



# OmniGen™ Pro Loyalty Incentive Program

Internal Document Only - December 2019

This document is designed as a high-level overview of the OmniGen Pro Loyalty program. This program would apply to all herds. For multi-site dairies, each dairy should be treated separately if OmniGen is started at different times or the feed comes from different mills.

Months fed OmniGen Pro	Rebate
0-6 months	None
6-12 months	\$0.0125/lb.
12-24 months	\$0.0250/lb.
24 months +	\$0.0375/lb.

An additional \$0.01/lb will be added to each tier for each additional Phibro nutritional product that is fed (up to 3 products) the same herd.

The table below summarizes the narrative above:

## Rebate per Lb of OmniGen Pro

	6-12 Mo	1Y-2Y	2Y+
<b>OmniGen Pro</b>	\$0.0125	\$0.0250	\$0.0375
<b>OG Pro + 1 Additional Product</b>	\$0.0225	\$0.0350	\$0.0475
<b>OG Pro + 2 Additional Product</b>	\$0.0325	\$0.0450	\$0.0575
<b>OG Pro + 3 Additional Product</b>	\$0.0425	\$0.0550	\$0.0675

## Rules

- Feed OmniGen Pro at a rate of 0.14lbs / cow / day
  - Actual feeding rate or cows fed can be determined based on actual product usage
- OmniGen must be fed continuously to qualify for this program.
  - If no product from the OmniGen family of products is fed for longer than 2 weeks, the vested loyalty time restarts to zero
- Proof of purchase required with each claim to verify usage and compute rebate
  - A copy of the formula that shows the inclusion rate of OmniGen Pro must be provided for any finished feed purchases
- Proof of purchase required for each additional Phibro product
- All submissions must be submitted online via the OmniGen-Pro website.
- Loyalty Program claims must be initiated by the dairy producer.
- Rebate checks will be paid every 6 months.
- For a SAM qualifying herd, a 10% multiplier will be added to each tier.

Approximate rebate equivalent on a per cow basis at recommended feeding rates

\$0.0125/lb -----> **\$0.64/cow**  
 \$0.0250/lb -----> **\$1.28/cow**  
 \$0.0375/lb -----> **\$1.93/cow**

**(Additional Products)**  
 \$0.0100/lb -----> **\$0.50/cow**