AGCO's Fendt Donates to the National FFA Organization Thanks to Collaboration with Luke Bryan

Fendt's Clint Erickson hands over a $25,000 donation to the National FFA's Christopher Bell at the 95th National FFA Convention & Expo. The donation was the result of a collaboration between Fendt and Luke Bryan's Boldly Grown Popcorn to benefit the...

A $25,000 donation will be made to the National FFA Organization following the launch and selling out of Fendt & Luke Bryan's Boldly Grown Popcorn.

October 27, 2022

DULUTH, GA | AGCO Corporation (NYSE: AGCO), a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology, today donated $25,000 to the National FFA Organization, the premier youth organization that prepares members for leadership and careers in the science, business, and technology of agriculture, at the 95th National FFA Convention & Expo. The donation is tied to Fendt and Luke Bryan's collaboration to harvest and sell limited-edition popcorn.

Fendt & Luke Bryan's Boldly Grown Popcorn, packaged in Bold Butter and Chart Toppin' Churro flavors, was made available for purchase in August. As a strong supporter of FFA's educational mission, AGCO announced its intent to donate to the National FFA Organization once the limited supply of Boldly Grown Popcorn sold out.

"As a farmer-first company, we are delighted by the enthusiastic reception generated by our collaboration with Luke and we're still amazed that the popcorn sold out in minutes," said Conor Bergin, senior brand manager for Fendt. "Boldly Grown Popcorn proved to be a fun opportunity for AGCO, Luke, and his fans to help FFA prepare tomorrow's farming leaders."

AGCO representatives attended the National FFA Convention & Expo in Indianapolis to make the $25,000 donation in person and celebrate the next generation of leaders.

"We appreciate AGCO's continued support of FFA and our mission to prepare future generations for the challenges of feeding a growing population," said Christopher Bell, FFA's regional director for corporate contributions. "This latest donation will help our organization continue to develop our young members' potential through hands-on experiences to achieve real-world success."

For more information about Fendt, visit Fendt.com and follow the brand on Facebook, Twitter, Instagram and YouTube.

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Media Contacts
Joe Waite | Joseph.Waite@ExponentPR.com| 612-305-6389
Bob Blakely, AGCO | Bob.Blakely@AGCOCorp.com | 770-232-8018

Fendt is a registered trademark of AGCO.

About AGCO

AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology. AGCO delivers customer value through its differentiated brand portfolio including core brands like Challenger®, Fendt®, GSI®, Massey Ferguson®, Precision Planting® and Valtra®. Powered by Fuse® smart farming solutions, AGCO's full line of equipment and services help farmers sustainably feed our world. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of approximately $11.1 billion in 2021. For more information, visit www.AGCOcorp.com. For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

Joseph Waite
Exponent
Joseph.Waite@ExponentPR.com
612-305-6389

Bob Blakely
AGCO Product Brands
Bob.Blakely@agcocorp.com
770-232-8018

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