



A STRONGER COMMITMENT TO YOU:

A message from Hubbard Feeds, Ridley and Alltech – June 13, 2016

Last week we welcomed Ranch-Way Feeds to our family. We have already started working together and are excited about the ways in which we feel we'll be able to deliver even better service to you, our customers.

Reflecting on our first week in this new chapter of our business together, we wanted to share a few thoughts with you:

- **CUSTOMER SUCCESS** - Our number one priority has always been the business success and satisfaction of our customers. Our purpose is to provide high quality products, service and nutrition solutions that allow our customers to achieve business success and personal satisfaction. We share that purpose. Together we represent a dynamic team of like-minded, science-driven and ag-passionate people, and we believe our customers will notice a resulting difference in profitability, health and efficiency, as well as even better local service and greater value.
- **PRODUCTS/BRANDS** - One of many reasons we are excited about the Ranch-Way business is because of their product offerings. The business has been built by listening to their customers and offering products and services that allow customers to achieve business success. We will continue to offer same range of Ranch-Way Feeds' trusted brands, products and nutrition solutions.
- **ORGANIC FEEDS** – Ranch-Way is well known for providing quality products, such as their organic line of feeds. Hubbard Feeds, Ranch-Way Feeds and Alltech are committed to the ACE principle of creating agricultural solutions that are safe for the Animal, Consumer and Environment. Alltech, the new parent brand of both Hubbard Feeds and Ranch-Way Feeds, has been developed natural feeding solutions for over 35 years, so you can rest assured that we will continue to support these efforts. For more information on Alltech's commitment to the ACE principle, visit <http://www.alltech.com/feeding-the-world/ace>.

We intend to continue the Ranch-Way line of feeds formulated with the quality ingredients you are used to and trust. You may actually see more certified organic and/or natural feed products available in your market, so please stay tuned and let others with similar interests know that we are committed to your business and way of life.

We welcome your feedback and questions. Feel free to contact us at kelly.hummel@hubbardfeeds.com, amanda.stumbo@hubbardfeeds.com or msmith@ranch-way.com.

