



OmniGen™ Pro Loyalty Incentive Program

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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 incentive will be added for each additional Phibro nutritional product that is fed to the same herd after 6 months of feeding OmniGen Pro.

The table below outlines the incentive available for each product that is fed in addition to OmniGen:

Incentive for Each Additional Phibro Nutritional Product Fed

Product	Incentive
Animate®	\$0.02/lb
AB20®	\$0.01/lb
Cellerate Yeast Solutions® HD	\$0.02/lb
Cellerate Yeast Solutions® Plus	\$0.02/lb

Rules

- Feed OmniGen Pro at a rate of 0.14 lbs/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
 - Finished feed purchases require a “Where Used” report for each Phibro product in the finished feed.
- Proof of purchase required for each additional Phibro product fed.
- All submissions must be submitted online via the OmniGen website from the Rewards tab.
- Loyalty Program claims must be initiated by the dairy producer.
- Rebate checks will be paid every 6 months.
- For a SAM qualifying herd, a 20% multiplier will be added to each incentive.

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