



Certified Farm Program

A winning program for horse farms and stables

Best in class service | Outstanding nutrition | Valued recognition | Quarterly rebates

The Certified Farm Program is a unique opportunity for larger horse farms and stables to experience the benefits of superior equine nutrition and, at the same time, receive a significant rebate. This program has been developed exclusively for applicable premium horse feeds including the industry leading Nutrena® SafeChoice®, Nutrena ProForce®, Nutrena Empower®, Nutrena Triumph® feeds, ProElite® horse feeds, Legends® horse feeds and Progressive Nutrition® supplements. Under this program, qualified horse farms and stables can now become a Certified Farm, which makes them eligible for a number of exciting and valuable program benefits.

Retailer Responsibilities

- **Application:** Participating retailers must complete a Program Application Form along with the interested farm or stable and return it to their Cargill® consultant for certification.
- **Participation:** Participating dealers agree to support and participate in program presentations and promotions as appropriate.
- **Reporting:** Participating dealers agree to report purchases by Certified Farms (with receipts) of applicable feeds to their Cargill® consultant on a quarterly basis to determine the rebate amount for that quarter.

Cargill® Responsibilities

- **Application:** Cargill® consultants will review and certify program applications in keeping with program requirements.
- **Participation:** Consultants will coordinate and lead farm presentations and applicable promotions with dealer support.
- **Purchase Verification:** Consultants will verify purchase data from dealers and submit the quarterly rebate request to Cargill® for processing.
- **Farm Rebate:** Cargill® agrees to rebate Certified Farm Dealers according to the Certified Farm Program Rebate Structure for all applicable horse feeds (or the bulk equivalent) on a quarterly basis that met the minimum purchase requirement.
- **Program Review:** Consultants will monitor program participation and will recertify farms that continue to meet program requirements on an annual basis.
- **AQHA Professional Horseman:** Consultants will verify if a farm is an AQHA Professional Horseman member. The farm must provide a photo membership card.

Program Benefits *Designed with you in mind.*

Best In Class Service: Every herd is different when it comes to nutritional requirements and budget considerations. That's why it's important to have a feed program that will meet the nutritional needs of your horses and the cost constraints of your operation. That's where our premium feeds come in. Your consultant can run an expert feed analysis on every horse in your herd and develop a comprehensive feed program that's both nutritionally sound and affordable to implement.

Outstanding Nutrition: Horses love our premium horse feeds—and so do their owners. These remarkable formulas are rich in nutrients and scientifically designed for superior equine nutrition, safety and convenience.

Valued Recognition: Whether you're responsible for someone else's horses or your own, being a Certified Farm says a lot about your business—and lets everyone know how much more you care about equine health and nutrition.

Quarterly Rebates: Certified Farms receive a rebate for every 40 or 50-pound bag/points (or the bulk volume equivalent) of applicable premium horse feeds purchased each quarter. Minimum purchase is 175 bags/points per quarter (or the bulk volume equivalent). Refer to the Certified Farm Program Rebate Structure. Please allow 6-8 weeks at the end of the quarter to receive your rebate check.

Program Requirements *Let's get you qualified.*

Farm Criteria

Application: Certified Farms must first complete a Program Application Form and be certified by Cargill® to participate in the program.

Purchase Minimum: Certified Farms must purchase a minimum of 175 bags/points of applicable premium horse feed per quarter (or the bulk volume equivalent).

Promotions: Certified Farms agree to participate in applicable promotions, which may include equine nutrition seminars for staff and clients, on-farm photography and on-site product materials/displays.

AQHA Professional Horseman member: Let us know if you are an AQHA Professional Horseman member for additional incentives.

APPLICABLE PRODUCTS	POINTS PER BAG/UNIT
Triumph® Select Horse Feeds	1
Triumph® Horse Feeds	1
Legends® Horse Feeds	1
Nutrena® ProForce® and SafeChoice® Horse Feeds, Empower® Supplements	1
ProElite® Growth, Performance, Senior, Starch Wise, Calorie Wise Horse Feeds	1
ProElite® Grass, Alfalfa, Omega and Topline Advantage Products	2
Progressive Nutrition® Small Pack Supplements	5

APPLICABLE PRODUCTS	MINIMUM POINTS REQUIRED PER QUARTER		
	TIER 1: 175 - 200 POINTS REBATE PER 40 POINTS	TIER 2: 201 - 225 POINTS REBATE PER 40 POINTS	TIER 3: 226+ POINTS REBATE PER 40 POINTS
Triumph® Select Horse Feeds	THESE PRODUCTS COUNT TOWARDS POINT MINIMUM, BUT NO REBATE PAID		
Triumph® Horse Feeds	\$20.00	\$20.00	\$20.00
Legends® Horse Feeds	\$20.00	\$20.00	\$20.00
Nutrena® ProForce® and SafeChoice® Horse Feeds, Empower® Supplements	\$40.00	\$45.00	\$50.00
ProElite® Growth, Performance, Senior, Starch Wise, Calorie Wise Horse Feeds	\$40.00	\$45.00	\$50.00
ProElite® Grass, Alfalfa, Omega and Topline Advantage Products	\$40.00	\$45.00	\$50.00
Progressive Nutrition® Small Pack Supplements	\$40.00	\$45.00	\$50.00

Terms & Conditions:

1. Rebates will be made on a quarterly basis to Certified Farms. A Certified Farm that fails to meet the minimum quarterly purchase requirement of 175 bags/points (or the bulk volume equivalent) will not receive a rebate for purchases during that quarter, except as stated below in Note 4.
2. Purchases from one quarter cannot be carried forward and counted in the next quarter for rebate purposes.
3. Program quarters begin the first day of the month in December, March, June, and September.
4. For Certified Farms that start the program in the 2nd or 3rd month of a quarter, the minimum purchase requirement will be prorated.
5. Certified Farms may not purchase and resell any feeds. Any such sales will disqualify the farm from the Program.
6. Certified Farms are excluded from other premium horse feed promotions and discounts but may participate in other promotions.
7. Cargill® reserves the right to discontinue the program without notice and without any financial obligation to Certified Farms after the date of termination.
8. Cargill® reserves the right to retrieve any and all program-related promotional materials from farms that do not meet program requirements. A farm that does not meet program requirements may not promote itself as a Certified Farm.
9. Certified Farms that continue to meet program requirements will be recertified on an annual basis.