

# Frequent Buyer Voucher Program



Alliance Nutrition™

## 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 or replacement heifer purchase as they buy Alliance Nutrition products.
- Credits will be calculated each November.
- 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 November 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/heifer purchase from Nichols Farms. When a customer buys a bull/heifer from Nichols, the voucher from Alliance Nutrition must be submitted. The customer pays the difference between the bull/heifer 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.

**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.

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.

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



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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) \_\_\_\_\_

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.



**ADM Alliance Nutrition™**  
*Proven Performance from Innovative 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, complete feeds, and liquid 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.
- Marketing opportunities for finished cattle from Alliance Nutrition.
- 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**

**Nichols Farms**  
*Superior Beef Genetics*

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

(See reverse side for details.)

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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**