

February 7, 2013

Mr. Sergio Marchionne  
Chairman and Chief Executive Officer  
Chrysler Group LLC  
Chief Executive Officer  
Fiat S.p.A  
800 Chrysler Drive  
Auburn Hills, MI 48321-8004

Dear Mr. Marchionne:

The XLVII Super Bowl was as exciting as a championship football game can get, but as you know, the Super Bowl for many is as much about the commercials as the game. This year's game was even more thrilling for the groups signed to this letter because of your truly inspiring Ram trucks "So God Made a Farmer" commercial – the third most popular aired during the game, according to *USA Today* – and your partnership with Farms.com, Case IH, Stihl, Bosch and Mossy Oak declaring 2013 "The Year of Farmer."

We wanted you to know your commercial is very much appreciated, and provides a vital message to the millions who watched the game. The ad reminded viewers that farmers and ranchers – those who feed and clothe this country and much of the world – must not be taken for granted, but instead must be recognized and appreciated for what they do and how well they do it.

The national, regional and state groups that have signed this letter represent America's farmers and ranchers and the industries which serve and rely upon them. Collectively, our memberships total well over one million producers and company employees. Over time we've wrestled with how best to remind America that farming and ranching isn't a 9-to-5 job, and although tough, it's our life's work and a life we eagerly and proudly embrace.

We're aware of the Chrysler Group's cooperative agreement with the National FFA Foundation and National FFA Organization to draw viewers to the <http://www.ramtrucks.com/en/keepplowing/> site to maximize Ram's support for the FFA Foundation's "Feeding the World – Starting at Home" program. Many of us also strongly support the National FFA, so your contribution to this organization is also greatly appreciated.

America's farmers and ranchers are the most professional and productive in the world. Being the best at what we do benefits us all. No other nation can compete with our ability to produce the highest quality, safest, most abundant and affordable meat, poultry, eggs, dairy, crops, fruits, tree nuts and vegetables in the world.

We sincerely thank you for recognizing us; we thank you even more for reminding the rest of the country -- and a big part of the world – how vital our daily contribution is to their quality of life.

Sincerely,

Agricultural Retailers Association  
Alliance to Feed the Future  
American Agri-Women  
American Association of Avian Pathologists  
American Dairy Science Association  
American Feed Industry Association  
American Horse Council  
American Meat Institute  
American National CattleWomen Inc.  
American Seed Trade Association  
American Sheep Industry Association  
American Society of Animal Science  
American Soybean Association  
American Sugar Alliance  
American Sugarbeet Growers Association  
American Veal Association  
American Veterinary Medical Association  
Animal Agriculture Alliance  
Animal Health Institute  
Association of Veterinary Biologics Companies  
Biotechnology Industry Organization  
CropLife America  
Dairy Management Inc.  
Farm Animal Welfare Coalition  
Farm Equipment Manufacturers Association  
Federation of Animal Science Societies  
Fur Commission USA  
International Association of Fairs & Expositions  
International Equine Business Association  
Irrigation Association  
Livestock Marketing Association  
National Association for the Advancement of Animal Science  
National Association of Animal Breeders  
National Association of Wheat Growers  
National Barley Growers Association  
National Biodiesel Board

National Cattlemen's Beef Association  
National Chicken Council  
National Corn Growers Association  
National Council of Farmer Cooperatives  
National Cotton Council of America  
National Farmers Union  
National FFA Foundation  
National FFA Organization  
National Grain & Feed Association  
National Institute for Animal Agriculture  
National Livestock Producers Association  
National Milk Producers Federation  
National Onion Association  
National Peach Council  
National Pork Board  
National Pork Producers Council  
National Potato Council  
National Renderers Association  
National Sunflower Association  
National Turkey Federation  
National Western Stock Show  
National Women Involved in Farm Economics  
North American Equipment Dealers Association  
North American Meat Association  
North American Millers' Association  
Northeast State Association for Ag Stewardship  
Poultry Science Association  
Produce Marketing Association  
Shelf-Stable Food Processors Association  
State Agriculture and Rural Leaders  
The Farm Credit Council  
The Pet Food Institute  
The Sugar Association  
USA Farmers  
United Egg Producers  
United Fresh Produce Association

United Soybean Board  
United States Animal Health Association  
United States Cattlemen's Association  
USA Dry Pea & Lentil Council  
USA Rice Federation  
U.S. Apple Association  
U.S. Beet Sugar Association  
U.S. Canola Association  
U.S. Dry Bean Council  
U.S. Hide, Skin and Leather Association  
U.S. Poultry & Egg Association  
U.S. Poultry & Egg Export Council  
U.S. Soybean Federation

## **STATE ORGANIZATIONS**

### **Alabama**

Alabama Poultry & Egg Association

### **Arkansas**

Arkansas Angus Association  
Arkansas Soybean Association  
Arkansas State Sheep Council

### **California**

Association of California Egg Farmers  
California Agricultural Irrigation Association  
California Association of Nurseries and Garden Centers  
California Association of Wheat Growers  
California Bean Shippers Association  
California Cotton Alliance  
California Dairy Campaign  
California Dry Bean Advisory Board  
Colorado Egg Producers Association  
California Grain and Feed Association  
California Pear Growers  
California Pork Producers Association  
California Poultry Federation  
California Seed Association

California State Floral Association  
California Tomato Farmers  
California Warehouse Association  
California Women for Agriculture  
California Wool Growers Association  
Milk Producers Federation (California)

### **Colorado**

Colorado Ag Council  
Colorado Agriculture Education Association  
Colorado Apple Growers  
Colorado Association of Conservation Districts  
Colorado Association of Wheat Growers  
Colorado Cattlemen's Association  
Colorado Corn Administrative Committee  
Colorado Corn Growers Association  
Colorado Department of Agriculture  
Colorado Dairy Farmers  
Colorado Egg Producers Association  
Colorado FFA Foundation  
Colorado Horse Council, Inc.  
Colorado Horse Development Authority  
Colorado Livestock Association  
Colorado Onion Association  
Colorado Pork Producers Council  
Colorado Potato Administrative Committee  
Colorado State Grange  
Colorado Sugarbeet Growers  
Colorado Veterinary Medical Association  
Colorado Wool Growers Association

### **Connecticut**

Connecticut Poultry Association, Inc.

### **Georgia**

Georgia Feed & Grain Association  
Georgia/Florida Soybean Association  
Georgia Poultry Federation

### **Idaho**

Idaho Dairy Association

Idaho Potato Commission

**Illinois**

Grain and Feed Association of Illinois

Illinois Lamb & Wool Producers

Illinois Soybean Association

**Indiana**

Agribusiness Council of Indiana

Indiana Soybean Alliance

Indiana Corn Marketing Council

Indiana Corn Growers Association

Indiana State Poultry Association

**Iowa**

Iowa Poultry Association

Iowa Soybean Association

Iowa Turkey Federation

**Kansas**

Kansas Agribusiness Retailers Association

Kansas Association of Ethanol Processors

Kansas Grain & Feed Association

Kansas Livestock Association

Kansas Sheep Association

Kansas Soybean Association

**Kentucky**

Kentucky Poultry Federation

Kentucky Soybean & Promotion Board

**Louisiana**

Louisiana Poultry Federation

**Maine**

Maine Potato Board

**Maryland**

Maryland Sheep Breeders Association

**Michigan**

Michigan Agri-Business Association  
Michigan Pork Producers Association  
Michigan Soybean Association  
Michigan Soybean Promotion Committee

**Minnesota**

Chicken & Egg Association of Minnesota  
Minnesota Area II Potato Council  
Minnesota Corn Growers Association  
Minnesota Crop Production Retailers Association  
Minnesota Grain & Feed Association  
Minnesota-South Dakota Equipment Dealers Association  
Minnesota Soybean Growers Association  
Minnesota Soybean Research & Promotion Council  
Minnesota Turkey Growers Association  
Minnesota Turkey Research & Promotion Council  
Northarvest Bean Growers Association

**Mississippi**

Mississippi Poultry Association

**Missouri**

Missouri Agribusiness Association  
Missouri Sheep Producers

**Nebraska**

Alliance for the Future of Ag in Nebraska  
Nebraska Dry Bean Commission  
Nebraska Grain & Feed Association  
Nebraska Poultry Industries  
Nebraska Soybean Association

**New Jersey**

Garden State Sheep Breeders

**New Mexico**

Dairy Producers of New Mexico  
New Mexico Cattle Growers' Association  
New Mexico Federal Lands Council  
New Mexico Wool Growers

**New York**

Empire Sheep Producers Association  
Empire State Potato Growers

**North Carolina**

North Carolina Agribusiness Council  
North Carolina Egg Association  
North Carolina Pork Council  
North Carolina Poultry Federation

**North Dakota**

Automobile Dealers Association of North Dakota  
North Dakota Implement Dealers Association  
North Dakota Soybean Growers Association

**Ohio**

Ohio AgriBusiness Association  
Ohio Dairy Producers Association  
Ohio Poultry Association  
Ohio Sheep Improvement Association

**Oklahoma**

Oklahoma Agribusiness Retailers Association  
Oklahoma Grain & Feed Association  
Oklahoma Seed Trade Association

**Oregon**

Oregon Dairy Farmers Association  
Oregon Potato Commission

**Pennsylvania**

PennAg Industries Agronomic Products Council  
PennAg Industries Aquaculture Council  
PennAg Industries Association  
PennAg Industries Feed & Grain Council  
PennAg Industries Horse Council  
PennAg Industries Manure Haulers/Applicators Council  
PennAg Industries Poultry Council  
PennAg Industries Seed Council  
PennAg Industries Swine Council  
Pennsylvania Sheep & Wool Growers



Professional Dairy Managers of Pennsylvania

**South Carolina**

South Carolina Corn & Soybean Association

**South Dakota**

South Dakota Agri-Business Association

South Dakota Grain & Feed Association

South Dakota Soybean Association

Minnesota-South Dakota Equipment Dealers Association

**Tennessee**

Tennessee Feed & Grain Association

Tennessee Poultry Association

Tennessee Soybean Association

**Texas**

Texas Association of Dairymen

Texas Broiler Council

Texas Egg Council

Texas Grain & Feed Association

Texas Poultry Federation

Texas Poultry Improvement Association

Texas Sheep & Goat Raisers' Association

Texas Turkey Federation

**Utah**

Dairy Producers of Utah

Utah CattleWomen Association

Utah Wool Growers Association

**Virginia**

Virginia Poultry Federation

Virginia State Feed Association

**Washington**

Washington Bean Dealers Association

Washington State Dairy Association

## **West Virginia**

West Virginia Poultry Association

## **Wisconsin**

Wisconsin Agri-Business Association

Wisconsin Poultry & Egg Association

Wisconsin Soybean Association

Wisconsin Soybean Marketing Board, Inc.

Wisconsin Sheep Breeders Cooperative

## **REGIONAL ORGANIZATIONS**

American Dairy Association Mideast

Dairy Max, Inc.

Delmarva Poultry Industry Inc.

Family Farm Alliance

Far West Equipment Dealers Association

Midwest Poultry Federation

Pacific Egg & Poultry Association

Rocky Mountain Agribusiness Association

Rocky Mountain Farmers Union

Rocky Mountain Food Industry Association

Southwest Dairy Farmers

The Poultry Federation of Arkansas/Missouri/Oklahoma

Western Bean Dealers Association

Western Growers

Western States Dairy Producers Trade Association

Western United Dairymen

cc: The Honorable Tom Vilsack, Secretary of Agriculture, USDA  
Fred M. Diaz, President and CEO, Ram Truck Brand  
Gualberto Ranieri, Senior Vice President, Communications, Chrysler Group LLC  
Andreas Klauser, President and CEO, Case IH  
Graham Dyer, President and CEO, Farms.com Ltd.  
Dr. Dwight Armstrong, Chief Executive Officer, National FFA Organization  
Rob Cooper, Executive Director, National FFA Foundation