

AMERICAN-GROWN PRODUCTS

Choose Beer Grown Here: Anheuser-Busch is First to Adopt U.S. Farmed Certification, Helping Shoppers Choose Products Made with U.S. Agricultural Ingredients



(NAPS)—Now more than ever, American consumers are prioritizing the sourcing and economic impact of their products, reflecting on their purchasing power and its potential to drive positive change across the country. In fact, nearly two-thirds of U.S. consumers frequently sought out products that were made in America.

To help shoppers choose products proudly made with American-sourced agricultural ingredients, Anheuser-Busch announced that it will be the first to bring the new U.S. Farmed certification seal to some of its products, starting with Busch Light this May.



As the nation's leading brewer and a staunch supporter of American farmers for over 165 years, Anheuser-Busch spends more than \$700M each year purchasing high-quality ingredients from over 700 American farmers. Certifying four of its iconic beers U.S. Farmed is the latest way the brewer is showing up for the agricultural community, transforming the way consumers shop for U.S.-sourced products to help ensure a vibrant and thriving agricultural sector in America for generations to come.

"American farmers are the backbone of this country, and Anheuser-Busch has been deeply connected to the U.S. agricultural community and committed to sourcing high-quality ingredients from U.S. farmers for more than 165 years—that's who we are," said Anheuser-Busch CEO Brendan Whitworth. "We source nearly all the ingredients in our iconic American beers from hard-working U.S. farmers—many of whom we have worked with for generations. The U.S. Farmed certification takes our commitment to the next level, and we are proud to lead the industry in rallying behind American farmers to ensure the future of U.S. agriculture, which is crucial to

our country's economy. We look forward to other companies joining us in seeking U.S. Farmed certification for their products so that together we can make an even greater impact and show our support for American farmers."

What is U.S. Farmed?

U.S. Farmed, developed by the American Farmland Trust (AFT), is a certification and packing seal available for products that derive at least 95 percent of their agricultural ingredients from farms in the United States. The certification will harness the potential of U.S.-sourced goods across the entire consumer-packaged goods (CPG) industry to create far greater impact on American agriculture and domestic ingredient sourcing than any one company or consumer could alone. This industry-wide effort will be supported by an Anheuser-Busch-led campaign, "Choose Beer Grown Here," to educate and encourage consumers to seek the U.S. Farmed certification and seal when shopping for products.

How Consumers Can Participate

Anheuser-Busch's iconic Busch Light, Budweiser, Bud Light, and Michelob ULTRA have all been certified U.S. Farmed, and Busch Light will be the first brand ever to adopt the U.S. Farmed seal, beginning this May. By intentionally choosing products that have been U.S. Farmed certified, American consumers will help support American farmers and invest in the future of U.S. agriculture.

Funds raised through the certification of products will support AFT's work to preserve farmland and keep American farmers on the land. These funds will provide U.S. farmers across all 50 states with free resources and expert advisory services, as well as expand AFT's programs to help them to access, protect, and maintain American farmland.

How Companies Can Join

U.S. Farmed certification is available for products that derive at least 95 percent of their agricultural ingredients from farms in the United States. For more information on the U.S. Farmed certification and seal, including resources for American Farmers and product certification, please visit <http://www.farmland.org/us-farmed>.

Learn more about Anheuser-Busch's commitment to U.S. farmers here <http://www.anheuser-busch.com/USFarmed>.