



TRUTERRA

Truterra™ Insights Engine

Better Protecting the Planet
By Saving Farmers Money

Designed by a farmer-owned cooperative, for farmers, the Truterra™ Insights Engine by Land O'Lakes SUSTAIN is a first-of-its-kind, interactive on-farm stewardship digital platform that will help farmers advance their goals for stewardship and financial return-on-investment in real time while offering companies expanded metrics that help them achieve sustainability goals.

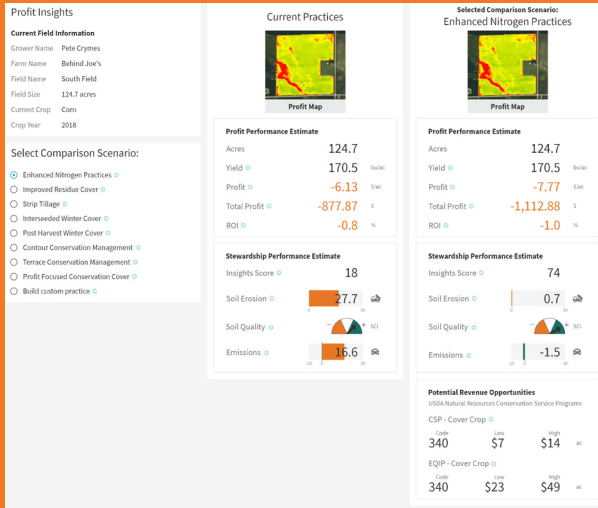
As a farmer-owned cooperative, Land O'Lakes understands that farmers need to balance the long-term success of their farm business with protecting natural resources. Farmers know that factors like erosion and runoff are not only bad for the environment, they also lose a farm money and can jeopardize the long-term health of a farm business.

Profit Insights

Through the Profit Insights capability, the Truterra Insights Engine takes a unique approach to natural resource stewardship by starting the conversation focused on a farm field's profitability, giving farmers an acre-level understanding of where they're making money in a field and where they're losing money. More often than not, where the field is unprofitable is also where the field is experiencing unsustainable soil erosion and nutrient losses.

The Profit Insights capability offers farmers and ag retailers the information they need to create customized solutions and make informed decisions about field and crop management opportunities to enhance their return-on-investment (ROI) and stewardship. Profit Insights helps farmers model how adopting new or expanded conservation practices can help a farm save money while also improving soil health, reducing runoff and other positive environmental outcomes.





Through its Profits Insights capability, the Truterra Insights Engine:

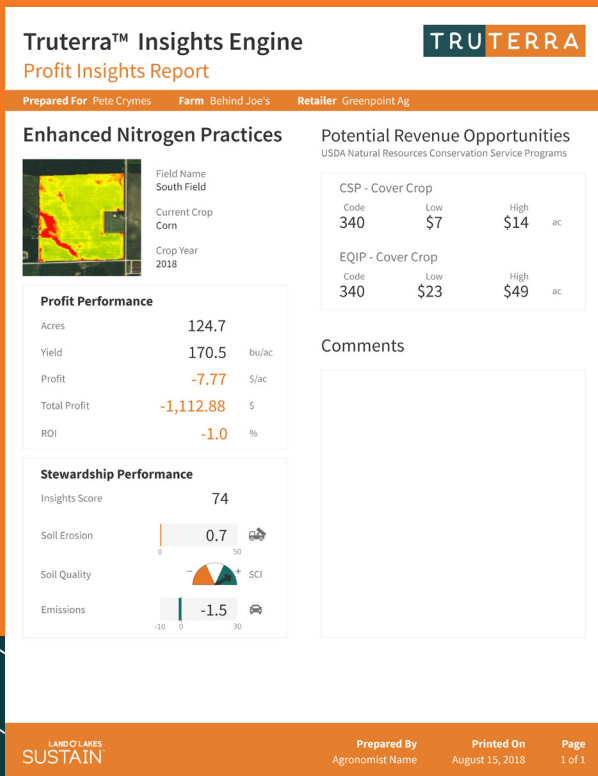
Offers eight different pre-built “bundles” of stewardship practices so that farmers can compare to the activities currently in place on their fields. Farmers also have the option of selecting individual practices to understand their economic and environmental impacts.

Compares the impacts the bundles of stewardship practices have across multiple factors, including economic indicators such as per-acre and field-level profitability and ROI, as well as key stewardship outcomes including:

- **The Insights Score** – a quantitative benchmarking of a field’s stewardship activities.
- **Soil Erosion** – total estimated erosion measured in 20-ton dump trucks.
- **Soil Quality Trend** – estimated trend of soil organic matter and soil carbon.
- **GHG emissions** – total estimated net CO2-equivalent emissions measured in number of cars.

Generates a profit heat map that reveals where a field is profitable – or not – based on the mix of agronomic and conservation practices. The heat map helps farmers to identify where and how they can adopt practices designed to improve a field’s ROI and sustainability.

Identifies financial assistance opportunities for sharing the cost of conservation practices available through the U.S. Department of Agriculture’s Natural Resources Conservation Service.



The Truterra Insights Engine creates a framework for continuous improvement by focusing on a field’s profitability and empowering farmers and their trusted advisors with options for improving both a farm’s ROI and stewardship.

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