

THE ORGANIC VALLEY MILK FARMER FOR A DAY SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The Organic Valley Milk Farmer for a Day Sweepstakes ("Sweepstakes") is sponsored by Cooperative Regions of Organic Producer Pools dba Organic Valley ("Sponsor"), One Organic Way, La Farge, WI 54639, and is administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

1. **SWEEPSTAKES PERIOD:** The Sweepstakes begins on January 7, 2019 at 12:00 PM Eastern Time ("ET") and ends on March 31, 2019 at 11:59:59 PM ET ("Sweepstakes Period"). Sponsor's computer is the Sweepstakes official clock.
2. **ELIGIBILITY:** This Sweepstakes is offered only to legal residents of the fifty (50) United States and the District of Columbia, who are at least eighteen (18) years of age at the time of entry. Employees, contractors, directors, officers, and agents of Sponsor, Administrator, and each of their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies and suppliers involved in the Sweepstakes ("Sweepstakes Entities"), as well as the members of each of their immediate families (spouse, parents, children, siblings, and in-laws) and persons residing in the same household as such individuals are not eligible to enter or win. Void where prohibited or restricted by law.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Sweepstakes. For purposes of the Sweepstakes, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address.

3. **HOW TO ENTER THE SWEEPSTAKES:** There are two (2) ways to enter the Sweepstakes as outlined below:

- A. **Website:** During the Sweepstakes Period, an eligible entrant may visit www.OVPrize.com ("Website") and complete and submit the registration form including, but not limited to: his/her first and complete last name (no initials), valid e-mail address, phone number, street address (no P.O. Boxes will be allowed), city, state, and ZIP Code. Upon the successful submission of the registration information and upon following the links and instructions to participate in the Sweepstakes, an entrant will receive one (1) entry into the Sweepstakes. There is a limit of one (1) Sweepstakes entry per day into the Sweepstakes.

Bonus Entry: During the Sweepstakes Period, after an entrant completes and submits the registration page, he/she may follow the links and instructions to watch a video. Entrant will earn one (1) bonus entry for watching the video. Limit: One (1) bonus entry per person during the Sweepstakes Period for watching the video.

- B. **Instagram or Mail-In:** During the Sweepstakes Period, an eligible entrant may either:

- I. Enter via Instagram and follow the steps below to receive a Sweepstakes entry:

- a. Sign into his/her Instagram account (entrant may create an Instagram account for free if he/she does not already have one);
- b. Become a follower of @OrganicValley on Instagram (if not already following @OrganicValley). There is no charge to sign up for Instagram or to follow @OrganicValley; and
- c. Compose a new Instagram post with Organic Valley Milk product including the hashtag “#FarmerForADaySweepstakes” and “@OrganicValley” to receive one (1) entry into the Sweepstakes.

No photos or videos allowed. The content included in the Instagram entry will not be judged or used in any way to determine a winner. Winner is selected via random drawing. See Section 4 below. By entering the Sweepstakes and using the hashtag “#FarmerForADaySweepstakes” and “@OrganicValley”, entrant hereby agrees to be bound by these Official Rules. Entries will be deemed made by the authorized account holder of the Instagram account the entry is submitted from at the time of entry. The “authorized account holder” is the person who is assigned to the Instagram account by the online service provider. An entrant must have a non-private Instagram account to enter the Sweepstakes and must be a follower of @OrganicValley on the platform used to enter until May 1, 2019 for potential winner notification purposes to be eligible to win/claim a prize. Entrants may create an Instagram account at no cost by logging on to <http://instagram.com>. Creation of an Instagram account requires a contestant to agree to Instagram’s Terms of Service and Privacy Policy, available at <http://instagram.com/about/legal/terms/> and <http://instagram.com/about/legal/privacy/>, respectively. Due to the way Instagram operate its services, entries from users with protected or private accounts (i.e., entrant has set his/her account so that only people the entrant has approved can view his or her updates) may not be received. If an entrant enters from his/her wireless phone, the entrant’s wireless service provider may charge the entrant. Entrants should consult their wireless-service providers regarding their pricing plans. Message and data rates may apply. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram.

Instagram Entry Requirements: All Instagram entries must comply with the following restrictions:

- Entry must contain the hashtag “#FarmerForADaySweepstakes”;
- Entry must be an original work;
- Entry must be in English (except for commonly understood foreign words);
- Entry must comply with Instagram terms of use located at: <http://instagram.com/about/legal/terms/>;
- Entry cannot have been published previously by any party other than the entrant;
- Entry must be suitable for publication (i.e., may not be obscene or indecent);
- Entry cannot contain trademarks, logos or trade dress owned by any third party, or advertise or promote any brand or product of any kind, other than the Sponsor’s;
- Entry cannot contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images);
- Entry cannot include the name, likeness, photograph, or other indicia identifying any person, living or dead, without written permission from that person;
- Entry cannot be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group;

- Entry cannot promote illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- Entry cannot describe or depict any illegal activity or violation of any state or federal law;
- Entry must not include any personally identifiable information (full name, e-mail address, telephone number, etc.);
- Entry must not contain, facilitate, reference or use material that contains prohibited content which shall include, but is not limited to, content that promotes, suggests, or encourages:
 - gambling, including without limitation, any content related to online casinos, sports books, bingo or poker;
 - the use of prostitution, pornography, nudity, profanity or other adult content, or violence;
 - the taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government;
- Entry must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way.

If any Instagram entry fails to comply with any of these Instagram Entry Requirements or any other provisions of these Official Rules, at the Sponsor's sole discretion, Sponsor reserves the right to disqualify the entrant.

By participating in the Sweepstakes, entrant understands that he or she is providing his or her information to Sponsor and not Instagram, LLC. ("Instagram"). Further, entrant specifically agrees to release Instagram from any and all liability associated with this Sweepstakes. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram, or any of their affiliates.

- II. Mail-In:** To earn a Sweepstakes entry without posting a photo on Instagram, an entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, and date of birth (MM/DD/YYYY), on a 3½"x5" card ("Mail-In Entry") and mail it (without an outer mailing envelope) with sufficient postage to The Organic Valley Milk Farmer for a Day Sweepstakes, PO Box 251328, West Bloomfield, MI 48325. A Mail-In Entry is worth one (1) entry into the Sweepstakes. An entrant may mail-in two (2) times per day during the Sweepstakes Period.

All Mail-In Entries must be postmarked by April 1, 2019 and received by April 10, 2019. Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage-due, and Mail-In Entries sent in excess of the entry limits set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries.

LIMIT: There is a limit of one (1) entry via the Website per day and one (1) entry via Instagram per day or one (1) Mail-In Entries per day during the Sweepstakes Period, for a total of two (2) entries per day. If more than the stated number of entries are received from the same person, telephone number and/or e-mail address during a day, the entries may, at the Sponsor's sole discretion, be disqualified.

Special Offer: From 12:00 PM ET on February 1, 2019 through 11:59:59 PM ET on March 31, 2019 or when supplies are exhausted, whichever occurs first, entrants who live in Alabama, Arkansas, Arizona, California, Colorado, Connecticut, District of Columbia, Delaware, Florida, Georgia, Iowa, Illinois, Indiana, Kansas, Louisiana, Massachusetts, Maryland, Missouri, North Carolina, New Jersey, New Mexico, Nevada, New York, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, and West Virginia may participate in a special offer (“Offer”). To participate in the Offer, eligible entrants may purchase \$4 of Organic Valley milk (“Qualifying Purchase”), visit the Website, register, and follow the on-screen prompts to upload a photograph of the original receipt showing the Qualifying Purchase. **Eligible receipts must be itemized and show the Qualifying Purchase and purchase amount.** The file must be in .JPEG, .JPG, .PNG, or .GIF format (no PDFs will be accepted) and may not exceed 8 MB. Upon verification of Qualifying Purchase receipt, entrant will be sent a branded milk glass (“Offer Item”). Only five thousand six hundred (5,600) Offer Items are available. The approximate retail value (“ARV”) of each Offer Item is \$6.00. Offer Items will be fulfilled within approximately 4-6 weeks after verification. Please allow approximately one (1) week for verification. Offer Items are subject to availability and only available while supplies last. There is a limit of four (4) Offer Items per household.

IMPORTANT: MESSAGE AND DATA RATES MAY APPLY IF AN ENTRANT ENTERS THIS SWEEPSTAKES ON HIS/HER MOBILE DEVICE. NOT ALL MOBILE TELEPHONE/WIRELESS PROVIDERS CARRY THE SERVICE NECESSARY TO PARTICIPATE IN THIS SWEEPSTAKES. ENTRANTS SHOULD CONSULT THEIR WIRELESS PROVIDER’S PRICING PLANS. MOBILE ENTRY IS NOT REQUIRED TO ENTER OR WIN A PRIZE IN THIS SWEEPSTAKES.

4. RANDOM DRAWING: On or about April 12, 2019 Administrator, whose decisions are final and binding on all matters relating to this Sweepstakes, will randomly select one (1) potential grand prize winner and ten (10) potential first prize winners from all eligible entries received. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.

5. PRIZES, APPROXIMATE RETAIL VALUE, AND ODDS OF WINNING:

A. Grand Prize (1): The grand prize is a trip for winner and three (3) guests to Stony Pond Farm in Enosburg Falls, Vermont (“Grand Prize”). Trip includes round-trip coach class air transportation from a major commercial airport near winner’s residence to Burlington International Airport (BTV) for winner and three (3) guests (age eighteen [18] or older), two (2) nights at the Stony Pond Farm, an Organic Valley Family Farm (three [3] bedrooms/four [4] beds/two [2] baths), a personalized farm experience for winner and guests (details of farm experience determined by Sponsor in its sole discretion), the opportunity to meet the Webb family, and a check for \$2,050 to cover various travel expenses (for winner only). Winner’s guests must be eighteen (18) years of age or older unless he/she is the child of the winner. If the winner elects to travel or partake in the Grand Prize without a guest, no additional compensation will be awarded to the winner. Trip must be taken between June 11, 2019 and June 24, 2019 or Grand Prize will be forfeited. Winner and guests must travel on the same itinerary. The actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded. If winner resides within a 100-mile radius of destination, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any

difference in prize value. Travel dates are subject to availability; blackout dates and other restrictions may apply. Winner and guests are responsible for having valid travel documents including government identification and/or passports. Winner is responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in this prize. Travel must be booked at least seven (7) days in advance. Guests of winner must sign and return a travel liability release before travel will be booked. Winner and his or her guest hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element or detail of a prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the Prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail. The approximate retail value ("ARV") of the Grand Prize is \$5,550. Only one (1) Grand Prize will be available in the Sweepstakes.

B. First Prizes (10): Each first prize winner will receive a prize pack of Organic Valley milk branded merchandise (contest of prize pack determined by Sponsor in its sole discretion) (each a "First Prize"). The ARV of each First Prize is \$200. No more than ten (10) First Prizes be available in the Sweepstakes.

C. Odds of Winning: The odds of winning a prize depend on the total number of eligible entries received during the Sweepstakes Period.

D. Total ARV of All Prizes: The Total ARV of all prizes is: \$7,550.

E. General: In no event will more than one (1) Grand Prize and ten (10) First Prizes be awarded during the Sweepstakes Period. If, for any reason, more prize notifications are sent (or more claims are received) than set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. No prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize, or component thereof, of equal or greater value in case of unavailability of a prize or a prize component. There is a limit of one (1) prize per person.

6. HOW TO CLAIM A PRIZE: Potential winners are subject to verification of eligibility and compliance with these Official Rules. Each potential winner will be notified either via the e-mail address provided at the time of registration or via a Direct Message from @OrganicValley on Instagram with instructions on how to claim his/her prize. Where applicable, each potential winner must respond to the Direct Message winner notification within twenty-four (24) hours or may, at the Sponsor's sole discretion, be disqualified. The potential Grand Prize winner will be required to sign and execute an Affidavit of Eligibility/Liability & Publicity Release and tax acknowledgment ("Affidavit"). The potential Grand Prize winner must return a fully executed and notarized Affidavit to the Sponsor or its authorized designee within ten (10) calendar days from the date it is postmarked as being sent to the potential Grand Prize winner or the Grand Prize may (in Sponsor's sole discretion) be forfeited. The potential Grand Prize winner (and guests) may be subject to a background check before the Grand Prize is awarded. Sponsor reserves the right to disqualify the potential Grand Prize winner (or guest) based on the results of such background check if Sponsor determines in its sole discretion that awarding the Grand

Prize to any such individual might reflect negatively on the Sponsor. Failure to provide all required information within the stated time period may result in forfeiture of potential winner's right to claim his/her prize, and may result in the prize being awarded to an alternate winner, if time permits. The Sweepstakes Entities shall not be held responsible for any delays in awarding a prize for any reason. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept a prize, or the winner notification is returned as undeliverable or a potential winner fails to respond to a winner notification within the timeframe specified in such winner notification, or if a potential winner does not answer the initial notification, his/her Prize may be forfeited. If a prize is forfeited for any reason, Sponsor may, at the Sponsor's sole and absolute discretion, select an alternate potential winner at random from among the remaining pool of eligible Entries received during the Sweepstakes Period, time permitting. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. First Prizes will be mailed to winners at the address provided upon registration or verification (P.O Boxes not allowed). Prizes are not transferable and includes only the items specifically listed as part of each prize. Any portion of a prize not accepted by winner, will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for the prize won. Sponsor will issue an IRS Form 1099-MISC for the Grand Prize winner. ARVs are as of the time these Official Rules were printed and the value of a prize may fluctuate. The winners are not entitled to any difference between the ARV and the actual value of a prize at the time the prize is awarded. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. Each prize will only be awarded to a verified winner.

- 7. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, entrants agree the Sweepstakes Entities, Instagram, and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents ("Released Parties") are not responsible for any and all liabilities, including, but not limited to, lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/website/UseNet accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or inaccurate capture of Sweepstakes-related information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any Sweepstakes-related website(s). Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a prize. Released Parties shall not be responsible or liable for Entries entered by any automated computer, program, mechanism or device; for any Entries in excess of the stated limit; or for Entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such Entries will, at Sponsor's sole discretion, be disqualified.

If for any reason, Sponsor believes the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the

Sweepstakes and/or proceed with the Sweepstakes, including the selection of the winners in a manner it deems random, fair and reasonable. Notice of such cancelation, termination, or modification of the Sweepstakes shall be posted on the Website. This Sweepstakes is subject to all federal, state, and local laws and regulations.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iv) to forever and irrevocably release, defend, indemnify and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's Entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) typographical or printing errors in these Official Rules or any Sweepstakes materials; (d) acceptance, receipt, delivery of, possession, defects in, use, nonuse, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (e) change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including, but not limited to, acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules; (f) any interruptions in or postponement, cancellation or modification of the Sweepstakes; (g) human error; (h) incorrect or inaccurate transcription, receipt or transmission of an entry; (i) any technical malfunctions or unavailability of any social media platform or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant; and (j) interruption or inability to access the Sweepstakes, or any other Sweepstakes-related websites or any online service via the Internet due to hardware or software compatibility problems.

Without limiting the foregoing, everything regarding this Sweepstakes, including prize components, are provided "as is" without warranty of any kind, either express or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Some jurisdictions may not allow the limitations or exclusions of liability for incidental or consequential damages or exclusions of implied warranties, therefore some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

- 7. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS**

ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING BUT NOT LIMITED TO ATTORNEYS’ FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORTING TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

8. **PRIVACY POLICY:** Sponsor’s privacy policy is available at <https://www.organicvalley.coop/privacy-policy/>.
9. **PUBLICITY RIGHTS:** By participating in the Sweepstakes and/or accepting a prize, each entrant agrees to allow Sponsor and Sponsor’s designee the perpetual right to use his/her name, biographical information, photos and likeness, voice recording, video images and all related footage, and statements for Sweepstakes, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide, including but not limited to on television (including live television), radio, the Internet, without notice, review or approval and without additional compensation except where prohibited by law.
10. **GENERAL:** Any attempted form of participation in this Sweepstakes other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her prize. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Sweepstakes, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Sweepstakes. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and will result in the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event Sponsor is prevented from continuing with the Sweepstakes or the integrity and/or feasibility of the Sweepstakes is severely undermined by a Force Majeure event, Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes without any further obligation. If Sponsor, in its discretion, elects to alter this Sweepstakes as a result of a Force Majeure event, a notice will be posted on the Website. In the event of cancellation, Sponsor will award a prize in a random drawing from among all valid and eligible Entries received up to the time of such cancellation, providing a sufficient number

of eligible Entries are received. If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any prize documents will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and the Sweepstakes details contained in any Sweepstakes promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

11. WINNERS LIST: To obtain the names of the winners, mail a self-addressed, stamped business-sized envelope to: The Organic Valley Farmer for a Day Sweepstakes - Winners List Request, P.O. Box 251328, West Bloomfield, MI 48325. Winners List requests must be received by May 31, 2019.

Sponsor: Cooperative Regions of Organic Producer Pools dba Organic Valley, One Organic Way, La Farge, WI 54639.

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This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram. You understand that you are providing your information to Sponsor and not to Instagram. Any questions, comments or complaints regarding this Sweepstakes shall be directed to Sponsor and not to Instagram.