

Lake Country

## Honor Show Feeds Dominate

HONOR Show Feeds continues to pile up the victories and continue to win at every level of competition and a listed below are a few of the most recent prominent wins:

- Reserve Champion Southdown Market Lamb 2006 San Antonio **MAJOR**
- Reserve Champion ABC (American Breed Crossbred) Market Steer 2006 San Antonio **MAJOR**
- Champion Spot Market Hog – NWSS Denver **MAJOR**
- Reserve Champion Spot Market Hog – NWSS Denver **MAJOR**
- Champion Speckled Face Market Lamb – NWSS Denver **MAJOR**
- Grand Champion Market Hog – NAILE Louisville **MAJOR**
- Grand Champion Meat Goat – NWSS Denver **MAJOR**
- Champion Crossbred Barrow - Illinois State Fair
- Grand Champion FFA Market Pig - Iowa State Fair
- Reserve Grand Champion 4-H Market Pig - Iowa State Fair
- Reserve Grand Champion FFA Market Lamb - Iowa State Fair
- Reserve Grand Champion Market Pig - Wisconsin State Fair
- Reserve Grand Champion 4-H Market Pig - California State Fair
- Grand Champion Meat Goat - Missouri State Fair
- Grand Champion Meat Goat Ak-Sar-Ben **MAJOR**

We have updated our Honor Roll Awards Program Website and want to bring to your attention the new program structure. Please review the rules and guidelines so you can familiarize yourself with the new program.

**Effective March 1, 2006**, there will be several changes within the Honor Roll Awards Program. They are as follows:

- **National and State Champions** will be able to receive a custom embroidered jacket. The jacket is a lightweight pullover style with flannel lining.  
We will continue to offer the full back custom win embroidery on this jacket only.
- **National and State Champions** can opt to receive a custom engraved belt buckle in lieu of the jacket.
- **District, Regional, and County Champions** can receive a lined Wind Shirt with embroidered HONOR logo.
- **NO SAVINGS BOND** program. Please advise your customers of these changes.

*Only one award (of these three available awards) will be issued to the winner within the calendar year.*

This is a bit of a departure from the past program and we are certainly aware that with these changes we (you included) might expect some negative response from your co-ops and possibly customers. Our intentions are not to dilute or eliminate programs, but to keep them alive and continuously improving. In this case, we are focusing our attention on key awards to those that take their animals to state and national events. This is where we as a company will receive our most effective brand awareness. While we focus on these higher, more prestigious awards, we do not intend to turn our backs on those that are working hard and winning at the district, regional and county levels. These are all-important wins and certainly help to establish the road to a state or national grand championship and we certainly appreciate their support of Honor Show Feeds.

### **NEW FOR 2006! The Honor Roll Championship!**

We are also excited to announce a new program for 2006 – the Honor Roll Championship! This new and fun program (which is not affiliated with the jacket award program) lets kids get recognition for their wins that occur throughout the year. Here's a quick look at how it works:

- Each time a participant wins a qualifying event, they can visit [www.honorrollawards.com](http://www.honorrollawards.com) and send us information on their win along with a photo.
- Every time they enter their wins, they will earn points based on the level of competition and the award.
- The competitor with the most points in his or her region can win a \$500 Visa iCard at the end of the year.
- 2<sup>nd</sup> and 3<sup>rd</sup> place Visa iCard awards are also available.

You can find more information about both Honor Roll Awards and the Honor Roll Championship on the website [www.honorrollawards.com](http://www.honorrollawards.com)

Show feed sales will pick up the pace as we move into the year. Is your dealership stocked up and ready to meet consumer demand? Do you have the brochures and guides to answer their questions? **The new name in show feed domination is HONOR!**