

Network Provider Social Media Toolkit

SOCIAL MEDIA RESOURCES

Post 1 – 2025 Truterra® Registered Carbon Program with Indigo

FACEBOOK AND INSTAGRAM COPY EXAMPLE:

The 2025 Truterra® registered carbon program with Indigo may provide financial incentives for carbon benefits generated by eligible farmers implementing regenerative practices for the first time. To see if your fields may be eligible, begin by visiting Truterraag.com/enroll.

Questions? Connect with your local Truterra network provider or email support@truterraag.com.

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Post 2 – New sustainability programs available now

FACEBOOK AND INSTAGRAM COPY EXAMPLE:

New Truterra® sustainability programs are available now! See which programs might be a match for your farm by creating a Truterra® MyPortal account. Visit Truterraag.com/enroll.

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Post 3 – Expanded crops and geography

FACEBOOK AND INSTAGRAM COPY EXAMPLE:

Truterra is now offering sustainability programming to an expanded list of crop types, practices, and geographies. Reach out to learn more, or complete the pre-enrollment form to explore which programs may be a match for your fields. Visit Truterraag.com/enroll to get started!

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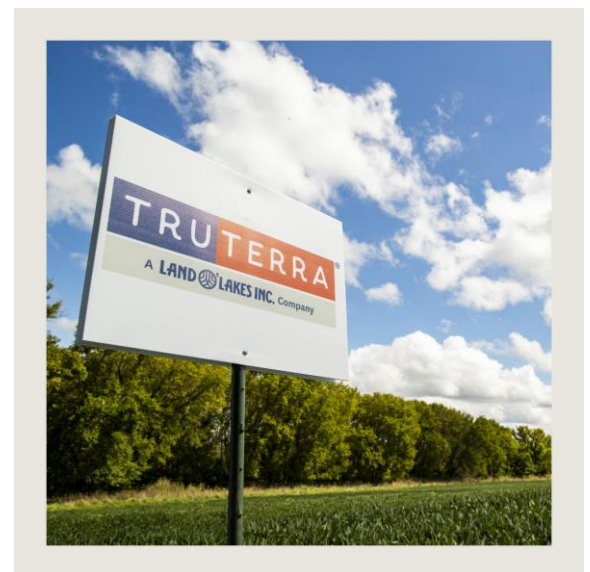


Post 4 – Access the registered carbon market through Truterra

FACEBOOK AND INSTAGRAM COPY EXAMPLE:

The 2025 Truterra® registered carbon program with Indigo is part of the Indigo registry-certified carbon project. Eligible farmers will experience the hands-on support available through Truterra and Truterra network providers while potentially generating registry-certified credits from Indigo's carbon project. Explore opportunities for your fields by completing the pre-enrollment form at Truterraag.com/enroll.

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TRUTERRA BRAND GUIDELINES

[These visual guidelines](#) help ensure consistency, professionalism, and vibrancy of the Truterra brand.

TRUTERRA LEGAL:

All uses and displays of the Truterra Marks will clearly indicate our (or our Affiliate(s)') ownership of such Truterra IP in strict accordance with the terms and conditions of our "Branding Guidelines" which are available at <https://www.truterraag.com/branding-guidelines>, as updated by us from time to time. Modifications or alterations to such Truterra Marks are not permitted without our prior written consent. We reserve the right to request, at any time, samples of literature displaying or incorporating such Truterra Marks. Any uses of such Truterra Marks not specifically prescribed by the Branding Guidelines (including any uses not contemplated by the Branding Guidelines, any uses in contravention of such Branding Guidelines or any clarifications by us) may be adopted only upon our prior written approval. On our written notification to you, you will promptly correct any use of the Truterra Marks that we determine do not comply with the Branding Guidelines and/or proper usage. We may require you to follow an approval process for approval of your materials containing any Truterra Marks, which you will comply with. All goodwill resulting from use of the Truterra Marks, anywhere and at any time, will belong to and inure solely to our or our Affiliates' benefit, not to your benefit.