



Accelerating Conservation Through Ag Retailers

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WE ARE THE ONLY FARMER-DRIVEN AG SUSTAINABILITY PROGRAM IN THE U.S.

Vision: engaging with farmers and ag retailers to make agronomic, economic, and environmentally sound management decisions that benefit the soil, the farm, the environment, and the local communities in which they reside.

TRUTERRA IS THE SUSTAINABILITY BUSINESS OF LAND O'LAKES



Crop Inputs & Insights

Agricultural products, data, technology tools and services

Extensive network of nearly 1,000 ag cooperatives



Animal Nutrition

Solutions that enhance performance and well-being

100 patents in animal feed innovation



Sustainability

Environmental stewardship and farm profitability solutions

Agronomic and environmental data insights and grower decision support



Dairy Foods

Milk-based products and ingredients

#1 Butter retail brand in the US



Technology & Insights



Crop Inputs



Seed



Animal Nutrition



Primary Processing



R&D/Manufacturing



B2B/Industrial Marketing & Sales

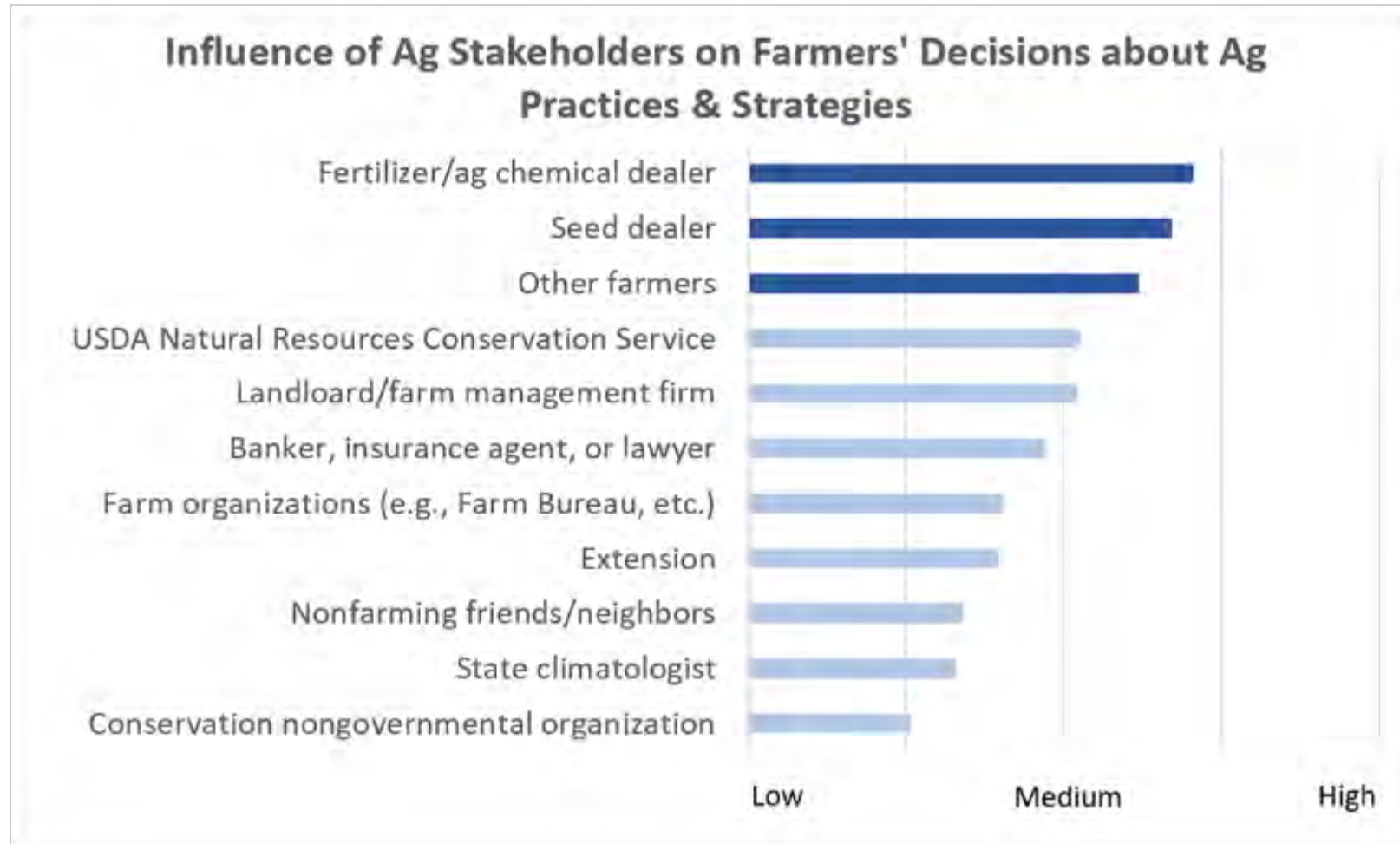


Consumer

Production

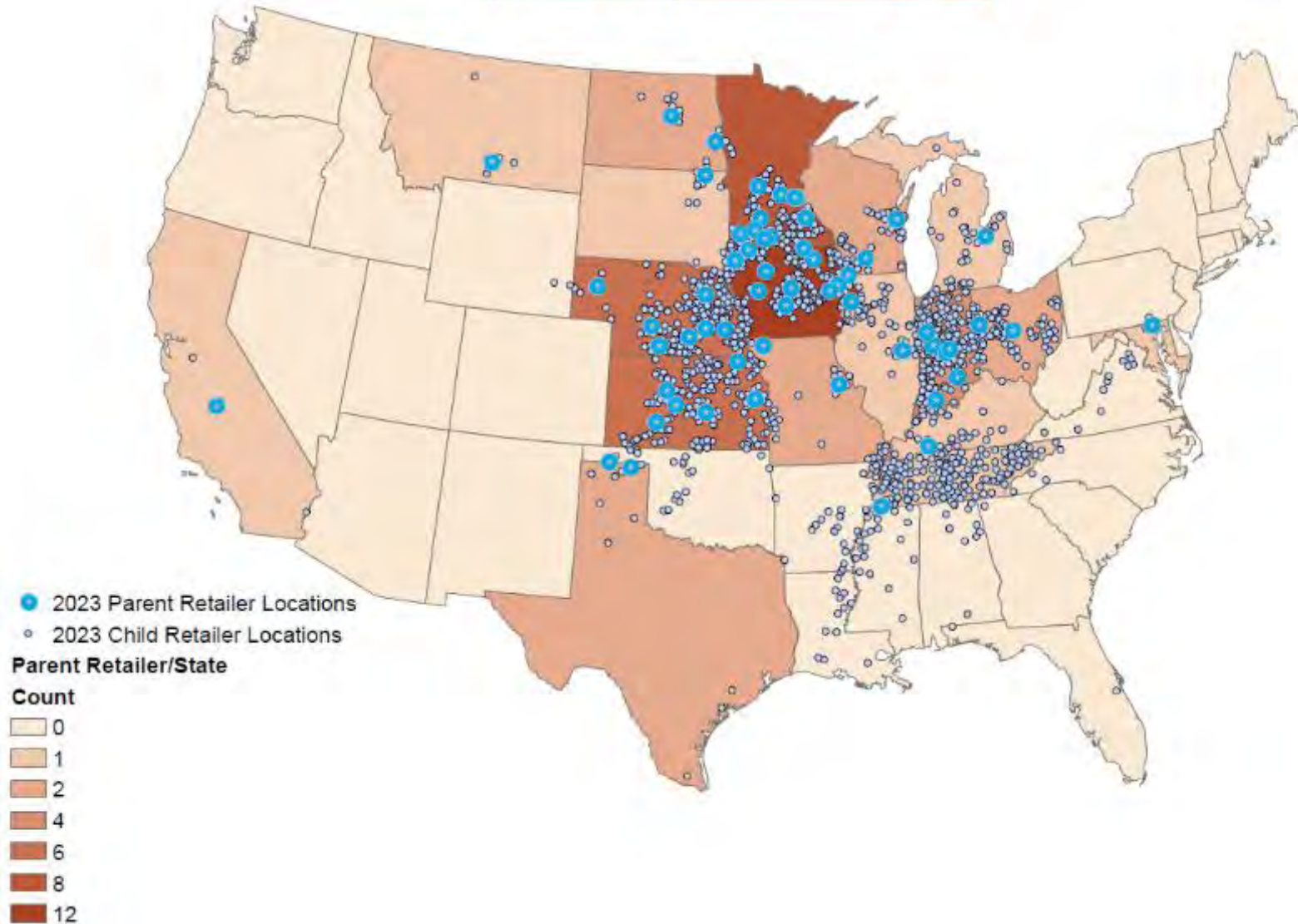
FARM to FORK

FARMERS TURN TO YOU FOR ADVICE & SUPPORT



Deliver precision services through network that farmers trust

Source: Journal of Soil and Water Conservation, May/June 2017



Truterra helps ag retailers
and growers navigate
stewardship opportunities

An aerial photograph of a river winding through a landscape of terraced fields. The fields are a mix of brown and green, indicating different stages of crop growth or different types of crops. The river is a vibrant green, contrasting with the brownish fields. The sky is a pale blue with some light clouds.

✓ Agronomic Benefits

✓ Economic Benefits

✓ Environmental Benefits

Truterra USDA Climate SMART Grant Overview

**Conservation
Agronomist**

**Financial
Assistance
Program**

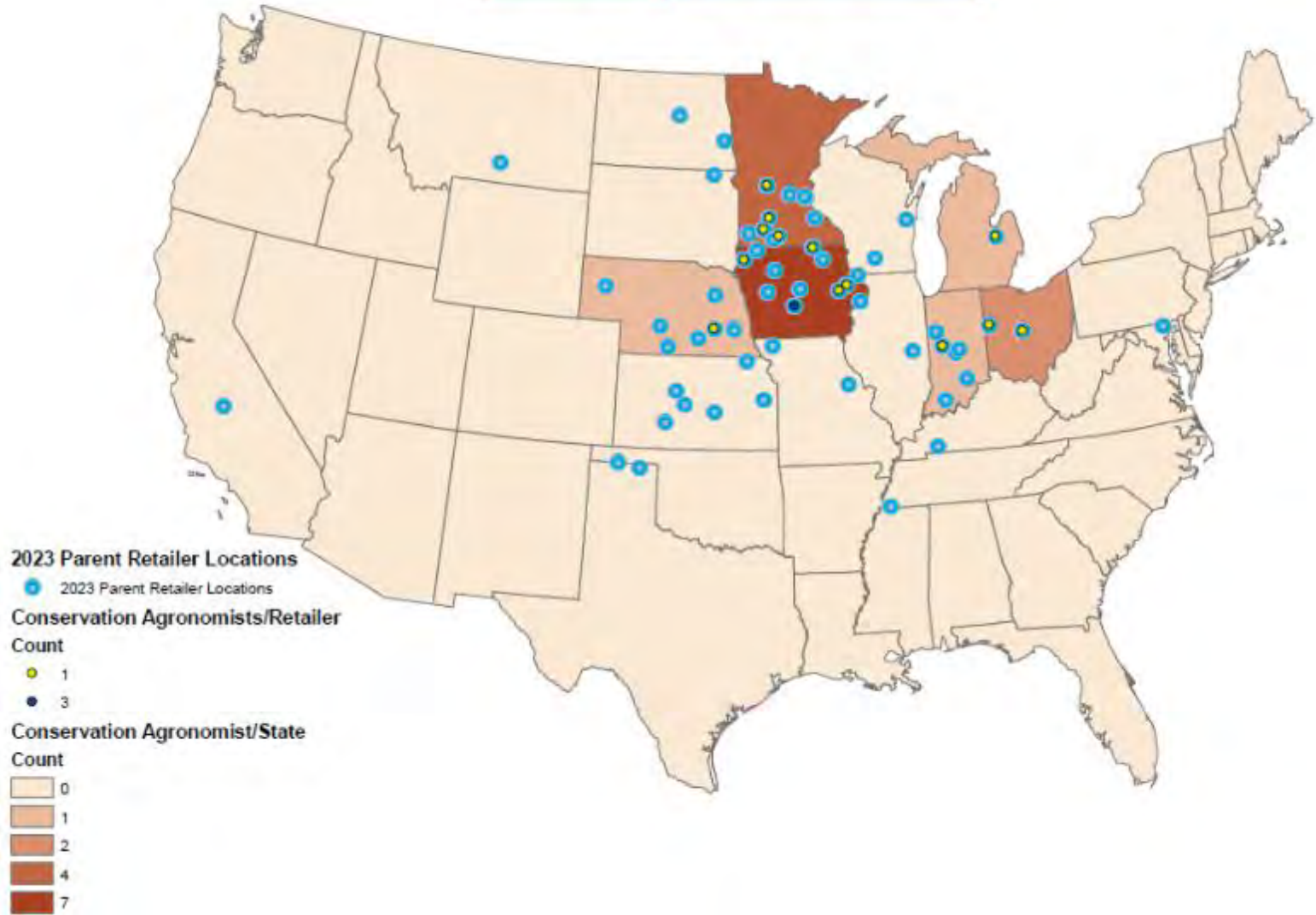
**Retailer
Services**

**Early Adopter
Program**

Conservation Agronomist Network

- Conservation expert working at or in coordination with an ag retailer
 - Shared model or retailer lead
- Provides expertise in agronomy and conservation in seamless, whole farm plan
- Expert in both financial and technical assistance
- Owns relationships with sales agronomy team and local conservation staff
- Bridge the gap between private and public sectors to create efficiency





- 14 CAs across Truterra network
- 12 coming in 2024
- Additional 12 coming in 2024
- Connect with these Conservation Agronomists!

Questions?

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