

September 25, 2017



Triple Crown® / Purina® Eastern U.S.

Frequently Asked Questions

1. Are all Triple Crown products available?

Yes. There will be no disruption in the availability of our products. The only change is that starting September 25th, all Triple Crown products will be manufactured and/or distributed to your dealer from a Purina facility.

2. Why won't Southern States still manufacture Triple Crown?

Southern States sold its feed manufacturing and distribution assets to Cargill, Incorporated on September 22nd. Southern States is no longer able to manufacture Triple Crown.

3. Will Southern States Company owned stores still carry Triple Crown?

Yes. We expect the Southern States Company owned stores will continue to carry Triple Crown as they have in the past.

4. Are there ionophores present at the plants where Triple Crown is manufactured?

Feed and manufacturing safety are among Purina's top priorities. All of the Triple Crown horse feeds will be made on ionophore-free manufacturing systems.

5. Are the formulas the same as they were when Southern States made the feed?

Yes. Triple Crown formulas will remain the same, Triple Crown is always committed to having "Fixed Formulations".

6. What plant will my feed be coming from?

This depends on your location. Purina will be manufacturing Triple Crown products at Harrisburg, PA, Statesville, NC, Gainesville, GA, Nashville, TN, Massillon, OH and Mulberry, FL. During the startup phase, Purina is committed to interplant shipment of products to meet demand.

7. Who should I call if I have a complaint?

Both Purina and Triple Crown have a Customer Care team that focuses on customer issues and handles key complaint issues. Their contact information is:

Purina	Triple Crown
CustomerCare@landolakes.com	info@triplecrownfeed.com
Phone: 800-522-3354	Phone: 800-451-9916
Fax: 855-226-1235	Fax: 952-473-6571
	Facebook @triplecrownfeed

8. Did Purina buy Triple Crown?

No. Triple Crown continues to be a privately owned company; as it has been since 1989.

9. Why do I have some paper and some poly bags in my Triple Crown Lineup of products?

We will be converting to poly packaging as soon as our paper bag inventories run out. For a short time, both may be available in the marketplace.

10. Can I ask a Purina Sales Person questions about Triple Crown?

Yes. The Purina Salespeople will be representing Triple Crown as well as Purina products. They will be receiving training and information to help effectively represent Triple Crown products. If you need further information visit www.triplecrownfeed.com or call 1-800-451-9916.

11. How are Triple Crown products different than Purina's?

Triple Crown and Purina both have a long tradition of providing premium horse products. We think the two brands complement each other well. By working together, we will give dealers and horse owners access to more feeding options.

12. Will all Purina dealers start carrying Triple Crown?

Triple Crown determines where its equine products will be sold. There is a broad network of current Triple Crown dealers that will be the priority focus as we make the transition to add the Purina Network. There may be more Purina dealers that will want to carry Triple Crown products and we will explore that after executing the transition.

13. Will Blue Seal® still manufacture and distribute Triple Crown?

Yes. Blue Seal will continue to manufacture and distribute Triple Crown out of Richford, VT and Arcade, NY. Starting today, they will also manufacture and distribute from Hagerstown, MD.