

growing together™

HEADLINES

BANNER HEADLINES

Land O'Lakes Dairy Unit Meetings Schedule

Region-Unit	Date	City, State
65-10	3/7/2012	Mitchell, SD
66-11	3/7/2012	Bismarck, ND
68-3, 68-4	3/7/2012	Loyal, WI
65-7, 65-8	3/8/2012	Flandreau, SD
68-5, 68-6, 68-7, 68-8, 68-9	3/8/2012	Green Bay, WI
65-6, 65-11	3/9/2012	Watertown, SD
66-8	3/9/2012	Burtrum, MN
68-10, 68-11, 68-12	3/9/2012	Kiel, WI
66-6	3/12/2012	Melrose, MN
65-2, 65-3	3/13/2012	Rochester, MN
66-7	3/13/2012	Alexandria, MN
65-1	3/14/2012	Faribault, MN
66-5	3/14/2012	Wadena, MN
65-4	3/15/2012	Winona, MN
65-5	3/15/2012	Caledonia, MN
66-1, 66-3	3/15/2012	McIntosh, MN
66-9	3/16/2012	Foley, MN
68-2	3/16/2012	Cadott, WI
65-9	3/19/2012	Hull, IA
80-7	4/16/2012	Ontario, CA
80-1	4/17/2012	Corning, CA
80-2, 80-3, 80-4, 80-5	4/18/2012	Visalia, CA

Unit meeting schedules for regions 51, 52 and 53 will be sent at a later date.

COMPANY NEWS

- New to Business in Maine, Moark Makes an Early Impact With Egg Donation.** Moark, LLC, Land O'Lakes' wholly owned egg subsidiary, recently donated a trailer load of eggs to Good Shepherd Food Bank to be distributed to hunger relief organizations across Maine. The donation consisted of 19,440-dozen eggs, or 233,280 individual eggs.

Moark took over operations of the Maine egg facilities in November 2011. "Moark is committed to being a good neighbor and corporate citizen in Maine and everywhere we operate," said Craig Willardson, President of Moark. "The egg donation is one way we can contribute to the community and help alleviate hunger – the centerpiece of Land O'Lakes' corporate philanthropy efforts."

Food insecurity continues to rise across the country. Nationwide, demand on hunger relief organizations is up 46 percent over the past four years. In Maine, nearly 200,000 individuals are facing hunger, including one out of every four children.

COMPANY NEWS

- Land O'Lakes Named One of "America's Greatest Brands."** Land O'Lakes is featured in the new issue of *America's Greatest Brands* – an annual publication that features the most respected brands in the United States.

The ninth edition of the *America's Greatest Brands* book features 45 companies, showcasing their history, achievements and brand impact. The brands are chosen by the American Brands Council, a distinguished group of advertising, marketing and communications leaders.

Chris Policinski, President and CEO of Land O'Lakes said, "Being recognized as one of America's Greatest Brands reflects Land O'Lakes' rich history of progress and innovation, as well as consumer and customer confidence in our products, services and values."

To view the Land O'Lakes story in the *America's Greatest Brands* book, visit the "News & Publications" section at www.landolakesinc.com.

DAIRY NEWS

- Land O'Lakes Exceeds FARM Evaluation Goals.** Land O'Lakes continues to make excellent progress with FARM evaluations, exceeding the previous goal of completing evaluations on 75 percent of the milk volume by the end of 2011 hitting 86 percent participation. Additionally, all of the 2011 third party evaluations have been completed, with 30 farms participating in the process. Third party verification will occur each year. Below is a summary of year-end FARM evaluation results:

Region	Evaluations	Membership	Milk Volume
East	789	54%	66%
Midwest	644	72%	86%
West	233	94%	95%
TOTAL	1,666	64%	86%

The National Dairy FARM Program was created by NMPF to demonstrate and verify that U.S. milk producers are committed to providing the highest quality animal care. Land O'Lakes was instrumental in the development and launch of the FARM program.

- LAND O LAKES® Butter Sculpture Pays Tribute to 100th Anniversaries of Pennsylvania State Fairs.** A sculpture made from nearly 1,000 pounds of LAND O LAKES® Butter that pays tribute to the 100th Anniversary of both the Pennsylvania State Fair and 4-H was unveiled Jan. 5 at the Pennsylvania Farm Show. The sculpture was crafted from butter donated by the Land O'Lakes butter plant located in Carlisle, Pa.

Save a Tree! We are striving to be more "green" by using electronic communications to bring you the latest news. To **receive HEADLINES via e-mail** instead of in the mail, send a request to janelson@landolakes.com. To receive e-mail **news alerts** with the latest Land O'Lakes news, e-mail a request to growingtogether@landolakes.com.

We Need Your Ideas. At this year's Annual Meeting, a panel of ag experts will be addressing the most significant challenges facing the ag industry. To prepare for this session, we'd like to get member input on the key challenges of concern to you. Please share your ideas by e-mailing them to growingtogether@landolakes.com.

AG NEWS

- **Court's Ruling Affirms USDA Decision to Bring Roundup Ready® Alfalfa Back to Market.** Recently, a federal judge in the northern district of California ruled that the USDA complied with applicable legal requirements in its decision to allow Roundup Ready® Alfalfa (RRA) to return to the U.S. market in early 2011.

This decision confirmed that the USDA's extensive Environmental Impact Statement (EIS) and subsequent approval of Roundup Ready® Alfalfa was based on sound science and thorough analysis. The EIS was conducted over a four-year period and concluded that RRA is safe and highly beneficial for America's farmers, who are playing a critical role in feeding a growing world population. RRA is a value-added alfalfa seed co-developed by Land O'Lakes subsidiary Forage Genetics International.

For more information, go to www.roundupreadyalfalfa.com.

- **Land O'Lakes Member Honored with ARA's Distinguished Service Award.** Dan Weber, vice president of agronomy with Ceres Solutions, a Land O'Lakes member cooperative, recently received the ARA Distinguished Service Award at the Agricultural Retailers Association's Annual Conference and Expo held in Boca Raton, Fla. The award honors an individual member of the association who has gone above and beyond their traditional responsibility to support the ag retail industry and the association, making the industry better for all.
- **Livestock Marketing Group Launches Three Innovations** This fall, the Livestock Marketing Group launched three innovations for dairy animals: the enhanced calf milk replacers, the AMPLI-Calf® grower feed and the updated MetaPro® Nutrition program for dairy cows. Ten launch meetings were held nationwide to deliver new information and selling tools to more than 400 Land O'Lakes Purina Feed sales representatives.

To learn more about the recent dairy feed innovations, visit www.lolfeed.com, www.dairy.purinamills.com, www.amplicalf.com and www.metapronutrition.com.

INTERNATIONAL NEWS

- **Land O'Lakes Team Participates in Colombia Trade Mission.** As Land O'Lakes continues to explore ways to expand its international business footprint, three Land O'Lakes team members recently participated in a trade mission to Bogota, Colombia to determine if the region offers an opportunity for exporting commodities for the production of livestock feed. The four-day event was one of the largest trade missions organized by the Foreign Agricultural Service of the USDA in the past 15 to 20 years and the first to take place after the recent signing of the Colombia Free Trade Agreement (CFTA). The objective of the mission was to promote joint ventures, support bilateral trade and boost investment in Colombia and Panama's developing agricultural sectors.

ISSUES & ACTIONS

- **Land O'Lakes Petitions California Department of Food and Ag.** As an advocate for member interests, Land O'Lakes – along with several other dairy organizations – submitted a letter in early December to Secretary Karen Ross, California Department of Food and Agriculture, requesting the Department hold a hearing to consider modifying California milk pricing in order to provide a higher on-farm price for raw milk.

Then in early January, Land O'Lakes submitted an additional letter strongly urging the Secretary to expand a future hearing to consider proposals to change the Class 4b (whey) pricing formula. Land O'Lakes reached out to other dairy organizations to secure their support for this jointly-signed letter representing a major portion of California's dairy farmers. The letter explained that the Class 4b price has remained well below the comparable federal order Class III price, despite the Department's recent changes, which became effective Sept. 1, 2011.

The letter argued that expanding the hearing to include the proposal to change the Class 4b (whey) pricing formula would provide the California dairy industry an opportunity to discuss possible improvements to this critical pricing formula. A hearing also would allow dairy farmers the opportunity to explain the importance of this critical issue to the Department.

Unfortunately, the Department declined the request. The reason given was that the current pricing formula has been in effect for only a short time (since Sept. 1, 2011), and there is not sufficient data to warrant a public hearing at this time.

Although the state's response was disappointing, Land O'Lakes will continue to advocate – both individually and through industry organizations – on this issue and other issues. Advocacy on behalf of the cooperative's members – together with providing a home for members' milk, paying a competitive price for milk (or selling inputs at a fair price), and providing services to assist members – are the fundamental benefits Land O'Lakes provides to its members.

- **Funding Available for Dairy Producers to Capitalize on Farm Energy Opportunities.** Land O'Lakes, through its work with The Innovation Center for U.S. Dairy®, is providing members with an opportunity maximize farm energy efficiency and minimize monthly utility bills.

The Innovation Center is urging dairy producers interested in cutting on-farm energy costs to contact their local Natural Resources Conservation Service (NRCS) office. Funding is available right now to help producers address on-farm energy use and increase efficiency.

Environmental Quality Incentives Program (EQIP) funding is available through NRCS for farm energy audits and equipment upgrades (available to those with qualifying audits). The first national deadline date is Feb. 3.

Co-op Leaders Encouraged to Share HEADLINES. HEADLINES can be a valuable resource for your members. Feel free to distribute the entire publication or individual stories (which can be copied and pasted into e-mails, publications or websites) to your members. HEADLINES is posted on www.landolakesinc.com under News & Publications.