

Retail Solutions EXPO

With a special focus towards progressive farm & feed stores serving today's rural communities.

Upper Midwest Conference
for Feed Department Managers &
Feed Dealer Owners

...by invitation only

Tuesday - September 12, 2006

- Meet with your peers throughout the Upper Midwest and share ideas to learn from each other.
- Learn the secrets of successful livestock cooperatives and dealers as they discuss what they are doing to grow their dairy, beef, and swine sales.
- Hear from Land O'Lakes Purina Feed livestock teams about discovery and development projects to help you stay on the cutting edge of nutrition research and technology. Learn what products, promotions and programs are available to help you grow sales.
- Find out what's happening in the ingredient market today and in the future.
- A MUST attend conference if you want to maximize sales, growth and profits.

The Total Farm Solutions Conference

7:00 a.m. Registration....coffee station open

7:45 a.m. Welcome and introductions

8:00 a.m. **Ingredient Market Update** — Back by popular demand after last year's conference, we'll once again address the questions: "What does the 2006 crop look like? What are the implications for your area?"

8:45 a.m. Break

9:00 a.m. **Livestock Opportunities**

Dairy Update — In the past few years, we have launched intensive feeding programs, Rally technology, and Synchronized Nutrition. What's next in dairy feed and management? What resources is Land O'Lakes Purina Feed developing to help your bottom line in this increasingly constricting business.

Swine Update (9:20) — Earlier this year, the Swine business team led by Dan Moran was presented with Feed's U-Turn Award for "best business turnaround." Learn what the swine team has planned to keep that momentum going and how your feed sales team can capitalize on their success.

Beef Update (9:40) — Learn about the growing Beef opportunities in the Upper Midwest and how to reinvent your business to make the most of this changing marketplace.

10:00 a.m. Break

10:15 a.m. **Panel of Experts Case Study** — Learn the secrets of success from feed department managers and owners who have grown their livestock feed business during difficult times. Our panel of experts will include managers from dairy, beef, swine, and lifestyle oriented feed co-ops and dealers.

11:45-1:00 Luncheon — **Chris Policinski, President & CEO, Land O'Lakes, Inc.**

UPPER MIDWEST FEED DEPARTMENT MANAGERS & FEED DEALER OWNERS CONFERENCE REGISTRATION

There is no charge to attend this conference, but please register so we can plan for adequate meeting space and lunches.

Yes, I plan to attend on Tuesday, 9/12

Name _____ Co-op/Dealer Name _____ City _____ State _____

Fax this form by 8/30/2006 to Mary Ann Garvey at 800-813-9243 or email Mary Ann at MAGarvey@landolakes.com

