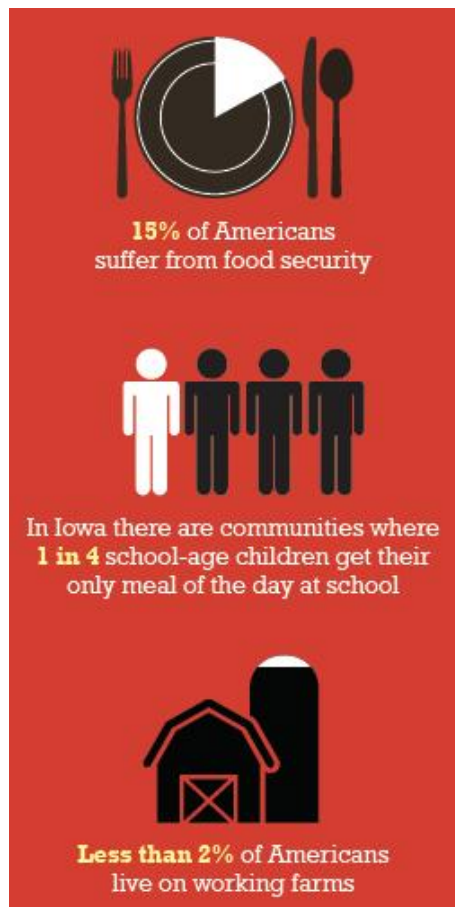


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Let me bring you up to speed on Diamond V's recent action to fight food insecurity in our own hometown of Cedar Rapids, Iowa. Nationally, an average of one in seven school-age children is "food insecure," but in many places – as in Cedar Rapids – the ratio is worse.



premiered in Cedar Rapids during the first weekend in June.

Diamond V is a leader in the international agriculture and food industries and so we're helping to fight food insecurity at home and abroad. Our hometown experience may generate ideas you can use where you live to help feed hungry kids.

In the April issue of *DairyAdvisor*, you learned about Farming to Fight Hunger™, a new a non-profit organization with the mission to increase public awareness of food security issues and improve knowledge of modern agriculture. The organization's first project was the feature film *The Ivy League Farmer*, which

President's Update

Hometown action to ease food insecurity



By Jeff Cannon
President & CEO
Diamond V

Premiere events, organized by Diamond V, raised money through agricultural and local business sponsorships and public ticket donations at the Feed the Kids Awareness Exhibit at city's first farmers' market of the season. One hundred percent of all sponsorship funding and donations were targeted for the volunteer-driven Operation Backpack project.

Through Operation Backpack, school children identified by their teachers and school nurses as food insecure receive a backpack on Friday that contains quality food items for the weekend.

With better nutrition over the weekend, kids returning to school on Monday are better able to concentrate on learning. Operation Backpack is administered by the nonprofit Hawkeye Area Community Action Program (HACAP), which is active in Linn County and five other Eastern Iowa counties.

Diamond V's Operation Backpack Benefit exceeded its fundraising goal by more than 25%. HACAP received a check for \$250,000 at a special celebratory Sawyer Brown country music concert. Sawyer Brown lead vocalist Mark Miller wrote and co-produced *The Ivy League Farmer*.

Later in June, a regional business magazine – *The Corridor Business Journal* – announced Diamond V as one of the Coolest Places to Work. Besides taking on local food insecurity, Diamond V employees have teamed up to tackle other important local and national issues, including fundraising for the American Heart Association, Tour de Cure (for diabetes), and many more. The company's core values – in place since the company's founding in 1943 – support individual and corporate social responsibility.

Diamond V's global scientific, technological, and marketing expertise continues to help in the fight against food insecurity – at home and abroad.

Learn at Diamond V at <http://www.diamondv.com/media/premiere/>.



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