

June 8, 2016

## **Fields of the Future: Engaging Non-Farmers in the Challenge to Feed 9.7 Billion by 2050**

*Land O'Lakes leads conversations to pull back the curtain on modern farming,  
brings critical conversations beyond the ag industry*

**WHAT:** In [a live broadcast](#), [Land O'Lakes President and CEO Chris Policinski](#) and [Agriculture Secretary Tom Vilsack](#) will address the challenges facing the farming and agriculture industry – limited resources, an aging work force and rapid population growth – as it works to solve the looming global crisis of feeding more than 9 billion people by 2050 at the unveiling of the WinField Crop Adventure at Fair Oaks Farms in Indiana.

Other experts will participate in a panel to discuss the importance of ensuring young people and their families are better educated on these challenges, as well as made aware of the numerous ways they can contribute to a solution – from diverse career opportunities to demystified perceptions of the farming profession.

The broadcast from [Fair Oaks Farms](#) will also feature:

- **Unveiling of the Winfield Crop Adventure** – an interactive, experiential exhibit for students and families designed to educate visitors about the technologies, agronomic practices and innovation that shapes modern agriculture while connecting Americans' everyday lives with farming
- The story of **Kelly Irvine**, a high school sophomore and seventh generation farmer, who is working to shape the future of food and farming at the age of 15
- **New research** on how young people perceive the farming and agriculture industry

**WHY:** Today, 1 out of 9 people don't have enough food to eat. By 2050, the earth's population will grow to 9.7 billion people. That means we'll need to produce 70 percent more food with limited resources. For example, by 2030, water demand will exceed supply by 40 percent —and an aging workforce with 20,000 agriculture jobs going unfilled each year. New markets and innovation will be critical to achieving food security. Engaging younger generations in opportunities in agriculture – as tomorrow's farmers, ranchers and entrepreneurs – is vital to continuing the great work farmers are doing today – rising to the challenge and finding innovative solutions to do more with less.

Sources: [State of Food Insecurity in the World](#); [U.S. Intelligence Community Assessment of Global Water Security](#); [U.S. Department of Agriculture Jobs Report](#)

To satisfy the American public's growing appetite to understand the origin of their food, the [WinField Crop Adventure](#) is designed to pull back the curtain on modern agriculture, and demystify the work of farmers.

**WHO:** Chris Policinski, President and CEO of Land O'Lakes, Inc.  
Agriculture Secretary Tom Vilsack  
Mike Vande Logt, Executive Vice President and COO of WinField US  
Mike McCloskey, Co-Founder of Fair Oaks Farms  
Kelly Irvine, National FFA Agriscience Fair Winner  
Host: Pam Jahnke, Wisconsin Farm Report

**WHEN:**           **June 15, 2016**  
**1:30 p.m. – 2:00 p.m. CT\*:** [Live broadcast from Fair Oaks Farms](#)  
**2:15 p.m. – 2:45 p.m. CT:** Additional remarks from Chris Policinski, Sec. Vilsack, Indiana Gov. Mike Pence, and Mike McCloskey  
**Starting at 2:45 p.m. CT:** Interview availability (for Chris Policinski, Mike Vande Logt and Mike McCloskey)  
*\*Interview questions will also be accepted during the live broadcast via Twitter at @LandOLakesInc (#FieldsofFuture)*

**WHERE:**        ***Join us in-person at Fair Oaks Farms***       — OR —        **TUNE IN LIVE**  
WinField Crop Adventure  
Fair Oaks Farms  
856 North 600 East  
Fair Oaks, Indiana 47943

For questions or to secure interviews, please contact Grace Fair at [gfair@webershandwick.com](mailto:gfair@webershandwick.com) or by phone at 952-346-6006 (desk) or 612-275-0359 (mobile).

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