



Dear Foodservice Operator:

Not all meats are created equal, nor brands.

Some are awesome! Like the Farmland Brand, which is among the best recognized in the foodservice industry. And as our brand grows, so will your customer demand for Farmland products.

Enclosed you will find our EASY-TO-USE Farmland Menu Kit! Simply serve our products, add our logo to your menu, complete the enclosed redemption coupon and send it to us with an original menu. Also enclosed is a W9 form that must be filled out, signed and submitted with your Menu Allowance in order for us to process your Menu Allowance.

The cash incentive is our way of saying thank you for promoting Farmland Brand products. The biggest reward, however, will be your satisfied customers.

Please check out the enclosed materials today and plan to add us to your menu at the first opportunity.

If you would like to receive a digital copy of the Farmland logo via e-mail, please call our toll-free DSR/Operator Help Line at 1-888-FARMLAND (327-6526).

Sincerely,

Farmland Foodservice Marketing