

## **TRUTERRA AND EFC SYSTEMS COLLABORATE TO OFFER AG RETAILERS STRONGER TOOLS TO SUPPORT SUSTAINABILITY, PROFITABILITY FOR FARMER CUSTOMERS**

*Truterra to power new capability within EFC Systems' widely used FieldAlytics platform that will open up new ways for ag retailers to demonstrate value to grower customers*

**ARDEN HILLS, Minn. and Brentwood, Tenn., November 18, 2020** – Truterra, LLC, the sustainability business at Land O'Lakes, Inc., one of America's largest farmer-owned cooperatives, today announced a new collaboration with EFC Systems, Inc., a leading provider of solutions for ag retailers and growers. This initiative will unlock new value for ag retailers by allowing them to offer their growers an easy way to benchmark their current level of stewardship and identify additional practices and products that could benefit their farm, improve productivity and profitability, and better position their businesses and care for natural resources for the long term.

Through the collaboration, EFC Systems will integrate with Truterra™ by making available the [Truterra™ Insights Score as a Service](#) offering within FieldAlytics, its comprehensive data management tool.

FieldAlytics is widely used by ag retailers, including those within the WinField® United network, Land O'Lakes' crop inputs and agronomic insights business, to help growers analyze field data so they can more efficiently manage their land and increase yields and profit. The Truterra™ Insights Score as a Service will be available to all ag retailer users of the FieldAlytics platform.

The Truterra™ Insights Score as a Service, one element of the full Truterra™ Insights Engine experience, offers ag retailers a new way to start or deepen sustainability-focused conversations with their grower-customers, framed around how to address near-term business imperatives such as profitability, yield, input costs and more by implementing new practices, products or approaches to stewardship.

Looking ahead, this venture gives ag retailers a new tool, integrated into a trusted, widely used platform, to better position the growers they work with to meet growing demand from food, feed, fuel and fiber companies for information about the stewardship practices used on farms in their supply chains. As these markets mature, growers that have access to – and have been benchmarking against – such sustainability metrics will be better positioned to capitalize on new ways to market their grain, potentially for a premium.

“Farmers put their trust in ag retailers to help them build and maintain successful farm businesses,” said Amanda Neely, Senior Manager, Technology and Innovation, Truterra. “The market is evolving quickly, and ag retailers need the tools and insights to make sure the farmers who rely on them are factoring sustainability and stewardship into the equation. Building on strong, longstanding relationships among EFC Systems, Truterra and WinField United, we are now unlocking the deeper insights that all ag retailers need to best position their growers for success in this environment.”

EFC Systems and WinField United have aligned on digital strategies for many years, with EFC Systems providing a variety of business and operational efficiency services to WinField United retailers. Many of these retailers also leverage the full Truterra™ Insights Engine, which provides additional sustainability metrics and modeling capabilities.

“We are thrilled to be partnering with Truterra to elevate the conversation about sustainability at the farm gate,” said Ernie Chappell, President and founder, EFC Systems. “It has been our focus to offer ag retailers cutting-edge insights they can use to help growers, and this collaboration marks a powerful expansion of these capabilities to include valuable information about sustainability, which has never been more important to farmers and their customers. Ultimately, we believe the types of sustainability insights that Truterra provides will become the industry standard.”

To learn more, visit [www.truterraag.com](http://www.truterraag.com) or [www.efcsystems.com](http://www.efcsystems.com).

### **About Truterra, LLC**

Truterra (formerly Land O'Lakes SUSTAIN) is a leading stewardship solutions provider, advancing and connecting sustainability efforts throughout the food system with scale – from farmers to ag retailers to partners such as food companies. Truterra positions farmers for success by providing them tools and resources to establish a stewardship baseline and track progress on every field they farm. The Truterra™ network brings together the best in agricultural technology and on-farm business management to drive sustainability across the food system, feeding people, safeguarding the planet and supporting farmer livelihoods. Truterra was launched in 2016 by Land O'Lakes, Inc., a member-owned cooperative that spans the spectrum from agricultural production to consumer foods.

### **About EFC Systems, Inc.**

EFC Systems, Inc. is a 30-year-old technology solutions provider focused on improving farm profitability and retailer operational efficiency. Our solutions provide enterprise functionality to retailer and service providers and growers through FieldAlytics, a comprehensive field management system with the optional AgSolver planning for profit engine. Our Merchant Ag ERP platform helps retailers manage their profitability, risk and resource management. Our solutions support and enhance digital interaction between growers and retail service providers while also taking data and turning it into actionable insights.

### **About WinField United**

WinField United is the seed, crop protection products, agricultural services and agronomic insights business of Land O'Lakes, Inc. As an industry leader, the business focuses on meeting the needs of nearly 1,300 locally owned and operated cooperative and independent agricultural retailers and their grower-customers across the United States. Through data-backed, insight-driven agronomics; operational excellence; and sustainable solutions delivered under the WinField® United brand, the business helps retailers successfully meet farmers' needs.

