

**National Pork Board**  
**“Pig Farmer of Tomorrow Contest”**  
**Official Rules**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE OR PAYMENT WILL NOT INCREASE OR IMPROVE YOUR CHANCES OF WINNING.**

**1. CONTEST OVERVIEW.** The “Pig Farmer of Tomorrow Contest” (the “Contest”) is a contest sponsored by the National Pork Board (“Sponsor”). The purpose of the Contest is to help Sponsor select three (3) United States pig farmers under the age of thirty (30) (calculated as of January 1, 2017), who have high technical expertise, ethical practices, communications skills and public appeal to be the recipients of Sponsor’s 2017 “*Pig Farmer of Tomorrow*.” In the Contest, an eligible entrant must first complete and submit to Sponsor a Contest Application (as defined in Section 3(b)(i) below) during the period starting October 24, 2016 and ending on November 22, 2016 (which period may be extended in Sponsor’s sole discretion), which Contest Application requires submission of entrant’s registration and contact information, completion of a series of questions, submission of ten (10) captioned photographs which depict “a day in the life” on entrant’s farm, and identification of two (2) Eligible Social Media Platforms (as defined in Section 3(b)(i) below) on which entrant posts public content. There are two (2) rounds of judging in the Contest. In the preliminary judging round, judges will select the eight (8) best entries among all the eligible submitted Contest Applications that will be the Finalists in the Contest. Finalists will be required to participate in a videoconference interview with a Contest judging panel and participate in Sponsor background check activities. Three (3) Contest winners will be selected by a combination of the Contest judging panel’s scores of the Finalist’s Contest Application, videoconference interview, and overall appeal of the Finalist as a spokesperson for the pork industry. The Contest winners will be required to spend approximately nine (9) days between March 2017 through March 2018 speaking for America’s pork producers and telling pork production stories in various manners and places as arranged by Sponsor, including in-person speaking engagements in various areas in the United States, and online. The Contest winners will each receive a \$1,000 honorarium as compensation for such activities, and will also receive travel expenses and logistical support related to speaking engagements. Before and during the Entry Period (as defined below), Sponsor and its designees have been and will be soliciting nominations for candidates for the Pig Farmer of Tomorrow Contest. Any nominee who is otherwise eligible to participate in the Contest who desires to participate in the Contest must complete and submit all Contest materials and participate in the Contest as described in these Official Rules. Being nominated is not required to participate in the Contest and any eligible entrant may participate in the Contest as described in these Official Rules. The foregoing is a summary only and is qualified in its entirety by the complete Official Rules set forth below which govern the Contest.

**2. ELIGIBILITY.** The Contest is only open to entrants who, as of the entry date, are permanent legal residents of the fifty (50) United States of America and the District of Columbia who are between the ages of eighteen (18) and twenty-nine (29) as of January 1, 2017 and who are actively involved in raising pigs in the United States on a full- or part-time basis. Students may apply. In addition, all Applicants must (a) have had a Common Industry Audit (an “Audit”) completed on the farm associated with entrant’s Contest Application on or after January 1, 2015 (and the results and details of such Audit must be authorized by the farm to be made available for use by Sponsor in this Contest if the entrant becomes a Finalist in this Contest), or if the farm does not have such a recent audit, if the entrant becomes a Finalist in this Contest, the farm must be willing to submit to such an Audit at Sponsor’s expense; Audit details as described in further detail in Section 4(a)(ii) below, (b) be the owner of the pig farm associated with the entrant’s Contest Application, or otherwise have verifiable authorization to participate in all aspects of this Contest from the owner of the pig farm associated with the entrant’s Contest Application

(including, without limitation, the ability to provide all information and access requested by Sponsor in the Contest, and to be publicly associated in the Contest and award activities with the farm), which pig farm has a premises identification number (“PIN”) issued by the United States Department of Agriculture (“USDA”); (c) have consistent Internet access; and (d) be available to participate in all aspects of the Contest and award activities (including, without limitation, all award spokesperson activities and travel). LIMIT: One (1) entrant per farm/PIN in this Contest. The Contest is void outside the eligible Contest territory; and where prohibited or restricted by applicable law. Employees, officers and directors of Sponsor and its parents, subsidiaries, affiliates, divisions, advertising and promotion agencies, are not eligible to enter. The Contest, and any website pages and advertisements relating thereto, are intended for viewing only within the eligible contest territory, and entrants must be present in the eligible Contest territory at the time they enter.

### **3. ENTRY PERIOD TIMING; ENTERING THE CONTEST.**

a. **ENTRY PERIOD TIMING.** During the period beginning at 12:01 p.m. Central Time (“CT”) on October 24, 2016 and ending at 11:59 p.m. CT on November 22, 2016 (which period may be extended by Sponsor in its sole discretion), eligible entrants who desire to enter the Contest may submit Contest Applications to Sponsor (the “Entry Application Period”) as described in Section 3(b) below. Sponsor’s computer is the official timekeeping device for the Contest.

b. **HOW TO ENTER.** There is one (1) way to enter the Contest, which is described below. LIMIT: One (1) entry per farm/PIN in the Contest.

i. **CONTEST APPLICATION.** During the Entry Application Period go to [www.pork.org](http://www.pork.org) (the “Contest website”) and follow the links and instructions at the Contest section of the website to fully complete the entry application for this Contest (the “Contest Application”). The Contest Application requires submission of entrant registration and contact information, and requires an entrant to answer various questions regarding entrant, entrant’s farm, and pig farming and related activities intended to help Sponsor and the judges make a determination of entrant’s eligibility to participate in the Contest and to assess entrant’s potential ability to be a spokesperson for the pork industry. A Contest Application also requires submission of ten (10) photographs which depict “a day in the life” on entrant’s farm. Each photograph must be accompanied by a caption comprised of one-hundred forty (140) or fewer characters describing the entrant’s “day in the life” as reflected in the entrant’s photos. Photographs and captions must conform to the Photo Requirements in Section 3(c) below. A Contest Application also requires entrant to (A) identify two (2) Eligible Social Media Platforms on which entrant posts content accessible to all members of the public, and (B) provide entrant’s username or handle, if applicable, for each such Eligible Social Media Platform. “Eligible Social Media Platforms” for purposes of this Contest are limited to the following: Facebook, Twitter, Instagram, Snapchat, YouTube, and personal online blogs. An Eligible Social Media Platform for the entrant must be solely associated with the entrant, and publicly available. Multiple individuals or entrants are not permitted to share the same Eligible Social Media Platform as associated with a particular entrant. All Contest Applications must be submitted on the Contest website during the Entry Application Period.

ii. **ALL CONTEST MATERIALS.** You must complete all required information and submit all required materials to be eligible to enter to participate in the Contest. All Contest materials must be received by Sponsor during the Entry Application Period. In the event of a dispute as to the identity of an online entrant, the authorized account holder of the email address used to enter will be deemed to be the entrant, but only if that person is otherwise eligible to enter the Contest. Entrants may be required to show proof of being the authorized account holder. If a dispute cannot be resolved to Sponsor’s satisfaction, the entrant may be deemed ineligible. The “authorized account holder” is the natural person assigned to an email address by an Internet service provider, online service provider, or

other organization responsible for assigning email addresses for the domain associated with the submitted email address. Submitting mass entries or entries generated by a script, macro or use of automated devices is prohibited and will result in disqualification. See Section 12 below (“Data Collection”) regarding data collected online in connection with an entrant's entry.

c. **PHOTO REQUIREMENTS.** Contest Application photos and captions, as applicable, must meet the following requirements, compliance with which shall be as determined by Sponsor in its sole discretion:

- i. There must be ten (10) photos which depict “a day in the life” on entrant’s farm;
- ii. The photos must be digital photos of a size and in such format as will permit uploading on the Contest website;
- iii. The photos may only feature the entrant and family members for whom entrant has permission to utilize their images and personal attributes in connection with the Contest, and must NOT include, depict or feature any other third parties, unless they are not recognizable;
- iv. The photo captions must be in English, and each caption must be one hundred forty (140) or fewer characters;
- v. The photos (including captions) must be suitable for a public forum, and in keeping with Sponsor’s positive pork industry friendly image, and may NOT be offensive or inappropriate, as determined by Sponsor in its sole discretion. Without limiting the foregoing, it must NOT contain any profanity, nudity or lewd gestures;
- vi. The photos (including captions) must be entirely original to the entrant, and must NOT include any mention or performance of any copyrighted media production, including, without limitation, music, films, books, television programming, etc., or identifying descriptions of any media property;
- vii. The photos (and captions) must NOT infringe, misappropriate or violate any right of any third party, including, without limitation, copyright, trademark, trade secret, or right of privacy or publicity, and must NOT incorporate or include anything (e.g., third party names, marks, logos, likenesses, images or personal attributes) that would require the consent of any third party for the use of the entry by Sponsor or any of its designees; and
- viii. The photos (and captions) must NOT have been previously published, submitted to another contest, won any other award, been broadcast on a media network, or submitted to any entertainment entity.

d. **ADDITIONAL TERMS AND CONDITIONS OF ENTRY.** All entries become the exclusive property of Sponsor. ENTRY MATERIALS WILL NOT BE ACKNOWLEDGED OR RETURNED, AND, IN FACT, MAY BE DESTROYED. DO NOT SUBMIT ANY IRREPLACEABLE OR ONE-OF-A-KIND PHOTO OR OTHER MATERIALS. Proof of submission of any entry materials will not be deemed to be proof of receipt by Sponsor. Any submission that does not comply with any aspect of these Official Rules, as determined by Sponsor in its sole discretion, may be rejected by Sponsor and the entrant disqualified. All entrants and entries and the eligibility, age and other claims of/information provided by an entrant are subject to verification by Sponsor. Sponsor reserves the right to conduct a background check on any or all entrants, and Sponsor reserves the right to disqualify any individual based on such background check if Sponsor determines in its sole discretion that awarding an

award to any such individual or allowing the individual to participate in the Contest might reflect negatively on Sponsor or any of its Contest partners. Entrants will cooperate with Sponsor and its representatives in connection with any and all verification and background check activities, including, without limitation, by executing and delivering to Sponsor or its designee by the time indicated by Sponsor or its designee any verification and background check authorization forms required by Sponsor or its designee.

e. **USE OF ENTRY MATERIALS.** Without limiting the generality of the applicable terms and conditions of the Contest website or any service utilized in connection with the Contest website or the Contest, each entrant agrees that Sponsor and its successors, designees and assigns shall each have the perpetual, royalty-free, irrevocable, world-wide and fully-transferable right (but not obligation) to use, modify, display, reproduce, make derivative works of, and otherwise exploit entrant's Contest materials, including without limitation, the entry, photos and captions for promotional purposes in any manner or media whether now or hereafter existing and/or to otherwise use or commercially exploit any Contest materials (or any part thereof) or information or ideas contained within any Contest materials, all without payment, notice, attribution, consideration or consent. Such use includes, without limitation, the right to use the Contest materials on Sponsor's and its designees' websites and social media outlets, whether or not such use is in connection with the Contest. The timing of any posting shall be as determined by Sponsor in its sole discretion, and there is no guarantee any such materials will be used. Sponsor does not have any obligation to maintain any Contest materials, or any information or ideas contained therein, as confidential or proprietary. **SPONSOR AND ITS DESIGNEES RESERVE THE RIGHT TO EDIT, MODIFY, OR ABRIDGE ANY SUCH CONTEST MATERIALS FOR ANY REASON PRIOR TO USE.**

f. **MEDIA.** As a condition to participation in the Contest and award activities, each entrant agrees that he/she will not conduct or participate in any media interview or other media activities regarding this Contest or related activities without the express prior written permission of Sponsor.

#### **4. JUDGING; SELECTION; NOTIFICATION.**

a. **PRELIMINARY JUDGING; SELECTION; NOTIFICATION.** Eligible Contest Applications (including photos and captions) received during the Entry Period will be judged and scored by judges appointed by Sponsor who will judge and score the entries to select pig farmers with experience and abilities, and communications skills, that demonstrate entrant's potential ability to be a spokesperson for the pork industry. Scores will be assessed based on content and comprehensiveness of the Contest Application (25% of the overall score), support of entrant's qualifications to be a spokesperson for the pork industry (25% of the overall score) and overall appeal of entrant as a spokesperson for the pork industry (50% of the overall score). Judges will be an individual or individuals who are experienced in the pork industry, public relations, advertising and/or marketing. Judges may be employees or agents of Sponsor or its affiliates. Subject to these Official Rules, eight (8) eligible entrants that submitted the entries with the top eight (8) scores, as applicable, will be the potential Finalists. In the event of a tie, the tied entries will be judged against each other by the judges using the judging criteria above in this Section 4(a) until the tie is broken.

The potential Finalists will be notified on or about December 2, 2016. A potential Finalist will be notified by phone, mail, courier and/or email as provided by the entrant in the Contest Application. A potential Finalist must comply with all terms and conditions of these Official Rules and continuing in the Contest and being eligible for a Contest award is contingent upon fulfilling all requirements. In order to be eligible for advancement to the Final judging round, a potential Finalist will be required to (i) execute and return to Sponsor a notarized Affidavit of Eligibility, a Liability Release and, except where prohibited by law, a Publicity Release (an "Affidavit/Release") in the form(s) provided

by Sponsor, which will contain entrant's commitment for availability and participation in various mandatory Contest schedule/location appearances, and, if the entrant is selected as a winner, additional commitments for entrant's availability and participation in award activities during the time period from March 2017 through March 2018, (ii) have the potential Finalist's farm participate in an Audit, which will be conducted at Sponsor's expense, the results and details of which will be authorized by entrant to be provided to Sponsor; provided, however, if the entrant's farm had an Audit conducted on or after January 1, 2015 and the results and details of such Audit are authorized by entrant to be made available to Sponsor, Sponsor will use such Audit for purposes of this Contest, and (iii) entrant will participate in a background check regarding entrant (including, without limitation, criminal and reputational searches). Entrant will cooperate with Sponsor and its designees in all Audit and background check activities (including, without limitation, by executing and delivering to Sponsor or its designee by the time indicated by Sponsor or its designee any audit, verification and background check authorization forms required by Sponsor or its designee). The Affidavit/Release must be returned to Sponsor by the date and/or time indicated within the Affidavit/Release. If a potential Finalist cannot be contacted within seventy-two (72) hours of the first attempt to contact him/her, or if a potential Finalist fails to return the Affidavit/Release within the specified time, or if a potential Finalist or his/her entry is found to be ineligible, or if the potential Finalist's Audit or background check may reflect negatively in any manner on the potential Finalist, the potential Finalist's farm, Sponsor, the Contest or the "*Pig Farmer of Tomorrow*" (in each case, as determined by Sponsor in its sole discretion), or if a potential Finalist does not comply with the Official Rules, then the potential Finalist may be disqualified and not continue in the Contest. In such event, no alternate Finalist will be selected by Sponsor in his/her place; provided, however, Sponsor reserves its right to do so. In the event an alternate is selected for a disqualified potential Finalist, the alternate will be the entrant who would have been the applicable potential Finalist if the disqualified potential Finalist was not considered in the preliminary Contest judging round. In such event, an alternate potential Finalist will be notified by Sponsor as described above and will be required to return the required documents to Sponsor and participate in the Audit as described above; however, Sponsor, in its sole discretion, may adjust the above timing and delivery requirements to accommodate Sponsor's Contest schedule. Sponsor is not responsible for the failure of a potential Finalist to receive Sponsor's notification or the required documents for any reason, or for the inability of a potential Finalist to return the required documents or participate in an Audit or verification activities for any reason.

b. **FINAL JUDGING; SELECTION; NOTIFICATION.** Confirmed Finalists will be notified on or about December 2, 2016. Finalists must participate in a videoconference interview with the Contest judging panel regarding entrant and his/her entry, which will supplement entrant's Contest Application for purposes of the Finalist judging round. Finalists' entries will be judged and scored by a pork industry judging panel appointed by Sponsor (which panel may contain employees or agents of Sponsor or its affiliates) who will judge and score the originally submitted Contest Application (as supplemented by the videoconference interview described above) in accordance with the following criteria. Scores will be assessed based on support of entrant's qualifications to be a spokesperson for the pork industry as reflected by the entrant's Contest Application (25% of the overall score), support of entrant's qualifications to be a spokesperson for the pork industry as reflected by the entrant's videoconference interview performance (25% of the overall score), and overall appeal of entrant as a spokesperson for the pork industry (50% of the overall score). Subject to these Official Rules, the eight (8) Finalists with the three (3) top scores will be the winners in this Contest. In the event of a tie, the tied entries will be judged against each other by the judging panel using the judging criteria above in this Section 4(b) until the tie is broken. The Contest award winners will be notified on or about February 1, 2017, and will be publicly announced by Sponsor in March 2017 at the Pork Forum in Atlanta Georgia, which must be attended by the award winners.

5. **AGREEMENT TO OFFICIAL RULES AND DECISIONS.** By participating in the Contest, each entrant fully and unconditionally agrees to be bound by and accepts these Official Rules and the

decisions of Sponsor and the Contest judges (including, without limitation, decisions regarding eligibility of entries, the selection of entrants, and the award winners), which are final and binding in all respects. Entrants and the award recipients must comply with all terms and conditions of these Official Rules, and participation and award receipt is contingent upon fulfilling all requirements. Any or all of this Contest may be administered by Sponsor's designees (regardless of whether being designated as such in these Official Rules) as determined by Sponsor in its sole discretion.

**6. AWARDS.** Subject to the terms and conditions of these Official Rules, three (3) awards will be awarded in this Contest. An award consists of and is limited to the following: (a) designation by Sponsor of the selected entrant as (a) a winner of Sponsor's 2017 "*Pig Farmer of Tomorrow*;" and (b) a \$1,000 cash prize paid to each winner by Sponsor (which will be paid in full in March 2018). As a condition to receipt of an award (including the cash prize), each winner will be required to do the following between March 2017 and March 2018:

a. Contribute four (4) blog posts to Sponsor's Real Pig Farming blog. Each blog post must consist of at least five-hundred (500) words along with photographs and/or video content from winner's farm as provided by the winner.

b. Post content using the hashtag RealPigFarming (#RealPigFarming) to one (1) Eligible Social Media Platform as identified in the winner's Contest Application at least once weekly.

c. Host at least one (1) live social media event on winner's farm on one (1) Eligible Social Media Platform as identified in the winner's Contest Application lasting at least fifteen (15) minutes.

d. Spend up to nine (9) total days between March 2017 to March 2018, on dates and times and at such locations as specified by Sponsor, to speak out for America's pork producers, tell winner's pork production story, and showing consumers how responsible farmers do what's right for "People, Pigs and the Planet." Such activities may include, without limitation, appearances at the National Pork Industry Forum and World Pork Expo, media interviews, panel participation, meetings, presentations and other spokesperson and educational related activities. In connection with such out of town speaking engagements, Sponsor will also pay approved travel expenses of each winner and provide logistical support related to award travel and speaking.

The approximate retail value of the award is one thousand dollars (\$1,000). Award is nontransferable, nonassignable, nonnegotiable, and not redeemable for cash or credit. Award must be accepted as awarded. Award is awarded "AS IS" with no warranty, representation, or guarantee, express or implied, in fact or in law, made by Sponsor or for which Sponsor shall be liable, including, without limitation, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, NON-INFRINGEMENT OR FITNESS FOR A PARTICULAR PURPOSE. No award substitutions, except by Sponsor, who reserves the right (but has no obligation) to substitute an award (or a component thereof) with another award of equal or greater value (including cash) if the award (or a component thereof) is not available for any reason as determined by Sponsor in its sole discretion. Unused components of an award shall be forfeited and have no redeemable cash value. Finalists and winners, as applicable, are solely and fully responsible for any and all costs, fees, taxes, assessments and expenses associated with the Contest award, and its receipt and use, including, without limitation, all federal, state and local taxes on the award. Finalists and winners, as applicable, will be issued any applicable tax documents for such amounts. Winners waive the right to assert as a cost of winning any and all costs of verification and redemption or travel to participate in the award. Non-compliance with any of the foregoing and any other condition of this Contest may result in disqualification and forfeiture of award, in which case, no consideration will be awarded. After the awarding of the award, in the event of any act or omission of any winner or any winner's farm that may reflect negatively in any manner on the winner, the winner's farm, Sponsor, other winners, the Contest or

the “*Pig Farmer of Tomorrow*” (in each case, as determined by Sponsor in its sole discretion), Sponsor may invalidate the award to the relevant winner, and may (but is not obligated to) select a new award winner on such basis as determined by Sponsor in its sole discretion.

**7. PUBLICITY.** Except where prohibited by law, participation in the Contest constitutes a winner’s consent to Sponsor’s (and its designees’, successors’ and assigns’) use of winner’s name, biography, likeness, voice, photographs, video, opinions, statements, hometown, state and country, and all materials submitted by winner in connection with the Contest (including, without limitation, the Contest Application, the videoconference interview, and winner social media postings as described in Section 6 above) for promotional purposes in any manner or media (including, without limitation, online), worldwide, in perpetuity, and without further payment, consideration, notice, attribution, review or consent.

**8. GENERAL CONDITIONS.** Sponsor reserves the right to require entrants to complete, execute and deliver to Sponsor additional documents at any time as required, in the forms provided, and within the timeframe required by Sponsor, or the entrant may be disqualified. Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Contest if, in Sponsor’s opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if viruses, bugs, unauthorized intervention, fraud, technical difficulties or failures or any other factor beyond Sponsor’s reasonable control corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest. In such event, Sponsor reserves the right (but does not have the obligation) in its sole discretion to award the awards or any award from among eligible, non-suspect entries in such manner as Sponsor determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision or any other provision of these Official Rules.

**9. RELEASE.** By entering, each entrant forever and irrevocably releases and holds harmless Sponsor and its parents, subsidiaries and affiliates, and their respective agents, advertising and promotion agencies, affiliates, and Contest partners, and all of their respective employees, officers, directors, shareholders and agents from and against all claims, damages or liabilities arising in whole or in part, directly or indirectly, from entrant’s participation and/or entry in the Contest (including, without limitation, any activities associated with the Contest, judging or award.

**10. LIMITATIONS OF LIABILITY.** Sponsor is not responsible for: (a) incorrect or inaccurate transcription of entry information or late, lost, stolen, unintelligible, illegible, damaged, mutilated, altered, incomplete, or misdirected entries, or entries received through impermissible or illegitimate channels, all of which will be disqualified; (b) technical failures of any kind, including but not limited to the malfunctioning of any telephone, computer online systems, computer equipment, website, server provider, network, hardware or software, including the Contest website; (c) the unavailability or inaccessibility of any website or service, including the Contest website; (d) unauthorized intervention in any part of the entry process or the Contest; (e) printing, typographical, electronic or human errors which may occur in the offer or administration of the Contest or the processing of entries; or (f) any injury or damage to persons or property, including but not limited to entrant’s computer, which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Contest, or from viewing, playing or downloading any material from Sponsor’s website(s), including the Contest website, regardless of whether the material was prepared by Sponsor or a third party, and regardless of whether the material

is connected to Sponsor's websites or the Contest website by a hypertext link.

**11. DISPUTES.** Entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Contest, or any prizes awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in federal or state courts located in Des Moines, Iowa; entrant submits to sole and exclusive personal jurisdiction to said courts in the State of Iowa for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (b) any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Contest but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant or Sponsor in connection with the Contest shall be governed by, and construed in accordance with, the laws of the State of Iowa, without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of Iowa, the United States, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Iowa.

**12. DATA COLLECTION.** Entrants provide personal information to Sponsor and its designees when they enter the Contest. Sponsor and its designees collect this information and use it to (a) administer this Contest and (b) for market research and for other marketing purposes. Sponsor and its designees may share this information with third parties who need access to this information to perform services on Sponsor's behalf. Sponsor may also share this information with select marketing partners, who may use it to contact you with information and offers they believe will be of interest to you. For more information about the ways Sponsor uses and shares personal information collected online through its websites, please see the Privacy Policy of Sponsor located at [www.pork.org](http://www.pork.org). In the event of any conflict between the Privacy Policy and these Official Rules, these Official Rules shall govern.

**13. OFFICIAL RULES.** These Official Rules are available at the Contest website at [www.pork.org](http://www.pork.org) or by sending a self-addressed postage-stamped envelope to "Pig Farmer of Tomorrow Contest – Rules Request," c/o National Pork Board, 1776 NW 114th Street, Des Moines, Iowa 50325. Vermont residents may omit return postage.

**14. WINNERS LIST.** To request a list of the Contest winners, send a self-addressed postage-stamped envelope to "Pig Farmer of Tomorrow Contest – Winners List Request," c/o National Pork Board, 1776 NW 114th Street, Des Moines, Iowa 50325. Requests must be received by March, 2017.

**15. SPONSOR.** The sponsor of the Contest and the address at which the Sponsor may be contacted is National Pork Board, 1776 NW 114th Street, Des Moines, Iowa 50325.