



**East Coast Manufacturing and Distribution - Update
Frequently Asked Questions
October 16, 2017**

Valued customers,

On September 22, 2017, Southern States Coop sold its feed division to Cargill, Incorporated. This sale was the catalyst for us to find a new partner to manufacture and distribute our feed in the Eastern U.S.

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

Southern States sold its feed manufacturing and distribution assets to Cargill, Incorporated on September 22nd, 2017. As such, Southern States is no longer able to manufacture any animal feeds, including Triple Crown.

2. Did Purina buy Triple Crown?

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

3. In what states will Purina be allowed to manufacture and sell Triple Crown?

Alabama, Connecticut, Delaware, Florida, Georgia, Kentucky, Maine, Maryland, Massachusetts, Mississippi, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Virginia and West Virginia.

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

Yes. Triple Crown is a separate company and owns the formulas. We are very protective of our product quality and the formulas will remain the same. Triple Crown has always been committed to having "Fixed Formulations" which will help ensure consistency.

5. How does Triple Crown ensure ingredients are of high quality?

Each mill is required to pass our quality standards of manufacturing and must meet our ingredient standards. We independently set the standards for all of our EquiMix[®] ingredients and major ingredients like Beet Pulp. This helps ensure the feed meets our standards.

6. Are all Triple Crown products available?

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

7. 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 in the marketplace.

8. Will Southern States owned stores still carry Triple Crown?

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

9. 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 are our priority focus and as we make the full transition to the Purina Network. There will be Purina dealers that will want to carry Triple Crown products and we will be expanding our availability in many markets.

10. Will Tractor Supply Co be able to sell Triple Crown?

There are no plans to sell Triple Crown to TSC.

11. Will Purina dealers outside of the East Coast be able to carry Triple Crown?

There are currently no plans to expand outside of the states listed above.

12. Can I ask a Purina Sales Person in the East Coast questions about Triple Crown?

Yes. The Purina Salespeople 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.

13. Do you still have a Frequent Buyer Program?

Yes. Triple Crown has a Buy 12 Get 1 Free program that remains in effect. Please call our 1-800# if you have specific questions or if you need a new envelope.

14. Who should I contact if I have an additional question?

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

Purina	Triple Crown
CustomerCare@landolakes.com	info@triplecrownfeed.com
Phone: 800-522-3354	Phone: 800-451-9916
	Facebook @triplecrownfeed

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

Yes. Blue Seal will manufacture and distribute Triple Crown out of Richford, VT and Arcade, NY and Hagerstown, MD.

Triple Crown and Purina both have premium product offerings serving different customer segments. For Triple Crown, we sought a manufacturing and distribution partner that had a shared focus on proven, quality animal nutrition along with a vast dealer network. For Purina, this agreement is an opportunity to further broaden the portfolio of proven horse feed products we provide our customers.

We are excited about this new relationship and we're looking forward to continuing to serve your horses needs well into the future.

