

# LAND O'LAKES PURINA FEED, LLC

## CMS FAQ

### **I'm having a hard time tracing my credit back to what I submitted, how can you help with this?**

If you're having a hard time matching your credits up with your submissions do the following: Keep a copy of your redemption form for personal records and utilize the "Date" field to help you match up your credit with your form. The "Date" is recorded by CMS and entered on your credit memo. This along with the CPNPE# will help you to match up your credits with your submissions.

### **I never know what each coupon is worth, how can I find the value of these?**

The coupon value sheet lives in the Marketing Resource Library on [www.ag2ag.com](http://www.ag2ag.com) (and in this packet). You must have an Ag2Ag ID to access this site. To find this form via the Marketing Resource Library, search for "**Coupon Value Sheet**" in the *Title/Keyword* search box on the left hand side of the main page. This site is also a great place to download images, logos, bag art and radio copy for Land O'Lakes Purina Feed products and programs. **NOTE: THIS FORM IS SUBJECT TO CHANGE**

### **I think I'm missing a coupon credit, what do I do?**

Double check to see if your credits match your submissions. If they do and you are still missing a credit, fill out the **Coupon Dispute Form** in this packet and attach the **Coupon Redemption Form** of the missing submission and fax it to the 336-631-2902. CMS will search for your submission and notify you on what they've found. **NOTE: INCOMPLETE COUPON DISPUTE FORMS OR REQUESTS WILL NOT BE HONORED.**

### **I missed getting my coupons in on time, what should I do?**

Land O'Lakes Purina Feed gives retailers 60 days AFTER the expiration date to submit their coupons for redemptions. In 2007, all submissions postmarked after the 60 day window will be rejected by CMS on the grounds that they are expired.

### **I have a customer trying to use expired coupons, what should I do?**

It is completely up to you as a retailer whether you accept expired coupons or not. If you feel you can accept them and submit them in time to receive reimbursement, then feel free. However, if you miss the 60 days after expiration postmark date, then you'll lose your opportunity to receive reimbursement on these coupons.

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**CMS Toll Free Phone Number: 1-877-322-8355**

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### **Why does it take 60 days for me to receive my reimbursement?**

The process for reimbursing coupons can be long and complex. All coupons submitted by a retailer are received by CMS in Del Rio, Texas. CMS ships these coupons to Mexico where they are processed. The processed coupons go on an Excel spreadsheet which is sent to St. Louis for error checking and formatting. That file is then sent to Minneapolis where a credit is issued back to the retailer. This whole process can take up to 60 days when the coupon volume is high or during the holiday season when many employees are taking time off. However, most coupons are processed and credited within 45 days of their post mark date.

### **I can't find CPNPE# on the coupon anywhere, what should I do?**

All CPNPE #'s are listed in the bottom left or right of each coupon. If there is no CPNPE# on the coupon(s) or if the number on the coupon does not match the number on your **Coupon Value Sheet**, then DO NOT ACCEPT IT. There have been several instances in the past year where customers have used fraudulent coupons and retailers have accepted them. These retailers did not get reimbursed for these fraudulent coupons.

### **Why do all my credits go to one location even though I send them in from another?**

Coupon credits MUST go to an "Active" Sold To number. If your location is not set up with an "Active" Land O'Lakes Purina Feed Sold To number then the credit will automatically go to the Land O'Lakes Purina Feed Parent Number.

**FOR ANSWERS TO QUESTIONS NOT LISTED HERE, PLEASE CALL THE NUMBER BELOW.**

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