

What if what you see is a reflection of our investment?



Farmers deliver value you can FEEL.

What makes you proud of your community? The places we call home give us all the feels, usually because they are tied to people and memories. Farmers picked a place to call home generations ago. And, much like you, they have built memories and pride in, and into, their communities. What we don't always see is the value of that generational dedication to making our communities flourish. **Farmers – delivering a different kind of value: the feeling kind.**

FARMERSDELIVER

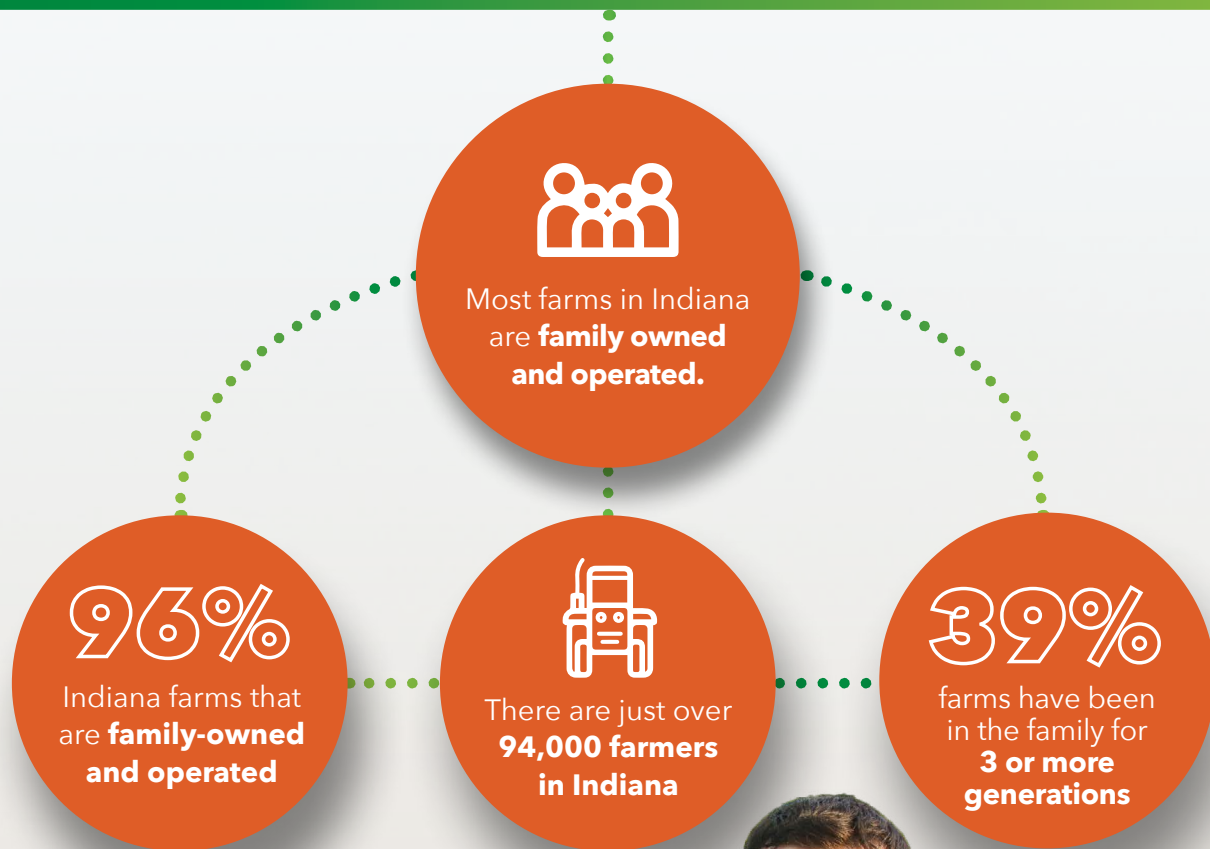


It's time to experience the value your farmers deliver.

When you think about the donut shop, the metal fabricator or the tasty treat that's been around your community for generations – you're glad they're part of the community fabric. Why? **Because they've provided jobs, they've supported community activities, they've invested in your town.** While most farms aren't adding their logo to the high school football program, **they are investing other ways with the exact same impact** – they just don't have the brick and mortar you stop by!

Keeping it in the family

More than just a 9-5 job, farming is a family legacy. From one fence post to another, those acres in between will see generations of the same family invested in keeping it for the next.



Pristine like grandpa's Chevy

When you know you're handing something over to the next generation, you keep it in good condition. For farmers, that means keeping soils and waters clean.

4R's

Farmers work with agronomists to follow the 4R's – **right rate, right source, right time, right place.**

OVER THE
LAST YEAR,
INDIANA FARMERS
HAVE KEPT:

1.2

million pounds
of sediment out of
waterways

3.0

million pounds of
nitrogen out of the
waterways

1.5

million pounds of
phosphorus out of
the waterways



Farmers are building soils full of living microorganisms that **help us feed the world** – and your grocery store shelves.



Healthy soil =
healthy crops and
healthy waters



Farmers use **soil sampling** to confirm
what the soil is
missing.



Farmers apply the
nutrients next year's
crop is going
to need.

Practice makes perfect

Like you, farmers have been adding technology to make their lives easier – and make what they do better for the land and animals they care for.





PRACTICE SHARING

Since 2011, farmers have been trialing new ways to evaluate nutrient use and application and sharing results with each other.

This project, called **INfield Advantage**, has evaluated approximately **70,000 acres across Indiana** and worked with over **800 farmers!**



Over the hills and through the woods to a sustainable Earth we go

Through Indiana's Conservation Reserve Enhancement Program, Hoosier landowners are working to help improve water quality, protect wildlife natural habitats and reduce nutrient losses. With more than 20,000 protected acres (that's more than 15,000 football fields!), Indiana farmers are dedicated to protecting this land for generations to come.

Keep the benefits at home. Keep ag in your backyard.

The butcher, the baker and the candlestick maker can all call a vibrant main street home. As you look to build that network of businesses, don't forget about value contributors you don't always see: **AGRICULTURE**.

Sources available on our website.

farmersdeliver.com



THE FUTURE IS OURS TO GROW.

FARMERSDELIVER



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