

HEADLINES

Banner HEADLINES

- **Help bring Roundup Ready Alfalfa back! Public comment period open.** Roundup Ready® Alfalfa (RRA) has reached an important milestone in the effort to bring RRA back to the U.S. market. An Environmental Impact Statement, written by the USDA, was published Dec. 14, triggering the beginning of a 60-day public comment period. The comments made by the public will play an important role in the USDA's decision to once again allow sales of RRA to U.S. growers.

"Agricultural stakeholders are encouraged to express their support for RRA by participating in the public comment period," said Mark McCaslin, president of Forage Genetics International (FGI), a Land O'Lakes subsidiary through which RRA was co-developed. "If the USDA approves RRA, producers will once again be able to utilize this safe, environmentally sound technology," he added.

To receive ongoing information about the status of RRA (including how to provide input during the EIS public comment period) please register on the RRA Web site: www.roundupreadyalfalfa.com

Dairy

- **Land O'Lakes Launches Improved Foodservice Web site.** Land O'Lakes Foodservice recently announced the re-launch of their Web site, www.landolakesfoodservice.com. Affirming Land O'Lakes identity as a farmer-owned cooperative, the redesign features farmer-members and landscape visuals that celebrate the simple beauty of America's dairy tradition. This new environment allows visitors to drive their own experience as they are reminded of the company's rich heritage.

Created to support the needs of food professionals, the user-centric design offers a tailored experience across foodservice segments. Once visitors select their segment, the content is customized to reflect the unique needs and issues related to them and their industry. For example, culinary articles about Reduced Sodium Reduced Fat American Cheese would appear for those interested in the K-12 segment, while articles on creating the perfect butter sauce would appear for those in the Restaurant segment.

- **Land O'Lakes Plants Win Industry Cheese Awards.** Two Land O'Lakes Dairy Foods plants recently won eight awards for their cheese entries at the recent National Milk Producers Federation's annual cheese competition, including three first-place finishes. Land O'Lakes Denmark, Wis., Dairy Foods plant took first place in the Italian – Soft Cheese category for its Provolone entry. The entry earned a score of 99.2 out of 100.

The company's Spencer, Wis., Dairy Foods plant took two of its own first-place finishes in the Flavored Processed American and Reduced Fat categories. The plant's Processed Swiss Cheese slices scored 98.7. In addition, LAND O LAKES Naturally Slender American won first place for Reduced Fat cheese, narrowly winning over another Spencer creation—LAND O LAKES Reduced Fat American Loaf.

Spencer took second and third in two other categories—Processed American and Open. In the Processed American category, the plant's Yellow American Sliced and Less Sodium American earned 98.6 and 98.5 points, respectively. The plant's Open entries included a Cheese Dip with Jalapeno and Red Peppers and a Cheese Dip with Jalapeno, Green Pepper and Onion, which finished second and third respectively.

Company News

- **Annual Meeting Official Notice.** You are invited to the 89th Annual Meeting of the members of Land O'Lakes, Inc. on Wednesday, Feb. 24, 2010. The meeting will take place at the Hilton Minneapolis, 1001 Marquette Ave., Minneapolis, Minn. Registration will begin at 6:30 a.m. The Business Meeting will begin at 2:45 p.m., when delegates will be voting on the 2010 Policies and Resolutions and the election of seven directors to the Corporate Board. For more information, call 1-800-328-9680, ext. 2963 or log onto www.annualmeeting.landolakes.com to register and make hotel reservations.
- **Land O'Lakes Foundation Gives \$100,000 to California Hunger Relief Organizations.** As part of its Feeding Our Communities initiative, the Land O'Lakes Foundation recently presented grants totaling \$100,000 to five California-based non-profits. Feeding Our Communities is focused specifically on helping alleviate hunger in rural America. The program, which includes direct and matching grants, has the potential to generate up to an additional \$1 million for hunger-related initiatives in rural communities.

"Hunger relief organizations in the Tulare and Orland areas are the first to receive direct grants from the Land O'Lakes Feeding Our Communities program," said Land O'Lakes Foundation Board Member James Netto. "The grants, totaling \$100,000, will be distributed to Glenn County Human Resources/Orland Food Bank, Food Link of Tulare County, United Way of Tulare County, St. Vincent De Paul Food Bank and the Episcopal Church of Our Savior Food Bank."

Legislative Actions & Issues

- **Dairy Groups Urge Senators to Include Raw Milk Facilities in Regulations.** Although unpasteurized, or raw, milk products pose a significant food safety hazard, facilities producing these products are not covered by any of the food safety regulations proposed so far this year by Congress. These facilities also remain exempt from existing regulations enforced by all states, which are known as the Pasteurized Milk Ordinance (PMO) that set the standard for maintaining the safety of the nation's milk and milk product supply. Cheeses made from unpasteurized milk that have been aged to eliminate the risk of food borne illnesses are not considered raw milk products.

The International Dairy Foods Association (IDFA) and the National Milk Producers Federation (NMPF) have asked senators planning to mark up key food safety legislation to rectify this omission. In a letter to Senators Tom Harkin, D-Iowa, chair of the Senate Committee on Health, Education, Labor and Pensions, and Michael Enzi, R-Wyo., the committee's ranking member, the dairy groups called for requiring all facilities producing raw or unpasteurized milk products for direct human consumption to register with FDA and adhere to the tried-and-true food safety requirements that are followed by all other facilities producing milk products. Go to www.nmpf.org for more information.

Ag

- **Excellent Yields, Despite Harvest Delays.** Although harvest season across much of the country was delayed due to a cool, wet fall, WinField Solutions customers saw record yields. CROPLAN GENETICS brand and partnered brand corn hybrids (Dekalb, NK, Mycogen) with faster grain drydown, allowed an earlier harvest and more profitable production than other seeds. Land O'Lakes Executive Vice President and COO, Seed, Mike Vande Logt said soybeans also faced challenges this year. "Delayed harvest and high harvest moisture are causing germination issues on soybean seed intended for the 2010 planting season. Growers should order their soybean seed as soon as possible," Vande Logt said. Looking ahead, new traits will allow for even higher yields and more profitable production for growers thanks to new marker-assisted plant breeding methods.

- **Land O'Lakes Purina Feed Launches Web Site for the EcoCare® Feed Program.** Land O'Lakes Purina Feed recently announced the launch of its EcoCare® feed program Web site, www.EcoCareFeed.com. EcoCare feed, an environmentally-friendly swine feeding program, was first introduced in August 2006 and is a purpose-driven option for optimum ecological care at an affordable price.

"We created the Web site to address the increasing interest in the EcoCare feed program," said Dr. Suzanne Petersen, Land O'Lakes Purina Feed brand marketing manager.

"Sales have grown dramatically over the past three years through the dedication of our sales force and our suppliers, and in part, because it was presented by Dr. Harold Tilstra at the American Association of Swine Veterinarians Meeting in 2007, and recently, by myself at the National American Society of Animal Science Meeting. It is also currently a co-sponsor of the industry's highest environmental honor, the 2009 Pork Industry Environmental Steward Award hosted by the National Hog Farmer publication and Pork Checkoff."

- **Purina Announces New and Improved Rabbit Chow™ Natural AdvantEdge™ Formulas.** Purina is pleased to announce that their new and improved Rabbit Chow™ diets are now available for purchase at Purina® dealers across the U.S. All Purina® Rabbit Chow™ diets will be manufactured using Purina's new Natural AdvantEdge™ formulation standards. These natural products are free of fillers, preservatives and artificial colors. They also contain no medications or hormones.

To learn more about the new Natural AdvantEdge™ diets for rabbits, please visit your nearest Purina® dealer. To find the dealer nearest you or to ask questions about these new products, call 1-800-227-8941 or visit www.RabbitChow.com.

- **Winfield Solutions Wins National Safety Council Award.** Two Winfield Solutions seed facilities were recently presented National Safety Council Perfect Record Awards for outstanding safety performance. Michigan State Seed in Grand Ledge, Mich. and Northern Plains Seed, in Sioux Falls, S.D. both qualified for this nationally recognized safety award. The NSC award is presented to facilities with no OSHA recordable or lost time injuries for three years (January 2006 – September 2009 and an on-going injury-free record).

In 2009, Winfield rolled out the "2009 Safety Challenge," setting the stage for each of the four supply chain regions to vie for the best overall safety record for the year. Safety performance has been excellent for all regions and all teams are still in the running for top honors for 2009. Congratulations to all of the employees at Sioux Falls and Grand Ledge for making this award possible!

Industry

- **Agropur Makes U.S. Cheese Acquisition.** Agropur's Trega Foods subsidiary has bought Green Meadows Foods, located in Hull, Iowa. The plant has only been open a year and manufactures American and Italian varieties of cheese and dries whey. Green Meadows had signed a letter of intent with Arla Foods to develop the whey processing area, with the expectation that Arla would buy the whey operations. Green Meadows also has a marketing agreement with Masters Gallery Foods of Wisconsin and a milk supply agreement with Land O'Lakes. [Click to full story.](#)

Source: "Agropur Buys Further into U.S. Cheese", *Canadian Cattlemen*, December 3, 2009

- **Study Reveals CWT's Impact on Milk Checks.** Cooperatives Working Together has generated a return on investment of \$1.54 per hundredweight so far in 2009, according to an independent economic analysis of the voluntary dairy farmer-funded and managed self-help program.

The evaluation was released at the 2009 NMPF annual meeting in Grapevine, Texas, by Dr. Scott Brown of the University of Missouri, a nationally-known farm policy expert who is regularly called on by the U.S. Congress to assess agricultural economic issues. Brown evaluated the impact of CWT's two completed herd retirements in 2009, along with the lingering effect of the two conducted in 2008, as well as the herd retirement in 2007.

Brown's analysis showed that the combined effect of CWT's cow-removal programs, as well as its export assistance program, helped raise farm-level milk prices by \$1.54 per hundredweight this year, and added \$2.4 billion to farm-level milk receipts in a year when dairy income is expected to shrink by more than \$10 billion because of the global recession.

The program has produced an average return of \$0.67/cwt. since 2004, Brown reported. CWT has been funded by a 10 cents/cwt. membership fee since 2007; prior to that, membership was 5 cents/cwt. For more information go to www.cwt.coop.

- **Arla Plans World's Largest Fluid Milk Plant.** Scandinavian dairy company, Arla Foods, is planning to build the world's largest fluid milk processing facility just outside of London. The plant will be highly advanced and will produce approximately one-fifth of all milk consumed in the UK - about 1 billion kilograms annually. The company is searching for a suitable site but the plant will be located near London and be on-line in 2012. The plant will be built to strict environmental specifications. The project is expected to cost Arla GBP 70 million (\$116 million). [Click here to full story.](#)

Source: "Arla Plants Billion Litre Milk Processing Plant Near London", *Guy Montague-Jones, Dairy Reporter*, November 16, 2009

Membership

- **Fall Meeting Election Results.** Listed below are the corporate board nominees. These nominees were elected by the members within their region, at their fall meetings, which concluded Dec. 10. These nominees will be ratified by the entire delegate body at the Land O'Lakes Annual Meeting in February.

Newly Elected Corporate Board Nominees:

Region	Name	City/State
2	Rick Brand	Somers, IA
4	Jeff Troike	Crawfordsville, IN
66	Mark Berning	St. Michael, MN
80	Joey Fernandes	Tulare, CA
80	Stephen Mancebo	Tulare, CA

Re-elected Corporate Board Nominees:

1	Jim Hager	Colby, WI
5	Ron Muzzall	Oak Harbor, WA

Newly Elected Ag Executive Council Members:

Region	Name	City/State
2	Dave Hassebrock	Ames, IA
2	Randy Daugherty	Cumberland, IA
3	Josh Zonneveld	Laton, CA
3	Roger Wood	Cameron, MO
4	William Walter	Spencer, OH
5	Jeff Lakner	Wessington, SD

Re-elected Ag Executive Council Members:

1	Jeff Johnson	Buffalo, MN
1	Paul Schweiger	Hillsboro, WI
3	Floyd Trammell	Greenville, MS
4	Jeff Mize	South Whitley, IN
5	Scot Udby	Lankin, ND