

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: January 26, 2017
SUBJECT: Standlee Four Star Dealer Program Update



Standlee Premium Western Forage® is pleased to announce our improved Four Star Dealer Program with added benefits! Partner with Standlee Premium Western Forage® and take full advantage of this important category in your stores today.

Four Star Dealer Program Objectives:

- Grow the forage category (volume AND profit) for our customers
- Improve the overall forage category experience for your consumers

What You Get From Standlee:

- Special Four Star designation on standleeforage.com
- Exclusive Four Star In-Store signage
- Exclusive Four Star Dealers ONLY promotional discount program
 - Details:
 - * "Pick 4" products to discount during months of February, May and/or September
 - * Discount must be passed on to the end-user with a \$1.50 price reduction on shelf - \$1 from Standlee and 50 cents from participating retailer
 - * Must provide sales report from promotional period and photo proof of price reduction at shelf
 - * Payment to participating Four Star customers via bill back or credit from Standlee with proof of performance and item sales data during promotional period
 - * Allotted Standlee Forage Funds may be used for special Four Star advertising (must use Four Star logo) during each 30-day window
- Four Star Customer rebates
 - Dealer will receive a credit of 3% on incremental sales growth over the 15% benchmark provided to dealer at beginning of program (excluding freight)
 - **After initial order, new products will receive a 5% rebate on each order for the first year following the product launch date - rebate will be in the form of a credit (excluding freight)**
- Extensive 'Four Star Forage Expert' Training

Four Star Dealer Program Requirements:

1. Carry the following items at a minimum:
 - a. SPWF Alfalfa Pellets AND Cubes
 - b. SPWF Alfalfa/Timothy Pellets OR Cubes
 - c. Timothy Grass OR Orchard Grass Pellets
 - d. ANY Compressed OR Grab & Go® Bale
 - e. Apple Berry Cookie Cubes®

NOTE: Items a, b, c & d enables a forage full-line to satisfy most customer needs and Standlee Forage Finder®/Standlee Feed Calculator™ tools
2. Utilize in-store SPWF shelf signage including Standlee Forage Finder® and product planograms
3. Standlee requires all feed sales associates take the following Hay U classes: Equine 101, Forage 101, Feeding 101 & the Standlee Difference. All classes can be found on the Standlee Education Platform. To sign-up for this platform, go to <http://standleeforage.com/education-platform/registration>
4. Must participate in all other annual promotions (Break from the Barn to Perform, Premium Performance Demands Premium Forage and Fill the Barn) - non-combinable with any other Standlee promotions

Program Dates & Timelines:

- Sign-up any time to become a Four Star Dealer
- Exclusive discount and promotional program to take place the months of February, May and September only
- Rebate paid twice a year and issued via credit
- RSM will audit Four Star Dealers twice a year

Discuss this program with your SPWF sales representative today OR fill out the form below and send to Standlee Premium Western Forage®.

Thank you and we look forward to growing the Premium Western Forage® Category with you!

Four Star Dealer Sign-up



Please contact me regarding the Standlee Premium Western Forage® Four Star Dealer Program!

NAME: _____

COMPANY/STORE: _____

TELEPHONE: _____

E-MAIL: _____

CURRENT STANDLEE PRODUCTS PURCHASED: _____

STANDLEE SIGNAGE AT SHELF?: YES NO

COMPLETED STANDLEE TRAINING IN THE PAST?: YES NO

THANK YOU AND WE LOOK FORWARD TO GROWING THE PREMIUM WESTERN FORAGE® CATEGORY WITH YOU!

Send via USPS to:
Standlee Premium Western Forage
C/O Sheri Bach
22349 Kimberly Road, Ste. E
Kimberly, ID 83341

Or Scan and e-mail to sbach@standleeforage.com

Or Fax C/O Sheri Bach to 208-595-1533

WWW.STANDLEEFORAGE.COM
800-398-0819