

Send: March 2024 FieldWatch Newsletter on March 19, 2024, National Ag Day

Subject line: **FieldWatch Celebrates Growers on National Ag Day 2024**

Dear FieldWatch User:

We hope 2024 is off to a great start! This year, as always, FieldWatch® is working hard to support you – growers, beekeepers, seed companies and applicators – in your efforts to exercise good stewardship by providing you with free mapping tools.

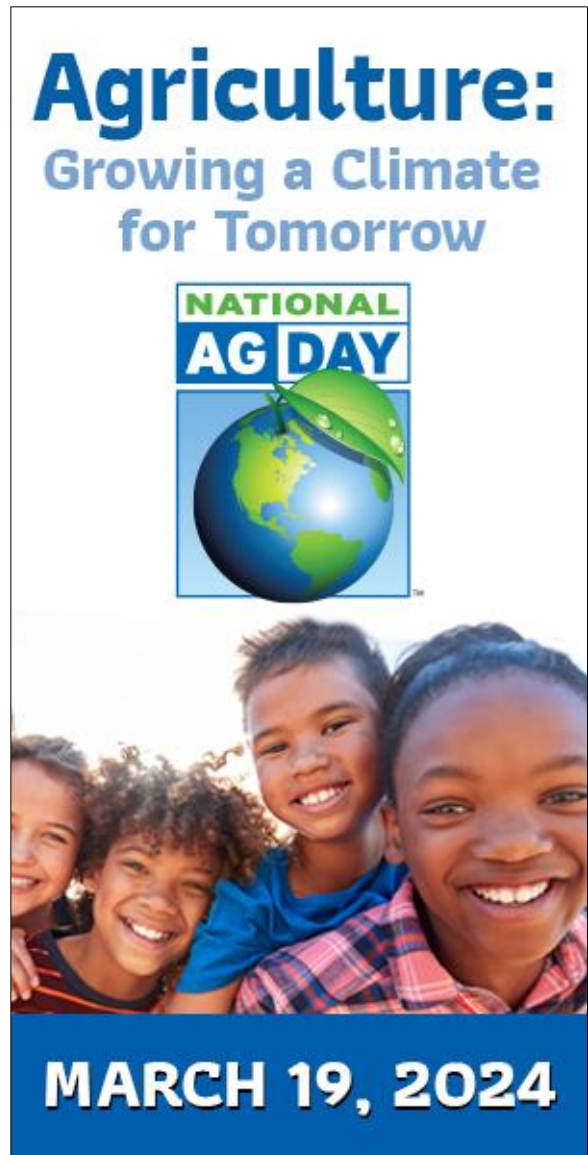
Communication is core to what we do, and in this spirit, we held our annual members' meeting on February 13 to share our growth and impact over the last year. If you were unable to attend, you can view the recording [here](#).

Today, on National Ag Day, we'd like to recognize the important role agriculture plays in our lives and the hard work each of you do to produce food, feed and fiber for our planet. We have seen huge growth with organic growers using DriftWatch™ in the last several years. Today's issue reinforces how critical our registries are to this growing segment of North American agriculture. Thank you for your continued support and collaboration, and we hope to connect with you throughout the year!

Sincerely,

Bob Walters

President and CEO of FieldWatch





**FieldWatch**

"FieldWatch is like an insurance policy, letting people know: Hey, this is an organic field!"

~Kevin Findlay, Organic Row Crop Grower, Clearwater Farms

[Read more!](#)

## Meet Organic Grower Kevin Findlay from Clearwater Farms and Learn About the CWF Organic Expo!

We're excited to introduce you to Kevin Findlay, an organic farmer who co-runs Clearwater Farms (CWF) in Caro, Michigan. In our interview with Kevin, he shares how he uses FieldWatch and reflects on challenges organic farmers face. Learn how Kevin connects with other farmers and ag industry professionals at the CWF Organic Expo by reading the full article [here](#).

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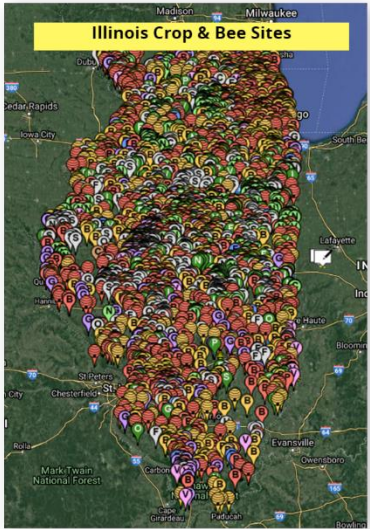
### It's Time To Renew Your Sites on FieldWatch!

Thank you for renewing your sites with us each year. If you're continuing to receive renewal emails from [renewals@driftwatch.org](mailto:renewals@driftwatch.org) (please make sure these are **not** going to your **SPAM / JUNK** folder), use the email links to log in to your account and complete the renewals by these deadlines:

- DriftWatch™ - March 31
- BeeCheck™ - April 30

As a reminder, registering your sites is free and ensures the registries are accurate each year.

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## Serving Amish Communities By Mapping Their Fields on FieldWatch Registries



Indiana is home to the third-largest Amish community in the United States. Traditionally, this community refrains from using modern technology, yet many of their crops are mapped in DriftWatch. Learn how the technology equity gap is being closed from an interview with Jeff Burbrink, Elkhart County Purdue Educator for Ag & Natural Resources and Beth Carter, Statewide Pesticide Investigator with the Indiana Office of the State Chemist and the Data Steward for the Indiana FieldWatch registries. Click [here](#) to read the interview.

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### **FieldWatch works closely with USDA-NOP to encourage use of the registries:**

*“The USDA National Organic Program encourages organic farmers and local organic associations to stay connected with their certifiers and State and County public health offices as needed to learn about planned treatment events. Tools and resources like DriftWatch play an important role in helping officials identify the presence of specialty producers, including organic farms, in a treatment area. We encourage organic farms to register with these types of services.”*

Jennifer Tucker, Ph.D.  
Deputy Administrator  
USDA Agricultural Marketing Service

National Organic Program

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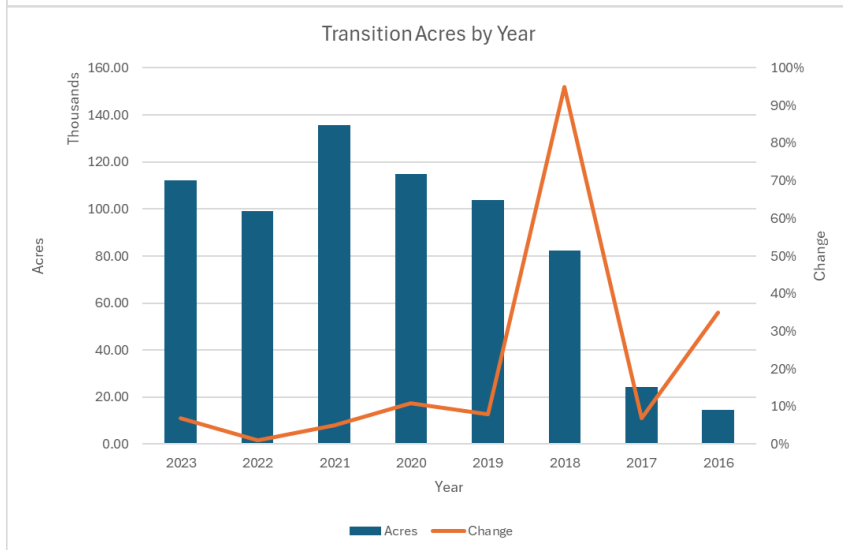
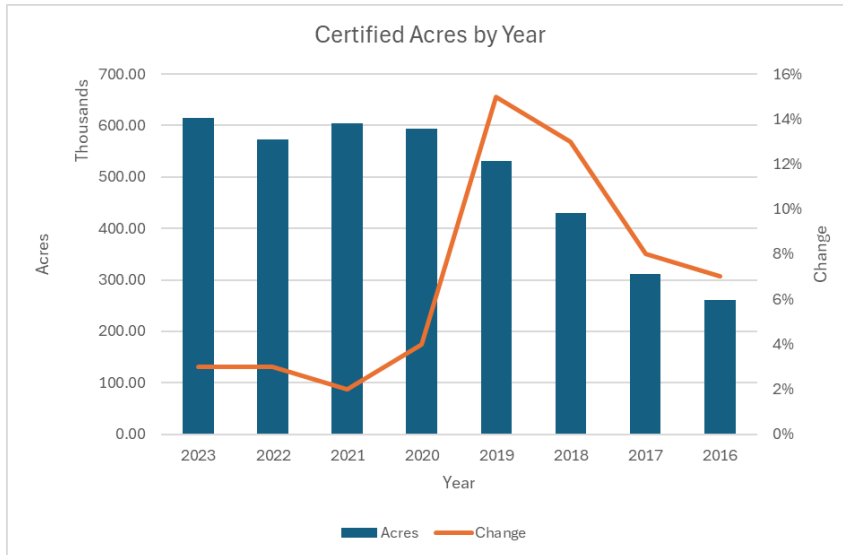
### **Organic and Transition Acres Increase in DriftWatch**

Organic growers in North America are increasingly finding value in the FieldWatch registries and their use of DriftWatch continues to grow. According to our 2023 growing-year data, the second largest crop classification across North America is now the combined total acres of **Certified Organics** and **Transition Acres to Certified Organics**.

- Of the total 2.44M acres mapped in our registries in 2023, 735,000 acres are **Certified Organics** and **Transition Acres to Certified Organics**. (See *charts below*.)

- The next largest crop types mapped in DriftWatch are vegetables and specialty crops, which total 130,000 acres.

Please share our FREE and VOLUNTARY tool that is now in 24 U.S. states and one Canadian province with any organic growers you know: <https://driftwatch.org/> .





**Get the Word Out!**

**Order your signs:** FieldWatch has signs available, like the one above, for you to purchase and place on your mapped acres and registered apiaries. You can order signs from the FieldWatch [online store](#).

**Join FieldWatch on X (formerly Twitter):** Connect with us here <https://twitter.com/FieldWatchInc>. We share news and updates like this recent post:



Did you miss the article? You can find The Fence Post article here: <https://www.thefencepost.com/news/consider-driftwatch-and-beecheck-for-2024/>

**Forward FieldWatch:** If you know an organic or specialty crop grower who would be interested in FieldWatch, please forward this newsletter to them.

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