



# Disruption: An opportunity for dairy innovation

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**LAND O'LAKES, INC.**

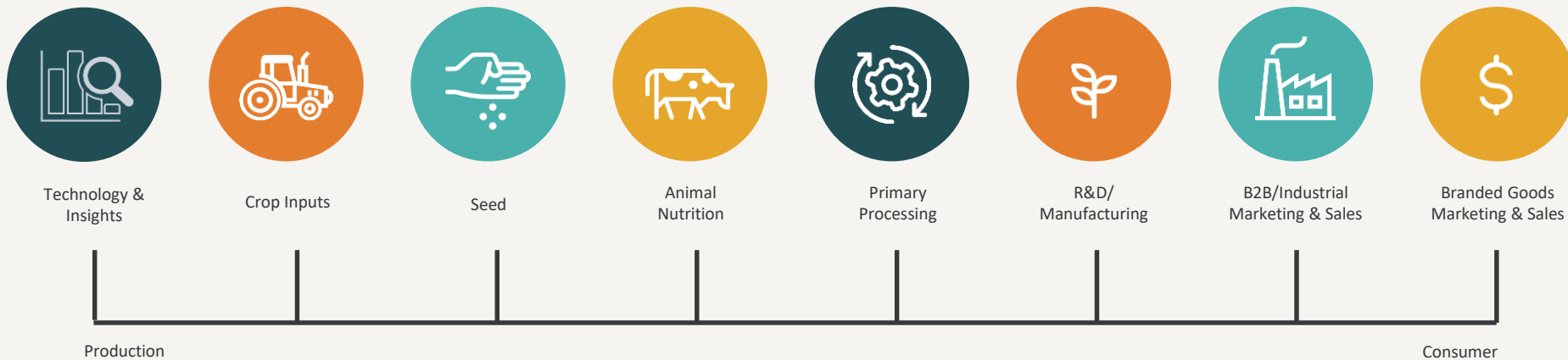
**Built on a culture of innovation and risk-taking, we are doing the meaningful work of feeding a growing world population, all while strengthening rural communities and advantaging farmers.**

# **FARMER TO FORK.**



# Land O'Lakes, Inc.

A Farm to Fork View



**Disruption = opportunity**



# We must evolve our approach to win in a rapidly transforming dairy marketplace

## The transformed market looks like:



**NEXT GEN EXPECTATIONS**



**NEW EATING EXPERIENCES**



**DIGITAL & PERSONALIZATION**

# Our innovation is rooted in key consumer needs



**TASTE & EXPERIENCE**

**CONVENIENCE**

**AUTHENTICITY & VALUES**

**HEALTH & WELLNESS**

# Transforming the way we bring ideas to market is critical

Engaging “differently” with the changing culture, consumer and customer, allowing us to activate innovation across dairy categories, resulting in:



- 2018 Dairy Accelerator
- Crowdsourcing



- Testing and Learning with Customers



- Accelerating Timelines
- Farmers Market

# We're engaging our consumers with more relevant messages, because innovation isn't just a new product

## BUTTER AND SPREADS



Master Brand and Product Campaign efforts are focused on building **equity**, **awareness**, and **trial**

## SHE-I-O



Drive awareness with younger consumers through SHE-I-O & All Together Better campaigns



The biggest threat to innovation?



**A rising tide lifts all boats.**

**We're "all together better."**

**We can see this disruption as a  
challenge, or an opportunity.**

**Let's choose the latter,  
together.**

**Thank you**

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