

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: November 16, 2016
SUBJECT: Updated Packaging for Standlee Premium Western Forage® Certified Chopped Straw

Valued Customer,

The packaging for our Standlee® Certified Chopped Straw has recently changed from a yellow bag to a red bag. The red bag color represents our recently expanded line of bedding products which includes Horse Fresh™ & Flock Fresh™.

This product in its new packaging has been produced at our Eden plant and is rolling out to our distribution centers now so you may see it in your systems or on your shelves within the next 30 days. The new packaging artwork can be found on the Dealer Portal under the Chopped category for updating websites, advertising or other support items.

Product Images on the Dealer Portal:

<http://standleeforage.com/dealers/marketing-resource-library/product-images>

Product Info:

Item #: 1600-70101-0-0
UPC #: 184280000148

The images below reflect our packaging changes:



Old Image



New Image

If you have any questions or comments on this change, please contact Standlee Customer Service at 800-398-0819 or your Standlee Sales Representative.

Thank you for your continued support.