



MEDIA RELEASE

For Immediate Release

Nutrien Ag Solutions and the GameKeepers of Mossy Oak Unite to Celebrate Conservation and Feeding the Future, Together

LOVELAND, CO (January 8, 2025) – Nutrien Ag Solutions® is excited to announce a collaboration with Mossy Oak®, along with their conservation arm, the GameKeepers. Mossy Oak is recognized in the outdoor lifestyle community for their dedication to land stewardship, conservation, and love of wildlife. Together, we are united in working toward a shared goal to care for the land and create a lasting legacy for future generations. This collaboration underscores our focus on our farmers' sustainable agricultural practices and conservation efforts, aiming to educate and inspire communities engaged with farming and the outdoors.

A Shared Commitment

Nutrien Ag Solutions has been a trusted partner to farmers since 1983, offering agronomic solutions that drive growth and assist in preserving the land for future farmers. With over 2,000 selling locations globally, and over 4,000 crop consultants, we provide knowledge and access to a wide range of products and services tailored to each farm's unique needs.

Founded in 1986, Mossy Oak has established itself as a leader in conservation, known for its innovative camouflage designs and dedication to hunting and land stewardship. Central to this mission is the Gamekeepers of Mossy Oak, a brand that unites sportsmen around shared values of wildlife and land conservation. Like Mossy Oak, Nutrien Ag Solutions shares a commitment to balancing today's harvests with helping growers maintain the land's long-term health and productivity.

Bridging Agriculture and the Outdoors

Our collaboration is an opportunity to showcase our commitment to farming and conservation, spreading a message to all that are passionate about the land.

“By working with the GameKeepers, we have the opportunity to tell our story of conservation in a way that resonates with those that share a passion for both hunting and farming,” said Brian Knifong, Head of Marketing for Nutrien Ag Solutions. “Together we're celebrating the advancements farmers use to produce high-quality crops, while helping farmers maintain the land for future generations.”

A Transparent Vision for Agriculture

Together, Nutrien Ag Solutions and the GameKeepers of Mossy Oak will highlight how modern production agriculture is evolving and the efforts driving innovation in the industry.

As Mossy Oak's and the GameKeepers preferred agricultural retailer, Nutrien Ag Solutions will provide valuable agronomic insights to the Mossy Oak community. Nutrien Ag Solutions will advise on sustainable farming practices, including water management, soil health, and crop nutrition, helping outdoor enthusiasts better understand agriculture's vital role in conservation.

“As two organizations deeply rooted in conservation, we're excited to work together to inspire farmers and outdoor enthusiasts to continue caring for the land,” said Bobby Cole of Mossy Oak GameKeepers. “Through this collaboration, we hope to provide a clearer, more transparent view of agriculture's role in sustainability, showing that farmers are not just feeding the world – they're doing so in ways that protect

the land and its future. Through the Gamekeepers television show, magazine and podcasts, we want the experts at Nutrien Ag Solutions to teach us the latest farming technology and learn how to apply it to farming for wildlife.”

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About Nutrien Ag Solutions Inc.

Nutrien Ag Solutions® is the retail division of Nutrien Ltd., a leading global provider of crop inputs and services. They provide full-acre solutions through a global retail network of trusted crop consultants at more than 2,000 locations. Nutrien Ag Solutions® strives to help growers achieve the highest yields with a wide selection of products, including their proprietary brands: Loveland Products®, Inc., Proven® Seed, and Dyna-Gro® Seed. For more information visit nutrienagsolutions.com.

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About Mossy Oak

Founded in 1986, Mossy Oak is a leading outdoor lifestyle brand that has become synonymous with conservation, hunting, and land stewardship. Through its innovative camouflage designs and commitment to preserving nature, Mossy Oak has become an influential voice in the outdoor community. With brands like BioLogic, the GameKeepers, and Mossy Oak Properties, Mossy Oak is dedicated to creating lasting legacies for future generations of outdoor enthusiasts.

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