

Truterra Network Provider Social Media Kit



Post 1

FACEBOOK COPY: New Truterra® sustainability programs are now available! Contact us today to learn about our flexible, farmer-friendly programs aimed to meet you wherever you are on your sustainability journey. Get in touch today to learn how these programs can potentially help you meet your sustainability and profitability goals. Pre-enroll today at Truterraag.com/Enroll.

INSTAGRAM COPY: New Truterra® sustainability programs are now available! We're offering new programs including:

- An expanded Truterra® carbon program for both eligible recent practice changes and long-term adopters of conservation agronomy practices.
- The Truterra® nitrogen management program for reducing applied nitrogen on eligible corn fields independent of changing tillage or planting cover crops.
- Our first USDA-supported offering – the Truterra® financial assistance program – for first-time farmers implementing strip- or no-till or planting cover crops.

Contact us today to start the conversation or pre-enroll at Truterraag.com/Enroll.



Post 2

FACEBOOK COPY: Truterra aims to help farmers become more profitable using conservation agronomy practices and offers a range of programs to help you get started. Reach out to discover how you can potentially be rewarded for your practices and find a program that works best for your operation.

INSTAGRAM COPY: Implement conservation practices to help boost the profitability potential for your operation.

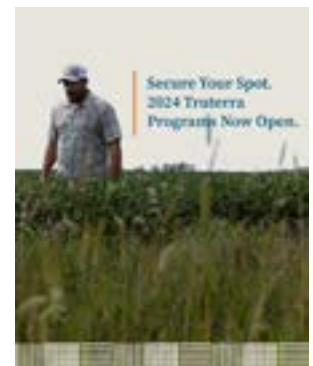
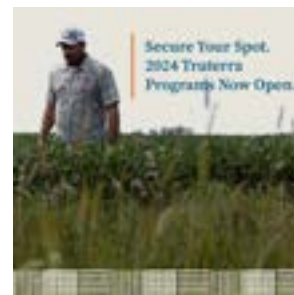
Connect with us to find a Truterra program that aligns with your goals and learn how to get rewarded for the practice changes you make on your operation, or pre-enroll today at Truterraag.com/Enroll.



Post 3

FACEBOOK COPY: We offer a range of programs for our farmers because we know sustainability is not a one-size-fits-all approach. Start your journey with a Truterra program that's correct for your operation. Pre-enroll today at Truterraag.com/Enroll.

INSTAGRAM COPY: Every farm operates differently. That's why the programs we offer are not one size fits all. Our new programs are now available for 2024, offering a range of solutions for farmers. Connect with us to find a program tailored for your needs or pre-enroll today at Truterraag.com/Enroll.



Post 4 - Carbon Program

FACEBOOK COPY: Get rewarded for your conservation practices regardless of when you introduce them. Potentially get paid \$30/metric ton of carbon with a minimum of \$2/acre by making eligible practice changes in crop year 2024 or earlier. Connect with us today to get started at Truterraag.com/Enroll.

INSTAGRAM COPY: Help offset the costs of transitioning to conservation agronomy practices while also experiencing agronomic and environmental benefits. Potentially get paid \$30/metric ton of carbon with a minimum of \$2/acre by making eligible practice changes in crop year 2024 or earlier with the Truterra® carbon program. Connect with us today to get started at Truterraag.com/Enroll.



Post 5 - Nitrogen Management Program

FACEBOOK COPY: Potentially experience enhanced agronomic, economic and environmental benefits when you implement conservation agronomy practices with the Truterra® nitrogen management program. Contact us today to start the conversation or pre-enroll at Truterraag.com/Enroll.

INSTAGRAM COPY: Did you know Truterra offers non-carbon programs? The Truterra® nitrogen management program provides another way to get rewarded for implementing conservation practices on your operation. Connect with us today or fill out the pre-enrollment form at Truterraag.com/Enroll to get started.



Post 6 - USDA Financial Assistance Program

FACEBOOK COPY: Get agronomic and economic support when you enroll in the 2024 Truterra® financial assistance program, a USDA-supported program. Potentially get rewarded for implementing conservation agronomy practices in your fields in crop year 2024.

Don't miss this opportunity! Enrollment ends soon. Connect with us to learn how to get rewarded for implementing practice changes on your operation or pre-enroll today at Truterraag.com/Enroll.

INSTAGRAM COPY: Truterra and the USDA will reward eligible farmers who implement new conservation practices in crop year 2024. Get financial assistance, expanded knowledge sharing when you enroll in the 2024 Truterra® financial assistance program, a USDA-supported program. Pre-enroll today at Truterraag.com/Enroll.



Post 7 - Soil Health Assessment

FACEBOOK COPY: Evaluate your soil throughout your entire operation to understand its current health and discover the potential advantages of enhancing overall soil quality. Contact us today to tap into technical and agronomic expertise and learn how you can get started.

INSTAGRAM COPY: Do you know how healthy your soil is? Enroll in the 2024 Truterra® soil health assessment to evaluate the health of your soil across your operation and see the potential benefits of improving your soil health.

After enrolling, Truterra will:

- Provide you with an assessment of your current soil health.
- Deliver local benchmarks to understand how improving them would benefit your operation.
- Recommend ways to improve soil productivity.

Learn more at Truterraag.com/enroll or contact us today to get started.

