

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: January 5, 2017
SUBJECT: Standlee Premium Western Forage® Announces “Standlee Forage Funds”



In an effort to make funds more readily available to our key customers, Standlee is transitioning to a new customer marketing support program called Standlee Forage Funds (SFF).

Please Note:

This program replaces the Customer Co-op Program effective June 1, 2016.

Standlee Forage Funds Key Objectives:

- Provide our key customers with incremental funds to develop market awareness and their presence in the Forage Category in association with Standlee products
- Enable key customers to plan consumer programs in support of the Forage Category quickly and easily with their Standlee Sales Representative
- Build consumer awareness to the Retailer's breadth of Forage Category products with Standlee Premium Western Forage®
- Drive more Forage Category sales for our key customers with their consumers!

Program Details:

- Standlee Forage Funds are to be used on consumer promotional assets and programs ONLY like the prior customer co-op support program
- Consumer marketing tool examples include end-cap and power aisle product placement, circulars, print publication advertisements, radio, out-of-store signage, events and others (See back for more consumer programming examples)
- Work with your Standlee Sales Representative or Standlee Marketing contact to explore opportunities for consumer fund usage
- Leverage Standlee Marketing and Graphics Support for design and execution support
- The Standlee Forage Funds Program replaces the Standlee Co-op program June 1, 2016

Next Steps:

- Your Standlee Sales Representative will contact you and explain the new SFF Program
- Plan consumer events and support promotional assets in and out of store to leverage these funds
- Contact your Standlee Sales Representative for funding approvals
- Execute and report back with proof of performance to your Standlee Sales Representative for reimbursement
- Sell more Forage!

For More Information... Please contact your Standlee Sales Representative or Customer Service at 800-398-0819.
Thanks for your continued support and Happy Selling!



Standlee Approved Promotion Items:

- Print advertising including inserts
- Radio/TV advertising
- Electronic media (IE: web banners, social media, e-mail bursts)
- In & out-of-store signage (IE: POS signs, feeding instructions, banners)
- Product displays (IE: End-Caps, pallet displays)
- Collateral and flyers
- Events (IE: trade or consumer shows, training)

*Please ask your Standlee Sales Representative for additional guidance as needed.

Standlee Requirements:

- Provide proof of performance using the Standlee Forage Funds Reimbursement Request form within 30 days of the end of the advertising program (IE: Proof of promoted product sell-thru, copies of invoices, copies of ads or inserts, photos of displays, screen shots of banners, social media, etc.)
- Use SFFs throughout the year to ensure awareness of Standlee Premium Western Forage® product offerings
- Follow Standlee Premium Western Forage® Branding Guidelines
- Use approved logos, product shots and images
- No claims will be permitted 30 days after the end of each half - July 30th or January 30th
- SFFs will not carry-over into the next calendar year

Please contact Jay Shansby at Standlee Marketing @ (208) 358-4108 or jshansby@standleeforage.com with any program questions.