



Investor Relations | Smithfield Foods USA, Global Food Company

# No Farms, No Food: Farmland® Takes Action With American Farmland Trust Partnership

## *Launch of National Partnership to Help Save American Farmland*

KANSAS CITY, Mo., Nov. 14, 2018 (GLOBE NEWSWIRE) -- [Farmland®](#), the Heartland-based brand, is partnering with American Farmland Trust to preserve American farmland and to help sustain the land that sustains all of us. Now through December 31, 2019, Farmland has pledged to protect one square foot of American farmland for every [Pure Farmland](#) item purchased.

With 175 acres of farm and ranch land lost every hour in the U.S., the [American Farmland Trust](#) understands the risk of losing this irreplaceable natural resource. The Trust is the one national organization fighting to protect both farmland and the working farmer. As the country continues to lose farmland at a rapid rate, Americans face a future where the ability to feed families is seriously compromised.

“Our future depends on having enough farmland to both feed us and restore our planet. And this requires a holistic vision of the future: one that acknowledges farmland as irreplaceable infrastructure we cannot afford to lose; that sees farming practices that improve soil health as necessary for that land to serve us in perpetuity; and that views farmers as the stewards of that land, worthy of our fervent support—because at heart, what these farmers do is for all of us,” says John Piotti, president and CEO, AFT.

He continues, “This partnership will help consumers understand the threats to American farmland and further AFT’s mission of protecting the nation’s farm and ranchland, promoting sound farming practices and keeping farmers on the land. We are grateful for Farmland’s support.”

Farmland has a long-standing dedication to working farmers and offers products that people can feel good about serving to their family. The brand’s new product line, Pure Farmland, is all natural, minimally processed, and contains no artificial ingredients, nitrites or nitrates added\*, preservatives, MSG or added hormones\*\*. For every package sold, Farmland will donate the cost of protecting one square foot of farmland, up to \$140,000. These donations will help the American Farmland Trust continue to further its mission of not only protecting the nation’s farm and ranch land but also promoting sound farming practices and supporting farmers.

“For nearly 60 years, Farmland has relied on the tireless work of farmers to offer our loyal consumers products that they can trust,” said Megan Thomas, senior brand manager for Smithfield Foods. “As we enter this next chapter for our brand, we’re honored to partner with American Farmland Trust to further showcase the fundamental role our nation’s rich farmland plays in offering our consumers a wholesome protein option for every meal.”

For more information on Farmland and how to give back to American Farmland Trust, visit [FarmlandFoods.com](#), [Facebook.com/FarmlandFoods](#), or [@FarmlandFoods](#). Farmland is a brand of Smithfield Foods.

*\*Except for those occurring naturally in sea salt & celery powder*

*\*\*Federal regulations prohibit the use of added hormones in pork and poultry*

### About Farmland

Founded in 1959, Farmland is a maker of high-quality, popular consumer goods such as bacon and sausage, and serves retail and foodservice customers. To learn more about Farmland, please visit <http://www.farmlandfoods.com/>. Farmland is a brand of Smithfield Foods.

### About Smithfield Foods

Smithfield Foods is a \$15 billion global food company and the world's largest pork processor and hog producer. In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Nathan’s Famous®, Farmland®, Armour®, Farmer John®, Kretschmar®, John Morrell®, Cook’s®, Gwaltney®, Carando®, Margherita®, Curly’s®, Healthy Ones®, Morliny®, Krakus®, and Berlinki®. Smithfield Foods is committed to providing good food in a responsible way

and maintains robust animal care, community involvement, employee safety, environmental and food safety and quality programs. For more information, visit [www.smithfieldfoods.com](http://www.smithfieldfoods.com), and connect with us on [Facebook](#), [Twitter](#) and [LinkedIn](#).

#### About American Farmland Trust

American Farmland Trust is the only national conservation organization dedicated to protecting farmland, promoting environmentally sound farming practices and keeping farmers on the land. Since 1980, AFT's innovative work has helped to permanently protect more than 6.5 million acres of farmland and ranchland and led the way for the adoption of conservation practices on millions more. No Farms, No Food. Learn more at [www.farmland.org](http://www.farmland.org).

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