



TRUTERRA

Truterra™ Insights Engine

Farmer-Led Stewardship, Driving Value from Farm-to-Fork

The Truterra™ Insights Engine by Land O'Lakes SUSTAIN is a first-of-its-kind, interactive on-farm stewardship digital platform that will help both farmers advance their goals for stewardship and financial return-on-investment in real time, acre-by-acre and food companies measure sustainability progress.

One of the biggest challenges in food system sustainability is the lack of comprehensive tools that can quantify results and demonstrate system-wide progress on sustainability.

Truterra Insights Engine fills that critical need. It can bring together the value of stewardship practices with the agronomic expertise and technological capabilities of agricultural retailers to create field-customized insights for farmers.

A key differentiator is its design to be of value for farmers first and foremost. The Truterra Insights Engine was designed by a farmer-owned cooperative, to be used by farmers, agricultural retailers, and agricultural experts in their quest to help improve on-farm economic and natural resource stewardship.

Truterra Insights Engine is the next step in farmer-led and -driven sustainability, establishing clear metrics and a common language for sustainability that is meaningful for farmers and the ultimate customers of their farms – food companies and end consumers.



FOR FARMERS & AG RETAILERS

Through an interactive dashboard, farmers and ag retailers will be able to use the Truterra Insights Engine to:

Enter on-farm data to create a report for each field that showcases the conservation practices, creates customized options for improvement, and helps farmers plan scenarios across many possible stewardship activities.

Analyze a full range of stewardship factors and find products, practices and technologies to match specific conditions on each acre.

Measure and track stewardship progress over time and spot potential opportunities for improvement.

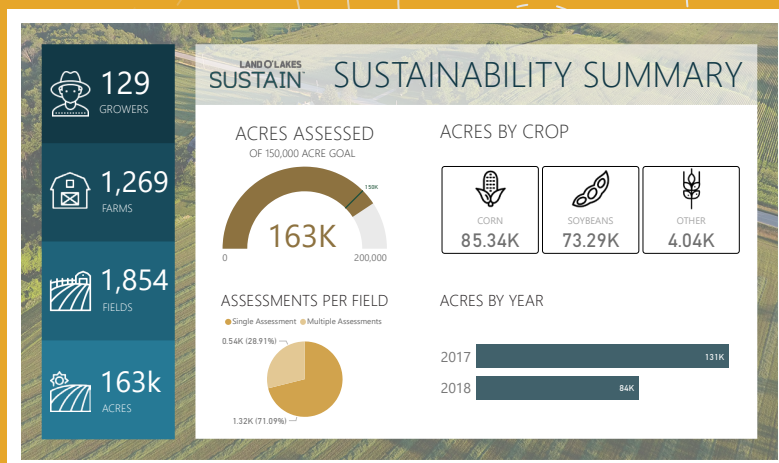
Estimate the potential return on investment a farmer can expect as a result of applying those recommendations, giving farmers the information they need to make the right choices for their businesses.

Generate an insights 'score' that allows them to track their progress over time and showcase results with their customers.

FOR FOOD COMPANIES

Truterra Insights Engine will offer companies expanded metrics that help them achieve their sustainability goals.

Truterra Insights Engine can help document and measure how companies, in partnership with farmers, are meeting their sustainability commitments and driving measurable improvements in air quality, water quality and quantity, and soil health.



FOR THE FOOD SYSTEM

The Truterra Insights Engine has the potential to take transparency and accountability across the food supply chain to the next level, providing insights to farmers that flow all the way to the consumer.

The Truterra Insights Engine will be available for farmers and food retailers this fall as the core offering under the new Truterra brand, a suite of on-farm conservation offerings created by Land O'Lakes SUSTAIN.

Visit www.TruterraInsights.com for more information on how to access the tool.