



CONNECTING Farm TO Table



OUR FARMS A History of Innovation

Land O'Lakes is more than premium dairy products. We are an organization committed to quality, service efficiency and innovation. 'Connecting Farm to Table' will help you understand how LAND O LAKES® products and services can help you succeed in the challenging foodservice marketplace. This edition focuses on how our farmer-owned cooperative has grown and diversified to become a leading resource for the foodservice industry.

It all started in 1921, when Land O'Lakes was first established as the Minnesota Cooperative Creameries Association. The goal was to create a community of like-minded dairy producers dedicated to improving quality standards, and in doing so, becoming an advocate for its members and customers alike.

Over the years we've held true to that vision, and Land O'Lakes has developed into one of America's premier food and agricultural farmer-owned, farmer-governed cooperatives.

Growth and Diversification

Land O'Lakes innovation, growth and diversification didn't end with the introduction of the country's first sweet cream butter in 1922. Since then, we've become a vertically integrated national cooperative and have expanded beyond dairy to encompass all elements from farm to table.



Land O'Lakes is now comprised of multiple business units:

- Dairy Foods (retail, foodservice, industrial)
- Ag Services (crop protection products, seed, feed, business development services)
- Layers (eggs)
- International Development Division

Our diversification enables us to offer a wide range of products, services and capabilities:

- Wholesome dairy-based food products for consumers, foodservice operators and food processors
- Agricultural supplies for local cooperatives and producers nationwide
- Industry-leading business-building services to strengthen the cooperative system
- Development assistance for Third World countries

Land O'Lakes by the numbers:

- 2nd largest cooperative in the United States
- 9,000 employees
- 3,200 dairy producer-members
- 1,600 agricultural producer-members
- 1,000 member cooperatives serving over 300,000 agricultural producers
- \$10.4 billion in 2010 sales

Land O'Lakes, Inc. does business in all 50 states and 60 countries. It means we have the size, scale and farm-to-table resources to improve your business results.



Dairy Foods

While Land O'Lakes has diversified beyond dairy, Dairy Foods accounts for a large portion of our total business. In fact, we currently handle and process 13 billion pounds of milk from our farmer-owners each year.

Of course, using our farmer-owners' milk has tremendous benefits when it comes to maintaining a consistent high level of product quality.

It guarantees our plants have a constant source of high quality milk – the most important ingredient in our products – from an unbeatable source. In turn, it has helped create one of the industry's strongest and most trusted brands, with unmatched awareness, recognition and good will.

- 99% of all consumers are aware of the LAND O LAKES brand¹
- 85% of all consumers have used LAND O LAKES[®] products¹
- 89% of all restaurant patrons rate Land O'Lakes quality as very good to excellent, higher than any other competitive brand²

¹IPSOS ASI, Land O'Lakes Super Spreads Equity Builder, September 2006

²Product Evaluation, Land O'Lakes Tabletop Patron Brand Impact Research, December 2009



Ag Services

Ag Services has come to represent an increasingly significant part of our business. Through these services, we seek to improve on-farm productivity and environmental stewardship by generating better yields and improving animal nutrition for our producers and farmer-owned partner cooperatives.

Our agricultural resources have grown to include:

- Winfield Solutions, the #1 distributor of crop protection products and third largest farm seed business (including Croplan Seed and the Answer Plots program)



- Purina, the #1 brand in livestock and lifestyle feed
- The industry's leading animal nutrition center



Global Focus

Our International Development Division (IDD) was founded in 1981 and reflects the rural, good neighbor values that Land O'Lakes was founded upon. Through programs like Cows for Africa, IDD leverages our farm-to-table skills to deliver nutrition and economic assistance to people in Third World countries.

Showing leadership around the globe is of utmost importance to us. And as a farmer-owned cooperative, we will continue to play a large role in finding ways to increase agricultural productivity and feed the world's booming population.



Historical Milestones



1921
Land O'Lakes established



1928
Helped establish U.S. butter grading system



1963
Entered natural and processed cheese business



1999
Entered egg business



2004
Introduction of Butter Sauce Base

1900

1950

2010

1922
Introduction of sweet cream butter



1929
Entered ag inputs business to reduce costs and raise quality



1980
Introduction of Extra Melt® Process American Loaf



2001
Acquired Purina Mills, establishing #1 position in feed market



2011
Continuing to build on strong heritage



What does our history mean for you?

Business-building partnership – our 90-year history of innovation, quality and brand strength makes Land O'Lakes a strong, stable and committed partner to support your business

Quality products – we have diversified to manage both our milk supply and key agricultural inputs, which ensures you get the highest possible quality every time

Global scope – as a food and agricultural cooperative with a global vision, we will continue to play a significant role in feeding a growing and hungry world

From our long-standing history as a farmer-owned cooperative, to our state-of-the-art manufacturing plants, to our customer-driven services, to the patron-pleasing power of the LAND O LAKES brand, we invite you to learn how our broad resources help build your business – from farm to table. Other soon-to-be-available ‘Connecting Farm to Table’ editions include:

OUR FARMS

- Community-Based Farming
- Sustainability Initiatives
- Social Responsibility

OUR PLANTS

- Operational Excellence
- Our Quality Promise

OUR SERVICES

- R&D Technical Expertise
- Culinary Resources
- Farm-Fresh Products
- Managing Dairy Markets

THE TABLE

- Patron Insights
- Brand Power

