

LAND O' LAKES, INC.

AMERICAN CONNECTION PROJECT

» Closing the Digital Divide in Rural America

If there were a time to band together with and for our rural neighbors - many of whom are critical to feeding our nation - now is that time. I encourage businesses with footprints in rural communities to join us in this small action to connect our rural communities; and I strongly urge state and federal policymakers to join us in fixing the problem by closing the digital divide in rural America.

—Beth Ford, President and CEO, Land O'Lakes, Inc.

AS A FARMER-OWNED COOPERATIVE, LAND O' LAKES AND OUR MEMBER FARMERS WITNESS THESE REALITIES EVERY DAY. WE KNOW THAT THE SUCCESS OF AMERICA'S RURAL COMMUNITIES IS INEXTRICABLY LINKED TO THE SECURITY AND PROSPERITY OF OUR COUNTRY AS A WHOLE. SINCE EARLY 2019, WE HAVE ADVOCATED FOR THE FEDERAL GOVERNMENT AND PRIVATE BUSINESS TO MAKE INVESTMENTS TO HELP CLOSE THIS DIVIDE.

REALITIES IN RURAL AMERICA



The FCC's latest report estimates that 18 million people across the U.S. don't have broadband - but experts believe the number could be twice that or more.



More than 128 rural hospitals have closed nationwide and 453 are at risk of closing.¹



Pre-COVID-19, rural job growth was less than half the nationwide rate, with only 8% of new jobs in rural areas compared to more than 60% in metro areas. Growth may be even slower now.²

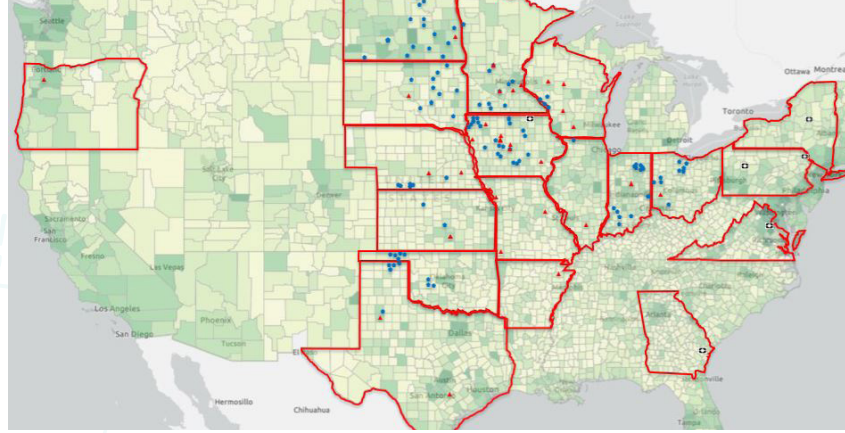
FIND OUT MORE AT
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¹ <https://www.pbs.org/newshour/health/the-worst-is-yet-to-come-how-covid-19-could-wipe-out-many-rural-hospitals> ² <https://www.americanprogress.org/issues/economy/reports/2020/04/28/484016/rural-america-starting-feel-impact-coronavirus/>

WHAT ARE WE DOING TO FIX IT?

Awareness. Advocacy. Action.

Using the power of the cooperative network and increasing partners across the country, more than 350 Wi-Fi locations are available to our neighbors in rural communities to use from the safety (and social distance) of their vehicles.



• 350+ LOCATIONS • 20 STATES •
112 AG RETAIL LOCATIONS • 31 LOL LOCATIONS

ADVOCACY: THIS REQUIRES FEDERAL SUPPORT

Increased funding: Federal funding is needed to fill the gap in poor infrastructure by incentivizing the telecommunications industry to bring broadband connectivity to rural areas.

Better mapping: Enhanced mapping of broadband coverage will enable targeted—and accurate—broadband deployment for those most in need.

Coordination: Stronger government coordination must occur at the federal level, as well as with states and localities, to effectively deploy these limited resources.



ACTION: HOW YOU CAN HELP

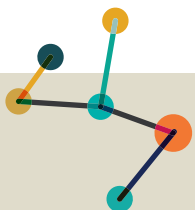
We believe bridging the digital divide will **require** a national **infrastructure** investment of **at least** \$100 billion.

Tell your representatives in Congress that **it isn't a question of** how we can afford this, but **rather what we stand to lose if we don't. We must** bring connection to America's rural areas **or risk losing them.**

If you're a business located in a rural area, consider opening up your guest Wi-Fi to neighbors who may not have access.

Become a member of the American Connection Project Broadband Coalition to advocate for increased funding, better mapping and stronger coordination alongside 100 other organizations.

AMERICAN CONNECTION PROJECT BROADBAND COALITION



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