

LAND O'LAKES, INC.



OMP boosts drive toward digital value chain planning at Land O'Lakes, Inc.

Land O'Lakes, a well-known Minnesota farmers' cooperative representing almost 2,000 producer-members, is moving closer to full digital value chain planning by utilizing OMP's operational planning solution. Significant and recurring savings in inventory and distribution costs are expected to result from the innovative initiative.

This new technology allows the organization to optimize and synchronize production and distribution plans while tightening focus on its industry-leading customer service at their WinField United crop insights business unit.

The OMP initiative is key to achieving the expected benefits from Land O'Lakes' newly implemented hub and spoke distribution model, taking planning to a higher process level and organizational capability. The revamped system **centralizes and streamlines critical planning functions**, including full-truckload optimization, and introduces end-to-end planning powered by AI.

Returning tangible value to the business

Until OMP came on board in 2019, Land O'Lakes were using an **ERP and spreadsheet-based solution** to plan production, distribution, and sourcing, but found that this approach led to disconnected supply plans and missed opportunities to optimize the use of capital via stock positions. The project is expected to drive significant reduction in inventory, warehousing cost and transportation cost.

OMP's Value Tracking methodology, set alongside traditional project management, helps customers define and systematically monitor the project's qualitative and quantitative value goals.

It provides a framework for clearly expressing what business leaders expect from the project, when these goals will be achieved, and how the daily activities of the project team contribute to the end goal of returning tangible value to the business.

“What true value chain thinking is all about”

Dustin Braun, Senior Director Logistics at Land O'Lakes, says: “We've partnered with OMP to use their best-in-class platform to drive significant process improvements. It's a **big step forward** from how we were supply chain planning. We are maturing toward end-to-end value chain management.”

“With more efficiency and intelligent planning, we expect to **reduce inventory and logistics costs** while allowing our analysts more bandwidth to focus on our customers. The OMP team has been a knowledgeable and responsive partner for Land O'Lakes and we're grateful for their support.”

Solid partnership

Abhi Patel, Senior Vice President Customer Solutions at OMP USA, commends the co-innovation approach adopted by OMP and Land O'Lakes. “To achieve the kind of optimization the complex Land O'Lakes supply chain demands, with its **seasonal volatility and transportation challenges**, we needed a solid partnership.”

“The outcome, along with the way in which Land O'Lakes' analysts fully embraced the new system, are satisfying evidence of the quality of our collaboration.”

About Land O'Lakes

Land O'Lakes, inc., one of America's premier agribusiness and food companies, is a member-owned cooperative with industry-leading operations that span the spectrum from agricultural production to consumer foods. With 2020 annual sales of \$14 billion, Land O'Lakes is one of the nation's largest cooperatives, ranking 232 on the Fortune 500. Building on a legacy of more than 99 years of operation, Land O'Lakes today operates some of the most respected brands in agribusiness and food production including Land O'Lakes Dairy Foods, Purina animal nutrition, Winfield United and Truterra. The company does business in all 50 states and more than 60 countries. Land O'Lakes, inc. corporate headquarters are located in Arden Hills, Minnesota.

About OMP

OMP helps companies facing complex planning challenges to excel, grow and thrive by offering the best digitized supply chain planning solution on the market.

Its Unison Planning™ concept has a unique approach. It handles all supply chain planning challenges in a unified way. It's full scope and in-depth. Unison Planning™ synchronizes all planning stages, horizons, functions and roles. From source to deliver, from strategic to operational planning. The unique combination of services and technology boosts collaboration throughout your value chain, from forecasters to schedulers, from business leaders to technology experts.

Unison Planning is a cloud-based, out-of-the-box solution for industry-specific challenges. Hundreds of customers in consumer goods, life sciences, chemicals, metals, paper and packaging run it to make the right decisions at the heart of their business. Valued as a thought leader by experts as Gartner, OMP invests one out of every three dollars earned into innovation.

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