



PRODUCERS

— TRUST —

Trade with trust.



WHO WE ARE

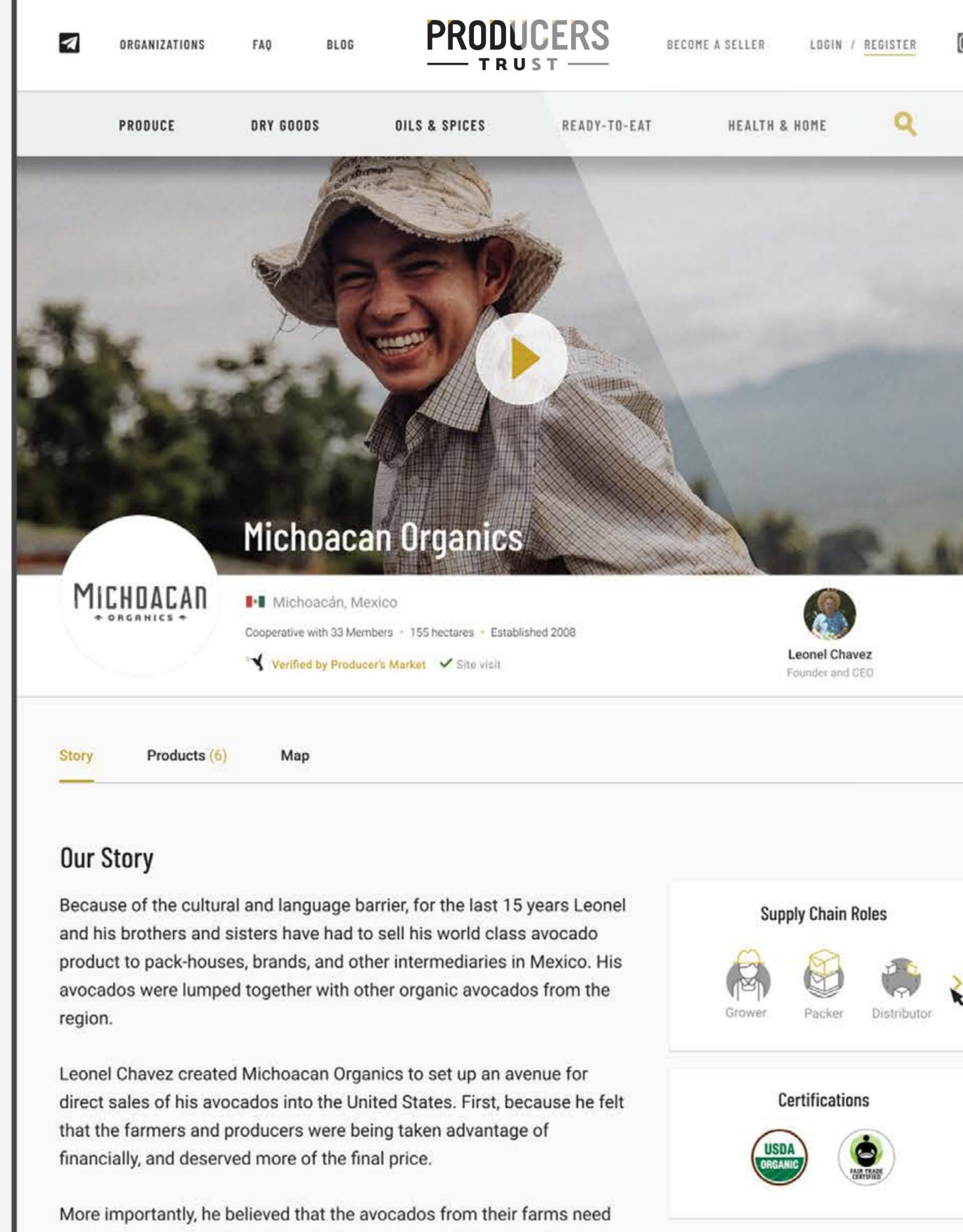
Producers Trust is a leader in the global transition to a green and sustainable infrastructure and economy. Our **market linkage platform** serves agricultural and natural resource value chains.

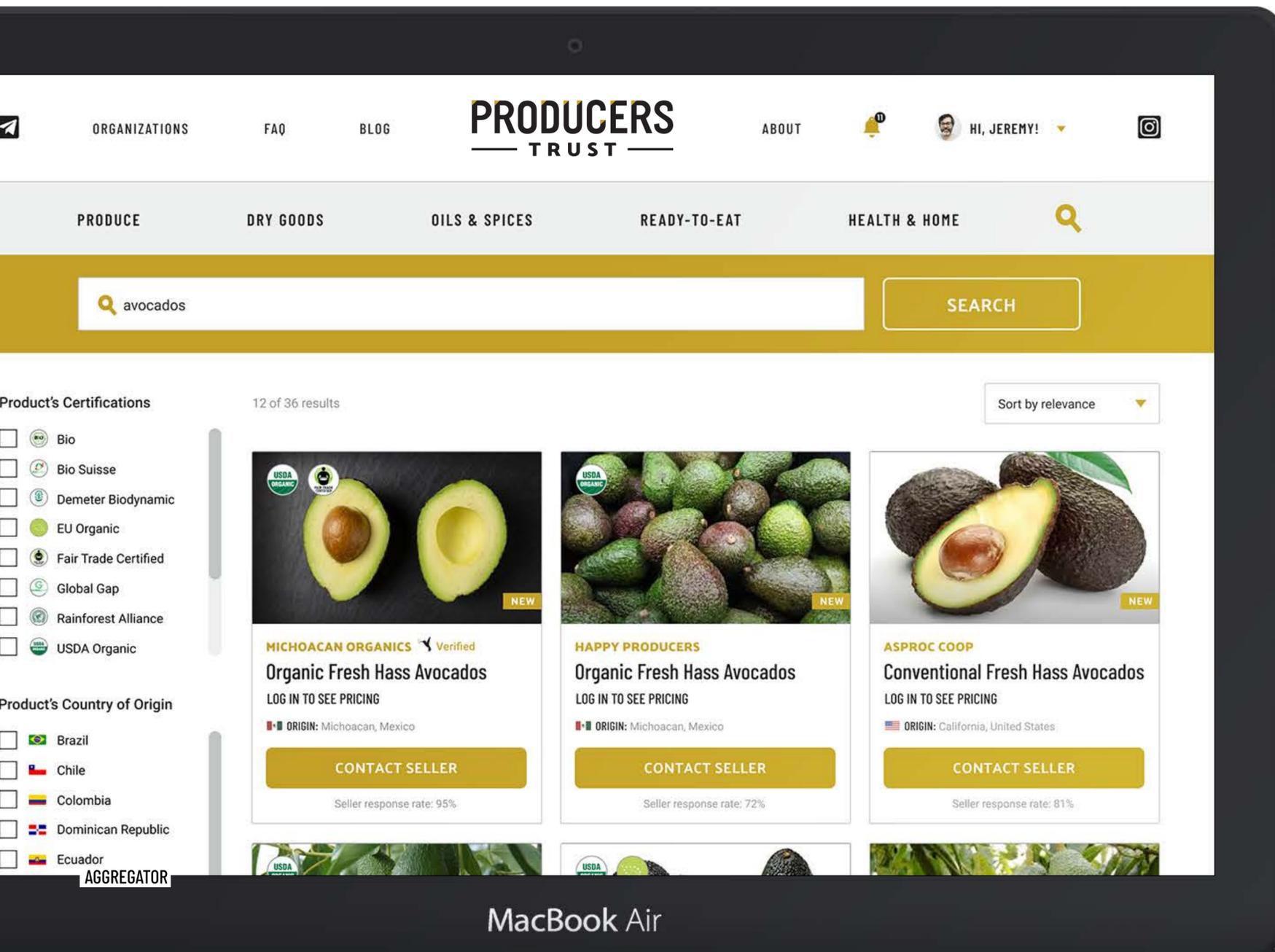


WHAT WE DO

Producers Trust's digital platform empowers agricultural producers with:

- Visibility in regional and global markets
- Viable livelihoods for farmers
- Values-aligned partnerships
- Markets for regenerative agriculture
- Data intelligence





HOW WE DO IT

We provide producers with digital tools to **connect more directly to markets.**

- Marketplace application
- Distributed ledger traceability
- Digital innovation in content creation
- Data capture with contracts, transactions, and provenance



THE CLIMATE CHALLENGE

We must pioneer food, fiber and consumer product value chains that incentivize a carbon negative value chain system.

- 23.2 gigatons of carbon dioxide may be reduced through regenerative agriculture by 2050
- 88 - 100 billion tons of carbon could be captured by farmland soils, while enriching fertility, biodiversity, and the water cycle

Source: "Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming", by Paul Hawken, 2017.



CONSUMER TREND

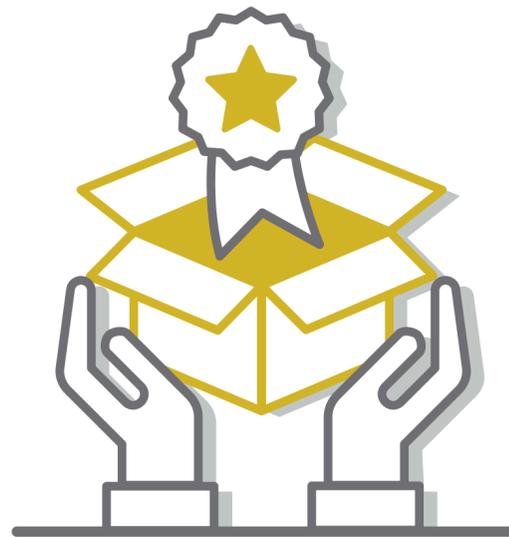
The regenerative agriculture movement will be **driven by consumers** who demand higher quality, healthier products that are good for the planet.

- **81%** of global consumers feel strongly that companies should help improve the environment
- **88%** of US & UK consumers want brands to help them be more environmentally friendly and ethical

Source: Nielsen, "The Conference Board® Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q2 2017," 2017. Forbes, "88% Of Consumers Want You To Help Them Make A Difference", 2018.



Our **values-driven ecosystem** attracts consumers who want to be part of the solution.



INTEGRITY



TRANSPARENCY



TRUST

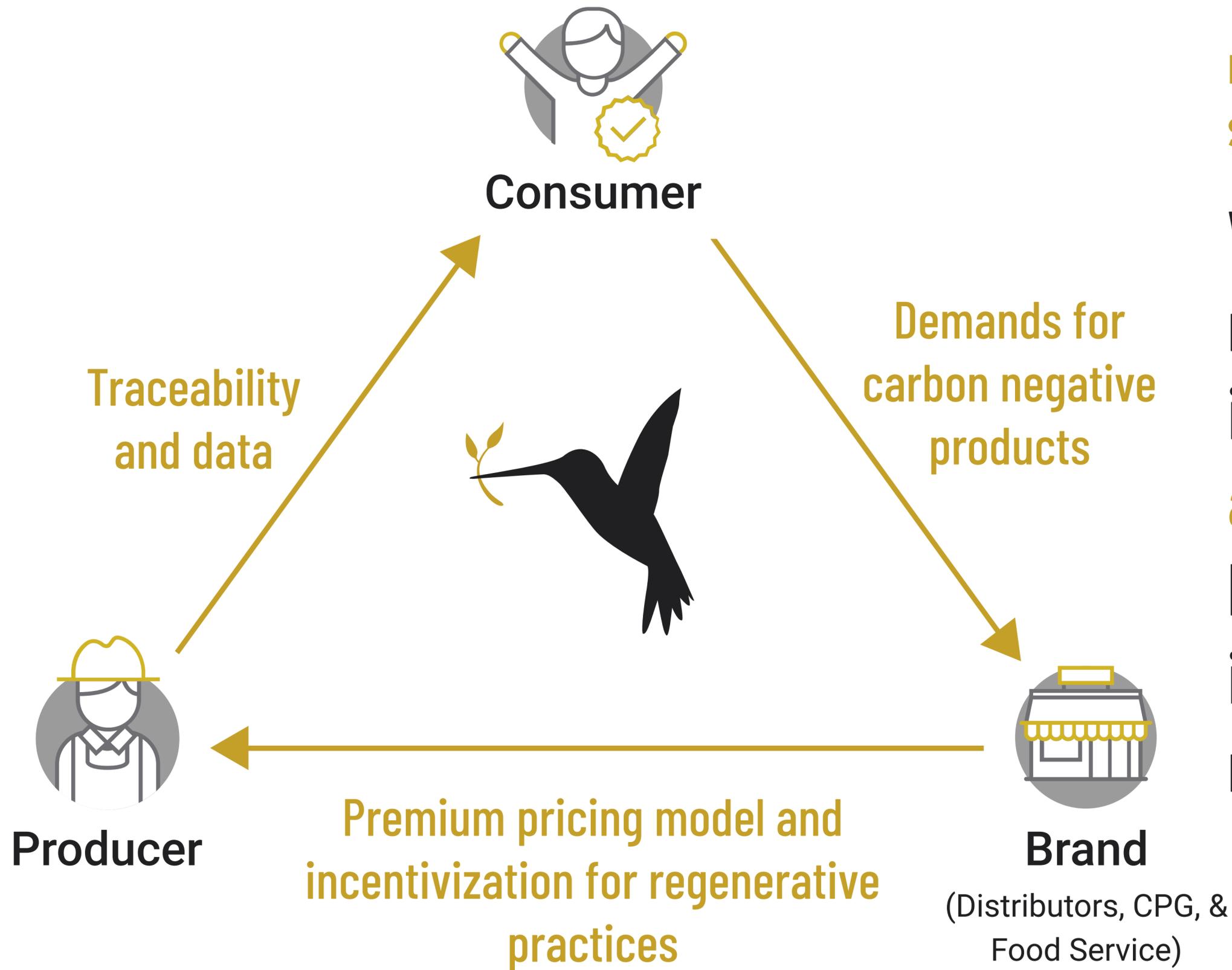




STORYTELLING FOR AWARENESS

We connect consumers with farmer stories and data, thus supporting them to **make informed decisions about their purchases.** Through our media integration, consumers can support farmer value chains that have a **positive carbon and sustainability impact.**





INCENTIVIZING SUSTAINABILITY

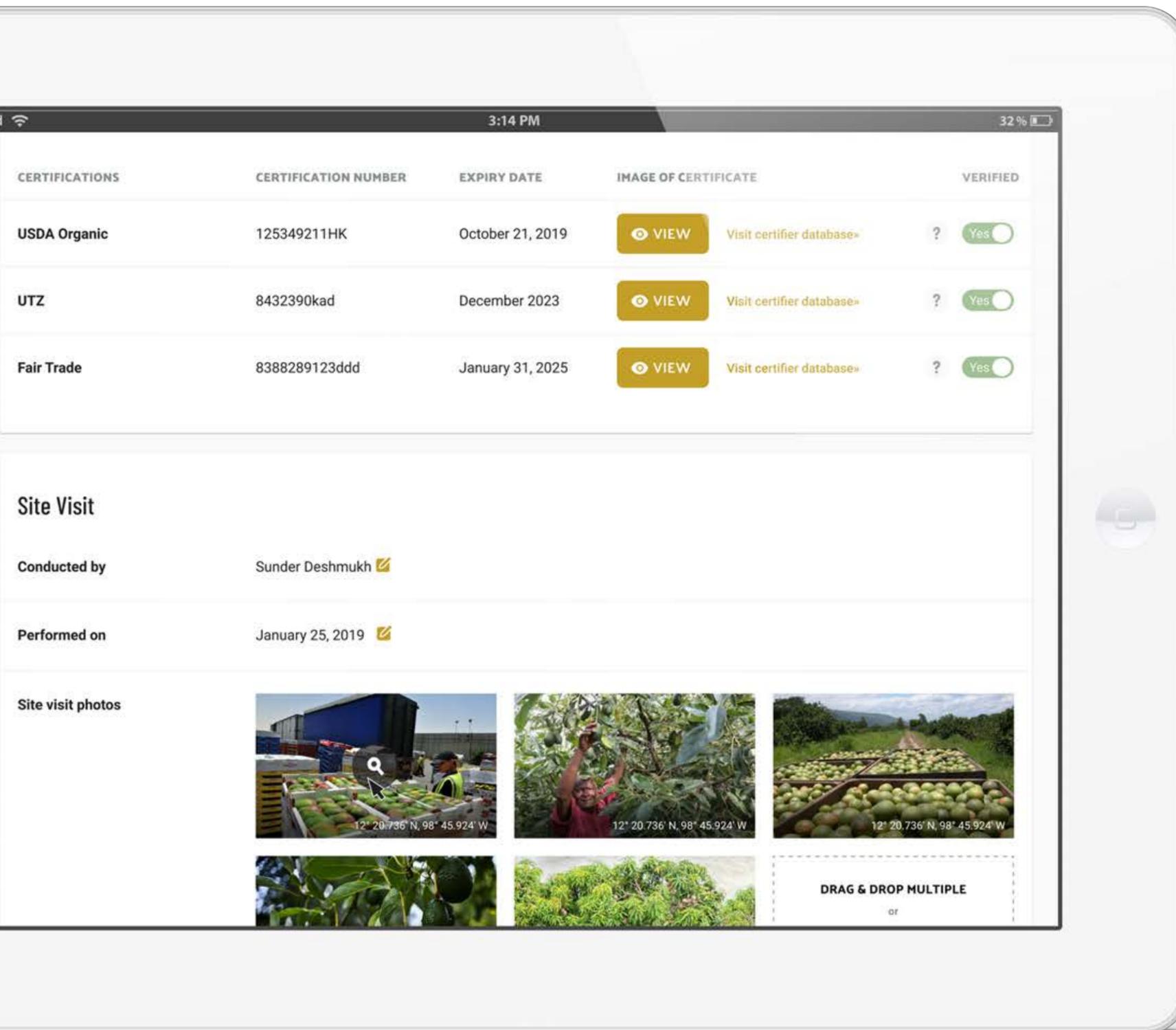
We intend to transition millions of farmers into **regenerative agricultural practices** by providing economic incentives through market linkage.



VALIDATING SUSTAINABLE PRACTICES

Integration of validation data will **verify claims** around carbon impact and sustainability.

- Collaboration with carbon reporting technology groups
- Grassroots work with farmer networks to report carbon data and build trust
- API integration for certification validation



EMERGING MARKET COMMUNITIES

We **build resiliency** for producer groups in India, Southeast Asia, Africa, Latin America, and the Caribbean:

- Regenerative production techniques allow for adaptation to climate change
- These techniques enhance the ability of soil to retain rain and freshwater, replenish aquifers, and combat desertification
- Market linkage and digitization support diversified output and lower risks.



CASE STUDY: ZERO BUDGET NATURAL FARMING (ZBNF)

We have partnered with RySS to **build a sustainable value chain** for natural farmers in India. We are in the planning stages for:

- Consumer branding
- Global community networks
- Digital marketing, contracts, transactions, and traceability
- Access to international markets for natural farmers
- Post-harvest physical infrastructure, logistics, and finance
- 750,000+ small farmers committed to the transition to regenerative, organic agriculture

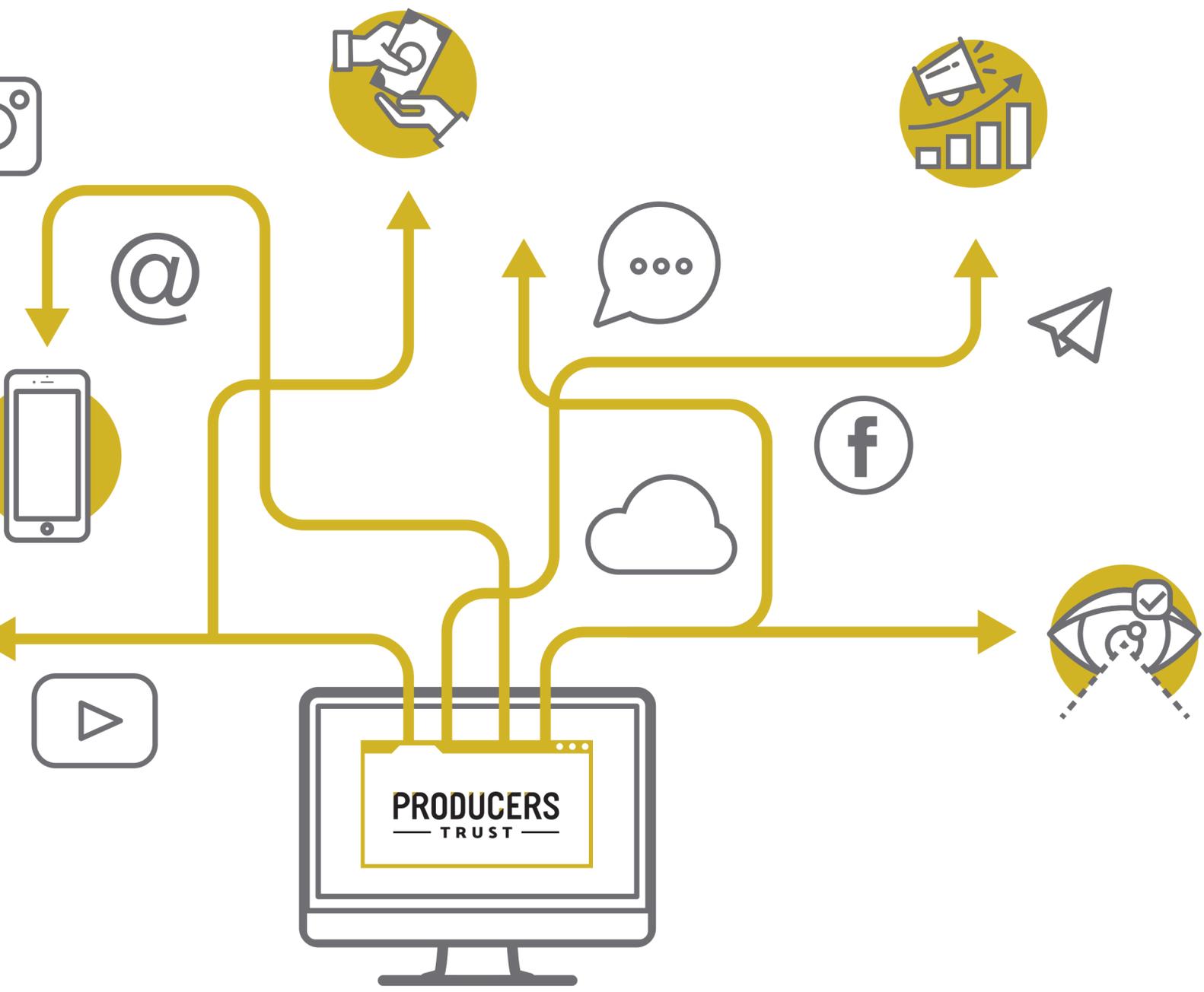




VALUE CHAIN DEVELOPMENT

With master planning, R&D services, and participation in public-private partnership vehicles, **we develop scaled agricultural models** that mitigate climate change impact in emerging markets.





CAPTURING DATA

We capture reliable data across the value chain to **create more functional models** for crop selection, market contracts, aggregation, and financial services.



UPCYCLING FOOD WASTE

Our climate crisis calls for **more efficient distribution systems** for agricultural outputs.

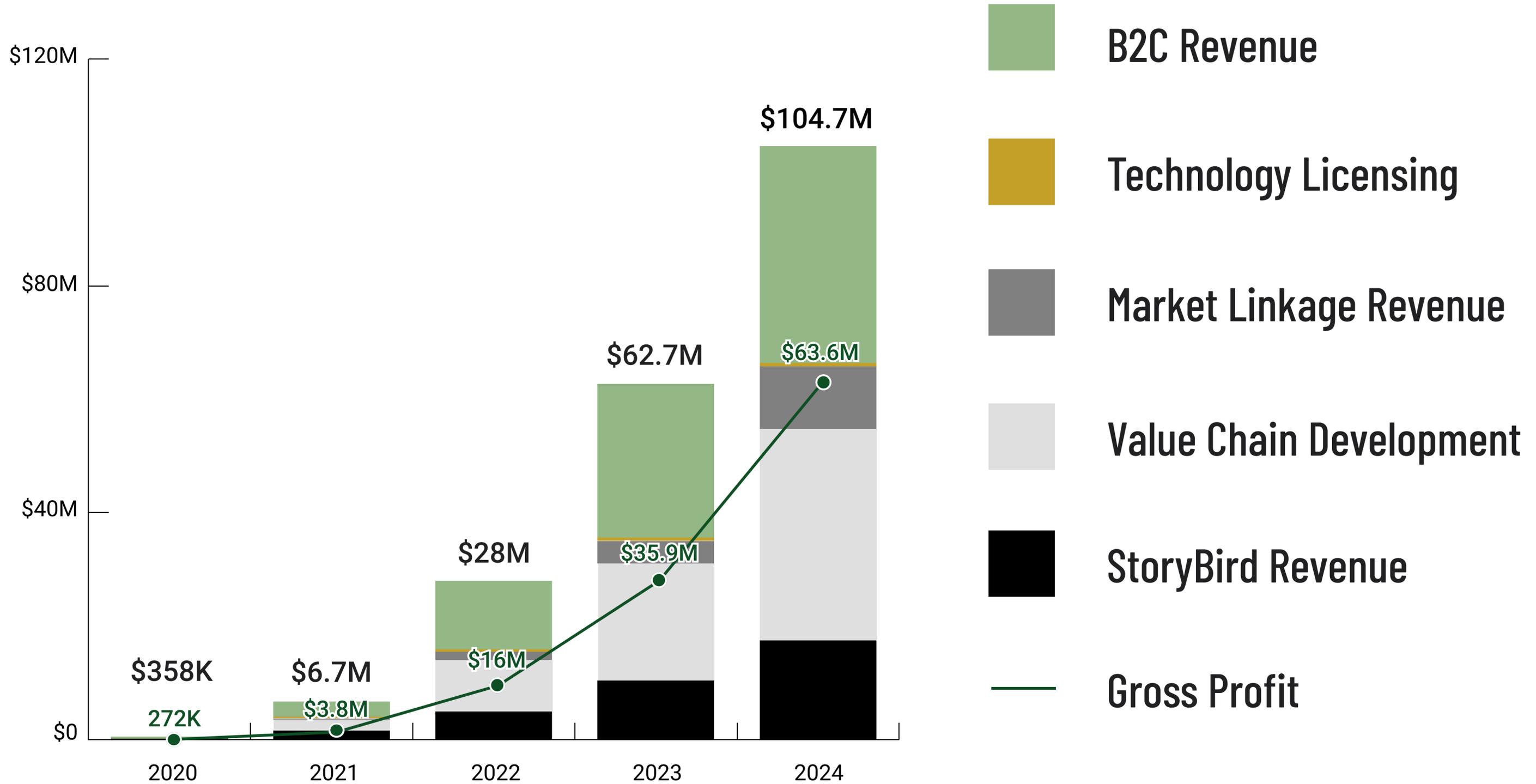
- Market linkage for farmer groups and aggregators via digital technology tools
- Access to marketing channels that can purchase outputs in their entirety
- Connection with additional buyers or donation groups to prevent food waste



THE SUSTAINABLE DEVELOPMENT GOALS AND PRODUCERS TRUST



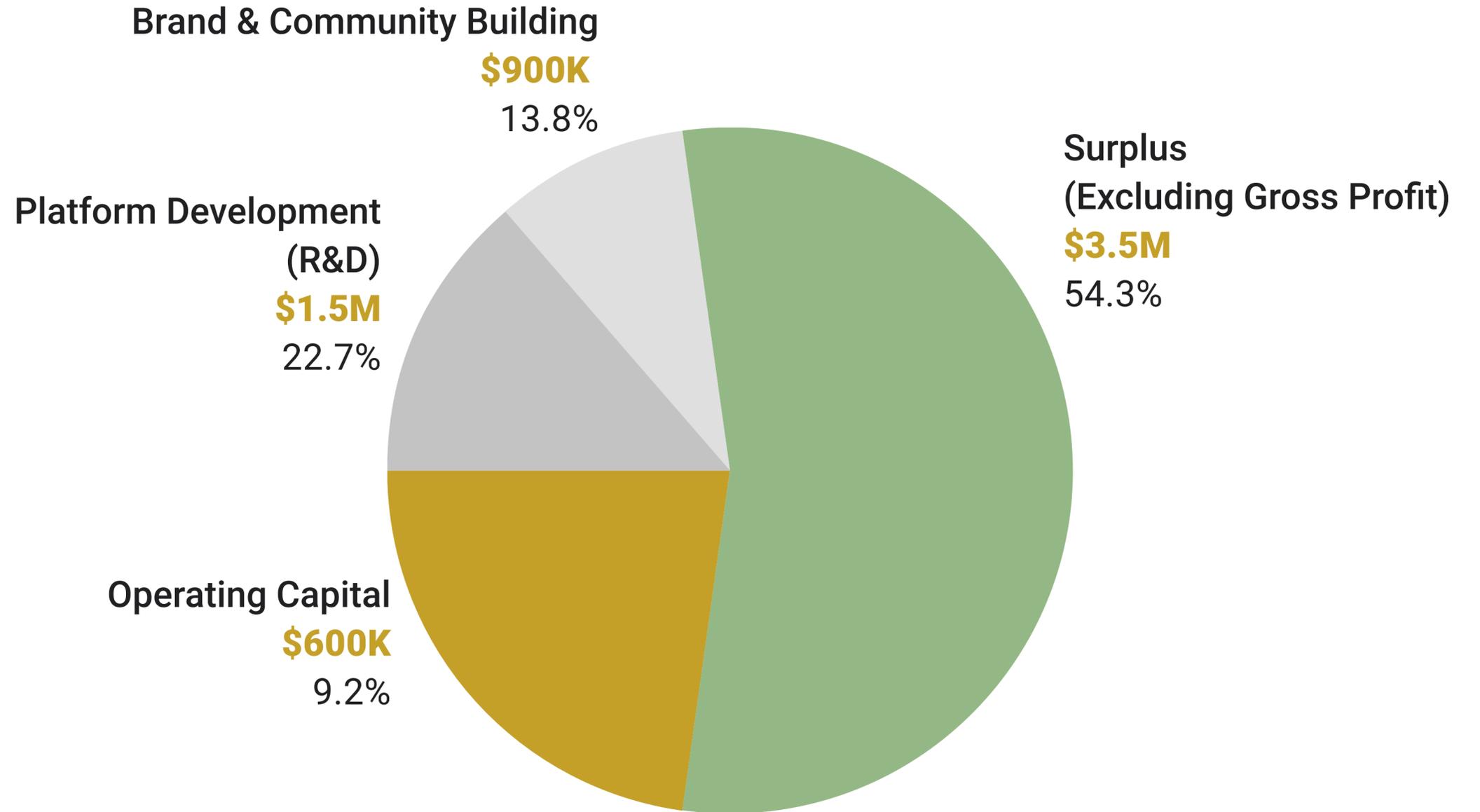
REVENUE STREAMS



USE OF FUNDS

Series A

\$6.5M for Platform Development, Operating Capital, Brand & Community Building, and Surplus, through 2020.





FINANCIALS

- **\$2.5M** invested in the Platform, inception through Q1 2020.
- Series A Round provides **runway through 2020E** with surplus. Any Gross Profit extends runway further.
- Cash flow **break even anticipated by 2021.**





Keith Agoada, CEO

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