



HARVEST LAND

Cultivating Communities

New Logo, Same Harvest Land Business

Our logo represents nearly one hundred years of history and mergers that have led to our current, strong cooperative business. Unfortunately, it doesn't always represent the progressive and innovative business we share with our members. As our business grows and evolves to meet growing customer demands, so should our brand and logo.

At the top of this page you'll find the new Harvest Land logo. You'll soon begin to see this logo used more and more throughout our business and communications. The replacement of all logos on locations and equipment will happen over a span of time, so don't be surprised if you spot a former Harvest Land logo while out and about. This logo replacement will take place in several phases.

Our purpose statement, **Cultivating Communities**, is now included in the new logo and refers to the commitment, value, conservation and service we provide in the rural and urban communities in which we work and live. **We're proud to have a strong history in your hometown and every day we want to find ways to cultivate success in the communities we call home.**

Understand that our business structure or services have not changed, simply our cooperative logo. We thank you for the business you do with Harvest Land and look forward to working with you in the year ahead.