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**Thanks2Farmers Initiative Celebrates Farmers**

***Land O'Lakes, Inc. is stationed at RAGBRAI to spark conversation***

Arden Hills, Minn. (July 22, 2016)—Iowans are used to seeing tractors and other machinery on the road during summer months but, for one week in July, a different kind of vehicle takes over. RAGBRAI, the oldest, largest and longest bike tour in the world is a seven-day event that draws thousands of people from local communities and all over the world to ride across Iowa. Land O'Lakes, Inc. is taking advantage of this influx of people as an opportunity to thank farmers for their role in producing nutritious, affordable and sustainably produced food.

The farmer-owned cooperative will premiere its Thanks2Farmers initiative during the 44<sup>th</sup> annual RAGBRAI, which takes place July 24-30.

Land O'Lakes aims to recognize farmers and spark conversations about modern farming practices by showcasing the agricultural community along the bike route.

"RAGBRAI allows us to share the stories of our cooperative members not only with their local communities, but with people from across America and around the world," said Leah Anderson, vice president of Member Relations for Land O'Lakes, Inc.

During the course of RAGBRAI, Land O'Lakes will partner with its local member-cooperatives to host oasis stations for RAGBRAI riders. Roadside signs along the route will direct riders to the five stations located at Heartland Co-op, United Farmer's Mercantile Cooperative, Farmers Cooperative Company, South Central Co-op, and Vision Ag LLC. Each oasis will provide riders the chance to take a photo, connect to free WiFi, eat product samples, and most importantly, learn about modern agriculture.

Land O'Lakes is encouraging riders and community members to show appreciation for farmers by sharing their photo on social media using the hashtag #Thanks2Farmers. For every photo shared on social media with #Thanks2Farmers during the RAGBRAI event (July 24-30, 2016), the Land O'Lakes Foundation will give a 1pound food donation (up to 10,000 lbs.) to the Food Bank of Iowa.

"The purpose of this project is to express our gratitude to our farmers and to share their story," said Tim Scott, chief marketing officer at Land O'Lakes, Inc. "Not only will we get to thank our cooperative members, but we will also get the chance to help our communities along the way through food donations."

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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.*