

Fowler Enterprises, Inc.

Db: Fowler Seed Marketing

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2017 Price Match Program

It has come to our attention that certain other distributors and their dealers are undercutting prices on Masters Choice and Barenbrug products.

Here is a tool that we hope will enable you to compete when you run into these situations.

After applying early order, applicable early payment and tech agreement discounts, **for every \$2 that you have to lower the price to match the competitor's price, FSM will reduce your cost by \$1 up to a total of \$10 per unit, if paid before delivery.** [Call if you encounter a situation that would require a greater discount]. Example: After quoting 25 units of MC535 to your customer with the applicable discounts, your price is \$10 higher than a competitor on the same hybrid. You lower your price \$10.50 per unit to get the sale. We will lower your cost by \$5.25 per unit, subject to you providing the following information.

To receive the Price Match Adjustment, you MUST provide us with the (a) farmers name, (b) address, the (c) number of units, (d) the specific product(s), (e) the competitor's name or local dealer, (f) whether or not their price to the customer is based on the competitors published price list and discounts or if it is a special deal and (g) pay for the order before delivery.

Price match sales are NOT eligible toward your FSM Dealer incentive program sales volume. This program is NOT designed to replace any volume discount pricing you may already be using with your larger customers. Program subject to change or cancellation without notice if abused; although, we will honor price arrangements you have made prior to any changes in the program.

If you have questions, please call me on my cell phone.

Kevin Fowler

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