

## HEADLINES

### DAIRY

- **National Milk Producers Federation's "Foundation for the Future" dairy policy proposals intend to create a more stable, viable and prosperous dairy industry environment.** The main elements of the policy proposal are:

- A Dairy Producer Income Protection Program;
- Federal Milk Marketing Order Reform; and
- A Dairy Market Stabilization Program

A detailed look at the proposal is available in the latest issue of *growingtogether*™ magazine and a special DAIRY HEADLINES at [www.landolakesinc.com](http://www.landolakesinc.com).

The NMPF Board expects to vote on the proposals in June, with further revisions as needed. It is likely that the proposals will not take effect until the next Farm Bill is signed into law. Keeping the momentum during this deliberation process will require a unified dairy industry, and producer input will be essential to building the broad base of support.

Land O'Lakes is working with elected dairy leaders to gather input and recommendations to ensure member views are represented. As that process moves forward, we urge members seeking more information or wishing to share their views on the "Foundation for the Future" to communicate with their local unit representatives, delegates, local board director or milk procurement specialist. In addition, feedback can be provided to the Land O'Lakes representatives serving on NMPF's board by sending an e-mail to the Land O'Lakes Membership e-mail address at: [membership@landolakes.com](mailto:membership@landolakes.com).

- **Land O'Lakes Grilled Cheese Mobile Wheels Its Way Around Philadelphia.** Grocery shoppers in and around Philadelphia have been the recipients of big cheesy treats. The Land O'Lakes Grilled Cheese Mobile has been making appearances around town to serve up free grilled cheese sandwiches to shoppers at various grocery stores throughout the metropolitan area. As part of the promotion, each shopper is given one-half of a grilled cheese sandwich made with LAND O LAKES® American Deli Cheese and LAND O LAKES® Spreadable Butter with Canola Oil. They also receive a valuable Land O'Lakes coupon booklet. Fun premiums will be given away to shoppers who purchase at least one pound of LAND O LAKES® Deli Cheese and present their receipt to the Land O'Lakes Grilled Cheese Mobile Ambassadors. "The Land O'Lakes Grilled Cheese Mobile is our way of saying thanks to Philadelphians for making the LAND O LAKES brand a deli favorite," said Dewey Wahlin, Land O'Lakes marketing director. For a complete schedule of times, dates and locations, visit the Land O'Lakes website at [www.landolakes.com/promotions/philly-cheese-tour.cfm](http://www.landolakes.com/promotions/philly-cheese-tour.cfm).

- **British Retail Consortium Endorses Carlisle Powder Production.** A British Retail Consortium auditor, auditing to the Global Standard for Food Safety, recommended the milk powder production processes at the Land O'Lakes Carlisle, Pa., facility for an "A" rating. The "A" rating is second only to "A\*" indicating an unannounced audit.

"As many of our metrics show, the Carlisle facility deserves to be certified to this Standard," said Plant Manager Alan Vanderneut. "Our day-to-day work routines continue to grow more supportive of the Land O'Lakes Quality Management System and GSFS. I'm really proud of Team Carlisle's focus and determination on our journey to world class." Certification to the Standard indicates a high level of competence in food safety and quality systems. It provides a way for companies to report their status to customers and other organizations, minimizing the need for other third party audits.

### AG

- **Co-op Leaders Encouraged to Share HEADLINES and Magazine With Local Members.** The monthly Land O'Lakes HEADLINES publication is being provided to all members -- including our local co-op GM's and boards. We invite co-op leaders to share this information further by including HEADLINES stories in their own communications to local co-op members. Because each HEADLINES story can be easily copied and pasted into e-mails or publications, the information is readily accessible. The publication also is posted on the Land O'Lakes website at [www.landolakesinc.com](http://www.landolakesinc.com).

In addition, each quarter co-op leaders receive an e-mail containing a link to a new issue of *growingtogether*™ magazine, which is also posted on the Land O'Lakes Inc., website. Co-op leaders are encouraged to forward the magazine links to their local co-op members, or let them know that a new issue of *growingtogether* has been posted. "We hope that HEADLINES and *growingtogether* magazine provide helpful information for all members. And we encourage co-op leaders to extend the reach of this information by sharing it with their own members," said Jeanne Forbis, Director of Communications for Land O'Lakes.

- **Agri-Marketing Magazine's "Salute to Seehusen" Available Online.** In April, Dave Seehusen accepted the 2010 Agribusiness Leader of the Year award at the National Agri-Marketing Association convention in Kansas City, Mo. Seehusen was chosen for his leadership skills, including mentoring future leaders; innovative ability; growing successful partnerships; his insightful industry leadership; and remarkable business results. In honor of this prestigious recognition, Land O'Lakes and Agri-Marketing Magazine have collaborated on a special magazine supplement that highlights Seehusen's career and volunteer efforts. To view the "Salute to Seehusen," please click <http://www.agrimarketingdigital.com/?iid=36226>

- **Land O'Lakes Purina Feed to Host Inaugural Livestock Conference & Expo.** Land O'Lakes Purina Feed will host its first-ever Livestock Conference & Expo on July 19-21 in Des Moines, Iowa. Attendees will include General Managers from Land O'Lakes livestock cooperatives and dealers. The "TOTAL Farm Solutions Conference" will feature a long list of speakers, including Bill Northey, Iowa Secretary of Agriculture, Forrest Roberts, CEO of the National Cattleman's Beef Association (NCBA) and Dallas Hockman of the National Pork Producer's Association. Seminars will be held on a variety of topics, including "What's ahead for commercial agriculture," "Is there capital available for ag, and how to get it," and "How Health Reform will affect you." Attendees will also have the unique opportunity to see the latest in livestock feed from Land O'Lakes Purina Feed, take advantage of feed specials and buy products from more than 50 industry leading livestock suppliers.

For more information about the Livestock Conference and Expo please contact: Jane Smedra, [jesmedra@landolakes.com](mailto:jesmedra@landolakes.com), Phone: 636-742-6224

- **Land O'Lakes Purina Feed Offers \$1,000 Scholarships to Animal Science Students Focused on Swine Nutrition and Management.** Land O'Lakes Purina Feed LLC announced five \$1,000 scholarships will be awarded to high school seniors who demonstrate scholastic achievement, leadership in agriculture, and an ability to contribute to agriculture in the future.

*The First Step™ Swine Creep Feed scholarship program* is available to high school graduates taking their first step into higher education and pursuing a two- or four-year degree in animal science with bias in swine nutrition and management or closely related fields. To qualify for the program, a student must:

- Be a high school senior, graduating in spring of 2010;
- Demonstrate leadership abilities and academic performance;
- Complete an application; and
- Write essays describing why he or she is interested in an animal science (with bias in swine nutrition and management) career.

Applications are available at [www.UltraCareFeed.com](http://www.UltraCareFeed.com) and [www.PurinaPigStarters.com](http://www.PurinaPigStarters.com). All applications must be postmarked by June 14, 2010. Winners will be notified by mail on or before July 31, 2010.

- **The 2010 Answer Plot® Program Under Way.** This year, at more than 150 locations, agronomists, sellers and growers will gather for the ultimate learning experience and product show-and-tell. "The Answer Plot® Program is our most important marketing initiative," said Kevin Eye, director, Answer Plot® Program. "By investing in our sales force through agronomic and product training, and then showcasing this knowledge to existing and prospective customers, Winfield Solutions and our valued retailers are establishing a reputation for expertise that can't be matched." Go to [www.AnswerPlot.com](http://www.AnswerPlot.com) to find an Answer Plot and knowledge event in your area.

#### COMPANY NEWS

- **Policinski Participates in U.S. Global Leadership Coalition Event.** Land O'Lakes President and CEO Chris Policinski participated in an event hosted by the U.S. Global Leadership Coalition. The event was held at George Washington University and attracted more than 300 guests and another 100 online participants. Policinski, a USGLC board member, introduced the event's keynote speaker, Dr. Rajiv Shah,

Administrator of the U.S. Agency for International Development. During his speech, Shah acknowledged Policinski and other CEOs whose companies are conducting innovative development projects around the world. He also talked about how USAID can learn from Land O'Lakes regarding how we organize farmers in areas of Africa much more effectively and at a lower cost than his own organization.

#### INDUSTRY

- **Another 3.1 Million Pounds of Cheese Sold with CWT Export Assistance.** Cooperatives Working Together accepted three bids from Darigold, two bids each from Dairy Farmers of America and Foremost Farms, and one bid from Land O'Lakes for export assistance for a total of 1,409 metric tons (3.1 million pounds) of cheddar cheese to the Middle East and Asia. The product will be delivered May through November 2010. Since CWT reactivated the Export Assistance program on March 18, 2010, it has assisted members in making export sales of cheddar cheese totaling 11,228 metric tons (24.8 million pounds) to 15 countries on four continents. The Export Assistance program was reactivated when economic analysis indicated that sizeable cheddar cheese inventories overhanging the market are hampering a recovery in producer milk prices. For more on CWT's activities, visit [www.cwt.coop](http://www.cwt.coop).

#### ISSUES & ACTIONS

- **Congressional Letter Supports Child Nutrition Funding.** Congressional hunger leaders sent a letter to the Speaker of the House of Representatives expressing support for additional funding of child nutrition programs. This year the Child Nutrition Act will expire and Congress is in the process of once again passing legislation to fund school nutrition programs. The President has asked for a budget increase for these programs of \$1 billion. A bipartisan letter signed by 221 Representatives supported this budget increase, with offsets from other programs. The goal of the bill will be to increase school feeding programs for low income students while providing healthy meals to help combat the emerging obesity problems among children. To view the letter, go to [http://www.landolakesinc.com/stellent/groups/public/@lolinc/documents/web\\_content/ecmp2-0120471.pdf](http://www.landolakesinc.com/stellent/groups/public/@lolinc/documents/web_content/ecmp2-0120471.pdf)
- **Member Testifies at U.S. House Committee on Agriculture Dairy Hearing.** Members of the U.S. House Committee on Agriculture met in Harrisburg, Pa., to conduct a public hearing on dairy policy. Members of the committee included U.S. Reps. Chairman Colin Peterson, D-Minn., Tim Holden, D-Pa., Kathleen Dahlkemper, D-Pa., Glenn Thompson, R-Pa., David Scott, D-Ga., Randy Neugebauer, R-Texas and Leonard Boswell, D-Iowa. Pennsylvania Secretary of Agriculture Russell Redding; Jim Dunn, Ph.D., a professor of Agricultural Economics at Pennsylvania State University; John Frey, executive director of the Center for Dairy Excellence; and six dairy producers were witnesses and panelists.

Land O'Lakes dairy member Rod Hissong of Mercer Vu Farms Inc., in Mercersburg, Pa., was among those testifying. Hissong and his family milk 1,600 cows, raise 1,400 heifers, farm 1,800 acres and haul more than 42 million pounds of milk a year. Hissong said Mercer Vu Farms has 26 full-time employees and supports more than 170 agricultural jobs and provides more than \$22 million dollars of economic stimulus to their region. Hissong is the past president of the Professional Dairy Managers of Pennsylvania. To read the complete story, go here: <http://www.landolakesinc.com/members/governmentsrelations/issuesactions/ECMP2-0120301.aspx>