



2007 Program UPDATE FOURTH Quarter “Double-UP” BONUS GROWTH REBATE

To say “job well done and THANK YOU” for participating in and making the NEW Better Animals and REACH Programs a huge success...we are introducing for the remainder of the year a **DOUBLE GROWTH REBATE** Incentive

It works like this:

- 1) Continue to grow and sell cattle and Lifestyle customers on value- added Land O’ Lakes Purina Feed products, add new products and use the promotional tools in the programs.
- 2) Continue to build your 1% Growth Rebate (if you qualify) as you have so far this year
- 3) Earn a 1% Growth Rebate on all your Better Animals FOURTH Quarter purchases if you meet the growth targets described below. This BONUS 1% IS AN ADDITIONAL STAND ALONE OFFERING. **EVEN IF YOU ARE NOT ON TRACK TO EARN THE YEAR LONG GROWTH REBATE YOU CAN EARN ONE IN THE 4TH QUARTER OF 2007, WHICH FOR MOST OF YOU IS THE BIGGEST FEED SALES QUARTER OF THE YEAR.**

LIFESTYLE AND CATTLE GROWTH REBATE FOR THIS 4TH QUARTER BONUS PROGRAM WILL CONTINUE TO BE CALCULATED SEPERATELY JUST LIKE WE DO IN THE YEAR LONG PROGRAM.

GROW 10% IN LIFESTYLE POINTS OR 100 POINTS (WHICHEVER IS LESS) AND EARN THE BONUS GROWTH REBATE. GROW 10% IN CATTLE POINTS OR 125 POINTS (WHICHEVER IS LESS) AND EARN THE BONUS GROWTH REBATE. BETTER YET- EARN THE BONUS FOR BOTH YOUR LIFESTYLE AND CATTLE BUSINESS AND GIVE THAT EXTRA PUSH TO HIT BOTH THE YEAR LONG TARGET AND THE 4TH QUARTER BONUS PROGRAM!!

YOU COULD EARN a 2% Growth Rebate on ALL your Master Product List item purchases from October through December 2007 if you hit the Growth targets. You need to do nothing further to enroll , . . . just keep growing and earn an additional 1%. Invest those IMA dollars to further your growth in the 4th quarter.

A little something extra from your LOLPF Sales and Marketing partners!

Contact your LOLPF Sales Representative with **questions**.

Mike Krakoviak, Director
Cattle Business Group

Brad Schu, Director
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