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WinField Partners with Fair Oaks Farms to Bring Modern Agriculture to Life

The WinField Crop Adventure will be an interactive educational exhibit that engages people of all ages

SHOREVIEW, Minn. (July 23, 2015) – Today's farmers are facing the daunting challenge of producing enough food to support a rapidly growing global population. To help the public better understand the evolving technology and science that is pivotal to sustainably increasing food production, WinField is partnering with Fair Oaks Farms in Fair Oaks, Ind., to create the WinField Crop Adventure. Set to open in spring 2016, the exhibit will inform visitors about the science, agronomic practices and technologies that shape modern farming.

"It's important that Land O'Lakes, leveraging the strength of the WinField brand, helps lead the effort to tell the American farming story and encourage people to make the connection to where their food comes from," said Chris Policinski, president and CEO, Land O'Lakes, Inc. "This will help underscore the importance of sustainable, modern agricultural practices and innovations to our collective future."

According to the Food and Agriculture Organization of the United Nations, global food production must increase by 70 percent to feed a projected population of 9.1 billion people in 2050. This is a well-known fact within the agriculture industry; however, satisfying this demand is only part of the production challenge: There is little land available to add to existing farmland, and water demand is projected to outstrip supply by 40 percent by 2030. Simply put, the agriculture industry needs to produce more food with fewer resources, and do so with minimal environmental impact.

Far from the farm

At a time when the agriculture industry is undergoing considerable transformation, 98 percent of Americans are not directly connected to where their food comes from. This detachment from the farm leaves many people with misconceptions about how food is produced.

"There is confusion in the public arena about modern agriculture," said Mike Vande Logt, executive vice president and chief operating officer, WinField. "We are partnering with Fair Oaks Farms to create an educational experience that will help people better understand farming and food production practices."



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Bringing modern agriculture into focus

The WinField Crop Adventure will share the modern agriculture story with people of all ages. As visitors tour the exhibit, they will learn about not only the history of farming, but today's practices and how agriculture might look in the future. The exhibit will be a highly interactive and technology-driven experience, with videos, touchscreen displays, interactive puzzles and games that demonstrate the science behind farming — from insects in the field to satellites in outer space. Displays will include information, images and other assets from Purdue University's College of Agriculture.

"With so much of the public removed from the farm, Purdue Agriculture is excited to work with WinField and Fair Oaks Farms to help visitors learn about modern agriculture and to enhance the public's understanding of farming today and in the future," said Jay Akridge, Glenn W. Sample Dean of Agriculture at Purdue University. The WinField Crop Adventure will join The Dairy Adventure and The Pig Adventure, which are already available to guests of Fair Oaks Farms.

"We are excited to partner with WinField for the newest exhibit at Fair Oaks Farms," said Julie Basich, chief operating officer, Fair Oaks Farms. "This will be a great opportunity for families and students to be inspired by and learn about the future of agriculture while gaining a deeper understanding of the role agriculture plays in their everyday lives."

For more information on Fair Oaks Farms, visit fofarms.com.

About WinField

Winfield Solutions LLC (WinField), a wholly-owned subsidiary of Land O'Lakes, Inc. offers top-performing seed and crop protection products. With unmatched agricultural expertise and performance as core company values, WinField® brands match leading seed and crop protection products to help farmers, retailers and other industry partners achieve high levels of success.

WinField brands include CROPLAN® seed, crop protection products, plant nutrients and other proprietary products. Backed with unrivaled technical services and knowledge, WinField® products deliver outstanding solutions and value for the agricultural industry.

About Fair Oaks Farms

Fair Oaks Farms is an escape to the country with acres of great outdoor fun, food and learning where people of all ages can explore family farms and reconnect with nature, animals and our planet. Located in northeast Indiana, Fair Oaks Farms is not only committed to educating the public about modern farming efforts, but it also committed to protecting the environment, caring for its animals and ensuring the highest quality products possible.



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About Purdue Agriculture

Purdue University's College of Agriculture is one of the world's leading colleges of agricultural, food, life, and natural resource sciences. As a land-grant institution, Purdue Agriculture is committed to preparing students to make a difference, wherever their careers take them; stretching the frontiers of science to find solutions to some of our most pressing global challenges; and, through Purdue Extension and engagement programs, helping the people of Indiana, the nation and the world improve their lives and livelihoods.