

# Fowler Seed Marketing

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## 2017 FSM Dealer Sales Volume Incentive Program

To reward and encourage our dealers to grow their business with us, Fowler Seed Marketing has established the following FSM Dealer Volume Incentive Schedule:

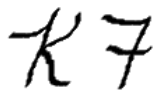
<u>Sales Volume*</u>	<u>AgE,BG,FSM,Gal,MC**</u>
\$25,000-49,999.	½%
\$50,000-99,999.	1%
\$100,000-249,999.	2%
\$250,000-499,000.	3%
\$500,000-999,999.	4%
\$1,000,000+	5%

\*Sales Volume is the total of an FSM Dealer's purchases of Agri-Energy, Barenbrug, FSM Brand Gallagher & Master's Choice products from Fowler Seed Marketing for the period July 1, 2016 through June 30, 2017.

\*\*Certain low margin products are excluded from incentive discounts. See notation on FSM Dealer Gallagher & AgriEnergy Price Sheet to identify these specific products.

All FSM Dealers whose accounts are in good standing (no unpaid invoices over 30 days) as of June 30, 2017 are eligible for incentive credits. Incentive credits will be calculated on or before December 10, 2017 and shown on dealer accounts as a credit memo. No early payment discount credit will be applied on incentive credit amounts. If you have questions, feel free to ask!

We appreciate your business and desire to help you prosper!



Kevin Fowler  
VP Sales & Marketing  
Fowler Seed Marketing