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TURNING POINTS INTO POSITIVES: LAND O' LAKES AND NO KID HUNGRY® PARTNER WITH FOODSERVICE CUSTOMERS

Rewards members swap points for donations to help end childhood hunger in America

Arden Hills, Minn. (Sept. 19, 2016)—In America, 1 in 5 children struggles with hunger every day. The Land O'Lakes Foodservice team, part of the U.S. Dairy Foods division of Land O'Lakes, Inc., is joining the fight to end childhood hunger in America with a goal of providing one million meals through a new partnership with No Kid Hungry®.

Beginning in Sept. through Dec. 2016, the Land O'Lakes Foodservice team is inviting its customers to help combat childhood hunger. The partnership with No Kid Hungry® builds on the LAND O LAKES® Performance Extras® program, a loyalty program for independent restaurant owners. Operators enrolled earn cash rebates and rewards points for every qualifying purchase of LAND O LAKES® Foodservice products.

Through this new partnership, operators can opt-in to help end childhood hunger by donating their rewards points to No Kid Hungry®. Land O'Lakes will increase the value of those points to \$1 per qualifying case of LAND O LAKES® Foodservice products, donating up to \$100,000. Every dollar donated helps feed a child 10 healthy meals where they live, learn and play.

"We are committed to addressing hunger across the country," said Heather Anfang, vice president of Marketing for U.S. Dairy Foods. "This campaign leverages an existing rewards program to engage our customers and help the increasing number of people who are hungry to live full and active lives."

Funds raised will support the work of No Kid Hungry® to connect vulnerable children to effective nutrition programs like School Breakfast and Summer Meals, creating public-private partnerships that work together to identify and break down barriers to giving children access to meals, and teaching low-income families how to stretch their food budgets and cook healthy, affordable meals.

"We're so appreciative of Land O'Lakes leveraging their special relationship as a supplier in support for No Kid Hungry," said Jill Davis, senior director of corporate partnerships for Share Our Strength®, the nonprofit that runs the No Kid Hungry® campaign. "By encouraging their customers to trade Performance Extras® Rewards Program points for donations, they're connecting the foodservice industry to the heart of their business and their communities—feeding people who are hungry."

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For more information on Land O'Lakes' partnership with No Kid Hungry®, visit <https://www.lolextras.com/nokidhungry>. To join the enhanced Performance Extras Rewards Program, sign up [here](#).

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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 farm production to consumer foods. With 2015 annual sales of more than \$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 No Kid Hungry

No child should go hungry in America, but 1 in 5 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by ensuring that kids start the day with a nutritious breakfast and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure kids get the healthy food they need. No Kid Hungry is a campaign of national anti-hunger organization Share Our Strength. Join us at NoKidHungry.org.