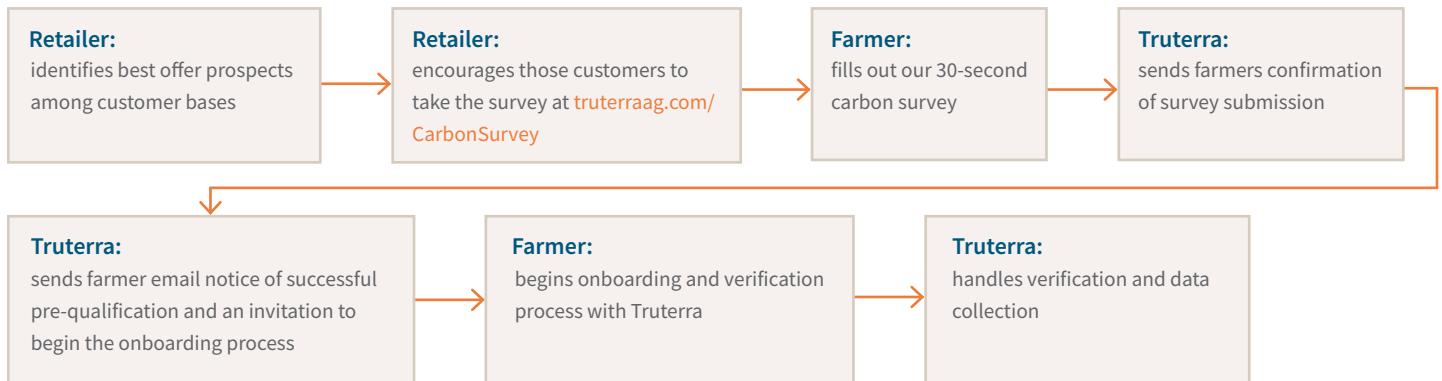


# ADDING VALUE FOR YOUR CUSTOMERS WITH THE TRUCARBON™ 2021 OFFERING

- 1. Identify target farmers**  
**Ideal Farmer Profile:**
  - Switched to complete no-till, strip-till or reduced till on any field within their operation within the last 5 years.
  - Added cover crops, started double cropping, and/or added use of perennials on any field within their operation within the last 5 years.
  - Has acres enrolled in the Truterra™ Insights Engine or is willing to have their fields enrolled into the Truterra™ Insights Engine.
  - Is the landowner or can provide proof they have the right to market the carbon sequestered on the fields they rent.
- 2. Send farmer to [truterraag.com/CarbonSurvey](https://truterraag.com/CarbonSurvey) to complete the 30-second questionnaire. This step must occur, or the farmer will not be eligible.**
- 3. Once farmer is verified by Truterra, we will communicate directly with the farmer and handle data collection.**

## HOW IT WILL WORK:



## RESPONSIBILITIES:

	Retailer	Truterra	Farmer
	<ul style="list-style-type: none"> <li>Identifies farmer prospects</li> <li>Direct farmer to <a href="https://truterraag.com/CarbonSurvey">truterraag/CarbonSurvey</a></li> </ul>	<ul style="list-style-type: none"> <li>Onboards farmer</li> <li>Handles data collection</li> <li>Coordinates &amp; pays for soil sampling</li> <li>Quantifies &amp; aggregates credit</li> <li>Coordinatees &amp; pays for verification</li> <li>Contracts with farmer</li> </ul>	<ul style="list-style-type: none"> <li>Fills out Carbon Survey</li> <li>Provides necessary data</li> <li>Contracts with Truterra</li> </ul>

*\*Once farmer is pre-qualified, the retailer can be involved as desired*