PREPARING YOUR CUSTOMERS FOR THE CARBON MARKET

Jamie Ridgely, Carbon Operations Lead
WE ARE THE ONLY FARMER-OWNED
AG SUSTAINABILITY PROGRAM
IN THE U.S.
We believe farmers have the greatest potential to protect and restore the environment.
We create new value for farmers by accelerating sustainable agriculture through local agronomy networks—chiefly by working with growers’ trusted advisors.
Truterra’s *first* carbon credit offer

Earn **$20/ton** upfront

For **historical** practices

With **no administrative fees**

One-time, upfront payment with farmer paid in full summer 2021

Vintage carbon credit – pays for carbon removed by practices up to five years back

Aligning with retailers to deliver as much value as possible to farmers

Purchase is for credit only – farmer retains rights to all future credits

Payment based on carbon tonnage, not acreage and not practices

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**1,245 farmers** interested in TruCarbon

**2.5 MM dollars** returned to farmers

Over **100,000 metric tons** of carbon removed

(February 2021)
Building a Carbon Supply to Meet Accelerating Demand

Lead with Soil Health
...carbon is in the headlines, but soil health delivers on the bottom line.

Identify the Data-Curious
...farmers with an openness and willingness to use data are the best prospects.

Support iterative practice change
...transitioning is a process, not an event – understand long-term support is required.
AGRONOMY SERVICE PROVIDERS HOLD THE KEY TO A SUCCESSFUL CARBON MARKET.

Practice transition requires a high level of hands-on agronomic consulting and data management.

Failure to provide this assistance will likely result in the loss of carbon opportunities to alternative providers and technologies.
Help us create new value for farmers by accelerating sustainable agriculture.

Thank you

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