

The Truterra logo consists of the word "TRUTERRA" in white, uppercase, sans-serif font. The letters "TRU" are positioned on a dark blue rectangular background, while the letters "TERRA" are on an orange rectangular background. A small "TM" trademark symbol is located at the top right of the orange section.

TRUTERRA™

A photograph of three people, two men and one woman, looking at a tablet computer. The woman is in the center, holding the tablet. They are all smiling and appear to be in a professional or educational setting. The background is slightly blurred, showing what might be an outdoor or semi-outdoor environment.

THE FINANCIAL REWARDS OF STEWARDSHIP JUST GOT BIGGER

An aerial photograph of a farm. In the foreground, there are several large, cylindrical metal silos with blue roofs. In the background, there is a tall, white metal structure, possibly a grain elevator or a processing tower, surrounded by green trees and fields.

EARN \$20/TON UPFRONT FOR YOUR HISTORICAL SOIL CARBON - WITH NO ADMINISTRATIVE FEES*

Who May Qualify:

The best candidates for this industry-leading program are farmers who previously (within the past five years) adopted certain management practices demonstrated to increase soil carbon levels and can enter this information into the Truterra™ Insights Engine. These management practices may include complete no-till, strip till, reduced till and continuous soil cover (e.g. cover crops, double cropping, use of perennials). Due to the five-year look-back window of this offer, fields on which these practices were adopted more than five years ago would not qualify for this payment.

Time Requirements:

- This offer will be based on historical practices only, with priority going to operations providing data on qualifying practices for *up to five years back*
- Future offers are anticipated to provide opportunities for farmers who have both recently (within the past two years) adopted these practices, or who are in the process of adopting them now
- Farmers enrolled in TruCarbon™ for 2021 may also qualify for potential future opportunities

Data Requirements

- Soil sampling will be required and can be provided *at no cost to you*
- Three years data prior to practice change required for baseline
- Annual data reporting will be required for a period of 20 years for all fields enrolled in this offer to ensure continuity of carbon removal
- Initial data collection, as well as subsequent annual reporting, must be managed via the Truterra™ Insights Engine

On-farm stewardship has always been a good investment, and it's even better now. In 2021, you may be eligible to earn \$20 per ton for the carbon that may already be sequestered in your fields.

Get Started Today at
truterraag.com/CarbonSurvey

**Terms and conditions apply.*

IS THIS OFFER RIGHT FOR YOU?

Farmer A:

Transitioned all acres to complete no-till four years ago but does not plant cover crops. Can this farmer qualify?

Yes. Farmer A would need to provide seven years of data in total (four years post-practice-change plus three additional years prior to practice adoption to create baseline data.)**

Farmer B:

Added cover crops to their operation 15 years ago and transitioned to complete no-till three years ago. Can this farmer qualify?

Yes. Farmer B would need to provide six years of data in total (past three years since transitioning to no-till plus three years prior to practice change.) In this example the cover crop change would not qualify because it was started 15 years ago.

Farmer C:

Transitioned to no-till seven years ago and is considering cover crops for 2021. Can this farmer qualify?

No. This farmer does not qualify for the 2021 program but is a strong candidate for future opportunities. Truterra, LLC recommends visiting truterraag.com/CarbonSurvey to be notified of upcoming offers.

**All data must be verified and farmer A will need to enroll in TruCarbon™ and agree to comply with its specific terms and conditions.

Get Started Today at truterraag.com/CarbonSurvey

Visit truterraag.com/CarbonSurvey today and complete a brief survey to begin boosting the earning potential of your stewardship efforts.

ABOUT TRUCARBON™

TruCarbon™ represents the industry’s leading value-share opportunity for stewardship-minded farmers. As the only farmer-driven carbon opportunity, TruCarbon™ focuses on maximizing farmer value of stewardship practices while working closely with farmers’ trusted ag retailers to maintain an on-farm profitability focus.

Truterra, LLC is uniquely positioned to help farmers and their trusted ag retailers develop high-quality, science- and data-based carbon credits. Here’s how:

- Carbon credits require substantial data – Truterra, LLC makes data collection easier while adding actionable insights for you to enhance your profitability.
- Confidence in carbon credit quality is key – The Truterra™ Insights Engine applies sophisticated agronomic modeling that considers variation in geography, soil type, management, and climate to accurately quantify soil carbon storage potential.
- The carbon marketplace is complicated – Truterra, LLC is working to bring quality, transparency, and efficiency to our retailer and farmer customers, all with the intention of maximizing on-farm revenue opportunities.

