

**Farm Bureau 2027 Farm Dog of the Year® Contest**  
**Official Rules**  
**Prizes provided by Nestlé Purina PetCare Company**

VOID WHERE PROHIBITED. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. BY ENTERING, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES.

1. SPONSOR. American Farm Bureau Federation (hereinafter “Sponsor” or “AFBF”).
2. DATES. Judging for the 2027 Farm Bureau Farm Dog of the Year Contest (“Contest”) will be July 13-August 20, 2026. Information on how to enter and prizes form part of these official rules (“Official Rules”). By submitting an entry, each entrant agrees to the Official Rules and warrants that his or her entry complies with all requirements set out in the Official Rules. This is a skill-based contest and chance plays no part in the determination of winners.
3. WHO MAY ENTER. CONTEST IS OPEN ONLY TO LEGAL RESIDENTS OF THE UNITED STATES AND UNITED STATES TERRITORIES, WHO ARE 18 YEARS OF AGE OR OLDER AND MEMBERS OF FARM BUREAU IN THE STATE OF THEIR RESIDENCE. This contest is NOT open to: (a) past grand prize winners of the Contest, (b) employees, directors, officers, agents or representatives of Sponsor or Nestlé Purina PetCare Company, or their affiliates, subsidiaries, or parents; or, (c) members of the immediate family of any of the persons in (b) above. Notwithstanding the foregoing, persons serving on state Farm Bureau boards of directors and their immediate families may participate in the contest. The term “immediate family” includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as “in-laws,” or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.
4. HOW TO ENTER. Entries must be received after May 4, 2026, at 2:00 p.m. CST and before July 11, 2026, at 10:59 p.m. CST (unless extended in the sole discretion of Sponsor), or when 200 entries that comply with the Official Rules are received, whichever comes first (“Contest Entry Period”). To enter the Contest, you must: 1) complete a nomination form which includes a written narrative describing how your dog offers companionship, assists on the farm to make farm work a little lighter and makes recreation time more fun, 2) acknowledge and agree to the terms of an affidavit of eligibility and release (“Contestant Release”), and 3) submit a completed publicity release for any third party that appears in your submission (“Third-Party Release”). Sponsor-supplied nomination forms, the Contestant Release and the Third-Party Release may be found at [fb.org/farmdog](https://fb.org/farmdog). The Farm Dog of the Year winner (farm dog owner) and People’s Choice Pup winner (farm dog owner) also must be available to attend the award ceremony which will be held during AFBF’s 2027 Convention in Charlotte, North Carolina, from January 8-13, 2027 (the “Convention”). Further information may be obtained online at [fb.org/farmdog](https://fb.org/farmdog).
5. JUDGING CRITERIA. The Farm Dog of the Year judging consists of two (2) rounds of evaluation by judges. The judges will be selected by the Sponsor. The judges will apply the particular criteria detailed on the nomination forms to measure which entry has demonstrated, to the determination of the judges, that their farm dog plays an important role on the farm or ranch, assisting and lightening the work load and enriching the farm family’s life through faithful companionship to the extent that it should be recognized as the Farm Dog of the Year. These criteria will be used to review the first 200 entries that comply with the Official Rules to select the top ten (10) entrants. At this time, Sponsor may request to

hold virtual interviews with the owners of the top ten (10) entrants. The Farm Dog of the Year winner will be selected by the judges from the top ten (10) entrants on or about August 20, 2026. Sponsor will use the contact information provided in the Contest entry to attempt to notify the winner of the Contest on or about August 20, 2026. No judging or evaluation information will be made available to any entrants.

In addition to the Farm Dog of the Year, one (1) nominated dog will be recognized as the People's Choice Pup winner. The People's Choice Pup winner will be determined by online public voting starting on or about September 16, 2026. Up to five (5) nominated dogs selected by Sponsor that did not attain the highest score in the overall competition but have a strong human-interest story will be contenders for People's Choice Pup. The People's Choice Pup winner will be determined and notified on or about November 6, 2026. Sponsor will use the contact information provided in the Contest entry to attempt to notify the winner of People's Choice Pup.

All winners must demonstrate that he or she meets the requirements for entering into this Contest. If Sponsor determines each winner meets the requirements for entering into this Contest and did not violate any of these Official Rules, and agreed to the terms of the Contestant Release, then the winners will be awarded the prizes outlined below.

If Sponsor determines that a Contest winner does not meet the requirements and/or violated any of these Official Rules, then the judged winner will be disqualified, and Sponsor will select an alternate prize winner. In addition to the other requirements set forth herein, if 1) the Farm Dog of the Year winner (farm dog) passes away before completion of the required video shoot, or 2) the Farm Dog of the Year winner (farm dog) is unable to participate in the required video shoot due to illness or infirmity, Sponsor shall have the right to select an alternate winner.

6. CONTEST PRIZES. The Farm Dog of the Year winner shall receive the following: 1) 12 coupons valued at \$54 each for any Purina Pro-Plan dry pet food (\$648.00), 2) Five Thousand Dollars (\$5,000.00), 3) a Five Hundred Dollar (\$500.00) stipend paid in advance for travel to the Convention, and 4) registration for two adults to attend the Convention with a retail value of Two Hundred Dollars (\$200.00). Assistance in arranging travel and lodging is available for the winner from AFBF upon request.

Provided the Farm Dog of the Year winner (farm dog owner) attends the Farm Dog of the Year award ceremony at the Convention in Charlotte, North Carolina, January 8-13, 2027, the coupons and the cash value of the grand prize will be distributed at Convention (together, the coupons for pet food and the money constitute the "Grand Prize"). If the Farm Dog of the Year winner is unable to attend the Convention on the required dates, the prize will be forfeited, and Sponsor will select an alternate winner. The approximate retail value of the Grand Prize is \$6,348.00. Any difference between the actual retail value of Grand Prize and the approximate retail value will not be awarded.

In addition, there is one (1) People's Choice Pup winner. The People's Choice Pup winner shall receive the following: 1) 12 coupons valued at \$54 each for any Purina Pro-Plan dry pet food (\$648.00), 2) Two Thousand, Five Hundred Dollars (\$2,500.00), 3) a Five Hundred Dollar (\$500.00) stipend paid in advance for travel to the Convention, and 4) registration for two adults to attend the Convention with a retail value of Two Hundred Dollars (\$200.00). Assistance in arranging travel and lodging is available for the winner from AFBF upon request.

Provided the People's Choice Pup (farm dog owner) attends the Farm Dog of the Year award ceremony at the Convention in Charlotte, North Carolina, January 8-13, 2027, the cash value of the People's Choice Pup prize will be distributed at Convention. If the People's Choice Pup winner is unable to attend the Convention on the required dates, the prize will be forfeited, and Sponsor will select an alternate winner. The approximate retail value of the People's Choice Pup prize is \$3,848.00. Any difference between the actual retail value of People's Choice Pup prize and the approximate retail value will not be awarded.

The Farm Dog of the Year prize and the People's Choice Pup prize are together referred to herein as a "Prize" (or the "Prizes"). Prizes may not be transferred or assigned by the winner(s).

The winners are responsible for transportation to and from their home and the departure airport or other transportation terminal (if any), checked baggage and other additional fees charged by the airline, ground transportation, ancillary hotel expenses, and all other expenses incurred in connection with their travel or their stay in Charlotte, North Carolina, other than as included in their prize described above.

The Farm Dog of the Year winner and People's Choice Pup winner are responsible for any travel insurance related to travel to and from Charlotte, North Carolina, or related to any travel related to the Farm Dog of the Year prize or People's Choice Pup prize.

RETURN OF PRIZE NOTIFICATION AS UNDELIVERABLE MAY RESULT IN DISQUALIFICATION AND SELECTION OF AN ALTERNATE WINNER.

7. CHARITABLE DONATIONS. Sponsor shall make a One Thousand Dollar (\$1,000.00) donation to a charity chosen by AFBF in honor of the Farm Dog of the Year winner and a Five Hundred Dollar (\$500.00) donation to a charity chosen by AFBF in honor of the People's Choice Pup winner.

8. ODDS OF WINNING. The odds of winning depend on the number of eligible entries received and skill of the entrant.

9. LIMITATION OF LIABILITY AND RELEASE. Sponsor assumes no liability or responsibility resulting from any entrant's participation in or attempt to participate in the Contest or in connection with receipt or use of any Prize. Sponsor assumes no liability or responsibility for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; unauthorized human or non-human intervention in the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest. Sponsor is not responsible for any typographical errors in the announcement of the Prize(s) or these Official Rules.

Sponsor or vendors providing goods or services related to any prizes, including Nestlé Purina PetCare Company, and each of their respective related companies, and all of its or their officers, directors, employees and agents ("Released Parties") are not responsible for any personal injury or property damage or losses of any kind which may be sustained by entrant's or any other person's participation in

the Contest, or use or receipt of any Prize. By participating in the Contest, the entrant releases the Released Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Contest. By accepting a Prize, the winner agrees that the Released Parties shall not be liable for any loss or injury resulting from participation in the Contest, or the acceptance, use of any Prize, or participation in any event associated with or comprising a part of the Prize. The Released Parties are not liable in the event that any portion of the Contest or Convention or any scheduled events related to this Contest and the Convention are cancelled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control.

10. **CONTEST IS VOID WHERE PROHIBITED.** Entrants agree that this Contest shall be subject to and governed by the laws of the District of Columbia and the forum for any dispute shall be in the District of Columbia. To the extent permitted by law, the right to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or on connection with this Contest are hereby excluded and any entrant expressly waives any and all such rights. Certain restrictions may apply. Entries are void if the Sponsor determines the entries are illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error, obtained through fraud or theft or do not meet the eligibility criteria outlined above.

Participants also agree (1) to be bound by these Official Rules; and (2) that the decisions of the Judges and Sponsor are final and not appealable on all matters relating to the Contest. In the event that the selected winner of any Prize is ineligible or refuses the Prize, the Prize will be forfeited and Sponsor, in its sole discretion, may choose whether to award the Prize to another winner.

11. **TAXES.** The value of each Prize is includible in the winner's income. Sponsor is required to report the actual value of the Prizes to the Internal Revenue Service. The winner agrees to provide his/her valid name, address, and Social Security number to Sponsor for tax reporting purposes. **THE WINNER IS RESPONSIBLE FOR PAYING ALL FEDERAL, STATE, AND LOCAL INCOME AND OTHER APPLICABLE TAXES THAT ARE DUE IN CONNECTION WITH RECEIPT OF THE PRIZE.**

12. **RIGHT TO CHANGE, CANCEL OR SUSPEND CONTEST.** Sponsor reserves the right, at its sole discretion, to disqualify any individual(s) who tamper or attempt to tamper with the entry process. If, for any reason, the Contest is not capable of running as planned, due to infection by computer virus, bugs, worms, Trojan horses, denial of service attacks, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest. In addition, Sponsor reserves the right, for any reason and in its sole discretion, to change these Official Rules at any time, and to suspend or cancel the Contest.

13. **PRIVACY POLICY.** Sponsor may use any information provided to Sponsor in accordance with the terms of Sponsor's Privacy Policies, which can be found at <https://www.fb.org/about/privacy>.

14. **WINNER'S LIST.** For names of the winners send a self-addressed, stamped envelope to American Farm Bureau Federation, 600 Maryland Ave SW, Ste 1000W, Washington, DC 20024. Requests for a confirmation of the winner must be received by March 31, 2027.