

## **Price List Procedure – Effective November 6, 2006**

The purpose of this communication is to inform each of you that effective on the November 6, 2006 mailing of price lists, we will be making an envelopes and printing vendor change.

### **What will change:**

1. Customers printed price lists will be consolidated into one envelope.
  - Today, we use 5 different envelopes each representing a separate brand.
  - All individual price lists that a customer receives will now be consolidated into one envelope.
2. The sender information will read: Land O Lakes Purina Feed LLC.
  - The return address is our Maryville office. (This is the location of employee's who manage the customer address book and price list content.)
3. All of our printed price lists will now be mailed by one vendor.

### **What will not change:**

1. All price lists will maintain their respective brand integrity.
  - This is not a consolidation of lists!
2. Our objective to send all price lists by our target times each Friday.
  - We invest many people hours in ensuring the timely submission of price lists.
  - This change to one envelope should improve our mail time.
3. Our objective to reduce the number of mailed price lists as much as possible.
  - 45% of all price lists are sent via USPS.
  - We have three options to send electronic versions: Ag2Ag, E-mail, Fax

### **What do you need to do:**

1. Review graphic of the new envelope. (a hyperlink is included in the e-newsletter)
2. Review the memo that will be inserted into each envelope on November 6.

- Please contact your sales rep if you have any questions.