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## **Frontier Coop & Midwest Farmers Cooperative Announce Name, Headquarters Unification of the two Cooperatives Effective this September**

**July 12, 2019 (Elmwood & Brainard, NE)** – After careful consideration, the boards of directors at two of Nebraska’s leading farmer-owned cooperatives have decided the name of the unified company and located a headquarters for the staff. The unification, which was announced in April, will take effect on September 1, 2019.

Following a long search for a new name and a lot of input from employees and patrons, the Frontier Cooperative name has been chosen for the new entity. The Frontier name is a nod to the company’s heritage but also an expression of its brand and purpose—to always be visionaries, tirelessly looking for new ways to support its farmer-centric communities.

While the Frontier name will remain, the company leadership felt it was important to rebrand the new company. Beginning September 1, 2019, patrons and communities will find the new logo on trucks, offices and uniforms. Patrons will notice the brand sends a bold statement. They will also likely be drawn to the underlined O and asking why? The underlined O emphasizes a visual limitless horizon line. It also gives the word Frontier a distinctive visual treatment and helps set the brand apart from others, similar to its philosophy of giving customers a unique experience that is better than anyone else.

The board of directors has also located a new headquarters for the combined company. The new headquarters is located at 3333 Landmark Circle in north Lincoln, Nebr. The staff plans to be operating in the new headquarters office by September 1. The unified company will operate approximately 50 grain, agronomy, energy and feed locations across 14 counties in east-central Nebraska.



# **FRONTIER**

**COOPERATIVE**

**About Frontier Coop**

Frontier Cooperative is a full-service, member-owned cooperative with 22 branches located primarily in eastern Nebraska. Frontier Coop offers products and services in Grain, Agronomy, Feed and Energy and has been proudly serving local producers for over 100 years. Frontier Coop prides itself on being a progressive leader in today's agricultural world.

**About Midwest Farmers Cooperative**

Midwest Farmers Cooperative is a farmer-owned cooperative operating 28 locations throughout southeast Nebraska. For nearly 100 years, it has provided value and services to help its patrons be successful. Midwest Farmers Cooperative is a full-service cooperative with products and services offered in Grain, Agronomy, Energy and Feed.

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**Media may direct questions to the following:**

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