



March 20, 2020

Dear Valued Triple Crown customers,

While many things are changing due to COVID-19, we want to assure you that our commitment to you and your horse is unwavering.

We are working diligently with our partners to ensure they are able to operate and safely produce Triple Crown products while also navigating the uncertainties associated with COVID-19. In these uncertain times, it is perhaps reassuring to know that Triple Crown -- a company that offers only super premium feed -- will continue to be your trusted source of the highest quality feed products you want and expect for your horses.

We are fortunate that every one of our Triple Crown associates remain healthy and we have asked them each to take extra precautions that include:

- Practicing proper best practices for health as outlined by the CDC.
- Cancelling all trade shows and dealer events.
- Limiting all non-essential meetings and travel.
- Scheduling conference calls, webinars, and Face Time style video calls instead of in-person meetings whenever possible.
- Requiring the majority of non-production employees work from home

Feed Availability:

We are working closely with your dealers to help them keep our feed in stock. Many of you have asked if you should buy additional feed in case supplies get tight. We believe you should buy feed for your horse just like you buy food for your family. If you are having trouble finding Triple Crown in your area, please call us at 1-800-451-9916 or visit our dealer locator at triplecrownfeed.com/find-a-dealer/ and we will do our best to help you find the feed you need.

Questions about your Feed?

Whether you are looking to change feeds or add an additional feed to your program, we can help you assess what will work best for your horse. All of our nutrition experts are available for phone calls and emails. Please reach out to us at 1-800-451-9916 and get your questions answered from a Live Triple Crown expert.

What you Need to Know:

FDA officials have stated that there is no evidence of food or feed packaging being associated with the transmission of COVID-19.

According to the [question and answers](#) section on the agency's COVID-19 response webpage, it is not anticipated that food products, including any animal feed products, would need to be recalled if an employee in a facility contracts COVID-19.

Let's Work Together to Help Others:

One of the realities many of us are facing is the sense of helplessness as we try and deal with the uncertainty of our environment and how it affects our daily life. We have heard from a lot of you that you haven't been able to see your horse as much as you would like, which only adds to the anxiety and uncertainty that has crept into our daily life.

If you want to help others in need, please utilize our Triple Crown Partners Program. This program allows you to direct funds to an Equine 501c(3) by saving Triple Crown proofs of purchase. Contact us today at info@triplecrownfeed.com to learn more about our Partners Program

Thank You!

We thank our customers, dealers, families, and Triple Crown team members for their understanding, patience and support in the new norm of doing business during an unprecedented time as we navigate the rapidly evolving changes and response to COVID-19.

**WE WILL GET
THROUGH THIS
TOGETHER!**

