

February 7, 2013

Mr. Sergio Marchionne
Chairman and Chief Executive Officer
Chrysler Group LLC
Chief Executive Officer
Fiat S.p.A
800 Chrysler Drive
Auburn Hills, MI 48321-8004

Dear Mr. Marchionne:

The XLVII Super Bowl was as exciting as a championship football game can get, but as you know, the Super Bowl for many is as much about the commercials as the game. This year's game was even more thrilling for the groups signed to this letter because of your truly inspiring Ram trucks "So God Made a Farmer" commercial – the third most popular aired during the game, according to *USA Today* – and your partnership with Farms.com, Case IH, Stihl, Bosch and Mossy Oak declaring 2013 "The Year of Farmer."

We wanted you to know your commercial is very much appreciated, and provides a vital message to the millions who watched the game. The ad reminded viewers that farmers and ranchers – those who feed and clothe this country and much of the world – must not be taken for granted, but instead must be recognized and appreciated for what they do and how well they do it.

The national, regional and state groups that have signed this letter represent America's farmers and ranchers and the industries which serve and rely upon them. Collectively, our memberships total well over one million producers and company employees. Over time we've wrestled with how best to remind America that farming and ranching isn't a 9-to-5 job, and although tough, it's our life's work and a life we eagerly and proudly embrace.

We're aware of the Chrysler Group's cooperative agreement with the National FFA Foundation and National FFA Organization to draw viewers to the <http://www.ramtrucks.com/en/keepplowing/> site to maximize Ram's support for the FFA Foundation's "Feeding the World – Starting at Home" program. Many of us also strongly support the National FFA, so your contribution to this organization is also greatly appreciated.

America's farmers and ranchers are the most professional and productive in the world. Being the best at what we do benefits us all. No other nation can compete with our ability to produce the highest quality, safest, most abundant and affordable meat, poultry, eggs, dairy, crops, fruits, tree nuts and vegetables in the world.

We sincerely thank you for recognizing us; we thank you even more for reminding the rest of the country -- and a big part of the world – how vital our daily contribution is to their quality of life.

Sincerely,

Agricultural Retailers Association
Alliance to Feed the Future
American Agri-Women
American Association of Avian Pathologists
American Dairy Science Association
American Feed Industry Association
American Horse Council
American Meat Institute
American National CattleWomen Inc.
American Seed Trade Association
American Sheep Industry Association
American Society of Animal Science
American Soybean Association
American Sugar Alliance
American Sugarbeet Growers Association
American Veal Association
American Veterinary Medical Association
Animal Agriculture Alliance
Animal Health Institute
Association of Veterinary Biologics Companies
Biotechnology Industry Organization
CropLife America
Dairy Management Inc.
Farm Animal Welfare Coalition
Farm Equipment Manufacturers Association
Federation of Animal Science Societies
International Association of Fairs & Expositions
International Equine Business Association
Irrigation Association
Livestock Marketing Association
National Association for the Advancement of Animal Science
National Association of Animal Breeders
National Association of Wheat Growers
National Barley Growers Association
National Biodiesel Board
National Cattlemen's Beef Association
National Corn Growers Association

National Council of Farmer Cooperatives
National Chicken Council
National Farmers Union
National FFA Foundation
National FFA Organization
National Grain & Feed Association
National Institute for Animal Agriculture
National Livestock Producers Association
National Milk Producers Federation
National Onion Association
National Peach Council
National Pork Board
National Pork Producers Council
National Potato Council
National Renderers Association
National Sunflower Association
National Turkey Federation
National Western Stock Show
National Women Involved in Farm Economics
North American Equipment Dealers Association
North American Meat Association
North American Millers' Association
Northeast State Association for Ag Stewardship
Poultry Science Association
Produce Marketing Association
Shelf-Stable Food Processors Association
State Agriculture and Rural Leaders
The Farm Credit Council
The Pet Food Institute
The Sugar Association
USA Farmers
United Egg Producers
United Fresh Produce Association
United Soybean Board
United States Animal Health Association
United States Cattlemen's Association
USA Dry Pea & Lentil Council

USA Rice Federation
U.S. Apple Association
U.S. Beet Sugar Association
U.S. Canola Association
U.S. Dry Bean Council
U.S. Hide, Skin and Leather Association
U.S. Poultry & Egg Association
U.S. Poultry & Egg Export Council
U.S. Soybean Federation

STATE ORGANIZATIONS

Alabama

Alabama Poultry & Egg Association

Arkansas

Arkansas Angus Association
Arkansas Soybean Association
Arkansas State Sheep Council

California

Association of California Egg Farmers
California Agricultural Irrigation Association
California Association of Nurseries and Garden Centers
California Association of Wheat Growers
California Bean Shippers Association
California Cotton Alliance
California Dairy Campaign
California Dry Bean Advisory Board
Colorado Egg Producers Association
California Grain and Feed Association
California Pear Growers
California Pork Producers Association
California Poultry Federation
California Seed Association
California State Floral Association
California Tomato Farmers
California Warehouse Association
California Women for Agriculture
California Wool Growers Association
Milk Producers Federation (California)

Colorado

Colorado Ag Council
Colorado Agriculture Education Association
Colorado Apple Growers
Colorado Association of Conservation Districts
Colorado Association of Wheat Growers
Colorado Cattlemen's Association
Colorado Corn Administrative Committee
Colorado Corn Growers Association
Colorado Department of Agriculture
Colorado Dairy Farmers
Colorado Egg Producers Association
Colorado FFA Foundation
Colorado Horse Council, Inc.
Colorado Horse Development Authority
Colorado Livestock Association
Colorado Onion Association
Colorado Pork Producers Council
Colorado Potato Administrative Committee
Colorado State Grange
Colorado Sugarbeet Growers
Colorado Veterinary Medical Association
Colorado Wool Growers Association

Georgia

Georgia Feed & Grain Association
Georgia/Florida Soybean Association
Georgia Poultry Federation

Idaho

Idaho Dairy Association
Idaho Potato Commission

Illinois

Grain and Feed Association of Illinois
Illinois Lamb & Wool Producers
Illinois Soybean Association

Indiana

Agribusiness Council of Indiana
Indiana Soybean Alliance
Indiana Corn Marketing Council

Indiana Corn Growers Association
Indiana State Poultry Association

Iowa

Iowa Poultry Association
Iowa Soybean Association
Iowa Turkey Federation

Kansas

Kansas Agribusiness Retailers Association
Kansas Association of Ethanol Processors
Kansas Grain & Feed Association
Kansas Livestock Association
Kansas Sheep Association
Kansas Soybean Association

Kentucky

Kentucky Poultry Federation
Kentucky Soybean & Promotion Board

Louisiana

Louisiana Poultry Federation

Maine

Maine Potato Board

Maryland

Maryland Sheep Breeders Association

Michigan

Michigan Agri-Business Association
Michigan Pork Producers Association
Michigan Soybean Association
Michigan Soybean Promotion Committee

Minnesota

Chicken & Egg Association of Minnesota
Minnesota Area II Potato Council
Minnesota Corn Growers Association
Minnesota Crop Production Retailers Association
Minnesota Grain & Feed Association
Minnesota-South Dakota Equipment Dealers Association

Minnesota Soybean Growers Association'
Minnesota Soybean Research & Promotion Council
Minnesota Turkey Growers Association
Minnesota Turkey Research & Promotion Council
Northarvest Bean Growers Association

Mississippi

Mississippi Poultry Association

Missouri

Missouri Agribusiness Association
Missouri Sheep Producers

Nebraska

Alliance for the Future of Ag in Nebraska
Nebraska Dry Bean Commission
Nebraska Grain & Feed Association
Nebraska Poultry Industries
Nebraska Soybean Association

New Jersey

Garden State Sheep Breeders

New Mexico

Dairy Producers of New Mexico
New Mexico Cattle Growers' Association
New Mexico Federal Lands Council
New Mexico Wool Growers

New York

Empire Sheep Producers Association
Empire State Potato Growers

North Carolina

North Carolina Agribusiness Council
North Carolina Egg Association
North Carolina Pork Council
North Carolina Poultry Federation

North Dakota

Automobile Dealers Association of North Dakota
North Dakota Implement Dealers Association
North Dakota Soybean Growers Association

Ohio

Ohio AgriBusiness Association
Ohio Poultry Association

Oklahoma

Oklahoma Agribusiness Retailers Association
Oklahoma Grain & Feed Association
Oklahoma Seed Trade Association

Oregon

Oregon Dairy Farmers Association
Oregon Potato Commission

Pennsylvania

PennAg Industries Agronomic Products Council
PennAg Industries Aquaculture Council
PennAg Industries Association
PennAg Industries Feed & Grain Council
PennAg Industries Horse Council
PennAg Industries Manure Haulers/Applicators Council
PennAg Industries Poultry Council
PennAg Industries Seed Council
PennAg Industries Swine Council
Pennsylvania Sheep & Wool Growers

South Carolina

South Carolina Corn & Soybean Association

South Dakota

South Dakota Agri-Business Association
South Dakota Grain & Feed Association
South Dakota Soybean Association
Minnesota-South Dakota Equipment Dealers Association

Tennessee

Tennessee Feed & Grain Association
Tennessee Poultry Association

Texas

Texas Association of Dairymen
Texas Broiler Council
Texas Egg Council
Texas Grain & Feed Association

Texas Poultry Federation
Texas Poultry Improvement Association
Texas Sheep & Goat Raisers' Association
Texas Turkey Federation

Utah

Dairy Producers of Utah
Utah CattleWomen Association
Utah Wool Growers Association

Virginia

Virginia Poultry Federation
Virginia State Feed Association

Washington

Washington Bean Dealers Association
Washington State Dairy Association

West Virginia

West Virginia Poultry Association

Wisconsin

Wisconsin Agri-Business Association
Wisconsin Poultry & Egg Association
Wisconsin Soybean Association
Wisconsin Soybean Marketing Board, Inc.

REGIONAL ORGANIZATIONS

Dairy Max, Inc.
Delmarva Poultry Industry Inc.
Family Farm Alliance
Far West Equipment Dealers Association
Midwest Poultry Federation
Pacific Egg & Poultry Association
Rocky Mountain Agribusiness Association
Rocky Mountain Farmers Union
Rocky Mountain Food Industry Association
Southwest Dairy Farmers
The Poultry Federation of Arkansas/Missouri/Oklahoma
Western Bean Dealers Association
Western Growers
Western States Dairy Producers Trade Association
Western United Dairymen

cc: The Honorable Tom Vilsack, Secretary of Agriculture, USDA
Fred M. Diaz, President and CEO, Ram Truck Brand
Gualberto Ranieri, Senior Vice President, Communications, Chrysler Group LLC
Andreas Klauser, President and CEO, Case IH
Graham Dyer, President and CEO, Farms.com Ltd.
Dr. Dwight Armstrong, Chief Executive Officer, National FFA Organization
Rob Cooper, Executive Director, National FFA Foundation