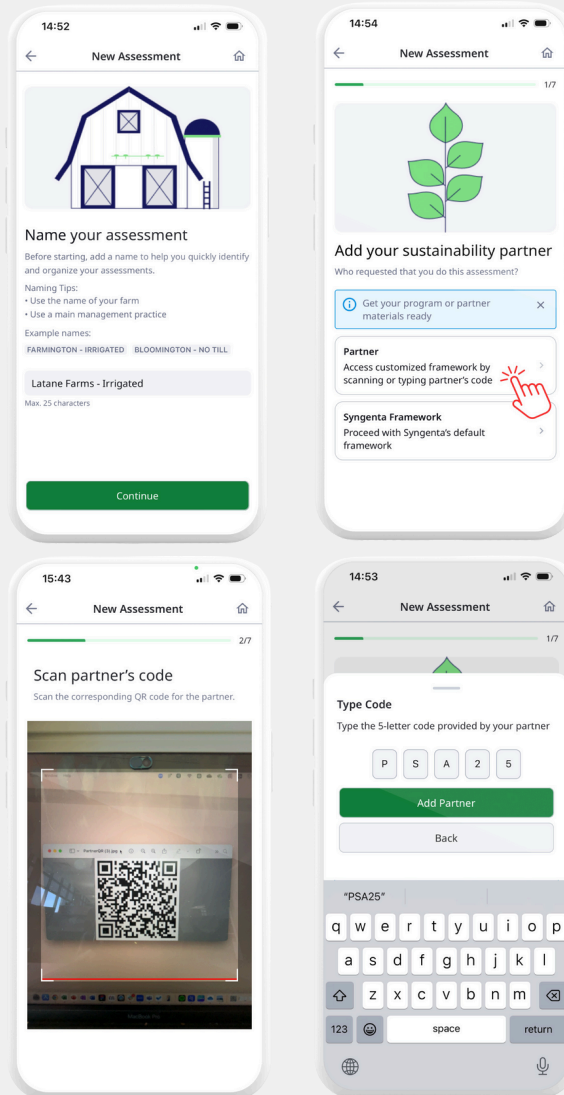


Select PSA as your Sustainability Partner:

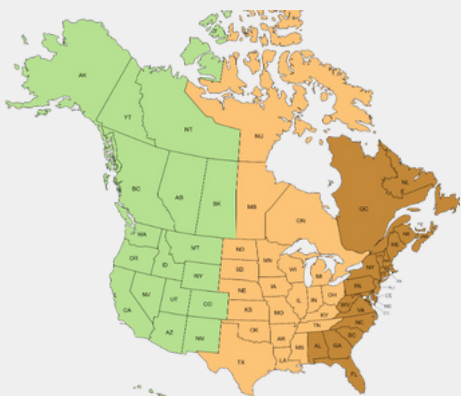
- Click the green + icon on the home page to start a new assessment.
 - Enter a name for your assessment so you can easily find it on the home page later.
 - Select “Partner” to access the PSA assessment framework.
 - Scan the QR code below or type the code “PSA25” to select PSA as your sustainability partner.



Finish Step 3 by following the instructions on the next page.




- Enter the Unique ID assigned to you during enrollment - see step 1.
- Enter your survey region as the Sub-Partner:
 - Type "Potato" in the sub-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





PSA Regions: West, Midwest, and East

- **Review and confirm your choices to start the assessment:**

Partner: PSA
 

Sub Partner: Potato- East PSA
 

Unique ID: 123456
 

Primary Crop: Potato
 


YOU WILL NEED TO SUBMIT ANOTHER ASSESSMENT TO CORRECT THESE FIELDS IF PSA IS NOT SELECTED AS YOUR PARTNER OR IF A UNIQUE ID IS NOT ENTERED.

Email support@syngentadigital.com or call +1 (866) 552-6332 for app support.

14:55

New Assessment

2/7



Unique ID

Please enter the Unique ID provided by your partner.


123456

Confirm Code

14:59

New Assessment

3/7



Type your sub-partner

The partner requests that you select a sub-partner to create the assessment.

Potato- West PSA

Potato- West PSA

Potato- East PSA

Potato- Midwest PSA

Confirm Sub Partner

Skip Sub Partner

Confirm PSA is your Sustainability Partner and review your Survey Region:

Essential set-up information has been duplicated: PSA selected as your partner, your sub-partner (survey region), and your Unique ID.


- Use the menu icon (⋮) next to the new assessment to update and confirm your previous choices by selecting "Edit Basic Information."
 - Update the assessment name.

11:36

My Assessments

Hello Annah Latane!

Here are all your assessments.


 You have duplicated assessments
 Please delete or edit the basic information for accurate reporting

In Progress

Potato




2025 • PSA • Psa east check

LAST EDITED

Potato

2025 • PSA • Psa east check

Manage assessment

 Duplicate
  Edit Basic Information
  Delete

11:38

PSA Framework 2025

7/7

Confirm your choices

By selecting the "Finish" button below, you confirm to the best of your knowledge that your farm complies with all applicable laws and regulations to farming operations.

Assessment Name: Psa east check

Partner: PSA

Sub Partner: Potato- East PSA

Unique ID: 098765

Primary Crop: Potato

Crop Area: 10

Whole Farm Area: 100

Location: null

Confirm and Finish

Complete the Assessment and Choose how to Share Your Responses:

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

09:39 Management Practi...
PSA Questions 1/5
PSA and selected Members will receive your responses in an aggregated and anonymized dashboard report. By selecting yes below, you agree to have Syngenta share your individual responses in spreadsheet format (csv or xlsx), identifiable through your Unique ID, with PSA and selected Members.
Yes No
7,14,1
Next

09:39 Management Practi...
PSA Questions 2/5
Select the Processor(s) or Fresh Marketer(s) that you would like to share your aggregated data with.
☐ Lamb Weston
☐ Cavendish Farms
☐ Simplot Global Foods, LLC
☐ Peak of the Market
☐ Little Potato Company
☐ Campbell Soup Company
☐ McCain Foods
☐ RPE, LLC
Next

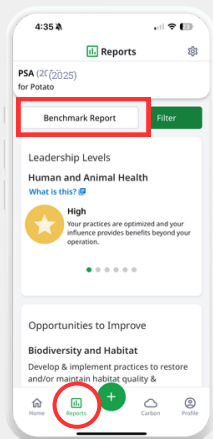
ASK YOUR PROCESSOR OR FRESH MARKET CONTACT FOR INSTRUCTIONS ON SHARING RESPONSES, IF THEY HAVEN'T BEEN PROVIDED ALREADY.

Email support@syngentadigital.com or call +1 (866) 552-6332 for app support.

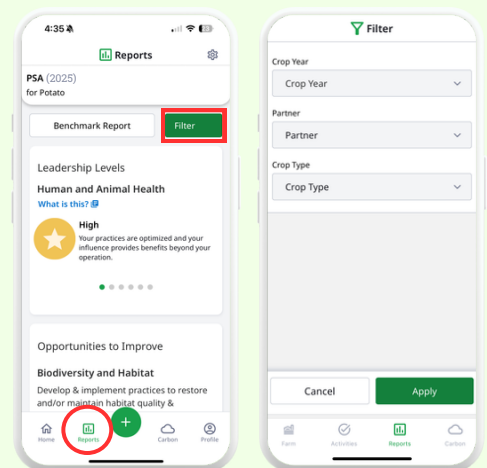
Review your duplicated responses from 2024 and make any necessary updates before submitting the assessment.

Review Your Results and Personalized Insights:

- Your performance insights are accessible on the "Reports" page of the CWS app.
- On February 3, 2026, your Community Benchmark Report will be delivered through the 'Reports' page.
 - Select "Benchmark Report" to view, share, or download.



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



Additional Instruction - Use Cases

Submit Another Assessment:

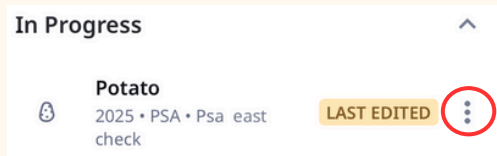
Growers with farms in multiple survey regions should submit a separate assessment for each region.

To Complete Multiple Assessments:

- Start a new year assessment for the 2025 season by following checklist steps 1-3 above.

BEFORE YOU SUBMIT A 2025 ASSESSMENT:

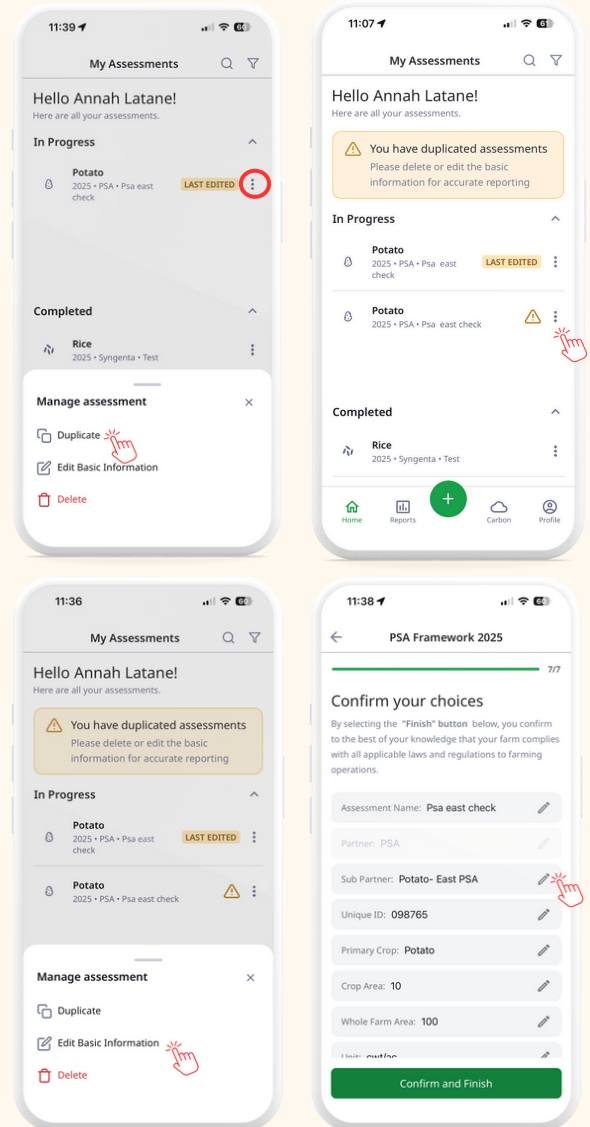
- Go to the "Home" page and click the menu icon next to your 2025 "In Progress" assessment to duplicate and edit the basic information and responses.



- Create a duplicate for each assessment you need to complete.

- Use the menu icon next to the newly duplicated "In Progress" assessment and select "Edit Basic Information" to:
 - Update the Assessment Name
 - Update or confirm the Sub Partner (survey region)
 - Confirm your Unique ID is entered
- Review and update the duplicated assessment responses for the new farm location.

WAIT UNTIL ALL 2025 ASSESSMENTS ARE UPDATED UNDER "IN PROGRESS" TO SUBMIT THEM TOGETHER.



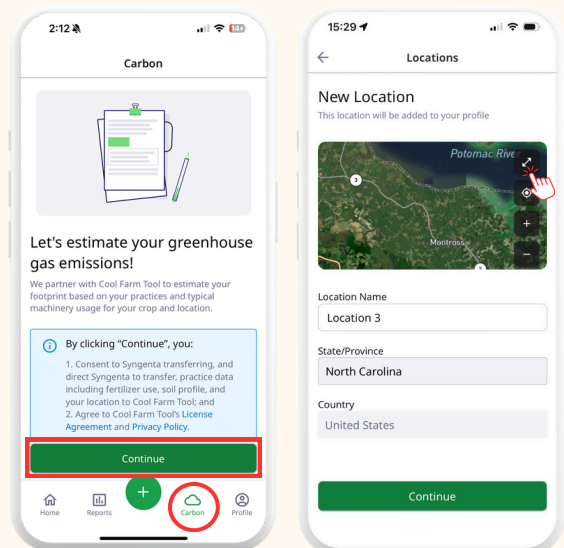
Email support@syngentadigital.com or call +1 (866) 552-6332 for app support.

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 "Continue" to estimate your emissions.
 - Enter your location to and select your assessment that corresponds to that location to calculate emissions.
 - [Click here](#) or visit the Syngenta Digital Help Center for detailed guidance.
- Once the Cool Farm Tool report generates, you can view your results, download a detailed PDF report, and learn more.

Carbon estimate results are shared with your selected PSA members - see checklist step 4.



Estimate Your Carbon Emissions - Question Guidance

Within the Cropwise Sustainability Assessment, there are questions that are directly used in an effort to estimate Carbon emissions across the operation. These questions are marked with a Carbon indicator:



Enter numeric values as a farm average, not as a total or by individual field-level. This helps ensure your carbon estimate is accurate.

The full list of Carbon-related questions includes:

- Did you use an emissions inhibitor during this growing season?
- How much of each type of nutrient did you use this year?

$$\text{Farm Average} = \frac{\text{Total lbs Applied to Potato Acres}}{\text{Total Potato Acres}}$$

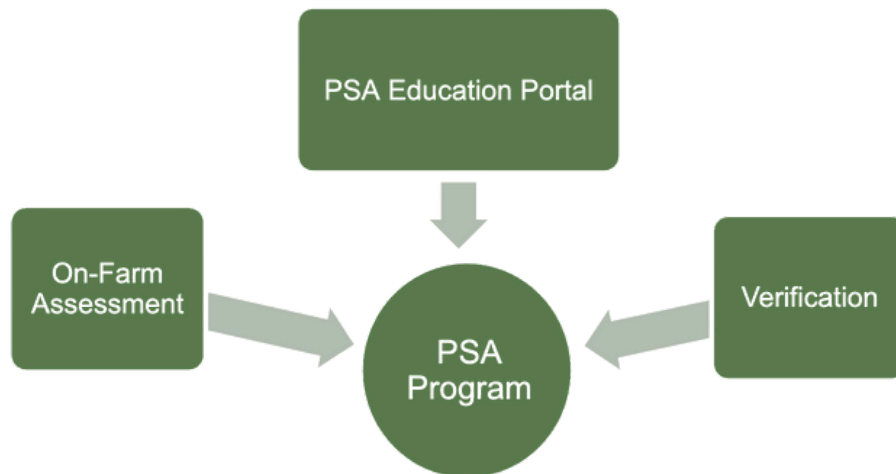
- What was your average output for your primary crop (lbs/acre)?
- What crop protection products did you apply during this growing season?
- What type of irrigation system is used?
- What was your average irrigation water applied to your crop (ac-in/ac)?
- What percent of no-till or direct drilling acres continuous in the same field (year on year)?
- What is your predominant soil type closest to?
- What range does your soil organic matter fall into? This information can come from your most recent soil test or an estimate.
- How did you manage your crop residue?

Four screenshots of the Cropwise Sustainability Assessment app, arranged in a 2x2 grid. Each screenshot shows a question related to carbon emissions, marked with a 'CARBON' indicator. The top-left screenshot shows the 'Input And Output' section (2/4) with questions about nutrient use (Manure, 82-0-0 (Ammonia), 46-0-0 (Urea), 32-0-0 (Urea Ammonium Nitrate), 27-0-0 (Calcium Ammonium Nitrate), 15.5-0-0 (Calcium Nitrate)) and a 'Next' button. The top-right screenshot shows the 'Input And Output' section (3/4) with a question about average output for the primary crop (Yield (lbs/acre)) and a 'Next' button. The bottom-left screenshot shows the 'Tillage' section (1/1) with questions about tillage practices (Conventional Tillage, No-till or direct drilling (disc), Strip tillage, Other reduced or minimum tillage (tine), Permanent crop) and a 'Continue' button. The bottom-right screenshot shows the 'Irrigation Management' section (5/5) with a question about average irrigation water applied to the crop (Irrigation Applied (ac-in/ac)) and a 'Continue' button. All screenshots have a 'Back to Activities' button at the bottom.

[Click here](#) or visit the Syngenta Digital Help Center for further app support.

PSA Program Development

In 2025, the PSA Board of Directors initiated the development of two new Program elements —the PSA Education Portal and Verification—that build off the on-farm assessment to offer enhanced support and resources for participants.



ON-FARM ASSESSMENT

By completing the PSA Program annual [on-farm assessment](#), you are recognized as a program participant, helping to shape industry-wide understanding of what sustainable potato production looks like today.

THE PSA EDUCATION PORTAL

The [PSA Education Portal](#) complements the annual on-farm assessment by offering optional, ongoing educational activities in program focus areas and identified opportunities for improvement.

VERIFICATION

A verification process is being developed to review on-farm assessment responses, ensure their accuracy, and enhance the credibility of the PSA Program. **Please note that by participating in the 2025 on-farm assessment, your submission may be randomly selected for an on-site review in early 2026 as part of the new verification process.**

PSA Program verification will involve randomly selecting a small subset of farms (25-30) for assessment reviews every three years, with all costs covered by PSA. Verification resources to conduct and prepare for the reviews are currently being developed by the PSA Program Committee and will be reviewed by the Board for approval and implementation in November.

If you have any questions about PSA Program development or want to get involved, contact PSA Program Manager, Natalie Nesburg, at natalie@potatosustainability.org