

FARM  JOURNAL

TRUST IN
FOOD 

Regenerative ag begins with
farmer.

So do we.

farmjournal.com



Change is underway.

Only 1 percent of Americans farm, but 99 percent of Americans seem to have opinions about farming and food.

The world's most efficient and productive agriculture ecosystem has come with environmental trade-offs: Air, Water, Climate, and Biodiversity.

Food and fuel companies, investors, conservation stakeholders, and policymakers are driving change starting at the farm level. The food, fuel, and fiber industries—which are American farmers' customers—are responding with high-impact goals.



Corporate goals of hundreds of millions of regenerative acres

Climate-Neutral Animal Protein

Science-Based Targets

Climate-Smart Commodities



Carbon Insets

EU Farm to Fork Policies

Traceability



Carbon Intensity

Nature Based Targets



Regenerative Ag is One of a Mountain of Decisions Farmers Make Daily

Endless Priorities to Sort Through,
Navigate, and Decide

Seeds & Genetics

Yield vs. Expense
Management

Machinery
& Technology

Extreme Weather

Animal Health

Labor
Shortages

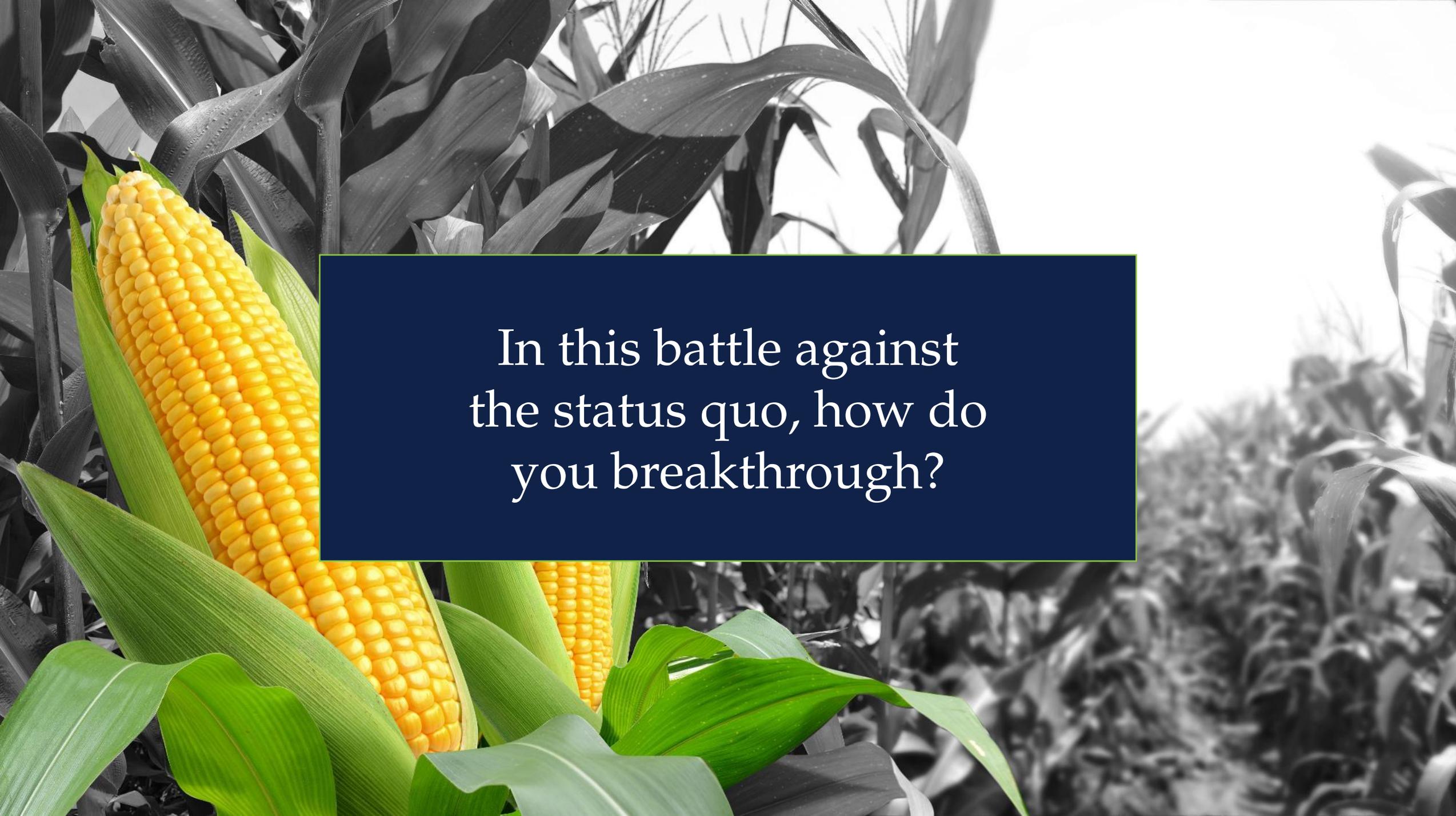
Capital & Insurance

Family Expectations

Marketing
Choices

Succession
Planning



A photograph of a cornfield. In the foreground, several ears of bright yellow corn are visible, partially covered by green husks and leaves. The background shows a dense field of corn plants, rendered in grayscale. A dark blue rectangular text box is overlaid on the right side of the image, containing white text.

In this battle against
the status quo, how do
you breakthrough?

Not everyone can be an early adopters.

In fact, the majority are not.

- Decades of scientific advancement and investments in technical assistance.
- Thousands of test plots and pilot programs.
- Years of innovative financial incentives and new market development.
- Unlikely collaborations and innovative supply chain collaborations.

For regenerative agriculture – what got us to the current adoption levels won't get us to our goal.

And the early adopters rose to the challenge, demonstrating the potential of regenerative agriculture in pockets across the country.

But now is the time to scale. The expectations are so much higher, with unprecedented corporate commitments, historic levels of federal investment, and policy-makers and regulators paying attention.

These stakes are high.



How can agricultural change-makers
achieve **accelerate progress** in today's
noisy environment?

Accelerating progress starts
by understanding that farms,
acres, and animals don't
make decisions.
People do.



The Human Dimensions of Change unlocks regenerative agriculture at scale.

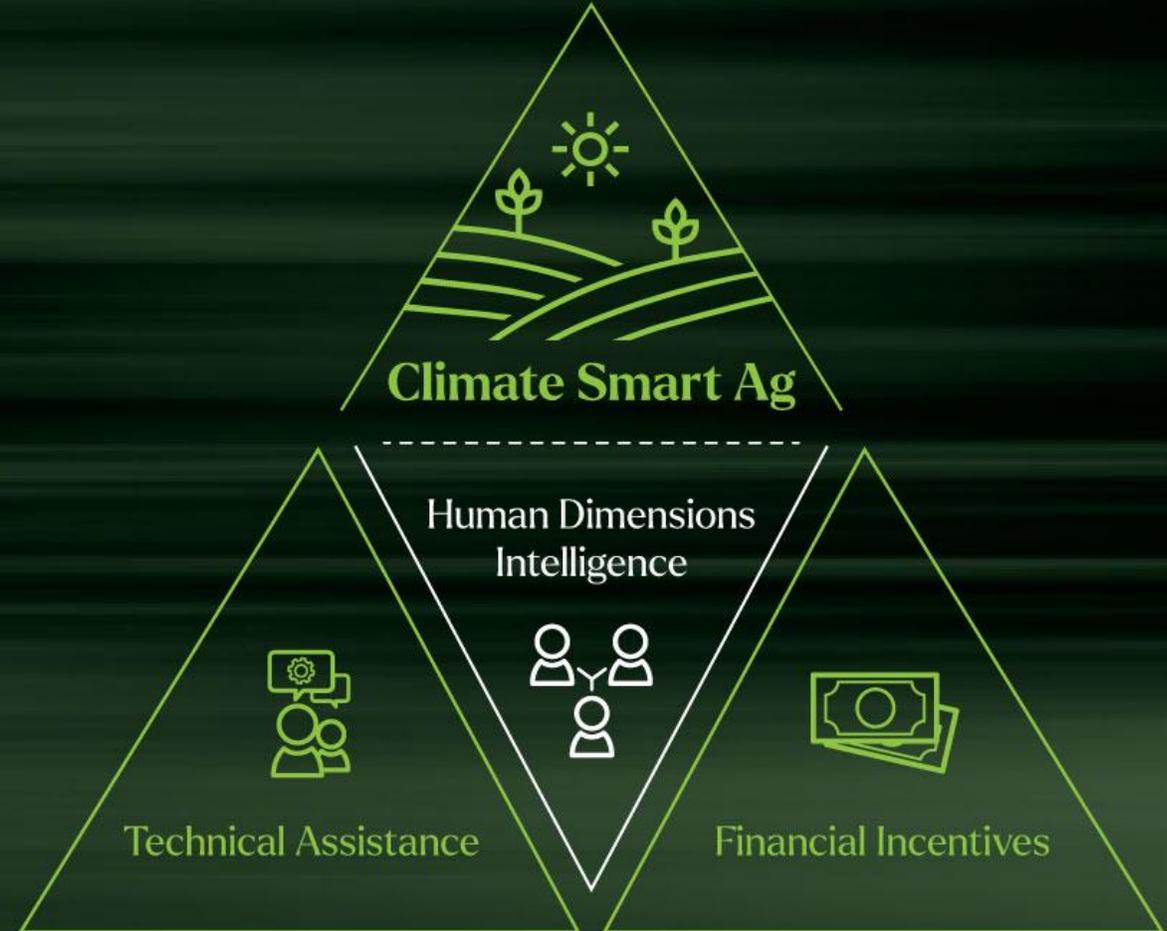
Farmers aren't a monolith.
But too often, they're treated as such.

Just like no two farms are alike, neither are farmers all the same. They each have their own:

- Thoughts
- Perspectives
- Motivations
- Goals
- Interests
- Core drivers

Data makes knowing these nuances possible.

Intelligence is putting this information to work.



The Human Dimensions of Change:

Agriculture's leading indicators of progress

The adoption of a new regenerative agriculture practice is the result of a decision-making journey... a lagging indicator of progress

By measuring these Human Dimensions of Change, we can accelerate the progress leading up to a change on the ground.

We track 4 leading indicators for change over time.



Understanding

Do they understand the desired changes?

Can they see how it would fit in their operation?



Value

What value can they see in change?

How does the change align with their own values and operational goals?



Feeling Capable

How capable do they feel of making the change?

What barriers do they see in their way (real or perceived)?



Trigger for Action

What would spur them to take the next step?

Who do they trust to support them in taking this step?
How?

Introducing



**We are Agronomists. Data scientists.
Strategists. Engagement experts.
Conservationists. Farmers. Ranchers.
Change-makers.**

Through our work, we have demonstrated that applying the Human Dimensions of Change to regenerative agriculture:

- Connects with farmers where they – as individuals – are on their journey
- Reaches beyond the early adopters to the wide array of producers required to scale
- Makes every dollar spent on climate-smart agriculture more effective and have more impact.



Amy Skoczlas Cole
President



Andrew Lauver
Director of
Conservation
Programs



Jimmy Emmons
Senior Vice President,
Climate-Smart Programs



Andrew Lyon
Director of Technical
Assistance, Climate-Smart
Commodities Connected
Ag Project



Rebecca Bartels
Vice President,
Trust In Food



Emily Maneval
Program Manager



Kaeli Elisco
Senior Director,
Operations



Jamie Sears Rawlings
Manager, Climate-Smart
Communications



Rebecca Tobin
Analyst, Human
Dimensions for Sustainable
Agriculture



Betsy Jackson
Outreach Coordinator,
Climate-Smart Programming for
Historically Underserved
Communities



Kristin Leigh Lore
Manager of
Climate-Smart Content



Joelle Orem
Visual Communications
Manager



Chelsea Slaton
Grants Manager

Trusted Advisors to Regenerative Agriculture



The Largest Database in U.S. Agriculture Drives Informed Strategy

Government and Industry Data Sources



**Farm Journal
First-Party Data**

Audited | Verified
Behavioral | Affinity
Intent Data

Farm Journal Omnichannel Brands 20 Million Monthly Interactions

Commodity Crops	Livestock	Produce	Sustainability	Equipment
FARM JOURNAL THE FARMER'S FAVORITE	DROVERS Daily to Your Door	THE PACKER	TRUST IN FOOD A FARM JOURNAL INITIATIVE	MACHINERY PETE
Top Producer	Dairy Herd MANAGEMENT	PRODUCE MARKET GUIDE	AMERICA'S CONSERVATION AG MOVEMENT	MACHINERY PETE AUCTIONS
Top Producer SUMMIT	MILK Business Quarterly	GOPEX	TRUST IN BEEF	MACHINERY PETE TV
SCCOP THE SOLUTION FOR THE FARMER'S ADVISOR	PORK Farm Journal's	WESTCOAST PRODUCE EXPO	SUSTAINABLE PRODUCE SUMMIT	
PromiFarmer CROP TOUR A FARM JOURNAL EVENT	BOVINE VETERINARIAN			
	MILK Business Conference			
Serving All Markets				
AG WEB	AG DAY	U.S. FARM REPORT	AgriTalk	PRECISION REACH DATA DRIVEN PROGRAMMATIC

Regenerative ag programs have **big challenges** to overcome.

“What worked with early adopters isn’t working now.”

“I don’t know where to find farmers who are most ready to adopt regenerative practices.”

“There is a lot competition in my area, I don’t know how to ensure my program is competitive.”

“I see a lot of interest, but growers aren’t enrolling.”

“I have tight budgets, and don’t know what will drive the most impact.”

“How can I tell if my investments are making a difference?”



The most powerful sustainability tools today are high quality **predictive intelligence** and an **understanding** of what motivates producers to change.

Understand Ag Producers

Understand what motivates the people at the heart of ag to change

Design effective change strategies

Pinpoint the people most receptive to your message, product, or solution

Set smart supply chain goals

Visualize the people and places that make up your supply chain, and their decision drivers

Demonstrating Impact

Showing progress with sustainability investments is paramount. And stakeholders are expecting measurable change.

Trust In Food Change-Maker Solution Portfolio

Identify priority geographies

Visualize counties and regions that are the most likely to help meet your strategic priorities

Find those most ready to change

Segment producers by readiness, and the support they most need

Demonstrate change over time

Track the leading indicators of change along with key operational practice changes

Understand the producers in your supply chain

Gain insight into how priority producers think, feel, and make decisions

Execute with Human Dimensions insight

Get actionable strategies to drive your engagement, and measure your change over time

Build a Market for Regenerative Ag

Partner with like-minded leaders in the public and private sector to create demand and demonstrate change through collective action

Solution Snapshot

Identify priority geographies: Supply Shed Profile

Understand the unique composition and needs of **producers in your supply shed**, and how they compare to others.

OVERALL MINNESOTA READINESS

TRUST IN
FOOD
A FARM JOURNAL INITIATIVE

Farmers in the Red River Valley and southwestern Minnesota display a higher level of readiness than their peers in other regions of the state

The heatmap shows the average readiness percentile by county.

Top Counties

Wilkin
Cottonwood
Ramsey
Blue Earth
Traverse
Watonwan
Stevens
Martin
Yellow Medicine
Jackson



CONFIDENTIAL 92624

15

Key Question:

- What do I need to know about the farmers in my supply shed?

How Farm Journal Helps:

- With Farm Journal's unique data set on millions of ag decision-makers plus advanced data modeling, we zoom into your supply shed and create a custom profile of the producers within it

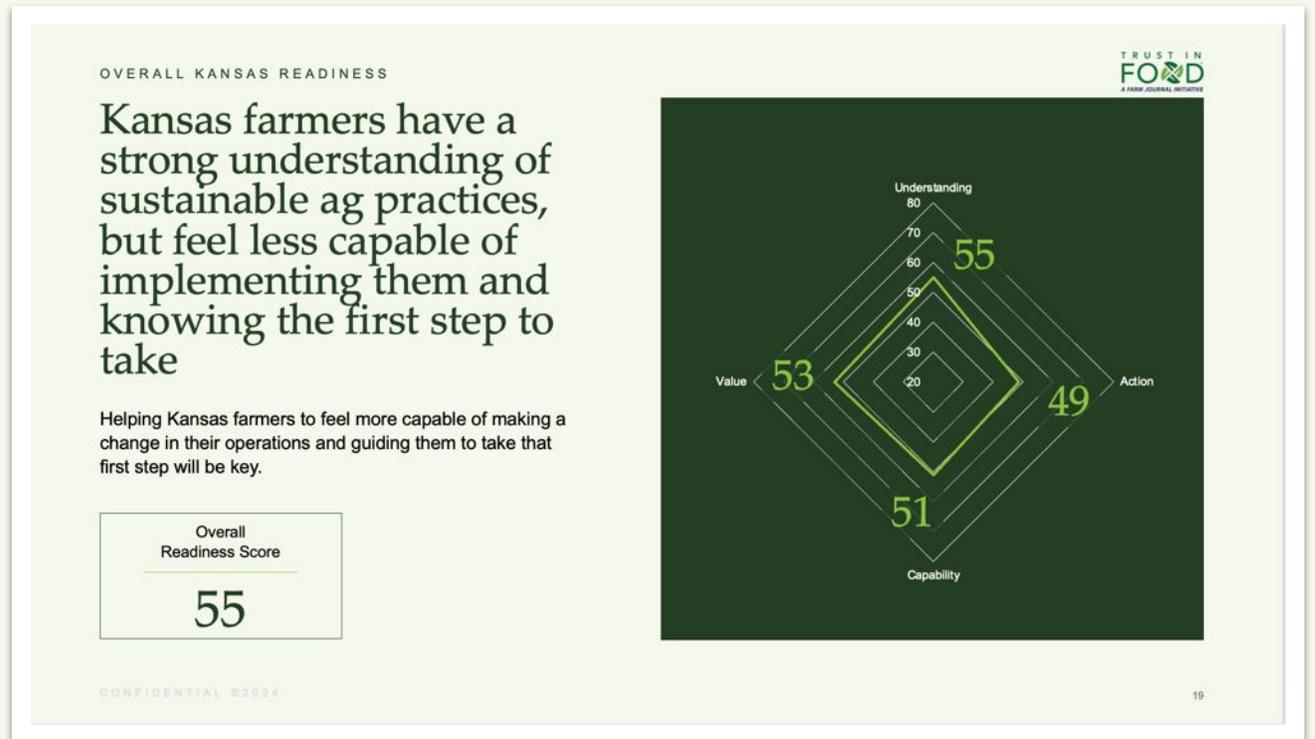
What You Get:

- Profile of producers in custom geography including:
 - Operational information
 - Attitudes and values
 - Engagement guidance on influencers, topics, channels
 - Sustainability readiness scores
- If desired, comparison of producers in different regions

Solution Snapshot

Find those most ready to change... and monitor change over time: Sustainability Readiness Index

Track movement in readiness over time within the same group of farmers, **demonstrating impact on the leading indicators of change.**



Key Question:

- How can I track change over time?

How Farm Journal Helps:

- Every 6 months, Farm Journal updates Sustainability Readiness scores for cohorts of producers, and tracks change over time

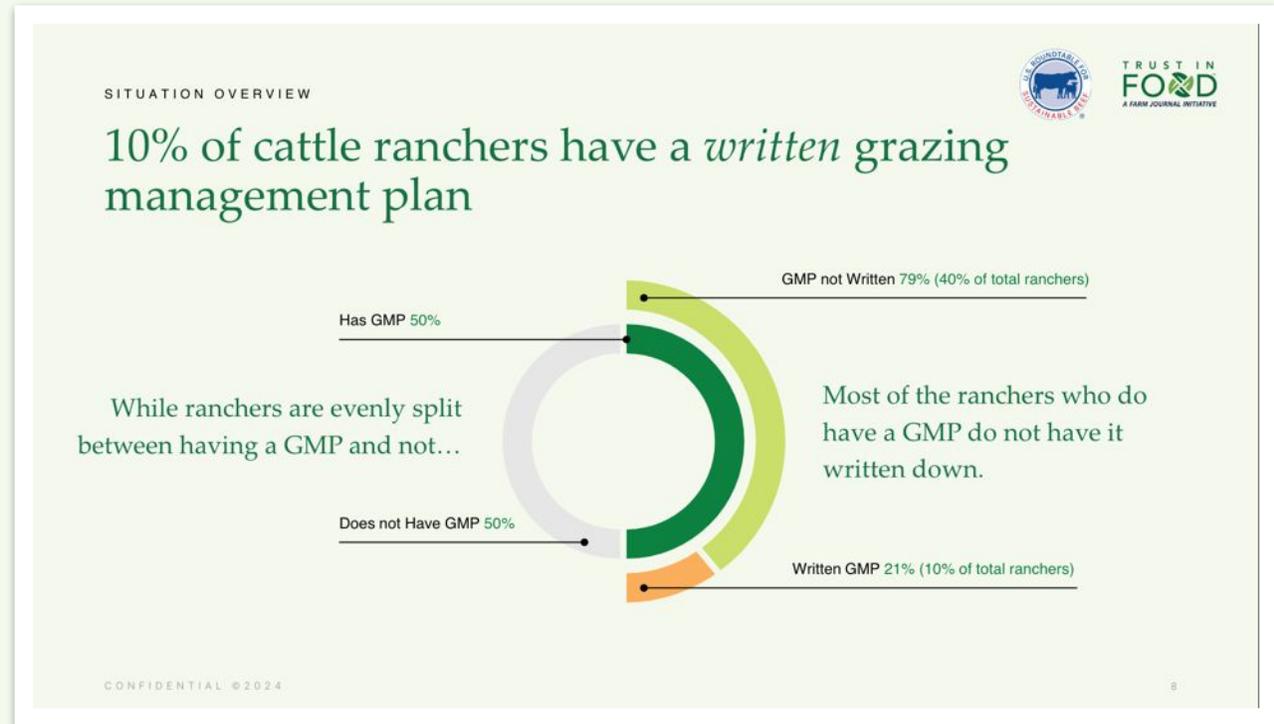
What You Get:

- Index scores and segmentation of sustainability readiness tracked every 6 months, with analysis of what has changed, what has not, and strategic recommendations for what to focus on for highest impact

Solution Snapshot

Demonstrate change over time: Non-observable data sets

Track change in producer practices that **can't be seen by satellites.**



Key Question:

- How can I track change over time?

How Farm Journal Helps:

- Combining our industry leading first party data set with sophisticated data science models, we can track changes in practices that can't be seen by satellites

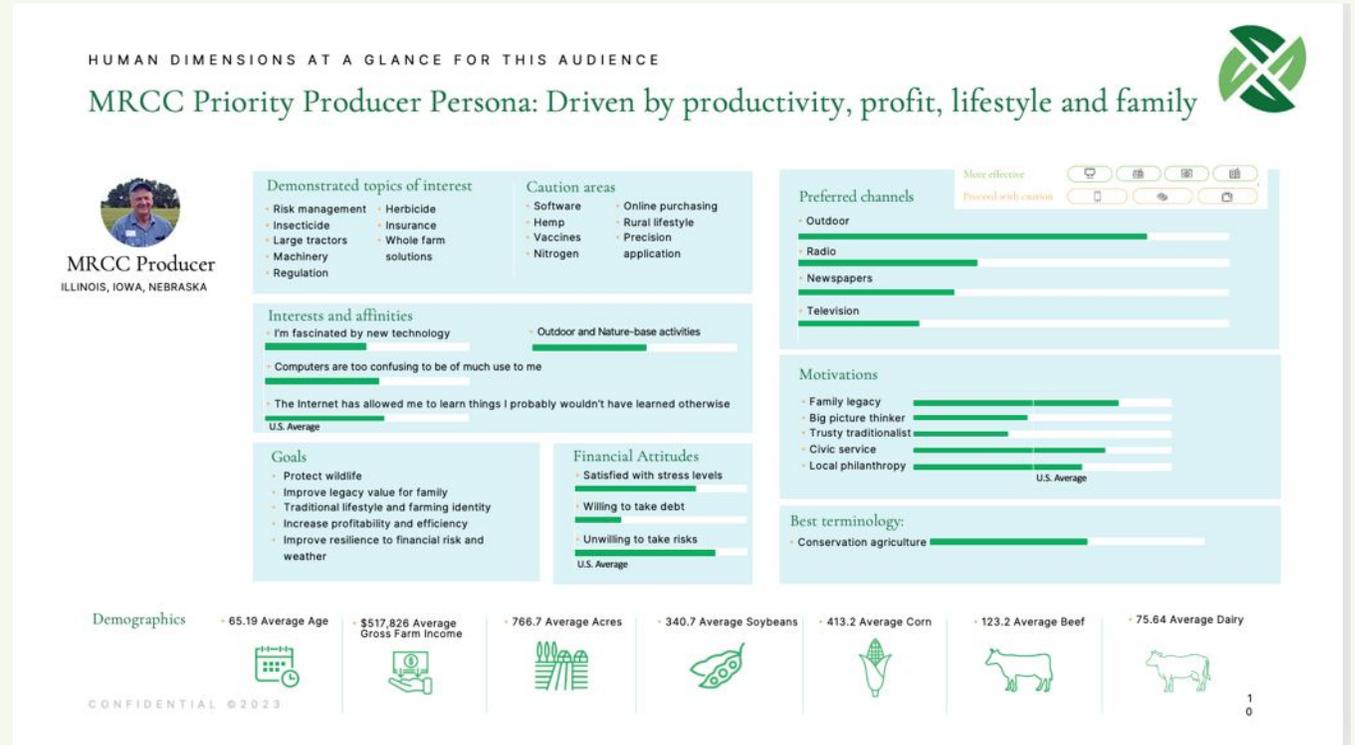
What You Get:

- Baseline data + year over year change:
 - Implementation of grazing management plans
 - Penetration of advanced efficiency fertilizers
 - Use of sustainable feed additives including methane inhibitors
 - Rotational grazing and use of grazing management plans
 - Advanced beef and dairy cattle genetics

Solution Snapshot

Understand the producers in your supply chain: Producer Profiles

Insights into your ideal audience, their needs, behavior, and motivations when you need to understand **what drives them to change**.



Key Question:

- What do I need to know about my ideal audience?

How Farm Journal Helps:

- Farm Journal's unique data and expertise in ag audiences drives deep understanding into the human dimensions of change to arm you with the data you need to maximize your impact and influence with your target group

What You Get:

- Custom identification of your ideal target audience, including:
 - Operational information, including geographic concentrations
 - Attitudes and values
 - Engagement guidance on influencers, topics, channels

Solution Snapshot

Understand Producers: Regenerative Personas

On demand persona profiles on high priority topics relevant to regenerative agriculture



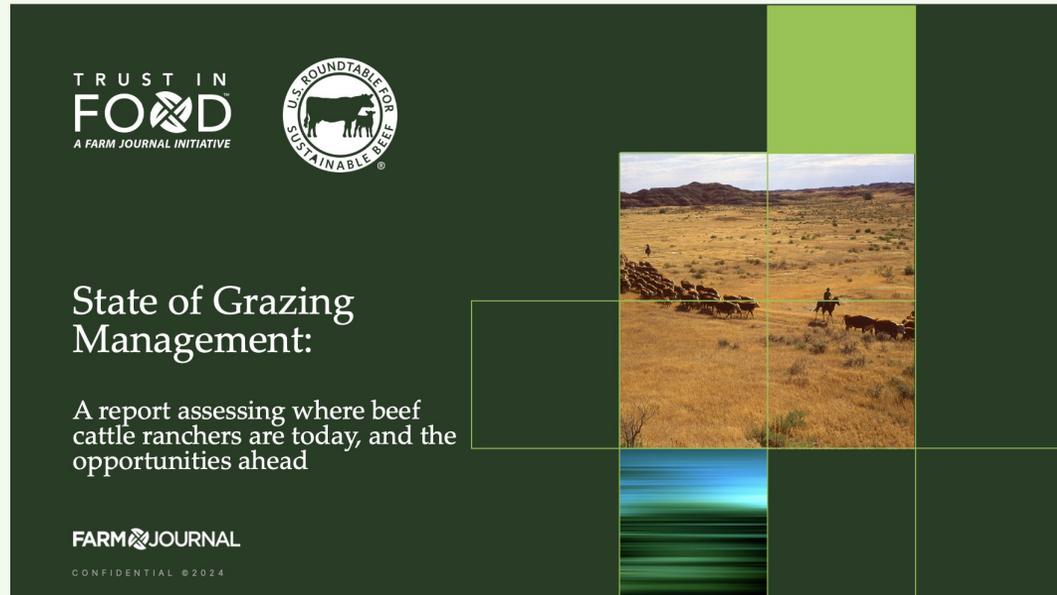
Available Profiles today... and the list is growing!

- Tech Savvy Farmer
- Carbon Market Curious Producer
- Regenerative Rancher
- Ranchers with Written Grazing Mgmt Plans
- Next Gen Farmer (under ag 45)
- Regen Ready Cotton Grower
- Biological inclined Farmer

Solution Snapshot

Execute with Human Dimensions insight: Human Dimensions of Change Playbook

Get in-depth insights into the human dimensions of change and strategic advice on how to **accelerate voluntary engagement with regenerative ag programs.**



Key Question:

- How do I accelerate the voluntary engagement with regenerative ag programs?

How Farm Journal Helps:

- In depth data driven profiles combined with expert behavioral insights provide clear guidance on how to develop compelling messages, incentives and outreach that deliver measurable increases in adoption

What You Get:

- Comprehensive analysis of your audience's attitudes, beliefs, behaviors, and motivations
- Strategic plan for what messages to use and how to activate them to connect with your audience

Solution Snapshot

Showcase your solutions: collective action partnership programs

Public-private partnerships that aggregate resources and expertise to deliver measurable change, **across a shared set of partners.**



Key Question:

- How can I leverage my resources and know-how together with likeminded public and private sector partners?

How Farm Journal Helps:

- Administering 3 public-private partnership programs focused on delivering producer-led change in key geographies, applying the Human Dimensions of Change tools

What You Get:

- Influence over, and involvement in, turnkey change programming
- Access to proprietary Human Dimensions Intelligence
- Results measured in producers engaged, readiness improved, acres impacted, and stories shared
- Learnings and opportunity to support Trust In Food's \$40M USDA Climate-Smart Commodities Partnership Program

Partner with Trust In Food, Starting with Producers

Put a deep understanding of what producers want and need to work for your regenerative agriculture change programs.



Supply Shed
Snapshots



Sustainability
Readiness
Index Scores



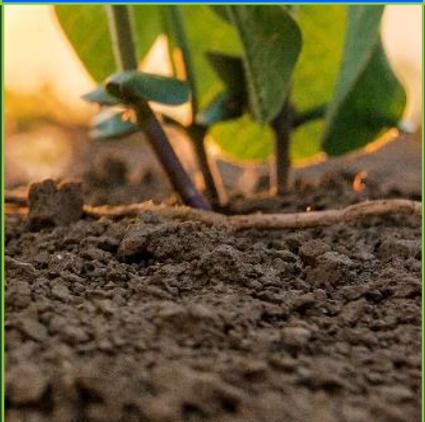
Human
Dimensions
Playbooks



Regenerative
Producer
Persona
Profiles



Longitudinal
change
tracking over
time



Turnkey
collective
action
partnership
programs