

The merger of Consolidated Nutrition®, L.C., and MoorMan's®, Inc., combines the strengths of two nationally recognized feed companies into one entity under the umbrella of their parent company Archer Daniels Midland (ADM), the premier grain and oilseed processing company in America. The combination of the two companies, now known as ADM Alliance Nutrition®, enables us to offer more services and a larger, more diverse product nutritional line to livestock producers.



Alliance Nutrition®

Customer Benefits

- Quality products designed to supplement your grains and forages to maximize forage digestion and utilization.
- Unique product formulations of minerals, protein blocks and tubs, and complete feeds.
- On-site service from the Alliance Nutrition® team of sales personnel and nutritionists to help you meet the goals set for your ranch.
- An extensive Dealer and Direct Sales network for convenient product availability.
- Feedstuffs analysis to determine the quality of feedstuffs you are utilizing to develop the feeding program to fit your ranch.
- Additional feeder cattle marketing opportunities.
- Feed cattle in Alliance Nutrition approved feedlots with oversight from the Alliance Nutrition feedlot team of sales personnel and nutritionists.

In addition to these value added products and services, customers can **purchase ADM Alliance**

Nutrition products and earn credit toward the purchase of a Nichols Farms Superior Beef Bull through Alliance Nutrition's Frequent Buyer Voucher Program.

Nichols Farms
Superior Beef Genetics

(See reverse side for details.)

9-10

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Stamp

Nichols Superior Beef Genetics Systems' membership entitles me to participate in the ADM Alliance Nutrition Voucher Program. This membership also enables my qualified cattle sired by Nichols Bulls to be eligible for Nichols Farms Value Added Marketing Programs and to apply for Iowa Quality Beef Packing House leases/slots.

As a member of the Nichols Superior Beef Genetics System I agree to give my best efforts to provide timely and accurate information/data on the cattle that are a part of these programs.

**NICHOLS FARMS
2188 CLAY AVENUE
BRIDGEWATER, IA 50837-8047**

Frequent Buyer Voucher Program



Program Details

- Customers must be signed up as a Nichols Farms Superior Beef Genetics system member to earn CREDITS towards their next Nichols Farms bull purchase as they buy Alliance Nutrition products.
- Credits will be calculated each December.
- Total credits earned per cow/calf pair will depend on actual products used. (Some products may carry a \$0 discount.)
- Customers buying through Dealers and Distributors must provide Dealer invoice copies or other approved documentation of purchases to receive voucher credits.
- Credit requests must be sent to Alliance Nutrition by December 15th.
- After credits are calculated a voucher stating the credits earned will be sent to the customer from Alliance Nutrition's Beef Marketing Department in Quincy, IL.
- Voucher credits can be redeemed on the next bull purchase from Nichols Farms. When a customer buys a bull from Nichols, the voucher from Alliance Nutrition must be submitted. The customer pays the difference between the bull purchase price and the voucher value.
- Voucher credits are redeemable for two years from the issue date.
- All other promotional and delivery discounts at the time of order apply.
- Customers already on a volume agreement, such as PVA, are not eligible for Frequent Buyer voucher credits.

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To sign-up, simply complete the form below and send to Nichols Farms.

Nichols Farms
Superior Beef Genetics

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Nichols Farms Superior Beef Genetics System Membership Application

Farm/Ranch _____
Owner _____
Manager _____
Address _____
City _____
Zip _____ Phone _____
Fax _____ Email _____
Signed _____
Date _____

Marketing Information:

Sell at weaning: _____ Precondition: _____
Retain ownership: _____

Genetic Information:

Bulls: ___ Angus ___ Sim ___ Composite
Cows: ___ Angus ___ Angus X ___ Other
Breeding: ___ Pasture bred ___ AI

Health Information:

Calves: ___ Merial SureHealth Program
___ Other

Nutrition Supplier:

___ ADM Alliance Nutrition
___ Other (specify) _____