



LAND O'LAKES, INC.

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Media Contact:

Grace Fair

gfair@webershandwick.com

Mobile: 612-275-0359

Fields of the Future: Demystifying the Modern Farmer

Land O'Lakes, Inc. leads conversation to pull back the curtain on modern farming and highlights challenges facing the ag industry in feeding 9.7 billion by 2050

FAIR OAKS, Inc. (June 15, 2016) – Land O'Lakes, Inc., joined by Agriculture Secretary Tom Vilsack, today will host [Fields of the Future, a live broadcast](#) about taking the conversation about food and agriculture beyond the field, the future of farming as an industry, demystifying the modern farmer and ensuring continued access to food – a basic human right.

“The challenge of feeding a growing global population, coupled with the availability of more and better technology than ever before, makes food and agriculture one of the most exciting and rewarding career fields for young people today,” said Secretary Vilsack. “I applaud Land O'Lakes for broadening the conversation around the innovation and entrepreneurship that are at the heart of modern American agriculture, giving the rest of us a glimpse into the dynamic industry that keeps our nation food secure.”

During the broadcast, Land O'Lakes President and CEO Chris Policinski will discuss the need for a more robust discussion about modern farming. As evidenced by findings from a survey of young people across the country, new research highlights the need for a more inclusive and transparent dialogue particularly with non-farming youth and their families. Notably, the survey¹ of 500 teens found only 15 percent of respondents consider farmers to be technologically advanced. Additionally, 64 percent do not know anyone who works in agriculture, further illustrating the need to connect families who are sitting at the table with farmers who produce the food.

“We’re pulling back the curtain on modern farming to share the story of farmers and facilitate a more robust dialogue around food and agriculture,” said Policinski. “We need to excite and engage people in a broader discussion about what it takes to produce the food needed to feed a growing global population. It’s important that we demystify the work of farmers and our industry for the 98 percent of Americans who don’t have a direct connection to where their food comes from.”

This broadcast coincides with the unveiling of the [WinField® Crop Adventure](#), an experiential exhibit designed for students ages 8-12 years old and their families that celebrates modern farming and illustrates the innovation and entrepreneurialism at the core of agriculture. Joining Sec. Vilsack and Policinski to discuss the WinField Crop Adventure at Fair Oaks Farms will be Indiana Governor Mike Pence, WinField US COO Mike Vande Logt and Mike McCloskey, co-founder of Fair Oaks Farms.

The WinField® Crop Adventure: Growing the nation’s premier agritourism destination

In honor of the recently-completed WinField® Crop Adventure, industry leaders and public officials will also gather today for a day-long celebration of modern farming (a full schedule is included below). As visitors tour the new exhibit, they will learn not only about the history of farming, but today’s farming practices and how agriculture might look in the future.

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1. Land O'Lakes, Inc. sought to find out teens perceptions of modern agriculture and global food security by surveying more than 500 teens, ages 13-16, in an online survey administered by Carbonview in May 2016.



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“The WinField® Crop Adventure, developed in partnership with Fair Oaks Farms, is one way Land O'Lakes and WinField are sharing the important and meaningful work done by farmers, and fueling ideas and innovation to feed the growing population,” said Vande Logt. “The Crop Adventure dives in to the innovative practices in precision agriculture, technology and sustainability and connects them to people's everyday lives.”

Young farmers like 15-year-old Kelly Irvine, a seventh-generation teen farmer recognized nationally for her research focused on women in farming and agriculture, are becoming increasingly rare. Irvine will visit the WinField® Crop Adventure at Fair Oaks Farms and join the Fields of the Future broadcast to talk about her hopes for farming, and how she encourages youth to learn more as well.

“As we celebrate Indiana's bicentennial year and our rich 200-year history, we are reminded that at our core, Indiana is agriculture,” said Governor Mike Pence. “WinField Crop Adventure showcases Indiana's continued advancements in agricultural production and is an unmatched opportunity for Hoosiers to celebrate how farming and agriculture continue to play a pivotal role in the future of our communities. I'm thankful for the work of Fair Oaks Farms as they lead by example to inform and engage Hoosiers of all ages on Indiana's role in the field of agriculture.”

The exhibit provides a history of farming and explores the journey of a crop in highly educational but approachable exhibits. The experience completes with a look into the future of farming and an invitation for ideas from all visitors.

The WinField® Crop Adventure joins The Dairy Adventure® and The Pig Adventure, which are already available to guests of Fair Oaks Farms. At each exhibit, visitors can explore family farms and gain a deeper understanding of the role agriculture plays in peoples' lives.

Schedule of Events for Wed., June 15, 2016

Location: Fair Oaks Farms (Fair Oaks, Ind.)

10:00 AM: Exclusive media tour of WinField® Crop Adventure, pollinator garden planting with local summer camp, 3D outdoor art installation, one-on-one interviews

1:30 PM: A live broadcast from the WinField® Crop Adventure

2:15 PM: Remarks by:

- Chris Policinski, President and CEO of Land O'Lakes, Inc.
- Agriculture Secretary Tom Vilsack
- Mike McCloskey, Co-Founder of Fair Oaks Farms
- Indiana Governor Mike Pence

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About Land O'Lakes, Inc.

Land O'Lakes, Inc., one of America's premier agribusiness and food companies, is a member-owned cooperative with industry-leading operations that span the spectrum from agricultural production to consumer foods. With 2015 annual sales of \$13 billion, Land O'Lakes is one of the nation's largest cooperatives, ranking 215 on the Fortune 500. Building on a legacy of more than 95 years of operation, Land O'Lakes today operates some of the most respected brands in agribusiness and food production including LAND O LAKES® Dairy Foods, Purina Animal Nutrition and Winfield US. The company does business in all 50 states and more than 60 countries. Land O'Lakes, Inc. corporate headquarters are located in Arden Hills, Minn.

About Winfield US

Winfield US is a seed and crop protection business serving nearly 1,300 independently owned and operated agricultural retailers that operate thousands of retail locations across the United States. Through its recognized portfolios of agricultural products, services and agricultural expertise delivered under the WinField® and United Suppliers® brands, the business supports retailers in helping farmers achieve high levels of success in the field.

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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