



USDA AMP Grant Program Partner Data Privacy and Security Policies

This document explains how the entities involved in administering the USDA AMP Grant Program collect, use, protect, and share participating producer data. The purpose of this document is to provide transparency about how producer data is handled and to ensure producers understand their rights including data ownership, access, and privacy protections. Below are the individual data privacy and security policies for each AMP Grant Program partner and their role. For more information or questions, please contact smarques@freshproduce.com

U.S. Department of Agriculture, NRCS (Funding Entity)

Data privacy and security at USDA NRCS is governed under Section 1619 of the 2008 Farm Bill. Section 1619 protects the confidentiality of farmer-provided data; prohibiting the USDA and its partners from disclosing sensitive information like specific farming practices, geospatial data (tract/field boundaries), and personally identifiable information (PII). The full section can be found here: https://www.fsa.usda.gov/Internet/FSA_File/section_1619_2008_bill.pdf. AMP producer data is treated with the same rules and safeguards in place for the information that a producer already supplies directly to FSA and NRCS, and is not treated differently than any other producer data held by USDA. AMP producer data required to be collected by USDA, while lengthy, is necessary for common USDA actions such as verifying eligibility and checking for duplicate payments. The USDA does not release unaggregated producer data from AMP without the consent of the producer. AMP primary awardees and all subsequent subcontractors or sub awardees are contractually obligated to be held to the same data privacy standards as the USDA.

International Fresh Produce Association (Primary Awardee)

The International Fresh Produce Association (IFPA) is committed to responsible data management and protecting the confidentiality of producer information. IFPA collects farm and practice data from participating producers only in order to administer the AMP Grant Program and fulfill grant reporting requirements from the USDA. Data may be used to track adoption of regenerative practices, measure environmental and program outcomes, and support program improvement. Participating growers retain ownership of all data they provide. Access to identifiable data is limited to authorized IFPA staff, approved program partners or who support program implementation, and USDA or authorized auditors when required for grant compliance. Identifiable farmer data will not be sold or shared for commercial purposes. IFPA takes reasonable administrative and technical measures to protect farmer data from unauthorized access, disclosure, or misuse. Safeguards include secure data storage, controlled access to systems, and internal policies that limit access to



only required individuals. When information is shared outside of IFPA for reporting, research, or communications, it will generally be provided in aggregated or anonymized form so that individual farms cannot be identified. Identifiable information will only be shared when required for program administration or regulatory reporting. Growers may request access to their data, request corrections, or request deletion of identifiable information at any time, subject to reasonable limitations related to legal or grant reporting requirements. IFPA retains data only as long as necessary to administer the program and meet applicable compliance obligations, after which it will be securely deleted or anonymized. IFPA maintains this policy publicly and will notify participating growers of any significant changes to data privacy practices through program communications.

Measure to Improve (Primary Sub-Awardee)

Measure to Improve (MTI) is committed to protecting the confidentiality and security of producer data. MTI collects only the information necessary to support program participation, provide technical assistance, and meet USDA reporting requirements.

Producers retain ownership of their data. MTI does not sell producer data or use it for unrelated commercial purposes. Data is used only for approved project activities such as verifying practice adoption, providing technical support, documenting outcomes, and preparing required program reports.

Access to identifiable data is limited to authorized MTI staff and approved program partners when necessary for program implementation or compliance. MTI maintains appropriate data security safeguards and retains records only as required by applicable contractual and federal requirements.

A more detailed data privacy and security policy is available upon request.

Croptrak (Data Contractor)

CropTrak is a software provider. All farm and personal data uploaded to or collected by its platforms remains the sole property of the client at all times. CropTrak does not sell, rent, aggregate, or share client data or personal information without written consent. Personal information (such as name, contact details, and device information) is used only to operate the platform and associate farm data with a user's account and is not disclosed outside the company. Clients retain full rights to access, share, download, or delete their data, and CropTrak provides open, standard formats and interfaces to support data portability and client-controlled sharing. CropTrak uses encrypted data transmission (SSL), encryption at rest, two-step authentication, and isolated, single-tenant cloud databases hosted on Amazon infrastructure. Data remains encrypted across cloud





servers and mobile devices, with additional safeguards such as read-only attachment hosting and real-time data replication. In the event of a data breach, CropTrak commits to notifying affected clients within 72 hours and disclosing known details and mitigation steps. Upon contract termination, client data is retained briefly and then permanently deleted, and customers are notified in advance of any ownership changes or material updates to the data policy. The full Croptrak data privacy policy can be found here:

<https://croptrak.com/privacy-policy/>

