**[RETAILER] NOW SUPPORTING FARMERS IN TRUTERRA’S SUSTAINABILITY PROGRAMS, [SUMMER/WINTER] ENROLLMENT OPENING [NEXT AVAILABLE ENROLLMENT WINDOW]**

*Programs include potential opportunities for long-term, near-term, and first-time practice adoption*

**LOCATION, DATE –** [RETAILER] is now supporting eligible farmers in [AREA/REGION] by helping them access Truterra’s sustainability programs. Farmers can begin the enrollment process by visiting <http://www.truterraag.com/enroll>.   
  
 [RETAILER] has joined the Truterra network to support eligible farmers in pursuing on-farm sustainability and connecting to programs which could incentivize stewardship practices. Truterra, LLC, is the sustainability business of Land O’Lakes, Inc., one of America’s largest farmer-owned cooperatives. The programs included in Truterra’s [YEAR] [SUMMER/WINTER] launch build on the [results](https://www.truterraag.com/Articles/Carbon-Equals-Cash-for-Farmers) generated by Truterra’s previous programs. Since 2021, Truterra’s programs have resulted in more than $21 million in payments to participating farmers, who have sequestered over 1.1 million metric tons of carbon.

[QUOTE FROM RETAILER ON WHY THEY ARE EXCITED TO BE OFFERING THIS PROGRAM TO FARMERS]

Farmers are paid after successful program completion with payment opportunities ranging from [$2 per acre to $30 per metric ton] on eligible fields. Truterra covers all soil sampling and verification costs, including one-on-one data collection support to save time and ensure farmers can stay focused on their operations. Truterra’s programs are delivered through the agricultural retail network of trusted agronomy advisors, including [RETAILER].

**About [RETAILER]**

[INSERT BOILERPLATE]

**About Truterra, LLC**

Truterra is a leading sustainability solutions provider, advancing and connecting sustainability efforts throughout the food system at scale – from farmers to ag retailers to value chain collaborators including food and fiber companies. The Truterra network brings together agricultural technology and precision conservation to drive sustainability across the food system, with the aim of helping feed people, safeguard the planet, and support farmer livelihoods. Truterra is the sustainability business of Land O'Lakes Inc., a farmer-owned cooperative.

To learn more, visit [www.truterraag.com](http://www.truterraag.com/).