



LAND O' LAKES, INC.



GENYOUth
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Land O'Lakes Farm Bowl Celebrates Modern Farmers as Part of Minnesota Super Bowl Host Committee Programming

Arden Hills, Minnesota (July 24, 2017) – Land O'Lakes, Inc. today announced the Land O'Lakes Farm Bowl, an exciting collaboration to inspire the next generation of young leaders to consider careers in food and agriculture. As part of its Minnesota Super Bowl Host Committee programming, Land O'Lakes Farm Bowl will showcase the intricacies and challenges of modern agriculture, testing the skills of professional football players on the farm.

"Super Bowl LII offers an exciting stage to convey the importance of farming to feeding the world, and to show how Land O'Lakes' member owners are impacting the entire food chain, farm to fork, from our iconic butter brand and far beyond," said Chris Policinski, president and CEO of Land O'Lakes, Inc. "Less than two percent of the population touches farming and, as the voice of the farmer, we feel an obligation to tell their important story."

Land O'Lakes Farm Bowl will pit teams of current and former professional football players and Land O'Lakes farmers against each other in a series of on-farm experiences and light-hearted farm-themed challenges to demonstrate the skill, determination and grit required to succeed as a farmer today. Minnesota Vikings' tight end Kyle Rudolph, Hall of Famer Jerome Bettis and former players Greg Jennings and Jason Brown are just a few of the players lending their talents to the effort.

"Land O'Lakes Farm Bowl is a great example of how one of Minnesota's most storied organizations is leaning in to tell the stories of the Bold North," said Maureen Bausch, CEO of the Minnesota Super Bowl Host Committee. "The hard work of farming, food and agricultural professionals are central to many Minnesota communities. Land O'Lakes, which works with thousands of farmers across the United States, is the perfect host to merge these two very different worlds – football and farming – for an entertaining and inspiring event."

Land O'Lakes Farm Bowl will come to life on Thursday, Feb. 1, 2018, in Minneapolis at the University of Minnesota. GENYOUth students will take to the field with farmers and football personalities, participating in the event in various ways. Off the field, the experience will educate and empower students to champion nutrition and agriculture.

"What truly makes the Land O'Lakes Farm Bowl so unique is that it empowers youth to see firsthand the important work of farmers. This initiative is invaluable for helping youth understand and appreciate how farming and agriculture nourishes them from farm to fork, while inspiring interest in nutrition and modern agriculture careers," said Alexis Glick, chief executive officer of GENYOUth. "As a mom, the Land O'Lakes Farm Bowl truly resonates with my belief that we all need to be passionate about ensuring a healthy future for our children."

Fans can follow all the Land O'Lakes Farm Bowl action at thefarmbowl.com.

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 2016 annual sales of \$13.2 billion, Land O'Lakes is one of the nation's largest cooperatives, ranking 209 on the Fortune 500. Building on a legacy of more than 96 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® United. 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 Minnesota Super Bowl Host Committee

The Minnesota Super Bowl Host Committee is a private, non-profit corporation formed to plan and execute Super Bowl LII. For more information visit www.mnsuperbowl.com and follow @mnsuperbowl2018 on Facebook, Twitter, Instagram and Snapchat.

About GENYOUth

GENYOUth empowers students to create a healthier future for themselves and their peers by convening a network of private and public partners to raise funds for youth wellness initiatives that bolster healthy, high-achieving students, schools and communities nationwide. We believe that all students are change-agents, who deserve the opportunity to identify and lead innovative solutions that positively impact nutrition, physical activity, and student success. For more information about GENYOUth, visit: www.genyouthnow.org.