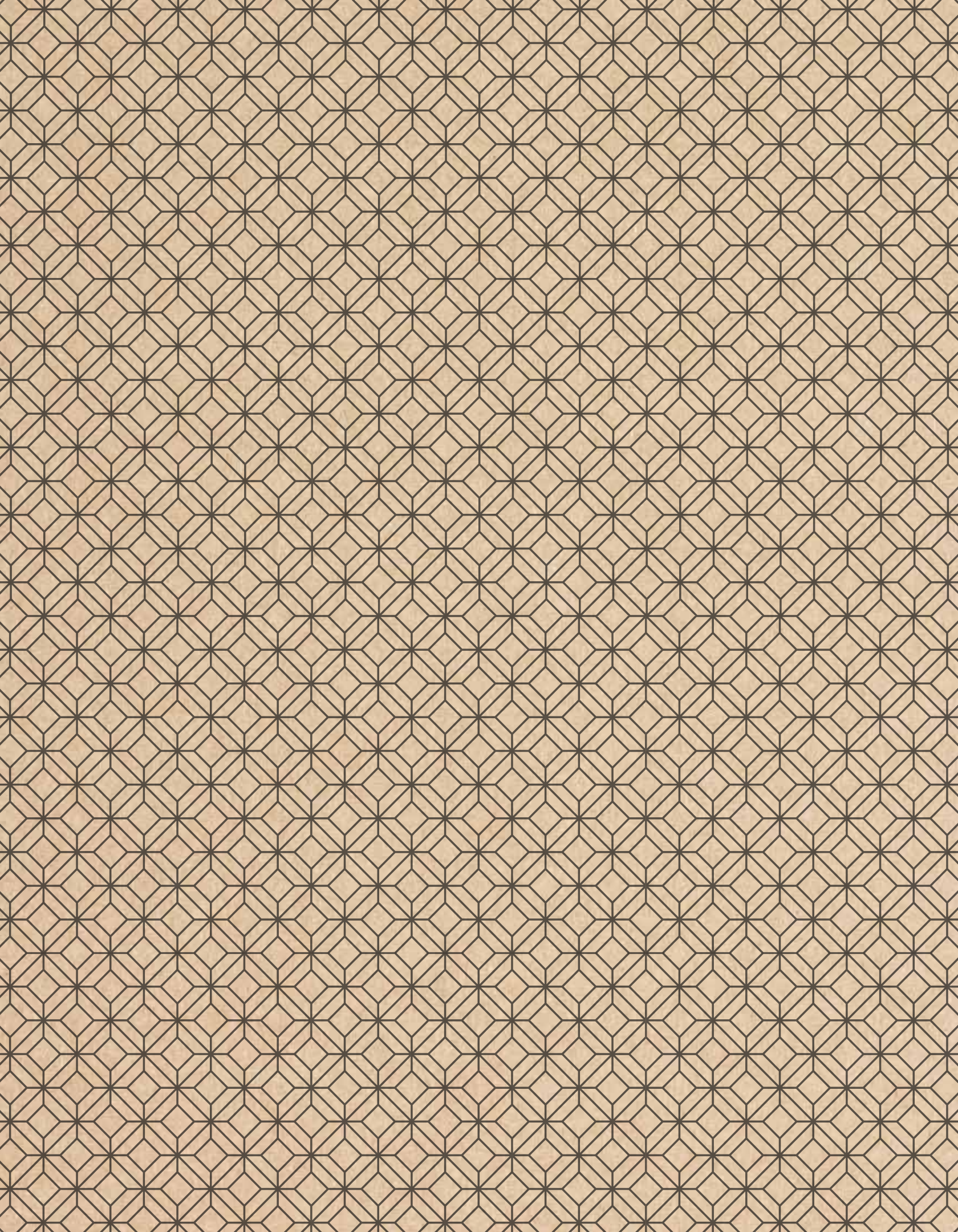


**LAND
O'LAKE,
INC.**

2017



A large dairy farm at sunset. In the foreground, a herd of black and white cows is gathered in a dirt area. In the background, a long, multi-story barn with a metal frame and a large roof is visible. The sky is a warm, golden-orange color from the setting sun, which is partially obscured by the barn's roofline.

Land O'Lakes, Inc. is a farmer-owned cooperative working across crop inputs and insights, animal nutrition, dairy foods and sustainability. This unique view allows us to work together with our member farmers and retailers to unlock the greatest potential of food production, so farmers and agricultural communities around the world can help build a sustainable future for generations to come.

This strategy has never been more critical. Despite today's difficult operating environment, Land O'Lakes continues to achieve record performance that enables us to deliver strong returns to our members and reinvest in the products, services and capabilities that support and drive shared success for our network of farmers and independent retailers.

DEAR STAKEHOLDERS,

2017 was a challenging year for all of agriculture and for our members—a year that required Land O'Lakes, Inc. to perform at its best in order to be able to do everything we could to support our membership in this challenging time. This desire to help our membership required all of us at Land O'Lakes to more aggressively leverage our "value-added" approach to doing business, an approach that allows us to capture value from the marketplace and pass that value along to our members. We recognize when we do so, we deliver market access, earnings, products and, increasingly, services to our membership. This model of driving business success to pass along to our membership has been foundational to Land O'Lakes, Inc. and our member-owners from our inception in 1921.

Our strategy is based on a deep understanding what our consumers, customers and farmers need to be successful, and then developing innovative, value-added products and services to meet those needs. Being a cooperative literally means working together for the common good and for shared success. Every decision we make to be successful

as a company today is both true to our roots and is done for the benefit of our members.

Taken together, in 2017, Land O'Lakes delivered \$365 million in net earnings through its four businesses.

At WinField United, we completed the WinField and United Suppliers merger, grew share and delivered sales of \$5.7 billion and pretax

earnings of \$230 million. The business is poised to lead all aspects of precision agriculture and ag technology into its bright future.

Dairy Foods once again captured share and delivered sales of \$3.9 billion and pretax earnings of \$71 million. In addition, we invested in Vermont Creamery, which will provide a platform for future branded growth. The business was able to offset negative market conditions and deliver a patronage of 34 cents per hundredweight.

In Feed, we delivered another successive record performance. The business saw sales of \$3.7 billion and pretax earnings of \$92 million. The business saw strength in the business-to-business platform with Nutra Blend and milk replacer, and strengthened key customer relationships.

Our Land O'Lakes SUSTAIN business, which we created to both put the grower at the center of the sustainability discussion and to help evolve their own practices, is also gaining ground and new customers as it expands its footprint. We've seen valuable support from government and various associations.

On the International business front, the word was investment. We saw growth in our Villa Crop Protection business in South Africa and an even better-than-expected expansion in our Bidco feed business in Kenya. In addition, we expanded our footprint in China, Mexico and Canada.

Nearly 100 years ago, Land O'Lakes, Inc. was established by a group of dairy farmers to aggregate supply, gain bargaining power and get their "value-added" product where it needed to go. It evolved to use the aggregated demand of those owners to buy goods and services together, accessing better products and services faster and cheaper than they could on their own. Nearly a century later, we have not forgotten our roots or changed our practice of using our collective strength to our members' benefit.

Thank you for your business and your support this year, and the many years leading up to it.



Sincerely,

Chris Policinski

Chris Policinski
President
Chief Executive Officer

Pete Kappelman

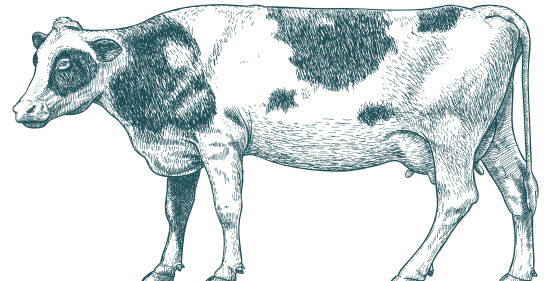
Pete Kappelman
Chairman of the Board

\$14 *NET SALES*
.....
BILLION

17% *RETURN ON EQUITY*

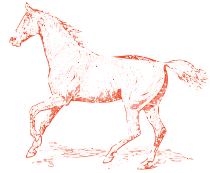
\$149 *CASH RETURNED TO MEMBERS*
.....
MILLION

\$151 *SECTION 199 DEDUCTION PASS THROUGH*
.....
MILLION



PRETAX EARNINGS

\$92
MILLION



ANIMAL NUTRITION

PRETAX EARNINGS

\$71
MILLION



DAIRY FOODS

PRETAX EARNINGS

\$230
MILLION



CROP INPUTS & INSIGHTS

\$365 *NET EARNINGS*
.....
MILLION

1,959

DAIRY PRODUCERS

886

AG PRODUCERS

751

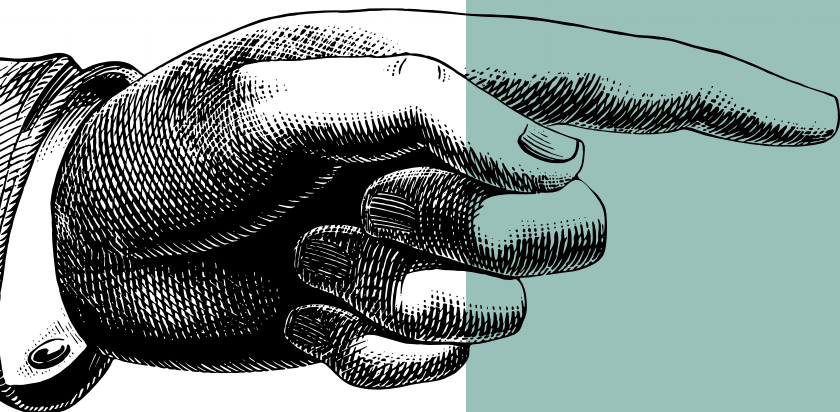
MEMBER CO-OPS

367

INDEPENDENT RETAILERS

WE E V E R

—
2017
BUSINESS
—



In recent years, the food and agriculture industries have faced a number of challenges ranging from oversupply situations and prolonged market volatility to unprecedented consolidation and new competition up and down the value chain. Despite these disruptors, we have remained true to our cooperative roots, never forgetting our commitment to drive performance in order to deliver strong returns and position the company for prolonged success on behalf of our member-owners.

Within our individual businesses, 2017 saw exceptional performances across the board, new product launches, merger and acquisition activities, and investments in the future. All of which combined to deliver another record year for Land O'Lakes, Inc.

ANIMAL NUTRITION

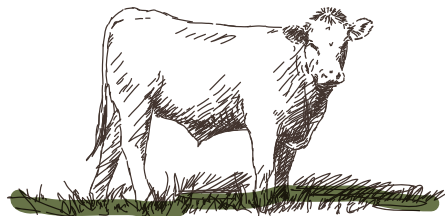


WELCOME TO THE FARM

Hosted 43 VIP selling events at the Purina Animal Nutrition Center in 2017. Of these events, 17 were focused on cattle, 12 on dairy and six on horse—all of which drove a record number of new customer conversions.

UNLOCKING GREATNESS

Successfully launched Purina® Accuration® Hi-Fat Block—designed to provide additional energy to balance nutrient deficiencies in forages for cattle. Also introduced Purina® Outlast™ Gastric Support Supplement, which supports a healthy gastric environment in active horses.



FEEDING POTENTIAL

Our young animal dairy program—backed by many years of research—continued to see positive results with LAND O LAKES® milk replacer, AMPLI-CALF® Starter and AMPLI-CALF® Grower working together to help unlock incremental milk output for producers.

GLOBAL CONNECTIONS

PMI Nutritional Additives leveraged innovation and strategic relationships with global feed additive leaders, which provided exclusive access to differentiated technology, to achieve growth across livestock species and reinvest in the business.

STRENGTHENING RELATIONSHIPS

Nutra Blend, in partnership with its customers, has provided more than 6 million meals to school-aged children in the three years since it launched its Drive to Feed Kids® backpack program—delivering best-in-class service, quality and results while having a positive impact on the communities where our customers and vendors live.



BETTER TOGETHER

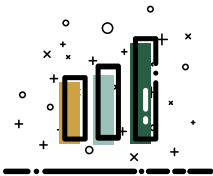
In October, United Suppliers' and Land O'Lakes, Inc.'s crop inputs and insights businesses officially completed the nearly two-year merger process and, together as WinField United, now bring a total agronomy capability to member-owners and customers.

TOTAL AGRONOMY SOLUTIONS

Welcomed WinField United Canada and WinField United Crop Nutrients to our total agronomic suite of products, services, data and insights that we deliver to our retail owners.

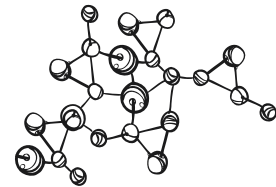
LEADERS IN INNOVATION

Advanced our commitment to ag tech through the launch of the R7[®] Field Forecasting Tool that was named AgPro new product of the year. Also, introduced new products such as OnTarget™, an adjuvant technology specifically designed for use with new herbicide chemistries.



BUILDING SIZE AND SCALE

Continued to invest in size and scale, and expand our capabilities, through the acquisitions of the Solum testing lab and the Armor Seed brand.

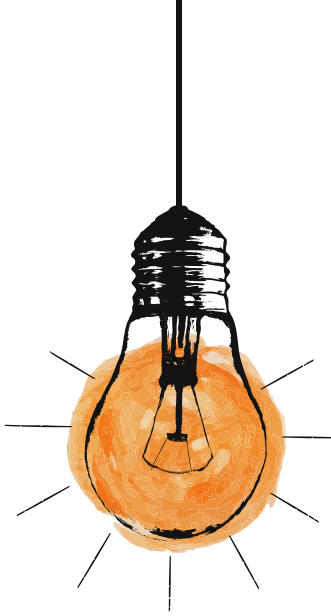


A STATE-OF-THE-ART FACILITY

Celebrated the grand opening of the WinField United Innovation Center, a state-of-the-art product and technology testing and development facility, and an epicenter of agronomy research and development that further strengthens our reputation as a leader in 21st-century agribusiness and innovation.

CROP INPUTS + INSIGHTS

DAIRY FOODS



AN ENTREPRENEURIAL SPIRIT

Successfully launched the Land O'Lakes Dairy Accelerator with five dairy entrepreneurs in its pilot year, gaining rich insights into generating new growth platforms for dairy.

OVERCOMING OBSTACLES

Faced with global milk powder prices that declined by 30 cents over the course of the year, Global Dairy Ingredients effectively managed risk to overcome this unexpectedly challenging operating environment and outperform the market.

A RECORD YEAR

Our iconic LAND O LAKES® Butter business delivered record earnings and our Deli Cheese business generated both the highest sales and profit in four years.



A PREMIUM ACQUISITION

Completed the acquisition of Vermont Creamery, a specialty producer of artisanal aged and fresh goat cheeses and premium cultured dairy products with an impressive track record of earning national and international awards.



PROUDLY FARMER-OWNED

After piloting new packaging in 2017, we're ready for a full 2018 rollout celebrating our farmer-owned roots. The words "farmer-owned" will now be proudly displayed front-and-center on all LAND O LAKES® butter packaging.

INTERNATIONAL



LOCKING IN ON SOUTH AFRICA

Villa crop protection partnership in South Africa overcame challenging market conditions to achieve record sales, driven in part by the successful launch of the Interlock® adjuvant into South Africa and surrounding markets.

EXPORTING OUR EXPERTISE

Continued to see growth in Mexico bringing high-value items from WinField United and our animal nutrition business to help Mexican farmers become more productive.

PLANTING A SEED

Negotiated an agreement with a Chinese alfalfa distributor to explore a joint venture partnership and further expand seed supply business opportunities. The formal government approval process is underway.

A STRONG START

Bidco Land O'Lakes—our animal nutrition joint venture in Kenya—is off to a strong start with 2017 volumes growing more than 80 percent over 2016 and plans to invest in an upgraded feed manufacturing plant that will add capacity to keep up with a rapidly expanding market.



AN INNOVATIVE SOLUTION

Launched a new conservation planning tool, Agren BufferBuilder, that offers farmers flexibility in complying with an agricultural buffer law in Minnesota. After assessing both the law and the technology, Agren BufferBuilder was approved by the Minnesota Board of Water and Soil Resources as an alternative practice option under the Minnesota law.



FUNDING MEASURABLE OUTCOMES

Launched the Land O'Lakes SUSTAIN Innovation Fund to help dairy members implement new, large-scale technologies or management systems focused on driving measurable outcomes for air, soil and/or water.

A COMMITMENT TO CONSERVATION

Land O'Lakes SUSTAIN, along with Dairy Foods, worked with Walmart in their efforts to reduce greenhouse gas emissions from the supply chain by 1 billion metric tons by 2030. Land O'Lakes committed to deliver a reduction of 10 million metric tons through our Land O'Lakes SUSTAIN Conservation Agronomy and Dairy platforms.

MANAGING SOIL THROUGH AG TECH

Expanded adoption of SoilVantage® technology to help farmers understand and manage areas in their fields most susceptible to soil erosion. Utilizing aerial imagery, soil maps and elevation data, a field-specific report shows the soil loss on nine meter grids, including average soil loss per acre and estimated potential yield and nutrient loss quantified in the clearest of terms: dollars per acre.

PAINTING AN ACCURATE PICTURE

Introduced the Conservation Dairy platform, including on-farm sustainability assessments and an energy efficiency service, to provide an accurate picture of our members' current sustainability efforts and provide opportunities for continuous improvement.



LAND O'LAKES SUSTAIN™

section :: 1

**WE UNLOCK GREAT POTENTIAL
FROM FARM TO FORK, THROUGH
OUR DATA-DRIVEN APPROACH,
TECHNOLOGICAL EXPERTISE
AND BY TURNING INSIGHT
INTO INNOVATION.**

FORAGE GENETICS + CROPLAN

GROW INTO THE FUTURE

For Land O'Lakes, Inc.'s wholly owned subsidiary Forage Genetics International (FGI), 2017 was a milestone year as it released the highly anticipated HarvXtra® alfalfa seed. To help display the game-changing genetics of HarvXtra® alfalfa, FGI hosted the CROPLAN® VIP Alfalfa Experience for 110 producers in Wisconsin in early June.

In his role within the Land O'Lakes Member Relations team, George Droogsma works with eastern Minnesota dairy members to share information about Land O'Lakes' full spectrum of products and services. Part of working with dairy members is understanding animal nutrition and the value quality forage brings to dairies. George and other attendees of the CROPLAN VIP Alfalfa Experience got up close and personal with the new seed varieties.

"Producers see firsthand the work FGI is doing," George says. "The conference gives you a better understanding of all the trials and work that goes into selecting the varieties before they even hit market. It builds your confidence in the product and how well they can perform on your farm. Producers get to see that there are a lot of genetics that go through initial testing and never make it to market."

Minnesota member-owner Mark Clark attended the CROPLAN VIP Alfalfa Experience to learn more about the process of genetically engineering alfalfa seeds.

"These seeds are really fascinating because I am from the older generation where we didn't do it that way," Mark says. "I think that it is real interesting how they take cells, pull them apart and put them back together to make the product sturdier."

After completing a tour of the lab, producers visited test plots grown by FGI under multiple conditions and in different varieties of soil. Members of the FGI team shared insights about disease resistant alfalfa, general alfalfa management, current CROPLAN® seed varieties and what is next on the alfalfa front from CROPLAN® and FGI.

"It's interesting talking to other farmers about how they grow their alfalfa and what they do differently," Mark says. "I talked with some of the agronomists from around the area about how to make the alfalfa work better or learn little hints for planting."



Seeing the benefits of Purina Animal Nutrition's VIP experience

Allied Cooperative in west central Wisconsin has provided Purina Animal Nutrition products and services to its members for more than 30 years.

But until last December, the co-op had never taken members and potential customers on a VIP trip to the Purina Animal Nutrition Center in Gray Summit, Missouri. The 1,200-acre facility is staffed by more than 100 nutritionists, veterinarians and animal care workers, and is a true differentiator from Purina's competitors. Sarah Henderson, feed sales and marketing manager at Allied, decided 2017 was the year to make the trip.

After nearly a year of planning, Sarah led an expedition of about 35 people on a 10-hour bus ride south with dairy producers who already use Purina® products and have seen results, as well as prospective customers.

It was important to have current and potential Purina customers on the trip, Sarah says, because the current users could share first-hand how Purina had improved their operations.

"On the bus, we had a great mix of producers who are very loyal to Purina and to Allied, as well as some customers we're hoping to gain business from," Sarah says.

VIP trips give producers a chance to learn from Purina's staff about the cutting-edge research that goes into their products and how it can work for their farms.

"They were inspired by the trip," Sarah says. "The dairy market is tough. And the trip reminded them that they're doing a great thing in producing food for the world, and they learned how to do an even better job on their operation."

Plus, Sarah says, the farm's layout and visitor-friendly design make it easy to be impressed.

"We were in the viewing room above the milking parlor. It was comical; there were quite a few of us who stood there watching the cows getting milked. We were just mesmerized," she says. "We see this every single day. We milk cows every day! And still, we were like, 'This is so awesome.'"

But when a co-op makes an investment in a VIP trip—and the face-to-face connections made during them—the best result it can hope for is increased business. And this trip led to results soon after it ended.

"Our nutritionists and I spent quite a bit of time together with good prospective customers throughout the trip," she says. "One called after we came back and said he was bringing his calf feed business back to us."

Other potential customers who took the trip are now aware of the science behind Purina® products and are considering switching their operations to Purina.

"We were able to build some great relationships on the trip, and it's helped us grow our business," Sarah says. "It was definitely worth it."



“

THE DAIRY MARKET IS TOUGH. AND THE TRIP REMINDED THEM THAT THEY'RE DOING A GREAT THING IN PRODUCING FOOD FOR THE WORLD.

section :: 2

**WE WORK TOGETHER AS AN
INNOVATIVE FARMER-OWNED
COOPERATIVE COMBINING OUR
GLOBAL PERSPECTIVE, VALUE-
ADDED BRANDS AND DIRECT
ACCESS TO THE SOURCE TO
MEET AGRICULTURE'S TOUGHEST
CHALLENGES.**

WINFIELD UNITED INNOVATION CENTER

AN EPICENTER OF R&D

When WinField, Land O'Lakes, Inc.'s crop inputs and insights business, and United Suppliers made the decision to bring their businesses together, it centered around building a future of agronomic leadership. The merger was just the first step.

In 2017, WinField United was joined by our partners in innovation across farming, higher education and private industry to celebrate the grand opening of the WinField United Innovation Center, a state-of-the-art product and technology testing and development facility, and the center of agronomy research and development.

The Innovation Center further strengthens our research and development capabilities and our reputation as a leader in 21st-century agribusiness and innovation. The research and testing performed at the center enables precise targeted applications of crop protection products, which improves efficiency and can help reduce waste.

Simply put: the WinField United Innovation Center provides the space and equipment to develop industry-leading and next generation tools that will help farmers sustainably grow more food using fewer resources. And as we innovate new solutions and

technologies, our strong network of agricultural retailers will be better armed with comprehensive agronomic solutions that are not only forward thinking, but tested and backed by data and insights.

When you combine this state-of-the-art facility with the more than 200 Answer Plot® locations and an extensive data validation process, the WinField United team is uniquely positioned to develop trusted, data-backed product and technology recommendations for our retailers and the farmers they serve.

"Before we bring products to a farmer's fields, we make sure they work in our fields first," says Mike Vande Logt, executive vice president and chief operating officer of Ag Technology. "All of our products are developed with farmers top-of-mind. Our product development process is a stamp of approval that represents the comprehensive, rigorous, proven method we use to bring products and technologies to market."

In all, WinField United has the technical know-how, proprietary tools and research-based product solutions to help provide farmers with a competitive advantage, not to mention the data-backed insights they can trust for success today, tomorrow and beyond.



HEALTH INSURANCE, THE CO-OP WAY

In many cases, opportunities to innovate can be found within the challenges we face every day—in the problems that need a fresh look or a new approach.

Over the years, we've heard from many members who were struggling to obtain quality, affordable health insurance. A challenge plagued by shifting policy, complex systems and exchanges with sparse options. In 2012, we introduced the Member Cooperative Health Plan, which helps provide health insurance solutions to our co-op customers. Under this program, participating cooperatives receive comprehensive benefits at competitive prices by leveraging Land O'Lakes' scale and buying power. Today, this program provides healthcare benefits to over 10,000 co-op employees and their dependents.

Building on this success, we created BuyPoint Insurance Solutions (BIS) in 2016 in an effort to help our individual farmer-members find affordable healthcare plans for themselves, their families and their businesses. Following a successful pilot year, we officially

rolled the offering out to members nationwide in 2017.

As an exclusive insurance agency for Land O'Lakes' member-owners, BIS helps our members, their families and their employees find the coverage they need for medical, dental, life, disability and voluntary products. What's truly innovative about BIS is the potential it offers for farmers of all types—from family operations to farms employing many individuals in need of health insurance, too.

"I was a bit skeptical at first, but Land O'Lakes made good on their word," says Minnesota member-owner Sadie Frericks. "I'm just extremely proud and delighted that we have a solution that makes things simpler. I don't know what other farmers have experienced in terms of any savings, but the BIS solution made a huge difference for my family."

Through these offerings, Land O'Lakes is continuing to find ways to help our members, their families and employees find cost-effective coverage and avoid some of the hassle of hunting down policies.

A promising feed partnership in Kenya

Dairy farming is a popular way of life in Kenya. As the country's middle class grows, demand for animal products is on the rise. And yet, supply can't seem to keep up.

"Kenyan farmers have the opportunity to see more productivity, and we have an opportunity to get them there," says Jesse Green, Bidco Land O'Lakes feed plant manager.

In 2016, Land O'Lakes, Inc. and Bidco Africa began a joint venture feed business called Bidco Land O'Lakes. Bidco Africa is East Africa's largest consumer goods company with over 35 years of market knowledge, customer insights and regional distribution networks. Matched with Land O'Lakes' expertise in feed technology and formulation,

commitment to quality and comprehensive approach to animal health, these two companies have found strength in combining forces.

After one year of operation, Bidco Land O'Lakes sales have more than doubled—but this is just the start. The team has also been active in helping advance the overall industry, from feed quality to improved on-farm practices.

On average, the Bidco Land O'Lakes plant handles about 400 metric tons of goods per day, including the arrival of raw ingredients and shipping of finished products to distributors. Each delivery gets tested at a state-of-the-art laboratory with technology that comes straight from the Land O'Lakes toolkit.

The Bidco Land O'Lakes team is also

helping farmers improve their overall operation by offering trainings in on-farm best practices and business management. Any gains in productivity can have a substantial impact on a Kenyan family farm, with the added income covering important family needs like school fees and an improved diet.

While Land O'Lakes' international feed production is currently focused just in Kenya, we have high aspirations for East Africa. "With nearly 450 million people, East Africa has large markets that will continue to grow rapidly," says Jerry Kaminski, chief operating officer, International. "This joint venture, along with our investment in Villa in South Africa, positions Land O'Lakes to be a leader in the growing African marketplace."

section :: 3

**WE BUILD FOR A SUSTAINABLE
FUTURE, WITH DEEP RESPECT
FOR OUR PRECIOUS LAND,
WATER AND AIR, THROUGH
STRONG RELATIONSHIPS AND
INNOVATIVE IDEAS.**

LAND O'LAKES SUSTAIN BRINGS CONSERVATION AGRONOMY TO KANSAS

As a farmer-owned cooperative with a farm-to-fork view of the industry, we know sustainability needs to work, first and foremost, for the farmer. With more than 30 years' experience as an agronomy manager at a member cooperative in Kansas, Willie Schmidt believes that today, more than ever, farmers' leadership in the field extends beyond production, to protection and conservation. But sustainability isn't only central to their principles of conservation and stewardship; it's critical to bottom lines and our members' long-term legacy.

"We need to be open to new best management practices to help ensure the longevity of our operations for our children and future generations," says Willie. "That's why we're working with Land O'Lakes SUSTAIN and WinField United to tap into their resources to continuously improve our practices and tell the story we're not able to tell ourselves."

Alliance Ag and Grain is a Land O'Lakes member-cooperative that supports 1,600 customers across the Kansas countryside. The co-op utilized WinField® crop protection products and technology, and United Suppliers® fertilizers for years, but it was in late 2016 when Willie was first introduced to Land O'Lakes SUSTAIN. And, he admits, he was skeptical.

"As we learned about Land O'Lakes SUSTAIN, I thought 'my goodness, we do all that, that's what we do. That's who we

are,'" says Willie. "Kansas has been on the forefront of managing water because it's such a limited resource for us." But after hearing more about it, the concept clicked.

Willie worked with his Land O'Lakes SUSTAIN account manager to evolve their current sustainability business offerings into a business plan, reviewing the technologies, practices and products at hand to design a solution that helps boost farmers' bottom line potential and protects local natural resources. Land O'Lakes SUSTAIN is one of the first to deliver precision conservation tools and services to farmers across the U.S. while meeting the demands of retail and consumer packaged goods companies, and satisfying increasingly curious consumers.

The platform has also developed metrics to drive meaningful, quantifiable on-farm conservation of air, soil and water. These metrics, when applied across farmed acres, help tell a story that's too often overlooked. Land O'Lakes SUSTAIN can help food companies and major retailers understand the sustainability of their supply chains. It can also help consumers learn about where their food comes from and see how it was responsibly produced. To date, the Land O'Lakes SUSTAIN platform is helping tell that story across more than 240,000 acres of Alliance Ag and Grain's footprint now enrolled.

An innovative solution

Whether it's through community partnerships, customer commitments or legislative efforts, we identify and advocate for opportunities that help farmers best manage their operations and meet sustainability goals in a common-sense and cost-effective way.

For example, in 2015, a new law in Minnesota put in place a 50-foot buffer requirement around all fields that drain to public waters. While intended to protect water quality, the law posed a challenge to farmers, requiring them to take a significant amount of land out of production to comply with the law. The need for a solution was evident—and through collaboration with state officials, we brought to bear Land

O'Lakes' technology, expertise and insights to help design a solution that met the needs of Minnesota farmers and their communities. Cue the Agren® BufferBuilder.

"Land O'Lakes SUSTAIN is excited to work with the state to provide flexibility for farmers, while helping to enhance water quality at the same time," says Matt Carstens, senior vice president for Land O'Lakes SUSTAIN. "The BufferBuilder tool helps enable farmers to utilize technology to the advantage of both their business and their local natural resources."

Licensed by Land O'Lakes SUSTAIN, the BufferBuilder tool allows a conservation planner to custom-design crop field buffers to trap

sediment and nutrients as water flows off a field. Using site-specific soil information, 40 years' worth of daily climate data and precise topography mapped by lasers to model the flow of water and sediment from a crop field, the technology identifies where there will and will not be a concentrated flow of water so farmers can strategically place buffers where they are needed.

After assessing both the law and the technology, Agren® BufferBuilder was approved by the Minnesota Board of Water and Soil Resources as an alternative practice option under the Minnesota law, offering farmers flexibility in complying with the law.

section :: 4

**WE ADVOCATE TIRELESSLY
FOR OUR INDUSTRY BY BEING
ACTIVE IN OUR COMMUNITIES
AND SHARING OUR STORY WITH
AUDIENCES THAT MAY NOT
KNOW US OR UNDERSTAND
FARMING VERY WELL.**

DOUBLING DONATIONS TO RURAL COMMUNITIES THROUGH MEMBER MATCHES

Land O'Lakes and our members are well-known for striving to improve their communities through charitable giving. And the Land O'Lakes Foundation makes it easier than ever to maximize their impact in the community through the Member Match programs.

The Direct Member Match program and the Member Co-op Match program match dollar-for-dollar the donations from our members to eligible organizations. These gifts and matching funds can go a long way in rural communities. In Fort Dodge, Iowa, NEW Cooperative has been donating to the Fort Dodge Noon Sertoma Club's Backpack Buddies program every year since 2014, and they have been utilizing their member matches each year.

"Our mission at NEW Cooperative lined up with the Sertoma Club and what it stands for: ending hunger," says Gary Moritz, communications director for NEW Cooperative. "Our board believes in the Land O'Lakes matching funds. It is an excellent way to help our communities.

Land O'Lakes makes it really easy to apply for the funds. It takes minutes to fill the application out and it makes a difference."

Arlene Blaser has been farming in Oconto County, Wisconsin, with her husband Allen for more than 40 years. Now, their son and his wife oversee most of the operation, and Arlene has found new ways to get involved in her community. About five years ago, she started volunteering at the Oconto Falls Food Pantry. And for the past two years, she's been using Direct Member Matches to supplement her donations.

"I think if people are willing to donate money, and if Land O'Lakes is willing to match it, to me it's a no-brainer," says Arlene.

When you combine the donations with her volunteer hours, Arlene is making a tangible impact in her rural community.

"At the food pantry, you can see these people do really need it," she says. "And I truly enjoy helping. You get home that night, you're tired, but you did something good."

I THINK IF PEOPLE ARE WILLING TO
DONATE MONEY, AND IF LAND O'LAKES
IS WILLING TO MATCH IT, TO ME IT'S
A NO-BRAINER.



ELEVATING THE STORY OF MODERN AGRICULTURE THROUGH FARM BOWL

It isn't often that football's biggest competition comes to our hometown Twin Cities. In fact, the last time the area hosted the game was in 1992. So, when we found out we'd be hosting the Big Game, Land O'Lakes jumped on the opportunity to use this elevated platform to educate folks about modern agriculture. The result was the Land O'Lakes Farm Bowl, a spirited competition featuring teams of Land O'Lakes members paired with current and former football players going head-to-head in farm-based challenges.

Teams worked to change tractor tires, back up tractors loaded with hay and fly drones to demonstrate precision agriculture technology. The goal was simple: illustrate to the 98 percent of Americans with no involvement in agriculture what modern agriculture looks like and how hard farmers work.

Before a pumped-up crowd, Land O'Lakes farmer-member JJ Nunes and Vikings' wide receiver Stefon Diggs edged out Jason Brown and Dave Ribeiro in The Big Feed Run challenge to claim victory, the bragging rights and the Farm Bowl Trophy. Despite not winning, Farm Bowl participant and Wisconsin member-owner Amber Horn-Leiterman believes the event was a success in helping those who might not know a farmer learn more about the industry.



"I was excited about sharing the ag story on this large of a stage. It's the Big Game, the whole world was watching, and we were there helping to put a face to farming," Amber says. "I hope people will have continued trust in farmers and a better understanding of where their food comes from. Farmers are just like you. We're your neighbors and we're the ones producing your food."

The Farm Bowl was a hit, with more than 1,000 people attending the live event and even more viewing online. On Twitter alone, coverage of the Land O'Lakes Farm Bowl reached nearly 6 million people, and the Facebook livestream of the full event reached another 1.8 million people. Regardless of the stats, the intangible goal of reaching new audiences and shining a brighter light on modern farming was undoubtedly achieved.



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Not pictured:

Dave Hoogmoed, Executive Vice President & Chief Operating Officer, Purina Core Feed; **Tim Scott**, Senior Vice President & Chief Marketing Officer



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