

Bio

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Dawn Pelon has over 30 years of experience in the integrated brand and channel marketing communications industry. Experienced marketing professional who has built a career based on the principles learned early on by working at the Ritz Carlton and other performance improvement organizations. Taking the belief that the brand is built from the inside out and the customer experience is the destination her career has been built with some of the strongest legacy brands in the world. Developing and executing go-to-market strategies and exceptional customer experience for B2B and B2C markets. Background in strategy development, implementation and execution as well as measurement and analysis. Known for team building and leadership among staff, partners, distribution networks and suppliers. Strong and consistent presence in industry-related circles and communication skills tailored to various levels.

She enjoys marketing and communications since it requires an intense level of creativity, constant audience engagement, and plenty of energy for motivating and educating internal teams as well as the external sales channel network while keeping the end user's needs as the primary goal.

Dawn has been a managing partner of Think3 Marketing since 2016 which the agency focused on agriculture, food marketing and sustainable clients. Currently she is the Principal Brand Builder at Point2 Performance which focuses on fractional CMO services which assists organizations hone in on efficiencies of team structures, AI implementation and leadership. Additionally, She has worked with industry-leading companies in the automotive, manufacturing, agricultural, and technology sectors such as CNH Industrial (New Holland), Mercedes-Benz, Navistar, Ford Motor Company, General Motors, Lenovo, AOL and consulting companies Carlson Marketing Group and Maritz Performance Improvement Company.

Dawn shows leadership qualities in both her business and professional life as frequent industry conference speaker and as a past five-year Board member of the Philadelphia American Marketing Association. She received her master's from Michigan State University and her undergraduate from the University of Michigan. Certified AI specialist. She is advocate for a sustainable future and land preservation.



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Case Study

Launching a product line from scratch

Help newly formed **Agricultural Solutions** with naming and branding their product line, introducing themselves to the market and driving leads/sales.

Strategy

- Analyzed category, market, and competition to help identify marketplace opportunities.
- Developed brand positioning, identified unique selling proposition, and determined key messaging that simplified a scientific concept for a broad audience.
- Created brand architecture and product nomenclature for consistency and impact.
- Developed strategic launch plan with measurable short- and long-term goals.

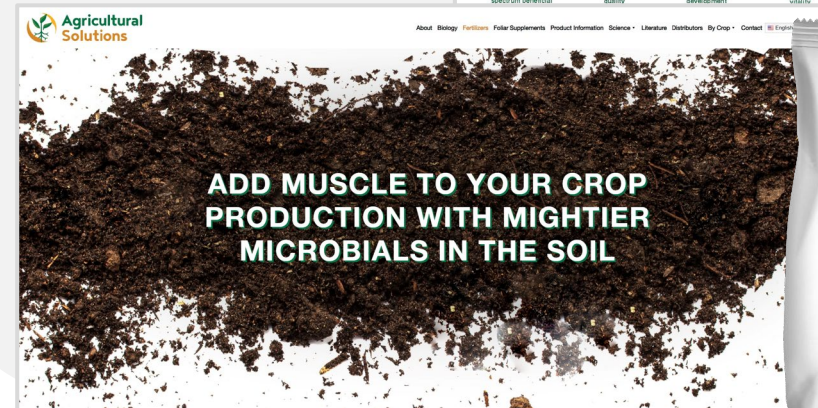
Activation

- Brand architecture
- Product naming
- Logo creation
- Mission and values statements
- Package design
- Website development
- Sales materials
- Trade show booth design
- Advertising
- Public relations

Performance

\$2.2M

in year one sales



Case Study

Rebuilding a reputation

Update, enhance and reintroduce the **Clean Water Environmental** brand after emergence from receivership, a history of non-compliance and a negative industry reputation.

Strategy

- Conducted a competitive analysis, as well as customer surveys to determine CWE's market position and current trends.
- Developed a strategic plan to contemporize the brand and communicate new corporate values, practices, facility updates, etc. to the industry, employees, and community, with emphasis on sustainability.

Activation

- Mission, vision, and values development
- New logo, tagline, and corporate brand standards
- Website
- SEO
- Trade advertising
- Public relations
- Social media
- Industry association involvement

Performance

\$2MM+

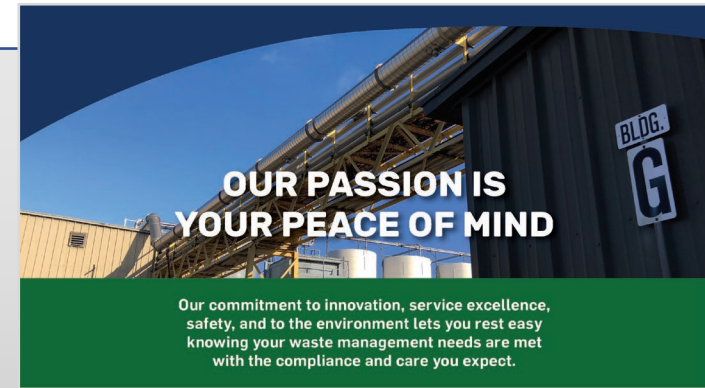
in new business revenue and enough interest that CWE had to turn business away

Existing customer relationships were secured and employee engagement was renewed

CWE was acquired in 2023 and our private equity partners were thrilled.

BRAND GUIDELINES

November 2018



YOUR FULL-SERVICE WASTE MANAGEMENT PARTNER

Your confidence comes from our experience. Experience with state, local and federal regulations. Experience with leading edge waste treatment technology. Experience with safe transportation. *Clean Water Environmental*

THE CWE MISSION

Applying innovation, long-term expertise and technological prowess, we endeavor to creatively provide our clients, associates and the community with the peace of mind of knowing that their waste materials are being managed with the utmost safety, compliance and nurture for the environment. Integrity to our people-oriented and ecological principles is the primary reason for the execution of this mission.

OUR VALUES

- Safety
- Community
- Ecology
- Trust
- Responsiveness
- Innovation
- Profitability



PASSIONATE ABOUT THE ENVIRONMENT? WE HAVE A JOB FOR YOU.

TANKER DRIVERS

LAB TECHS

WATER TREATERS

GENERAL LABOR

CLEANWATERENV.COM/CAREERS | 1-833-JOIN-CWE

Case Study

Creating momentum for customer events

CHALLENGE

Generate attention and sales for two Colorado Boxed Beef brands — **High River Angus** and **Diamond Reef Ocean Products** — at an annual customer food show.

Strategy

- Created a collegiate culinary competition with a local culinary institute to garner excitement at the trade show booth.
- Demonstrate good corporate citizenship by providing scholarships to the winners.
- Engaged CBB customers by designating them to be judges.

Activation

- Brand and logo development
- Booth décor
- Branded merchandise
- Website (ignitecompete.com)
- Public relations
- Social media
- Promotional video

Performance

25% sales increase
from previous year

Large crowds and excitement...is too much attention that bad?

As a result, IGNITE is now a **legacy program for students and protein brands to go to market.**



Watch the Video: [IGNITE Collegiate Culinary Challenge](#)

Case Study

Attracting the best and brightest in agriculture

Promoted **Timac Agro USA's** Accelerated Leadership Program and recruit talented, high performing employees to their organization

Strategy

- Leveraged the power of digital media and 'out of the box' visuals to break through clutter.
- Delivered targeted, empowering messaging to a young adult audience.

Activation

- Social media
- Digital advertising
- Website
- Public relations

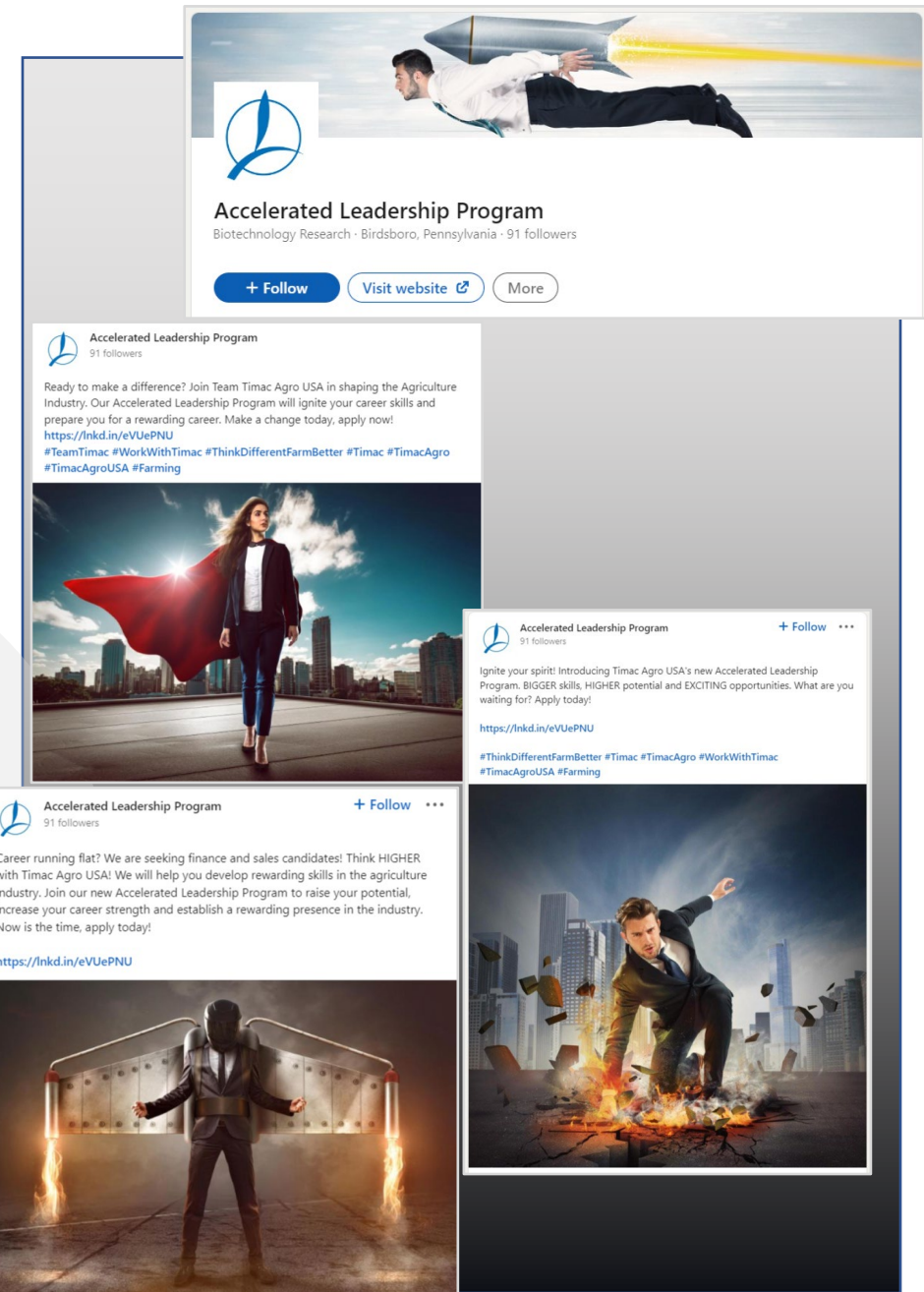
Performance

All program slots filled

with qualified candidates from a significant global pool

Redirected HR recruitment strategies to focus on branding from the inside out.

People are the best resources to invest in.



Case Study

Easing adoptability concerns for new technology

Effectively communicate the key benefits of AgroFresh's new **ActiMist** technology (simplicity of use and effectiveness) in order to generate awareness and provide a tool for the sales team to use to drive sales.

Strategy

- Developed visual animation to emphasize the simplicity and highlight the key effectiveness benefits of ActiMist storage fungicide application for produce.
- Leveraged the brand equity AgroFresh has with well-known SmartFresh to gain credibility for the new technology.

Activation

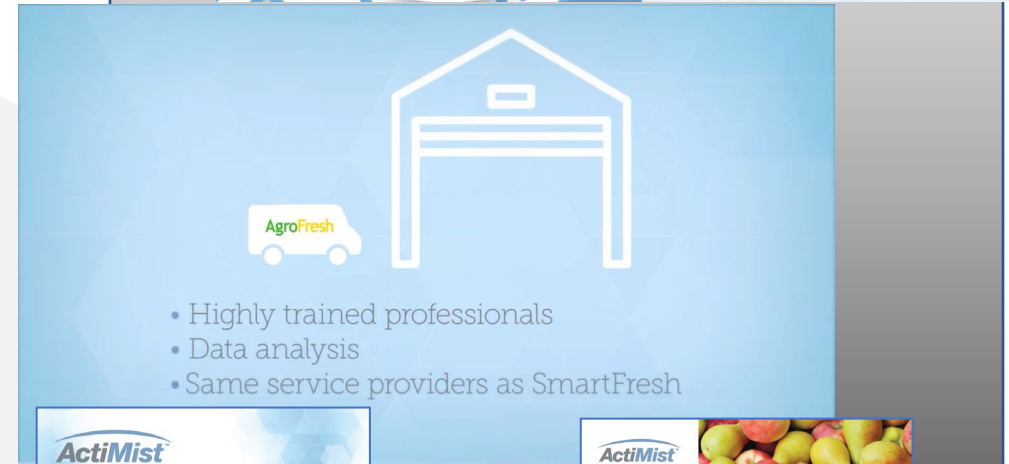
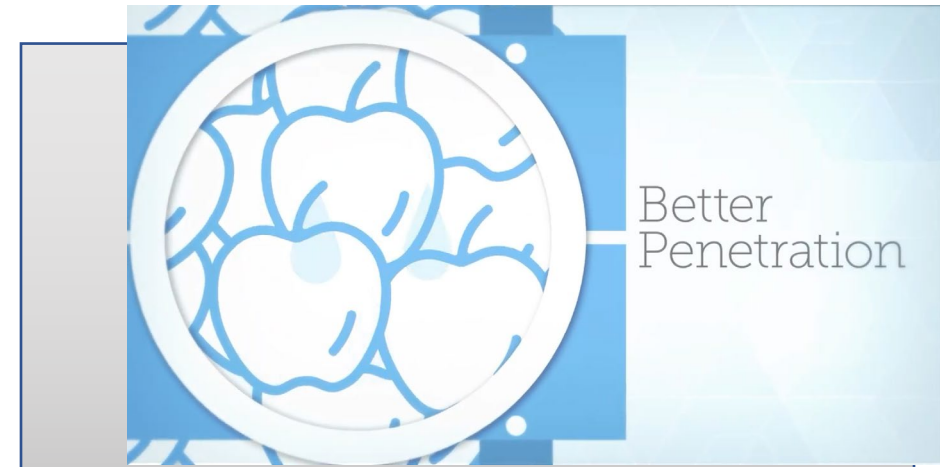
- Animated explainer video
- Sales materials
- Digital asset updates

Performance

Increased acquisition

by warehouse managers and commercial growers of produce

Product and service extensions maximize sales touch points.

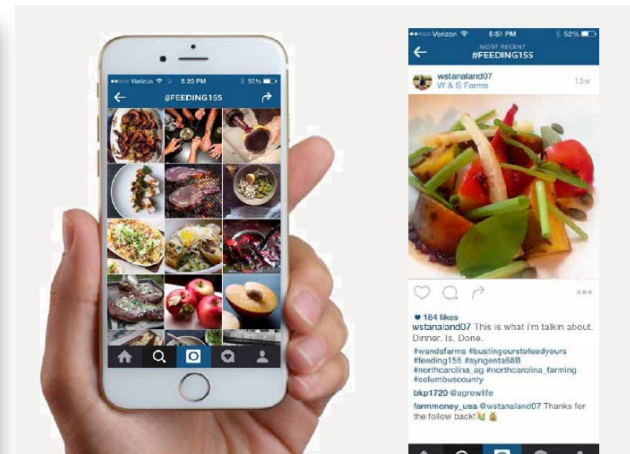


<https://www.youtube.com/watch?v=F9CksF2xFkQ>



Brand Strategy

2016 National Advertising Brand Platform Launch – Equipped for A New World. Fully integrated campaign print, TV, digital, social, OOH, radio, internal & external, partner extension



Brand Strategy

2015/16 Canadian Curling Creative Campaign – Print, TV, Digital, Event, Retail, Social



First part of headline slides down curling lane toward tractor.



Type settles in front of tractor.



Followed by second part of headline.



Logos and CTA up.



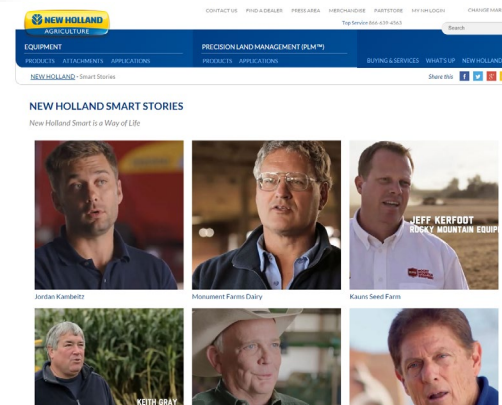
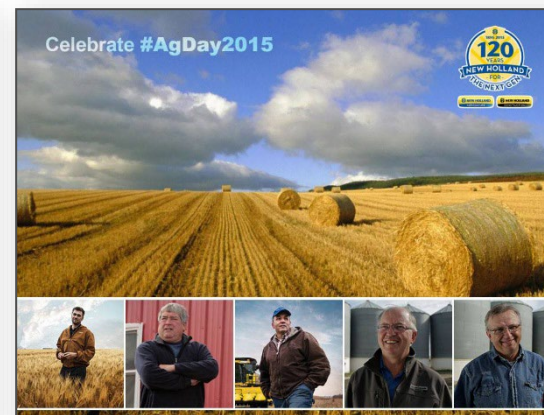
TV:

<https://www.youtube.com/watch?v=GOOp-kxoqrE>

<https://www.youtube.com/watch?v=U413gUZHJw>

Brand Strategy

2014 National Advertising Brand Platform Launch – SMART Stories. Print, TV, Radio, Digital, Social, Event, partner extension



Youtube & TV: <https://www.youtube.com/watch?v=PXDmaK10Vts&list=PLV-FYLhYWQAhY2y2WNTomje4eE3StYKdg>

Brand Strategy

Sponsorship and Partnership Activation:

Partnerships Negotiated (Greater than \$50,000 in Value Annually):

NASCAR (Official Tractor) = \$500,000

National Cattlemen and Beef Association (Member Affiliation) = \$380,000

Curling Canada (Title Sponsor) = \$300,000

Growth Energy (Member Affiliation) = \$250,000

Realtree (Licensing and Media Barter Agreement) = \$150,000

Future Farmers of America = \$100,000

Alliant Energy Center (Naming Rights) = Initial + \$100,000 + Equipment

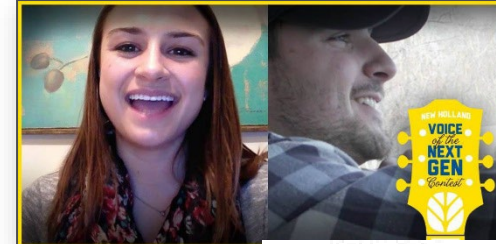
PA Farm Show Complex (Naming Rights) = \$100,000 + Equipment

All Aboard Wheat Harvest (Title Sponsor) = \$63,000

Great American Wheat Harvest (Movie Placement) = \$50,000

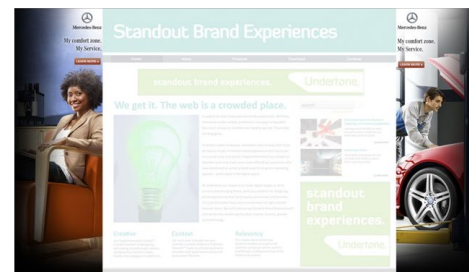
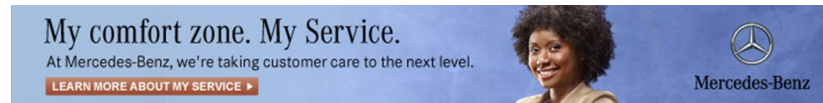
Florida Georgia Line (Barter Agreement) = Equipment

International Speedway Corporation = Equipment



Brand Strategy

2012/13 National Advertising Brand Platform Launch – My Service. Print, Radio, Digital, Social, Event



Brand Strategy

2012/13 National Advertising Brand Platform Launch – Mercedes-Benz Sprinter. Print, Radio, Digital, Social

We earned best-in-class payload capacity, but there was one serious challenger.

The average ant can carry several times its own body weight. The Sprinter commercial van's evolved engineering allows it to carry up to three times its body weight. Beating the competition and earning the respect of one of nature's hardest workers. Everfast angles, quietest, costlessness and id maintenance in most settings. Sprinter's advanced suspension system. The power windows. The interior. The exterior. The Sprinter. The van that's built to last.

Mercedes-Benz

We took best-in-class fuel efficiency, but the competition was fierce.

The average camel can travel up to 425 miles without refueling. The Sprinter commercial van outperforms the incredible camel by over 20 miles. Everfast angles, quietest, costlessness and id maintenance in most settings. Sprinter's advanced suspension system. The power windows. The interior. The exterior. The Sprinter. The van that's built to last.

Mercedes-Benz

We earned Best-In-Class standing height, but it was a tooth and nail battle.

While the North American brown bear can rise up to 9 feet tall, it can only do so for short periods of time. On the other hand, the 2012 Mercedes-Benz Sprinter Passenger Van can continually maintain an interior standing height of up to 6'4" without bending, putting it squarely on top of the food chain. The Sprinter's Best-In-Class standing height means more comfort for your passengers, and more return business, helping you achieve your company and stay head and shoulders above the competition.

Learn more at mb.sprinterusa.com

Mercedes-Benz

As far as advanced adaptability goes, we did have one worthy opponent.

With the ability to adapt to its surroundings, the crocodile is a creature of immense strength and power. As impressive as the crocodile's adaptability is, it pales in comparison to the flexibility of the 2012 Mercedes-Benz Sprinter Cargo Van. With Best-In-Class payload capacity and the responsive design of its BlueTEC engine, the Sprinter Cargo Van is the ultimate adaptable platform. A multi-functional hauler of choice and cargo, it provides your business with an unmatched foundation for a world of profitable possibilities.

Learn more at mb.sprinterusa.com

Mercedes-Benz

We carried Best-In-Class cargo space, but we had some heavy competition.

The largest of all the earth's land creatures, the elephant is a remarkable pack animal used for centuries to transport materials of all kinds. Nevertheless, when it comes to efficiently being loaded upon the massive elephant's back, in comparison to the extraordinary 144 cubic feet of the 2012 Sprinter Cargo Van, the elephant's back is a "Cargo" space means more efficiency and more potential profit, giving you the room you need to carry your business to the next level.

Learn more at mb.sprinterusa.com

Mercedes-Benz

Brand Strategy

2012/13 National Advertising Brand Platform Launch – Freightliner Sprinter. Print, Radio, Digital, Social

THIS IS A NO YIELDING ZONE.

Making competitors won't drive your business forward. What gets you there is ready for in the face of tough competition with a commercial vehicle that is ready as you are. With an Adaptive Electronic Stability Program and both Electric Power-assist capacity and new and side-door controls, only the 2012 Freightliner Sprinter can lead your enterprise into the next for most. freightlinersprinterusa.com

SPRINTER
DRIVEN LIKE YOU.

FREIGHTLINER

BLOOD, SWEAT AND FROSTING.

When you put your heart and soul into your business, your partner should. Feature a commercial vehicle that drives as hard as you do. With superior fuel efficiency, and both BlueTec 500's large capacity and standard height, only the Sprinter. Freightliner Sprinter is engineered to meet your aggressive demands for productivity and efficiency. freightlinersprinterusa.com

SPRINTER
DRIVEN LIKE YOU.

FREIGHTLINER

LESS TALK. MORE TORQUE.

Lifting your business to the next level requires the strength on demand you get from commercial vehicles that sweat the details as closely as you do. With both BlueTec 500's large capacity and standard height, and BlueTec 500's technology delivering more power and superior fuel efficiency, the Freightliner Sprinter makes the heavy lifting for you. freightlinersprinterusa.com

SPRINTER
DRIVEN LIKE YOU.

FREIGHTLINER

COURAGE COMES STANDARD.

When urgency and bravery are essential job requirements, the success of your business depends on a commercial vehicle that won't back down from a challenge. With an Adaptive Electronic Stability Program and both BlueTec 500's large capacity and standard height, only the 2012 Freightliner Sprinter is designed to answer the call as boldly as you are. freightlinersprinterusa.com

SPRINTER
DRIVEN LIKE YOU.

FREIGHTLINER

Brand Strategy

Ensured execution on process improvements and customer front of mind implementation. Developed and executed long term customer & dealer experience strategy including ecommerce, “ease of doing business”, education tracks and communication protocols.

Defined new business segments and conquest strategy to expand revenue base. Focused on top line growth and market leadership, responsible for revenue and PBT goals.

Conducted brand overhaul and new dealer development initiative for future growth opportunities.

Developed ancillary parts top line growth opportunities to grow business to a 28% increase in revenue.

Achieved best in class customer support metrics and industry excellence in call center performance.

Parts Recovery Program

Maximize UpTime Parts Return Program

Introducing the Maximize UpTime Parts Return Program

DRIVE ADDITIONAL PARTS BUSINESS YOUR WAY
No repair facility wants to maintain an inventory of unused truck or fleet parts. Unneeded parts clutter shops, decrease productivity and tie up cash, doing nothing to help shops stay in the black. Fortunately, you can offer new and existing customers a unique new way to earn credit for those unused parts – while guaranteeing that they'll spend buying parts from you for up to five years.

It's called the maximize uptime parts return program, and it breathes new life into new and existing customers' inventories by converting dead dollar assets into real working capital – which they'll spend buying parts from you.

HOW IT WORKS
Four easy steps turn your customers' excess inventory into orders for new parts. This is the process:


1. The customer returns obsolete or overstock parts to our processing center. The customer doesn't need a purchasing history with you.
2. Twenty-five percent of the value of that returned inventory (at fleet cost) is credited to the customer's account, through UpTime Accelerated orders or by manual check.
3. During the first year, the customer buys three times the returned inventory amount plus their annual base.
4. The customer can earn back the remaining 75 percent of the credited returned inventory amount by meeting base purchase requirements and purchasing ten times the amount of returned inventory, for a total of 15 times in all. Program calculations vary by customer. Your regional parts sales manager and Maximize UpTime Parts Return Program administrator will provide full details.

*In order to receive a manual check, the customer's UpTime Accelerated account must be active.

PROGRAM BENEFITS FOR CUSTOMERS AND DEALERS

- > All makes parts accepted
- > No purchase history required
- > Flexible credit options
- > Simplified program administration
- > Monthly reports that chart growth and earn-back percentage

NEED ASSISTANCE?
Your regional parts sales manager or Maximize UpTime Parts Return Program administrator can guide you through the process.



M0003

Accelerated Program

Introducing UpTime Accelerated
Preferred Pricing. Best in Class Customer Service. Simplified Management. Superior Quality.


GIVE YOUR CUSTOMERS THE CREDIT THEY DESERVE
UPTIME ACCELERATED IS A LIGHT DUTY PARTS PURCHASING PROGRAM THAT ALLOWS THE PARTICIPATING UPTIME DEALERS TO EXTEND CREDIT FOR PARTS AND SERVICE TRANSACTIONS TO DESERVING CUSTOMERS IN THEIR MARKETS. DEALERS WHO PARTICIPATE IN UPTIME ACCELERATED HAVE THE OPPORTUNITY TO INCREASE PARTS SALES AND RECEIVE GUARANTEED PAYMENT WHEN THEIR CUSTOMERS PURCHASE PARTS AND SERVICES UTILIZING THE PROGRAM.

UPTIME ACCELERATED IS IDEAL FOR CUSTOMERS THAT PURCHASE PARTS REGULARLY FROM MULTIPLE DEALER LOCATIONS. THIS PROGRAM HELPS YOUR CUSTOMER TRACK AND CONTROL EXPENSES AND BETTER MANAGE PARTS AND SERVICE NEEDS.

PROGRAM BENEFITS FOR DEALERS	PROGRAM BENEFITS FOR CUSTOMERS
<ul style="list-style-type: none"> • Enhances the relationship with customers in the dealer's marketplace • Additional all-makes sales opportunities • Reduces accounts receivables and provides faster payment when customers purchase parts and service using the UpTime Accelerated program • Customer billing is processed on the 10th and 25th of every month, with the dealer receiving guaranteed payment 30 days from the customer's payment date • Key customer accounts have been identified for the participating UpTime Accelerated dealers, by the UpTime Parts sales team, to introduce this program • Simplified billing, collection, and program administration are key pillars of this program • Reports of all dealer transactions from UpTime Accelerated are available online, including regular billing and account status reports • NO credit risk for the dealer through customer transactions 	<ul style="list-style-type: none"> • Easy enrollment • Instant credit recognition at participating UpTime Accelerated Dealer locations • No enrollment fees or hidden costs • Track and control expenses to better manage parts and service needs through itemized billing down to part number level • Billing options: email, online or standard mail • Payment options: check or EFT • Improved cash flow with 30-day payment terms and 0-interest billing • Ability to view current and historical account information online at any time at www.uptimeparts.com • May be used for parts, service and labor at all sponsoring dealer/ship

PROGRAM COSTS
UpTime Parts is responsible for 1.33-1.53% of all processing fees. The total cost to the dealer is 2% for electronic transactions and 4% for manual transactions.

- Dealer will not assume financial liability for customer accounts
- Guaranteed payment will be made to the dealer 30 days from the customer's statement date



Kitting Capability Launch

MAINTENANCE & REPAIR KITS – MILITARY KITTING – CUSTOM SOLUTIONS

UpTime® Parts
The premier provider of parts, components and supplies for specialty markets.

MAXIMIZE UPTIME
We have the solution to fit your needs...
At UpTime Parts, we carry a full line of light duty aftermarket products for specialty vehicle segments as well as source components and parts for diversified industries. Our abilities in kitting, special packaging and sourcing, as well as personalized customer assistance through our call center and sales team allows us to service a wide variety of distribution and sales opportunities.

Maximize UpTime Parts as your preferred provider to ultimately maximize your business' uptime with access to our extensive inventory as well as many supplier direct-ship programs.

Less Components	Inventory Management	Accurate Repair Orders
<ul style="list-style-type: none"> ✓ Bar Coding ✓ Custom Bag Labeling ✓ Special Packaging ✓ Short or Long Term Projects ✓ Quick Turn Projects 	<ul style="list-style-type: none"> ✓ Simple and Complex Kitting ✓ Custom Bag Labeling ✓ Special Packaging ✓ Short or Long Term Projects ✓ Quick Turn Projects 	<ul style="list-style-type: none"> ✓ Quick Turn Projects

1. Focus on your Core Business: UpTime provides services like Kitting, Parts Return Programs and UpTime Accelerated so that you can focus on your primary business and still take advantage of valuable ways to improve your parts operations. Let us source the parts and components that you need so that your time and productivity stay focused on what matters most.

2. Streamline Receivables: Kits can be built and ordered to provide parts and components when they are needed so items will not be sitting on your shelf waiting for the rest of the needed pieces to arrive while the job stalls or a vehicle is down.


3. Better Inventory Management: With UpTime Kitting services, you will not have unused or unmatched parts sitting in your inventory. We build the kits and package them so they get utilized as needed. Kitting also helps reduce paperwork with one PO, one set of shipping documents, etc.

4. Simple Ordering: With kitting you only need to order one part number; the actual kit will be assigned a unique part #. This saves you from having to manage numerous parts needed for one job and guarantees each job receives all the required parts.

5. Accurate Remote Jobs: When you require that a maintenance or repair kit be sent to your remote depots or distribution centers, you can rest assured that each location is receiving the right number of kits and all the right parts needed for the job. Kitting also allows you added assurance that each critical step in a job is being completed thus increasing your equipment's reliability and safety.

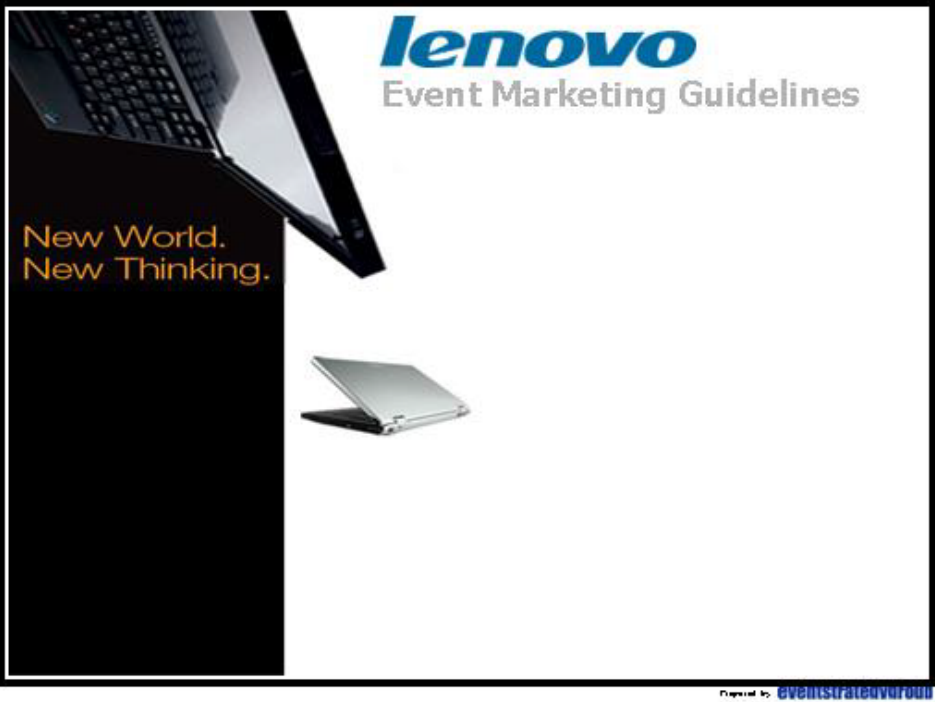
6. Increase Your Uptime: When you plan ahead with UpTime's Kitting Services you reduce the risk of downtime and missing critical procedures... which erode your bottom line.

NEED PARTS OR CUSTOM KITTING?
PLEASE CONTACT CYNTHIA WOZNIAK AT CYNTHIA.WOZNIAK@UPTIMEPARTS.COM FOR MORE DETAILS



Brand Strategy

Design a global event marketing strategy and guideline process to ensure consistency in brand, execution and measurement



Event Marketing Guidelines | Purpose 1.1

Purpose

The following guidelines are provided to help in planning an event where Lenovo is the host, a participant, a sponsor or a guest within a partner's space. An event is defined here as one to which key stakeholders (i.e. customers, media, employees, partner, alliances, customers or prospects) are invited to a face-to-face experience with Lenovo, a designated space reflecting the Lenovo corporate or product brand, or an opportunity where a presenter (Lenovo representative, outside speaker or a third party) is engaged to represent Lenovo. Not all guidelines will apply in all circumstances.

There are key steps that will guide you in making your event a success. Remember, an event with a Lenovo presence is an opportunity to showcase our global company, our mission, our values... (Lenovo) event is reflective of a larger Lenovo and should not be approached in a haphazard manner. Finally, it is the desire, desire, desire that will help you in the process. These details can be discussed in a meeting. You are encouraged to contact your global corporate design & event manager for advice, direction and overall planning and execution assistance.

The following document is broken into 7 phases that are listed below in a logical process in order to maximize the impact and allow for the success of the event medium. Each phase will be given significant attention with a minimum of important steps.

1. Understand Lenovo Mission & Strategy
2. Assess the Opportunity
3. Integrate the Approach
4. Set Goals & Objectives
5. Plan the Event
6. Measure Success & Impact
7. Communicate Results

Event Marketing Guidelines | Lenovo Event Marketing Guidelines | 2014 | 100%

Company Confidential

Set Goals & Objectives | Metrics & Formulas 5.2

Goals & Objectives	Formula or Metric	Data Tool
Brand Awareness	Pre- to Post-Event Perception Change Awareness Recall Usability Consideration Demographic Codes Promotions	Pre- to Post-Event Surveys Retailer Media Toucher Speaking Engagement
Product/Service Awareness	Quantitative Online Demographic	Professional Demographic Reports Request for Product Specific Information
Lead Generation	Quantitative A, B, C Leads Cap Lead	Lead Collection Tool Badger Wizard
Revenue	Quantitative \$ in New Sales	Lenovo BAC Reports
Customer Retention	Quantitative Customer Appointments New Revenue from Current Customers	Event Appointments/Scheduling Sales Reporting Lenovo BAC Reports
Booth Effectiveness	Quantitative & Qualitative Booth Traffic Average Long Footfall	Lead Collection Physical Count Booth Interviews Marketing Shipping
Competitive Analysis	Quantitative & Qualitative # Competitive Present Booth Analysis Overall Participation Lead	Physical Count Booth Audit Photography Speaking Engagement, Sponsorship Leads

Event Marketing Guidelines | Lenovo Event Marketing Guidelines | 2014 | 100%

Company Confidential

Product Go-To-Market Materials

Go-to-market strategies manifest in various avenues such as e-commerce, distributors, white-label and retail partnerships. Working with brands that are looking to fortify their avenues that deliver them direct to end users, influencers and affiliated partners.



JBS Beef University

Get ready to beef up your skills and learn the latest industry trends! Our flagship course covers every step of beef production. Experience an overview of the cattle supply chain, a beef carcass breakdown, and insights to both the Retail & Foodservice channels. Virtual tours of a local ranch, a large finishing operation, and a beef production facility are also included.

ENTER



Grass Run Farms® - Experience Nature's Goodness

Learn why our American 100% Grass Fed beef tastes so delicious. Hear from industry experts about US grass-fed beef production and emerging consumer trends, in addition to virtually touring a grass-fed farm in the US to put a "steak" in the ground.

Choose your shopping experience.

SHOP AT THE FARM **SHIP TO HOME**

Shop at the farm store in Hershey, PA or Place a PICKUP ORDER. Select from our meat products and have them shipped directly to your home.

SHOP AT THE FARM **SHIP TO HOME**

SHOP AT THE FARM **SHIP TO HOME**

SHOWING ALL 15 RESULTS Default sorting

FILTER BY PRICE

Price: \$0 — \$40 **FILTER**

PRODUCT CATEGORIES

- GIFT CARDS & PACKAGES
- DRY AGED BURGER
- JERKY & BEEF STICKS
- OFFAL
- STEAKS
- ROASTS
- SPECIALTY CUTS

LIMITED CUTS

FEATURED PRODUCTS

- LIVER** \$6.50

<p>Beef Filet (Filet Mignon) \$14.00 – \$18.50 SELECT OPTIONS</p>	<p>Porterhouse Steak \$40.00 READ MORE</p>	<p>T-Bone Steak \$24.00 READ MORE</p>
<p>NY Strip Steak \$19.00 READ MORE</p>	<p>Rib Steak \$37.00 READ MORE</p>	<p>Ribeye (Delmonico) \$22.00 READ MORE</p>

ABOUT BOW CREEK FARM

Beef Perfectly Bred and Raised for Excellence.

As first generation cattle ranchers, our passion for cattle and the beef industry grew over many years. We created Bow Creek Farm Beef to bring an exceptional product to consumers craving high-quality beef. We know what it takes to craft premium beef. Raising superior cattle with a specialized diet in a low-stress environment is the formula we use to provide some of the finest beef available.

Exceptional beef starts with exceptional cattle. For us, that's Red Angus. Like Black Angus, Red Angus are known for high marbling and tenderness carcass traits but also known for their calm disposition, efficiency of weight gain, and calving ease.



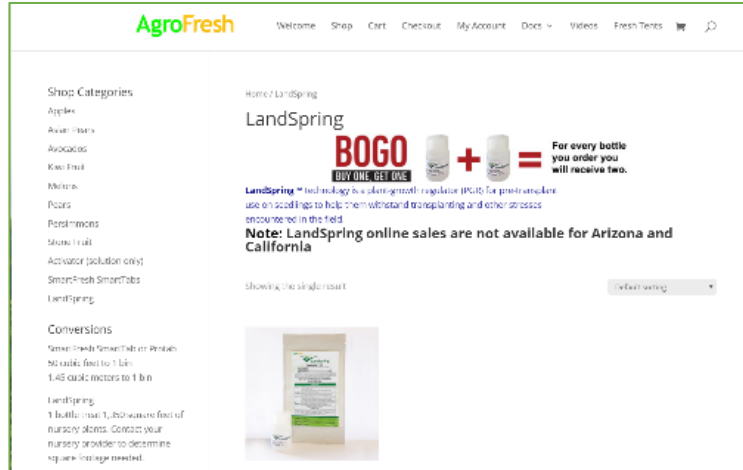
Product Go-To-Market Materials



https://www.youtube.com/watch?v=Ta_GseBHttww

Communicating an existing yet struggling for adoption across several sections of the supply chain.

Product Go-To-Market Materials



Introducing a new product technology to a new market and crop.



1. Support seedling quality through transplant and transport
2. Mitigate the impact of transplant stresses in the field, such as heat, cold, disease, insect damage and more
3. Achieve a healthier and more productive crop

Easy, flexible application with existing plant house equipment.

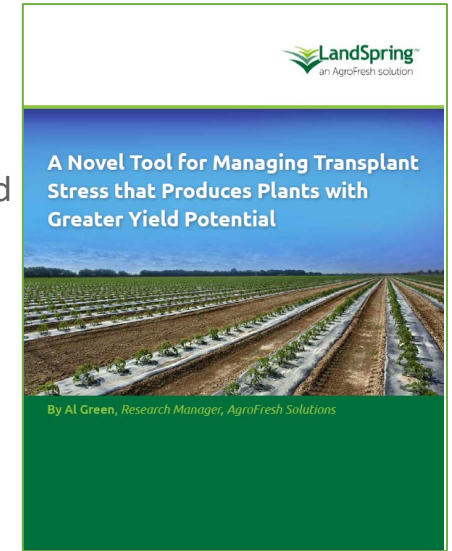
INTRODUCTORY OFFER: Buy One, Get One Free.
Every order. No minimum purchase.

To learn about LandSpring, redeem the BOGO offer, view a live application or get customized pricing, visit LandSpring.info.

Protect against transplant stress and yield loss with LandSpring.



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Product Go-To-Market Materials

Don't Stress Over Your Watermelon Crop.
We've Got Your Seedlings Protected.



LandSpring™
an AgroFresh solution

LandSpring
an AgroFresh solution

LandSpring for Melons

LandSpring helps vulnerable seedlings survive and flourish

AgroFresh

LandSpring
an AgroFresh solution


Contacts:

MARK HOOPER
LandSpring information and custom pricing
markhooper@agrofresh.com
850-750-0628

TIM MALEYTT
LandSpring information and custom pricing
timaleyt@agrofresh.com
267-808-0540

AL GREEN
Technical information and research
algreen@agrofresh.com
515-371-3138

LandSpring info



AgroFresh

Introducing a product to a new market and crop.

LandSpring™
an AgroFresh solution

Stress Protection for Melons

- Better Seedling Survival
- Larger and More Consistent Fruit Set
- Earlier Harvest and Better Quality
- Greater Yield

FASTER ESTABLISHMENT AND VINE COVER



UNTREATED | LANDSPRING™

WATERMELONS - 14 DAYS FROM HARVEST



UNTREATED | LANDSPRING™

Stress Protection for Seedlings

Protect your plants from the predictable stresses of transplant, transport and environmental conditions with LandSpring™. Just one easy application prior to transplanting gives plants a better start with greater yield potential.

- Better Seedling Survival
- Larger and More Consistent Fruit Set
- Earlier Harvest and Better Quality

Visit landspring.com to learn more about plant stress & how to protect your seedlings.

LandSpring
an AgroFresh solution

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LandSpring
an AgroFresh solution

LandSpring promotes faster root and shoot establishment in melons, as evidenced by the watermelon seedlings shown here.

Faster recovery from transplant shock. Cantaloupe Commercial District, Southern Indiana, 1 week after planting.

Better crop establishment and vine cover. Cantaloupe Commercial District, Southern Indiana, 8 weeks after planting.

LandSpring averaged an 8 ton/acre yield increase in Western USA watermelon trials.

LandSpring East Coast testing provided earlier harvest, higher yields, more uniformity and higher quality fruit.

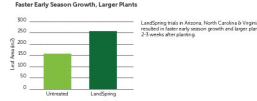
LandSpring benefits watermelons

Watermelon Seedling Survival
LandSpring applied 3 day before transplanting

Temperature (Week After)	Untreated % Mortality	LandSpring % Mortality	% Improvement
70's	6	5	63
80-85	6-75	5	28
85-90	8.5	3.5	59
90's +	13.6	5	64

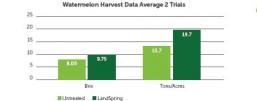
* A 5% reduction in Watermelon Mortality > \$20 value

Faster Early Season Growth, Larger Plants



LandSpring trials in Arizona, North Carolina & Virginia resulted in earlier season growth and larger plants 21 weeks after planting.

Watermelon Harvest Data Average 2 Trials




Yield (Tons/Acre):
Untreated: 8.05
LandSpring: 8.75
Tons/Acre: 13.7
LandSpring: 18.7

AgroFresh

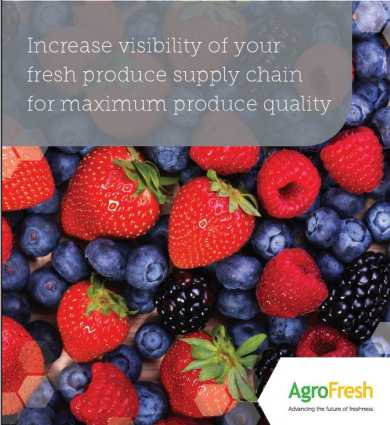
Product Go-To-Market Materials

New product materials to position along current product line and show advancement in technology.



Powered by Verigo™

Increase visibility of your fresh produce supply chain for maximum produce quality



AgroFresh
Advancing the future of freshness

The Problem

As produce moves from farm to store, variations happen. The result? Changes in quality and shelf life that are largely invisible to the supply chain. Over \$35B worth of produce shrink is seen as a cost of doing business. The main culprit is time-temperature exposure, which is invisible to the naked eye until it's too late. When it comes to quality, you can only manage what you measure.



12% losses in the supply chain (vs. 4% harvest loss)

The Solution

You care about the quality of your products. Maximum shelf life and quality are key to satisfying your customers and maintaining a competitive edge. The Pod Quality is the first sensor smart enough to translate recorded conditions into continuous quality insights. Whether you're concerned with cooling time, transit, distribution or sales, Pod Quality provides the actionable information you need to minimize losses in the supply chain and maximize final quality of your products.



FreshCloud Predictive Screening

FRESHCLOUD™ PREDICTIVE SCREENING SAMPLE COLLECTION INSTRUCTIONS

FreshCloud Predictive Screening assesses your block's risk level of disorder at harvest. This test will determine high, medium, or low risk for Soft Scald on your selected Honeycrisp block.

STEP 1: Select Honeycrisp Apples

- Take your sample between 6am – 12pm, before the heat of the day.
- Select 30 blemish free apples, which represent the current harvest, from 4 distinct areas of an individual orchard block (total of 40 apples, 4 replicates).

STEP 2: Prepare Samples Immediately After Sample Selection

- Put on gloves (supplied).
- Take a small 3-inch long pod segment from a random area of the equator of each fruit, and immediately place in the sampling bags (supplied) (10 pods per replicate in each bag). For best sampling, do not lay the apple peels in the sampling bag, without too much overlap.
- Add the extraction buffer (supplied) in vial into the sampling bags with the peel samples.
- Crush the tissue by rolling the sampling bags through a pasta press or with a rolling pin until some juice comes out of the apple seeds.
- Once the tissue is crushed and the buffer and apple juice are mixed, the samples are ready for RNA sampling card application.
- Label the RNA sampling card (supplied) with the orchard name, block name, sample date, and variety (Honeycrisp). Four circles are provided on the card – one for each replicate.
- Take a small volume (0.2-0.2 ml) of the extract with a supplied transfer pipette, and spot onto the center of the circle on the RNA sampling card (one for each replicate). You have enough sample on the card once the extract has migrated beyond the center of the circle. Repeat for each replicate, using a clean pipette for each. Discard the sampling bags of tissue and pipettes in the trash.

STEP 3: List and Seal and Ship

- Leave samples to dry (around 1-2 hours or overnight in standard room temperature) until completely dry. Then place in the supplied re-sealable bag with desiccant gel pouch and seal. For best results, plan to ship samples within 24 hours after sampling.
- Ship samples in the pre-paid FedEx envelope provided to assemble your samples to:

AgroFresh
FreshCloud Predictive Screening Lab
130 Technology Center Way
Wenatchee, WA 98801

Any questions? Contact your AgroFresh representative or visit agrofresh.com/contact-us

FreshCloud Predictive Screening

El módulo de predicción de FreshCloud evalúa el nivel de riesgo de desarrollar enfermedades fúngicas de su área productiva (bloque) al momento de la cosecha. Esta prueba determinará si hay un riesgo alto, medio o bajo de desarrollar "soft scald" en su bloque de manzanas variedad Honeycrisp.

ANÁLISIS PREDICTIVO FRESHCLOUD™ INSTRUCCIONES PARA TOMAR LAS MUESTRAS

MISO 1: Seleccione las manzanas de la variedad Honeycrisp

- Tome la muestra entre las 6 y las 12 a.m., antes de que comencien las horas más calurosas del día.
- Seleccione 30 manzanas sin manchas o defectos ("blemish") aparentes y que sean representativas de la cosecha que se está realizando. Estas manzanas deben ser tomadas de 4 sectores repetitivos distintos del bloque que está evaluando (10 frutos por 4 repeticiones, total 40 frutos por bloque muestral)

MISO 2: Prepare las muestras inmediatamente después de la selección cosecha de día

- Póngase los guantes (que están incluidos).
- Tome un segmento de cáscara de 3 pulgadas de un área cualquiera de la zona ecuatorial de cada fruta. Y colóquelo inmediatamente en la bolsa de muestreo (que se están incluido), colocar 30 trozos de cáscara (3 por fruta) en una bolsa de muestreo (10 trozos de cáscara por bolsa) y aplanar la bolsa por cada una de las 4 repeticiones. Para conseguir una mejor muestra, coloque los trozos de piel bien distribuidos al interior de la bolsa de muestreo evitando la superposición de ellos.
- Agregue el "buffer" de extracción proporcionado en cada una de las ampollas en las bolsas de muestreo que contienen los trozos de cáscara.
- Trase la muestra, haciendo pasar las bolsas de muestreo a través de una prensa de pasta o usando un rodillo. Haga que salga algo de jugo de las semillas.
- Una vez que la muestra se haya triturado, y se ha mezclada el "buffer" y el jugo, las muestras estarán listas para ser depositadas en las tarjetas de muestreo de ARN (que están incluidas).
- Etiquete la tarjeta de muestreo de ARN con el nombre del huerto, el nombre y el número del bloque, la fecha de muestreo y la variedad (Honeycrisp). En cada una de las tarjetas, hay 4 círculos, y cada uno de ellos es para cada una de las 4 repeticiones.
- Tome un pequeño volumen (0.2-0.2 ml) del extracto líquido con la pipeta (que está incluida), y colóquelo en el centro de uno de los círculos de la tarjeta de muestreo de ARN (uno por cada repetición). En la tarjeta habrá muestra suficiente cuando el extracto haya migrado más allá del centro del círculo. Repita para cada una de las 4 repeticiones. Use una pipeta limpia, una vez terminado cada procedimiento, deseché la bolsa de muestreo y las pipetas en la basura.

MISO 3: Deje reposar las tarjetas de muestreo de ARN y realice el envío

- Deje que las tarjetas de muestreo de ARN se sequen libremente y 2 horas o toda la noche a temperatura ambiente hasta que estén completamente secas. Luego colóquelas en la bolsa plástica sellable con gel desecante y cierrela. Para obtener mejores resultados, planifique el envío de las muestras dentro de las 24 horas posteriores al momento de muestreo.
- Envíe las muestras en el sobre pre-pagado. FedEx (incluido) para envíos nocturnos a: AgroFresh, FreshCloud Predictive Screening Lab, 130 Technology Center Way, Wenatchee, WA 98801

¿Tiene alguna pregunta? Llame a su representante local de AgroFresh o visite agrofresh.com/contact-us



How it Works

- Select a Product Life Model
- Input Initial Quality
- Monitor Continuously

Receive Real Time Quality Metrics



Features

ALERTS

Get notified of temperature excursions with email or SMS alerts.

CLOUD ACCESS

All records for your company are stored on a cloud site, access from anywhere with an internet connection.

REPORTS

Get a complete look at your session data with PDF and CSV reports generated with one touch.


PRODUCT LIFE PROFILES

Monitoring a wide range of produce is made easy with access to over 20 default product life profiles, ranging from strawberries to spinach.

FreshCloud Transit Insights
Powered by Verigo™

FreshCloud Predictive Screening

Determine the risk of Soft Scald development on your Honeycrisp



AgroFresh
Advancing the future of freshness

FreshCloud Predictive Screening

SOFT SCALD IN HONEYCRISP

FreshCloud Predictive Screening enables you to predict the risk of soft scald development on your Honeycrisp apples using simple 10 sampling and temperature-controlled methods.

Case Expansion in the Fall

The potential of fall variety are identical, but plants change in response to environmental factors. Environmental changes in late summer and early fall can affect the ripening process and result in a greater soft scald susceptibility in a variety.

How to Use FreshCloud Predictive Screening Results

By analyzing results from the sample of 30 apples from 4 distinct areas of the entire orchard block (total of 40 apples, 4 replicates) you can determine the risk of soft scald development on your Honeycrisp apples. The risk level is determined by the number of soft scalded apples in the 40 apples. Soft scalded apples are those that are soft and have a reddish-brown hue.

Risk Level	Number of Soft Scalded Apples (out of 40)	Color
Low Risk	0-10	Green
Medium Risk	11-20	Yellow
High Risk	21-30	Red
Very High Risk	31-40	Dark Red

All data from FreshCloud Predictive Screening is stored in a secure cloud-based database and is accessible from any device with internet access.

AgroFresh
Advancing the future of freshness

Product Go-To-Market Materials

Responsibility for building and maintaining a business development center concept that supports the area region sales with an integrated regional marketing plan, including strategies and tactics to meet or exceed unit/profit goals for commercial truck accounts.

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 Register Here for a \$500 Discount off an International Truck Purchase

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2010 EMISSIONS CHANGES COMING

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Choose Simplicity

The inventory clearance sale designed for **BOB PELTON**

6.99% FINANCING

10% OFF PARTS

EMISSIONS 2010
MAXXFORCE
 ADVANCED EGR
 Choose Simplicity

The Path to Meeting 2010 Emissions is Clear.
 Navistar's International Truck & Engine and MaxxForce Groups will be holding a 2010 Emission Symposium in your local area. Owners of diesel powered vehicles are all too familiar with change. In 2010, new EPA regulations call for an 83% reduction in NOx (nitrogen oxides), gaseous pollutants formed during diesel combustion. These changes will impact your future purchase decisions for diesel powered trucks, so attend our symposium and make sure you have the knowledge required to make the right decision.

CONTACT YOUR INTERNATIONAL TRUCK SALES REPRESENTATIVE TODAY ABOUT ATTENDING AN EVENT!

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 Manchester, NH 03103
 603-623-8873
www.libertyinternationaltrucks.com

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 INTERNATIONAL TRUCKS

Minuteman Trucks, Inc.
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 Wapone, MA 02081
 508-668-3112
www.minutemantrucks.com

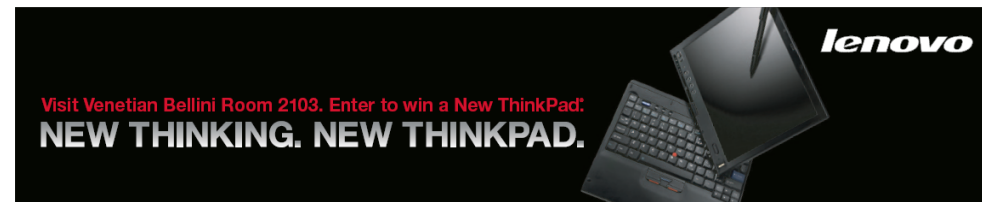
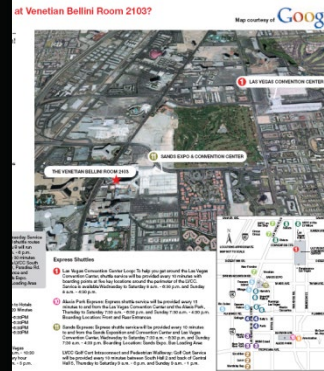
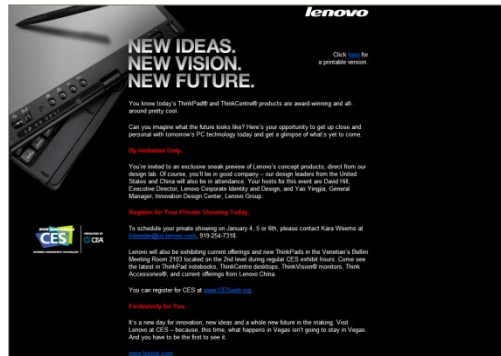
Nutmeg International Trucks, Inc.
 288 Park Street
 West Springfield, MA 01089
 413-782-2181
www.nutmegtrucks.com

Taylor & Lloyd, Inc.
 8 Redwood Avenue
 Bedford, MA 01730
 781-275-9290
www.taylorandlloyd.com

NAVISTAR **MAXXFORCE**

Product Go-To-Market Materials

Create an integrated marketing campaign to maximize Lenovo's CES event presence by designing and implementing pre-event communication campaigns, onsite initiatives (exhibit environment, private customer showings, contests, viral, WOM, guerilla), and post-event lead generation and follow-through.



Brands in Real Life, Real Time

Take products from a static promotion to an experience furthering the brand essence.



Watch the Video: [IGNITE Collegiate Culinary Challenge](#)



Brands in Real Life, Real Time

BRANDS THAT BREATHE

Crafted various live brand interactions from corporate conferences, leadership conclaves, industry expositions, customer immersions...invigorating our clients' essence in memorable, impactful and effective experiences.



IGNITE
COLLEGIATE CHALLENGE

Watch future top chefs in action packed competition!

OCTOBER 18TH
11:45 AM

HIGH RIVER
ANGUS®

DIAMOND REEF
OCEAN PRODUCTS

TIMAC AGRO USA INVITES YOU TO A

PREMIUM WHISKEY TASTING

JULY 17, 2023
5 TO 6 PM

SHERATON DENVER DOWNTOWN HOTEL
2nd Floor - Room details to be communicated closer to event

This is an exclusive by invite only event where guests will enjoy tasting premium whisky selections accompanied with food pairings and gifts.

Please RSVP to dpelon@think3marketing.com by July 13th

Timac AGRO

As I reflect on 2022, the world that comes to mind is... [Text continues]

WELCOME TO PRINCETON 2025

의 자분주

NEW JERSEY

MODERN AESTHETIC

BRITTANY BRAY

Timac AGRO

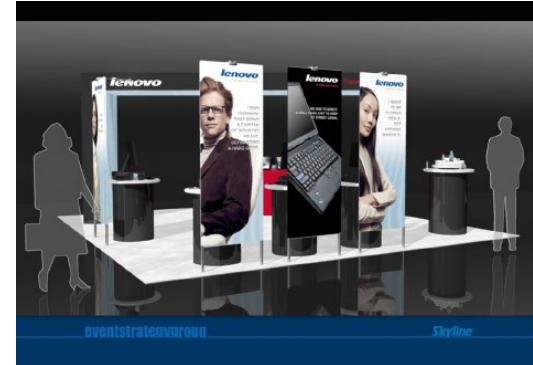
Think Different, Grow Better Turf.

Timac AGRO TURF

We design,...

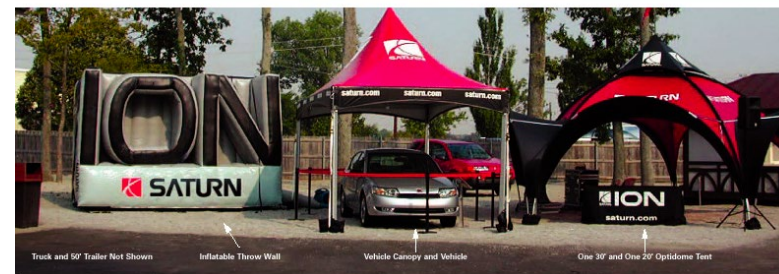
Brands in Real Life, Real Time

To implement an industry event marketing program consisting of tradeshows, hosted events and proprietary customer engagements that embrace the brand and messaging in a variety multi-dimensional environments. Components include physical structures, pre and post communications, on-site marketing tactics, keynote presentations and related collateral.



Brands in real life, real time

Branding and prospect generation via buzz marketing and celebrity association.




Brands in Real Life, Real Time




IMC campaign to launch the Ford Thunderbird. Campaign included Direct Mail of Electronic Media, Headquarter Event and Mystery Ride N Drive.



Media Activation



A Novel Tool for Managing Transplant Stress that Produces Plants with Greater Yield Potential



By AI Green, Research Manager, AgroFresh Solutions

Executive Summary

AgroFresh, a global leader in food quality preservation and freshness solutions, has developed an innovative MCP-based plant stress management technology for transplanted crops that has been proven to support optimal plant health, grow bigger and more marketable produce, and increase yields on average of 15%. The company operates in more than 45 countries and maintains the largest and most comprehensive database of 1-MCP application technical information in the world.

A Look at the Problem

Not matter how healthy and vigorous seedlings are in the plant house, they are vulnerable to harmful, often unpredictable stresses during handling, transportation, transplanting, and after transplanting in the field.

Seedling stress is known to directly and indirectly reduce produce quality, size, and yield. A 5% yield reduction in tomatoes can result in a yield loss of \$1,000 an acre or more. Some of the sources of plant stress and the stages of agriculture in which they occur, are summarized in Table 1.

Handling	Shipping	Transplanting	Field
Contamination			
Movement			
High temperature			
Disorientation/drought			
Low temperature			
Ultraviolet rays			
Insect Feeding			
Wind damage			
Sandblasting			
Soil saturation			
Temperature Change			

Table 1. Sources of plant stress for each stage of seedling establishment.

2 | LandSpring

Study	Location	Findings
CAW11502	North Central Valley California	>48 Total Yield >Marketable Yield >Red Tomatoes >Larger Tomatoes
CAFP1001-7M	Central Valley California	>Less Beech Curly Tip Incidence
BBDR1016-CU	Bangladesh	>Number Fruit >Larger Fruit >Yield
BDJH1501-EP	Bangladesh	>Taller & wider plants 14 DAT >More Fruit >Higher Yield
CAI11601-7M	Central Valley California	>48 Total Yield >Marketable Yield
CASA1001-7M	West Coast California	>Vigor 14 DAT >Height 14 DAT >Flowers >Marketable Yield
FLM14603-7M	Central Florida Greenhouse (Rhinotron)	>Larger Roots 2-0 DAT >Larger Plants 14 DAT
FLM14602-7M	Central Florida, Shipping stress	>Canopy Area 14-28 DAT >Yield
CAR10163-7M	Central Valley California	>Vigor 14 DAT >Flowers >Marketable Yield
AZM1701-MW	SW Arizona	>Larger Plants 14 & 21 DAT >Growth rate 14 & 21 DAT
CAS1011-88	West Coast California Bincooli	>Larger Plants 70 DAT



Figure 3. FL14-0317M - In tomato plants, LandSpring resulted in significantly larger roots, more root branching, and more leaf area.

8 | LandSpring

The journey to longer-lasting freshness



Delivering superior quality produce is the ultimate goal of growers, packers, shippers, exporters, wholesalers and retail marketers. This is particularly true for bananas, which are the most perishable fruit sold by growers. It has always been a challenge to deliver bananas to the consumer at that perfect, yellow color and prevent waste along the way.

Based on all the new insights and their experience, it was clear that implementing cutting edge solutions and innovations in ripening was going to be a challenge, but nevertheless, the AgroFresh team was prepared and motivated to overcome these challenges.

Validating the technology

Once the RipeLock technology was developed to maintain the quality and freshness of bananas, AgroFresh began the testing process with customers to validate the value of the solution and ensure it could deliver the consistent quality and freshness as promised.

Continuing the journey of innovation

AgroFresh started this journey with RipeLock™ on conventional bananas and is now expanding into more global territories and other products found in the produce department. The RipeLock team continues to grow a knowledge base to drive innovation and deliver on the promise to unlock the potential of longer-lasting freshness for retailers and consumers alike. It is an exciting time at AgroFresh with a number of new developments underway. The RipeLock team is appreciative of all the collaboration partners who have joined this journey of thought leadership to deliver fruits that look better, taste better and stay fresh longer.

Where the journey begins

The development of RipeLock™ did not happen overnight. AgroFresh has invested a significant amount of time and energy to understand all aspects of the banana supply chain and the associated challenges to develop a technology empowering its customers to maintain quality, increase value and reduce waste in their banana programs.

9 | AgroFresh



When consumers see bananas in their perfect state...

but were not planning on buying... 86% would buy

and were planning on buying... 96% would buy more

When shopping for bananas:

69% of consumers look at banana color

66% of consumers want fresh bananas

64% of consumers look at banana ripeness

What prevents consumers from buying bananas?

58% look like bananas will spoil soon

57% look old, sitting around

57% too ripe

49% of consumers feel that some stores have better bananas than others.

They buy from that store because:

LOOK FRESHER | PREFERRED RIPENESS | CARRY BETTER PRODUCE OVERALL
LAST LONGER ONCE HOME | TASTE BETTER | FULL & NEAT DISPLAY

10 | AgroFresh

Creation of White Paper content quoting industry experts and validation of testing to further legitimize product performance.

Helping customers increase yield from their cherry crops

Customer: Pappel Premium Fruit Company

Challenge: To increase seasonal production and efficiency through Bing cherry crops.

Solution: Pappel Premium Fruit identified a need for Harvista on 150 acre Bing cherry orchard in Michigan. Pappel Premium Fruit wanted more fruiting, more consistent production, and timely ripening with minimal impact to fruit size.

Bottom Line: Leveraging Harvista to ensure the quantity and quality of Pappel Premium Fruit's Bing cherry crop, they yielded more fruiting, more consistent production, and timely ripening with minimal impact to fruit size.

Increased tonnage. Greater net revenue per acre. With Harvista™ from AgroFresh, Pappel Premium Fruit Company achieved a return on investment of 132% on their Bing cherries.

With approximately 800 acres throughout the North Central Washington region of Washington State, Pappel Premium Fruit Company has consistently grown, packed and shipped quality, sweet-tasting apples, pears, apricots and cherries for over 20 years to a global market. Faced with rapidly increasing expenses, especially the cost of labor, Pappel Premium Fruit was seeking ways to increase revenue. Additionally, they were experiencing inconsistent crops with Bing cherries, as weather fluctuations and varying soil conditions impacted volume and size of the fruit would set. Seeking a means to enhance fruit set, they decided to maximize an opportunity with Harvista Partner, AgroFresh, and run a trial of Harvista on their Bing. Their successful history with Harvista in apple orchards, as well as SmartFresh™ in storage, gave them hope of a positive result.

Understanding that one of the key benefits of Harvista is extending the viability of flowers, allowing extra time for pollination and fruit set, Pappel Premium Fruit dedicated about 20 acres of Bing for the trial. They treated one side of each orchard block with Harvista at 0.5% and 0.6% of full bloom and left the other side untreated. As harvest, they sought out patterns between the treated and untreated trees so that similar sized trees with identical positions, were compared.

"I was skeptical at first, but willing to conduct a trial because of the ongoing positive experience we have with Harvista on our apple crops," said Dave Pappel, Owner, Pappel Premium Fruit. "During the trial, we couldn't visually see a difference on the trees but at harvest, the weight we pulled off was significant. Orchard blocks that don't typically yield very well is where we saw the biggest increase. Then we knew Harvista was going to make a huge difference for us."

"Any initial concerns we may have had about the cost per acre were obliterated by the increase in tonnage we yielded. We averaged 132% ROI on Bing cherries"

11 | AgroFresh

Let's bring greater insight to your operation.

Increased tonnage: little impact on fruit size

The yield results exceeded expectations. The average increase in tonnage across the 3 Bing orchards treated was 64% per acre with an average net increase in revenue of \$3,545.17 per acre. An overall 132% return on investment was achieved with negligible impact on the size of the fruit.

Following the Bing cherry trial, Pappel Premium Fruit conducted a similar trial on the Van potatoes in their Bing block, achieving a 33% increase in yield and 20% ROI.

Looking ahead

"Next season we definitely plan to use Harvista on non-sweet, white varieties and those where we see a light-to-medium harvest. In future years, we'll use it when the weather is not conducive to good pollination," said Dave Pappel.

Results per acre (all Bings)

Tonnage increase: 64%

Net revenue increase: \$3,545.17

Overall ROI: 132%

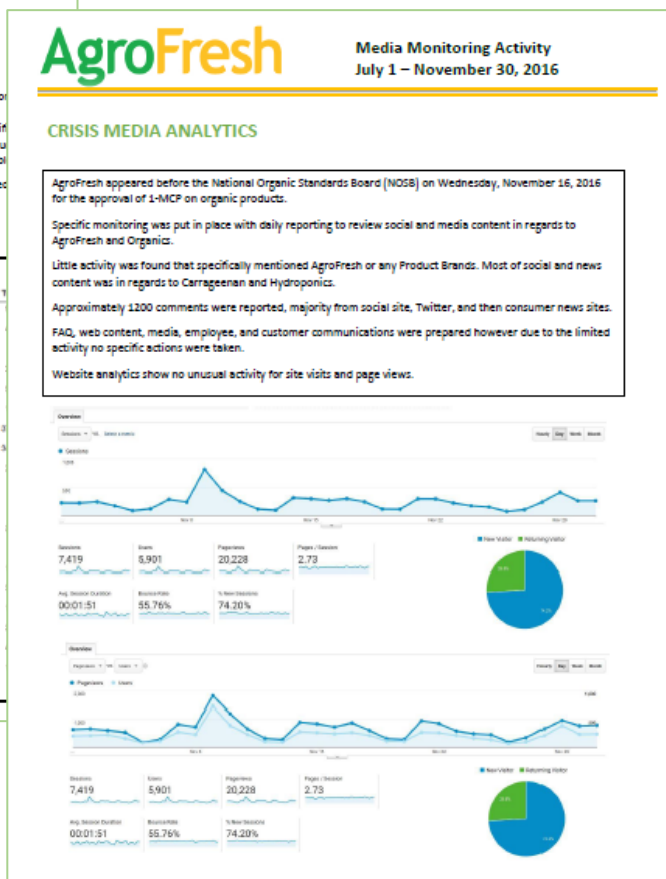
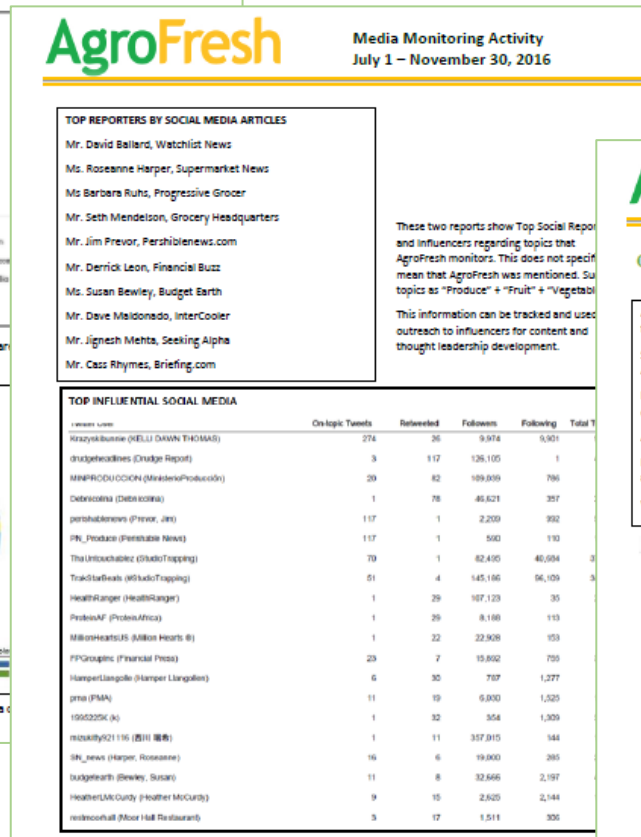
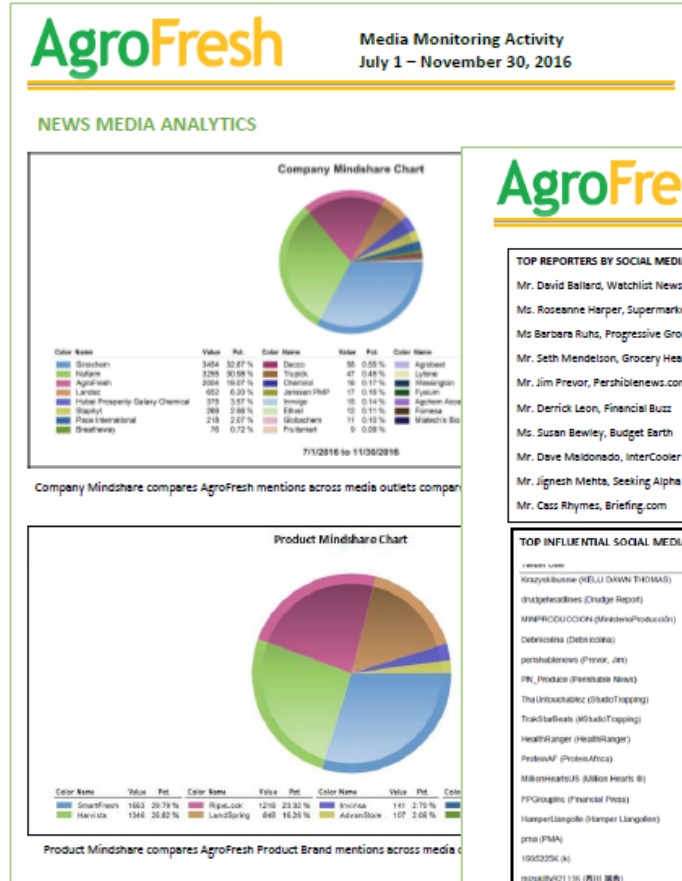
More about SmartFresh solutions

Developed in close collaboration between customers and our teams of senior professionals, entomologists, chemists and physiologists, our SmartFresh solutions are designed to get our unique expertise and knowledge to provide consistent and better value for growers, packers and retailers to maximize the quality and value of their produce.

12 | AgroFresh

Media Activation

Media analysis reporting measuring the impact of specific targeted media activation activities.



Media Activation

Various Press Releases to key media outlets announcing product releases as well as major company endeavors.

FOR IMMEDIATE RELEASE

Turkey grants AgroFresh registration approval for new bioactive™ 1.3 BC technology
 AgroFresh is ready to move forward with additional applications of patented 1-MCP technology in Turkey

Philadelphia, PA, July 18, 2014 – AgroFresh Solutions, Inc. (NASDAQ: AGFS/AGFSW) announced today that it has received approval in Turkey for its new and next-to-apply bioactive™ formulation, and expects apple growers in Turkey to expand their use of bioactive technology to obtain better crop quality, reduce loss, and improve yield margins. The patented bioactive technology is based on the active ingredient, methylcyclopropane (1-MCP), which inhibits ethylene recognition in fruit, allowing for superior fruit quality and improved value from harvest to storage.

bioactive is a pre-harvest application of 1-MCP that provides growers in Turkey a competitive edge by helping them harvest the highest quality fruit at its optimal color and size, to achieve greater revenue and a more profitable operation on a wider basis.

"This is an important formulation approval for AgroFresh and it is another key milestone for us to increase the number of hectares that growers treat with bioactive globally," said Peter Mészáros, Vice President of the EMEA Region for AgroFresh. "The newly approved bioactive formulation is easier to mix and apply, and it enables our customers to enjoy the benefits of better quality apples that they can sell at higher prices."

AgroFresh has employed a new fleet of sprayers in Turkey that will successfully spray the new bioactive formulation in the orchards. The delivery system includes a fleet of customized tractor-guided orchard sprayers for service providers to apply the bioactive technology and provide a higher level of customer care.

For more information, visit AgroFresh.com or contact your local AgroFresh representative.

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About AgroFresh
 AgroFresh Solutions, Inc. (NASDAQ: AGFS/AGFSW) is a global horticultural produce industry leader, providing a portfolio of innovative products and specialty services to

maintain the freshness, quality and value of fresh produce and flowers. Its core products include bioactive™, the proven post-harvest freshness protection technology for produce; bioactive, the advanced pre-harvest technology for apples and pears; and RiceLock™, the innovative post-harvest quality system for bananas. AgroFresh currently operates commercially in more than 40 countries and employs more than 170 people worldwide. For more information, visit www.AgroFresh.com.

Forward-Looking Statements

In addition to historical information, this release may contain "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. All statements, other than statements of historical facts, included in this release that address activities, events or developments that the Company expects or anticipates will or may occur in the future are forward-looking statements and are identified with, but not limited to, words such as "anticipate", "believe", "expect", "estimate", "plan", "outlook", and "project" and other similar expressions (or the negative versions or such words or expressions). Forward-looking statements include, without limitation, information concerning the Company's possible or assumed future results of operations, including all statements regarding anticipated future growth, adoption of the Company's products, business strategies, competitive position, industry environment, potential growth opportunities and the effects of regulation. These statements are based on management's current expectations and beliefs, as well as a ~~group~~ of assumptions concerning future events. Such forward-looking statements are subject to known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside the Company's management's control that could cause actual results to differ materially from the results discussed in the forward-looking statements. These risks include, without limitation, the risk of increased competition; the ability of the business to grow and manage growth profitably; changes in applicable laws or regulations; and the possibility that the company may be adversely affected by other economic, business, and/or competitive factors. Additional risks and uncertainties are identified and discussed in the Company's filings with the SEC, which are available at the SEC's website at www.sec.gov.

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 For AgroFresh Solutions, Inc.
 Donna Grimes
 AgroFresh Solutions, Inc.
 +1 610-244-6695
DAQ@www.agrofresh.com

Clean Water Environmental

FOR IMMEDIATE RELEASE

New Ownership and Management for Clean Water Ltd.

Clean Water Environmental, an affiliate of Hunting Dog Capital LLC, has acquired substantially all the assets and operations of Clean Water Ltd.

COLUMBUS, OH, September 19, 2017: Effective September 18, 2017, Clean Water Ltd. exited receivership with substantially all assets and operations transferred to Clean Water Environmental, an affiliate of Hunting Dog Capital LLC. Clean Water Environmental emerges from Clean Water Ltd.'s receivership where the company has had the time and resources to restructure and reinvigorate its operations. As part of its restructuring initiative, new management has been put in place and operational procedures have been audited, assessed and enhanced for adherence to compliance

NewsWire Analytics Report

NewsWire Analytics Announces Appointment of New President

Released Tuesday, September 5, 2017 08:00 AM EDT
 NewsWire Analytics from September 5, 2017
www.news-wire.com

Distribution

The Distribution reports provide a listing of the publications that you selected for your release. This includes high-level details on a number of the members of your release, including the industry, email, phone, and your own email. You can also see the list of all the publications that you selected for your release.

Views

The Views reports illustrate the number of views your release received as a part of sending it. This includes any social sharing activity, which can be tracked with the help of your release, and other activities like sharing of the email, printing the release, or viewing a text of your company release.

Engagement

The Engagement reports show what problems with your release as a part of sending it. This includes any social sharing activity, which can be tracked with the help of your release, and other activities like sharing of the email, printing the release, or viewing a text of your company release.

Distribution

Mail Tool	Total Potential Recipients	Total	Delivered
Outlook	12,480,000		
markets.park.com		8,168,855	
MarketWatch		1,345,031	
Star Tribune		352,000	
markets.and.com		226,000	
Arizona Republic		126,519	
The Sacramento Bee		106,174	
Kansas City		147,824	
france.presse.com		142,537	
markets.port.globe.com		142,512	

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Corporate Communications

Create a Global Sales & Marketing Conference to roll-out a new leadership platform. Included branding, message creation, presentation development, team building and event logistics.



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Corporate Communications



How We Lead

- Continual investment in research and development.
- Targeting markets of value and volume.
- Maximizing growers' pack-out volumes.
- Unique packaging systems for premium retailing.
- Advisory on fruit storage potential.
- Addressing important supply chain points of food loss.

Balancing the Equation of Food Security

How Will the World Feed 9 Billion People by 2050?

Our global food system is facing a crisis. One third of the world's available food either spoils or is thrown away before it ever reaches a plate, while 1.2 billion people go to bed hungry or undernourished.

- 1.3 Billion Tons**
1.3 billion tons of food is wasted or lost each year. This represents 340 pounds of food lost or wasted for every person on the planet.
- 1.6 Billion People**
Perfectly consumable food that either spoils or gets thrown away could feed 1.6 billion more people each year.
- \$1 Trillion**
The retail value of lost and wasted food costs the global economy more than the combined 2015 profits of the Fortune 500.

Loss And Waste; They Are Different

2/3 Post-Harvest Loss
Loss occurs at the front of the food chain—when food rots in fields, or is lost as a result of poor transportation networks, or spoils in markets that lack proper storage and preservation equipment and practices.

1/3 Consumer Waste
Waste occurs toward the back end of the food chain, where consumers buy too much and throw away excess food.

Proprietary Solutions to Address Food Waste & Loss

Loss and Waste by Weight

1.3 Billion Total Tons

Fruits & Vegetables	44%
Roots & Tubers	20%
Cereals	19%
Milk	8%
Meat	4%
Oilseeds & Pulses	3%
Fish & Seafood	2%

Food Waste by Category

Bagged Salad	68%
Bread	48%
Apples	40%
Grapes	24%
Bananas	20%

Source: World Resources Institute, June 2013. Source: Tesco consumer survey, October 2013.

Use of Proprietary 1-MCP Technology Expanding

1-MCP Underpins Five Product Offerings that Drive Growth

	CURRENT PORTFOLIO		NEW PRODUCT LAUNCHES		
Product	SmartFresh	Harvista	RipeLock	AdvanStore	Landspring
Function	Maintain fruit quality post-harvest during storage and transport	Pre-harvest application to maximize peak ripening, fruit quality and harvest management	Regulates banana ripening, benefiting retailers and consumers	Proprietary sensor technology and analytics to optimize fruit storage	Improves seeding vigor and produce yields
Key Markets	Apples, pears	Apples, pears	Bananas	Apples, pears	Tomatoes, peppers
Status	Market leader	Launching in four countries in 2016	Product trials under way with key customers	Prototype scheduled for Q3 introduction	Announced in July, initial sales August 2016



Important Supply Chain Points of Food Loss

Product Category	Company	Loss %	Reduction %
Fruit & Veg	Harvista	44%	20%
	SmartFresh	44%	20%
Fruit & Veg	AdvanStore	20%	10%
	RipeLock	20%	10%
Bananas	RipeLock	20%	10%
	AdvanStore	20%	10%



Company brochure outlining positioning and product overview.

Corporate Communications

AgroFresh
Advancing the Future of Freshness

2017 Annual Report

Experience AgroFresh

Imagine a world with less food loss. New ways to safeguard freshness and quality from the packing line all the way to the retail display. And even more bountiful produce options for consumers. This is the world of Smarter Freshness from AgroFresh—the new range of integrated solutions that combine deep industry knowledge, technical expertise and data analytics to advance produce freshness and quality across the value chain, and around the world.

2017 Highlights

- AUGUST 2017**
August 2017 marked the launch of the newest addition to the AgroFresh portfolio, ActiMist: a fogable fungicide delivery platform that provides multiple benefits over treatment offerings and enhances our SmartFresh™ Quality System. The addition of ActiMist to the completed service platform of SmartFresh, Harvista, and ActiStore™ monitoring technology provides our customers with a comprehensive, unparalleled food preservation solution.
- OCTOBER 2017**
In October 2017 AgroFresh reached a commercial agreement with Hiy Food Stores for Ripelock to be used on Behnd bananas in 240 locations. Additionally, numerous trials with significant results were launched in North America and Europe, with results expected to be realized in 2018.
- DECEMBER 2017**
AgroFresh acquired a controlling interest in TECNIDEX in December 2017 — a leading provider of post-harvest fungicides, waxes, coatings and bioactives for the global market. TECNIDEX will operate as AgroFresh's new citrus division, thereby expanding our post-harvest presence, and increasing our penetration of the produce market in southern Europe, Latin America and Africa, while supporting our corporate mission to reduce global food loss. Integration efforts are progressing well and the passion the agency TECNIDEX team brings is exciting.
- DECEMBER 2017**
Also in December 2017 AgroFresh purchased an approximately 15% ownership stake in, and entered into a commercial agreement with, Food Freshness Technology Holdings Limited (FFT), provider of the award-winning iFresh® freshness services. This allows AgroFresh access to ground-breaking preservation technologies for high value crops, such as berries, stone fruit, avocados, and cherries, as well as unique collaborations that we expect will accelerate our retail growth strategy.

In Passionate Pursuit of Food Quality Preservation and Reduction of Global Food Loss

Our diverse team of plant scientists, sales and marketing, technology and data experts are wholly dedicated to **advancing the future of freshness** in unique and unprecedented ways to improve the success of every vital link in the produce value chain. By empowering the industry to predict and improve produce freshness and quality, we're helping to reduce waste and maximize food safety on a global level. Our commitment to geographic expansion is fueled by our dedication to serve our global and on-line produce customers. Our key differentiator for us that attracts a wide range of technology partners looking for a path to market. By improving produce freshness, quality, safety and sustainability, we support the right of a growing population in all corners of the world to eat healthy produce that tastes delicious.

A Global Franchise

- 284 Employees
- Operations in 45 countries
- Approximately 3,200 direct customers
- 25,000+ storage rooms serviced worldwide

41% increase in sales
35% increase in revenue
24% increase in profit

Global HQ (USA) R&D Centers (USA, Europe, Asia) Commercial Teams (Global)

Our Unique Comprehensive Approach

As one of the only companies that can serve the entire value chain, AgroFresh brings a comprehensive perspective to every customer, as well as the industry, while being able to identify innovation/monetization opportunities, partner prospects and expansion possibilities to future customers, regions and commodities.

PRE-HARVEST	POST-HARVEST	RETAIL	CONSUMER
<p>Enhanced crop value, expanded harvest window and reduced labor allow growers to maximize their investments.</p> <ul style="list-style-type: none"> Harvista (Arysto) - Harvest protection to maximize yield, quality and harvest management. LandSpring (Arysto) - Higher resolution rates and precise yield on par. 	<p>Sustained fruit quality during storage and transport enhance delivery of fresh, quality produce to grower, retailer, and consumer.</p> <ul style="list-style-type: none"> SmartFresh (Arysto) - Proven post-harvest fungicide and ethylene inhibitor for multiple produce types. ActiStore (Arysto) - Keep berries and plants fresh from the field through shipping and distribution. ActiMist (Arysto) - Fungicide delivery made easy with the fogging solution. TECNIDEX (Arysto) - Proprietary sensor technology and analytics to optimize fruit storage conditions. 	<p>Maintaining optimal freshness supports delivery of quality produce to a growing population in the corner of the world.</p> <ul style="list-style-type: none"> Ripelock (Arysto) - Optimize banana ripening, benefiting retailers and consumers. iFresh! (Arysto) - Active sensing, 24/7 remote, natural ripening gases, protecting the environment around produce. 	<p>Expanded freshness solutions enable retailers to deliver healthy, great tasting fruit to their customers, while changing loyalty and increased sales.</p> <ul style="list-style-type: none"> Ripelock (Arysto) - Provides up to 4-6 days of shelf life. iFresh! (Arysto) - The first commercial to protect produce at home, so consumers enjoy optimal quality, flavor, and less waste.

Benefits at Every Touchpoint

STORAGE	PACKING/DISTRIBUTION	RETAIL	CONSUMER
<ul style="list-style-type: none"> • Maximize freshness • Add freshness appearance 	<ul style="list-style-type: none"> • Improve pack-out • Open larger distance markets • Increase consumer appeal 	<ul style="list-style-type: none"> • Better appearance, improved ripen experience • Reduce shrinkage • Increase consumer appeal 	<ul style="list-style-type: none"> • Extend produce shelf life

Crop Diversification is Key

As the global leaders who help turn the seasonal apple business into a year-round industry, AgroFresh brings an unparalleled perspective and technical expertise that go beyond I-94 and support the growth of the industry. And now we're building on this success by understanding to deliver a full range of offerings across pre-harvest, post-harvest and retail applications for a wider variety of produce categories.

To expand our portfolio of integrated freshness solutions and expand our global footprint, we are always looking for new innovation advancements and partnerships that go beyond I-94 and support the growth of the industry. And now we're building on this success by understanding to deliver a full range of offerings across pre-harvest, post-harvest and retail applications for a wider variety of produce categories.

2017 HIGHLIGHTS

- Percentage of business from apples comprised less than 80% of total revenue for the first time in AgroFresh history
- Strong SmartFresh growth in packs (45%), as well as partnerships in Spain
- Received U.S. registration for Harvista use on cherries
- AgroFresh's first acquisition, TECNIDEX, helps us to critical, complex 12% of our sales

- Secured Ripelock trials on bananas with leading global retailers and achieved 11% increase in 2017
- 250,000 grower
- Reached an innovative agreement with Food Freshness Technologies to bring solutions for crops such as stone fruit and berries

Products/Solutions Diversification

Waxes & Other Non-Chemicals Post-Harvest Solutions
Detergents & Disinfectants

Crop Diversification

Year	Apples (%)	Other Crops (%)
2014	88%	12%
2017	83%	17%
2018 (projected)	71%	29%

Annual report wrap that communicates key figures.

Corporate Communications



Dear Shareholders,

2017 was a pivotal year for AgroFresh, as we continued to strengthen our core franchise in the face of difficult weather and market dynamics, while shifting focus and resources toward diversification and growth. After a few challenging years, results throughout 2017 consistently demonstrated the strength of the AgroFresh franchise. The cash we are generating, as well as our strong gross margins, are clear indicators of our financial health. This has enabled us to adapt to volatility in both the timing of the harvest and the size of the apple crop across the Northern Hemisphere to drive improvements across our profitability measures. Having enhanced our overall service offering, expanded into new crops and increased our global penetration of core crops, we successfully stabilized SmartFresh™ performance this year as the key to a solid foundation that will support our strategic growth initiatives.

Our growth platforms continue to gain traction. The ongoing success of Havista™ and the addition of a new signature RipeLock™ client in the retail food distribution market, along with other promising, ongoing RipeLock retail trials, are extremely encouraging. AgroFresh entered a new category, fungicides, with the launch of the ActiMist™ platform, continuing to bring innovation to our customers. The acquisition of Tecnidex in Q4 furthers our crop diversification with citrus capabilities, drives geographic growth and enables us to serve our customers with waxes, coatings, sanitizers and fungicides. Our investment in Food Freshness Technology Holdings Limited (FFT) gives us access to a new technology offering for high value crops such as berries, stone fruit, avocados and cherries. We also expect this relationship to accelerate our penetration of food freshness solutions for retail.

Efficiency continues to improve as well. We took another step toward independence from Dow by moving off of their IT platform and toward the development of a new SAP system and infrastructure that better suits our needs. We effectively moved R&D from Dow's facility to a newly developed innovation park that will showcase our technology and provide room for technological growth with new acquisitions.

The success we have achieved in reducing our sensitivity to end market volatility and delivering stable results, as well as in the evolution of our organization, is significant. As we head into 2018, we believe that we are poised to continue to successfully deliver on our growth strategy, develop more solutions for existing customers, drive crop diversification and enhance commercial offerings. With talent, passion and dedication, we intend to persistently strengthen our leadership position in food quality preservation and the reduction of food loss throughout the value chain and around the world.



Jordi Ferre
CEO

Executive communication to key stakeholders on the direction of the company.

Corporate Communications



Fresh Connections



AGROFRESH RESTRICTED - For internal distribution only.

Leadership Message

By Alastair Hill, NAR Commercial Director

We are seeing exciting initiatives with Harvista™, AdvanStore™ and ActiMist™ this year. Here's a quick overview on the highlights:

Harvista: Creation of Application "Kits" Leads to Increased Acceptance by Growers


Last year, Harvista ground applications required AgroFresh owned sprayers using cartridges that led to significant issues during application. This challenge led the team to develop a new, flexible application option that allows growers to self-apply Harvista via customized kits that are used with growers' existing equipment.

Kits were developed for each of the four major equipment brands used in the orchards. Each kit includes a tank, pump, piping, valve and calibration tools (like a scale). The kits were sold to growers in the Eastern U.S. and provided as added value with a certain volume commitment in the Western U.S. In all, 140 kits have been installed to date in North America on customer owned sprayers.

This is a big step toward growth for Harvista. Now that growers have the flexibility to time Harvista application for best results and to meet the needs of their operations, we have seen an increase in grower applied acres. Our customers are now gaining more experience and independence with Harvista. We are successfully building capability in the marketplace for use of our product and improving profitability.



Turbomist Sprayer with Harvista Kit




Exciting Agreements Reached at Asia Fruit Logistica

Earlier this month, AgroFresh attended Asia Fruit Logistica in Hong Kong to review business strategies in the region, meet with key customers and evaluate the technologies that were on exhibition. Representatives from AgroFresh included Jordi Ferre, Matt Yun, Xisheng Sun, Dai Yue, Nicholas Sanders and Jane Turner, in addition to our new Commercial Manager for Japan, Masami Shinozaki.

Asia is a very important growth market for Australia and New Zealand, with 40% of NZ apple exports destined for Asia and the Far Eastern markets. Key highlights from the conference include:


- Jordi and the Asia team met with President Mr. Qi Feng of Qi Feng Fruit, one of the most influential kiwifruit companies in China. Their storage volume this year can reach 20,000 tons. During the meeting, AgroFresh and Qi Feng agreed to launch a joint program to vastly enhance the links between fruit quality and SmartFresh treatment methodology.
- The team also met with the Head of Fruits & Vegetables at Bigbasket, Mr. Mittal, Vijul. Bigbasket is providing the first comprehensive online grocery to major cities in India with over 18,000 products and 1,000 brands listed online. During the meeting, Bigbasket agreed to test several of our technologies, including Ripelock™, on a range of fruits.



Retail Partnership with Pagoda

The most significant event for AgroFresh was the signing of the Memorandum of Understanding with Pagoda at their supplier meeting celebrating 15 years. Jordi and the chairman of Pagoda, Yu Huiyong, agreed to jointly set up a post harvest processing center for fruit in China. This partnership with a retailer is an exciting first for AgroFresh! Both parties will devote resources to examine the issues with post-harvest fruit processing in order to reduce the damage done to fruit during transportation and storage, and better guarantee freshness and quality. This event raises the global profile for AgroFresh and with supplying companies to Pagoda, and opens the door for future cooperation and joint development of market opportunities between the two companies.

To learn more about AgroFresh's partnership with Pagoda, [click here](#).



2017 Apple Crop Outlook Highlights Small Fruits Size

As a Platinum sponsor of U.S. Apple's Crop Outlook & Marketing Conference, AgroFresh was involved in the development of U.S. Apple's 2017 Outlook. Domestic crop size is forecasted as follows:

- Eastern U.S.: up 6% vs. last year; up 1% above 5 year average
- Midwest U.S.: Midwest crop is down 23%; pack out will be 5-10% lower than normal for Gala and Honeycrisp due to quality issues due to frost, rust or russeting
- Western U.S.: down 9% from last year but packed boxes will be about the same as last year. The key concern is fruit size.

We also participated in the U.S. Apple Board Dinner, where Alastair Hill gave short remarks highlighting our commitment to the industry, our research and thanking them for their support. Other attendees at U.S. Apple from AgroFresh included Greg Lyons, Stacy Young and Heidi Devey.

To learn more about U.S. Apple, visit [usaapple.org](#).

AgroFresh's Donation Match Program Benefits Hurricane Victims


To support relief efforts for Hurricanes Harvey and Irma, AgroFresh conducted a donation match program, collectively raising \$2,540. From August 31st through September 12th, employees donated funds to the charities of their choice, totaling \$1,320. At the close of the donation window, AgroFresh matched the \$1,320 employee contributions with a corporate donation to the American Red Cross to benefit the hurricane victims.

To make additional donations to the American Red Cross, visit: <https://www.redcross.org/donate/donations>.

AgroFresh R&D to Relocate to State of the Art Facility

All AgroFresh colleagues from Chemistry Support, Formulation, Regulatory Science and Manufacturing are moving from Dow's facility in Collegeville to a newly developed innovation park in Spring House, PA. The university-affiliated Spring House Innovation Park is a 600,000 square foot campus consisting of "first class" office, lab and production space designed for excellence in innovation and advanced production, and as a center for business and commercialization. This new location will allow us to continue to support our existing business, as well as provide room for technological growth with any new business acquired by AgroFresh. Additionally, the facility will have a showcase for our technology to be shared with customers, partners and potential investors. The goal is to relocate by the end of 2017.

To learn more about the Spring House Innovation Park, [click here](#).



Kudos

Kudos to the Treasury Team

- from Kathy Harper
Kudos to Craig Cunningham, Flor Suarez Delmas, and Helene Buet for recently serving AgroFresh \$77K Euro by identifying a vendor payment that had been incorrectly registered twice. Their consistent diligence with regards to the oversight of AgroFresh's accounts payable is a huge benefit to our organization and very much appreciated!

Kudos to Trish Wyler, Stacy Bannon and Marcie Chandler

- from Tam Maloyft
Kudos go out to Trish Wyler, Stacy Bannon and Marcie Chandler for lots of patience and extra effort to get out a significant Del Norte LandSparing order before the end of the quarter. Thanks, Ladies, your help in making this happen was greatly appreciated.

Kudos to these Harvista Folks

- from Alastair Hill
Kudos to Mark Zematis, Nicholas Michalisin, Jim Daniels, Keith Culver, Julio Cruz, Bernabe Olivera, Javier Gonzalez and Felix Ocampo for being instrumental with customer installations of the new Harvista kits.

Kudos to the AdvanStore Team

- from Alastair Hill and Dan Mactean
Kudos to Dana Fusibion, Matt Wight, Nate Reed, Jose Mendoza, Brad Tukey, Mark Tintor and Juvenal Morfin for their efforts in achieving our AdvanStore success to date.

Kudos to the ActiMist Team

- from Alastair Hill and Dan Mactean
Kudos to Deric Nelson, Dana Fusibion, Thomas Marry, Juvenal Morfin, Brad Newman, Javier Gonzalez, Felix Ocampo, Jose Hernandez, Eric Dattel and Gero Bergk for their amazing contributions to the launch of ActiMist.

Kudos to Emily Bautista-Herd

- from Alastair Hill
I would like to give kudos to Emily Bautista-Herd for successfully getting 100% of the ActiMist business at Honeybear and Big River. These were our first commercial ActiMist rooms and have put us on a great path towards success.

Kudos to Mina Thomas

- from Ann Beaulieu
I would like to acknowledge Mina Thomas for his leadership in getting a signed lease at the new research site in Spring House, PA. Mina's experience drove the negotiation, leveraging his knowledge of real estate transactions and making sure that AgroFresh is well positioned as a tenant in the newly developed innovation park. Mina made sure all the right people within AgroFresh reviewed their respective sections and provided input. Mina also brought in a talented external attorney so that the turn on each version of the lease was rapid and thorough. The end result is a lease that allows AgroFresh to relocate from Dow's site to a new, collaborative campus designed for technology based companies like AgroFresh, as well as entrepreneurs and university researchers. Thanks, Mina.

Kudos to Sabrina Petovic

- from Jean-Christophe Lefevre
I would like to jump on the opportunity to recognize Ms. Sabrina Petovic from the European CSR team. Sabrina demonstrates a strong customer orientation while, at the same time, a lot of patience facing the Kam's. She is making a strong and efficient link between Finance's guidelines and deadlines and business needs from the ground which are not always easy to handle. The French commercial team appreciates her behavior, she took a few days of her busy time to meet customers and SP with us in order to better understand 'what's behind She is part of our success!

Global employee Newsletter to inform, engage and recognize

Corporate Communications

The collage displays five overlapping screenshots of the Home Town Motors website, showcasing branding and user experience improvements:

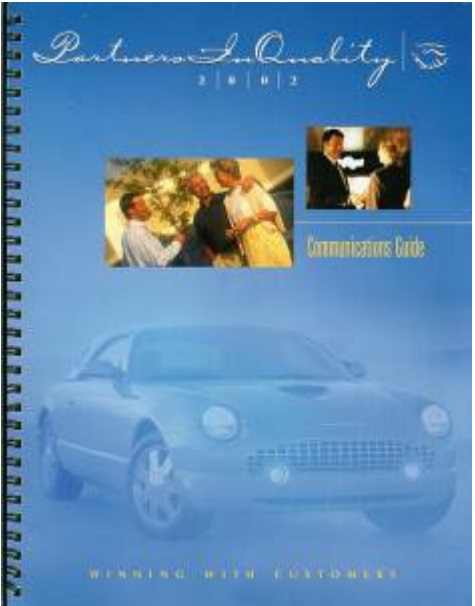
- Top Left Screenshot:** Features a navigation bar with links: Home, New Vehicles, Pre-Owned, Finance, Services, Special Offers, Fleet, Related Links. A main banner promotes a 2001 Escape with the text: "Stop into Home Town Motors today and drive away with a red hot 2001 Escape deal! Four great reasons to stop in today." A sidebar on the left includes "About Us", "Directions", "Hours", and "Contact Us".
- Top Middle Screenshot:** Promotes a 2003 Expedition with the text: "Stop into Home Town Motors today and drive away with a red hot 2003 Expedition deal!".
- Middle Screenshot:** Promotes a 2003 Expedition with the text: "Stop into Home Town Motors today and drive away with a red hot 2003 Expedition deal!". It includes a sidebar with "About Us", "Locate Us", "Hours", and "Contact Us".
- Bottom Middle Screenshot:** Promotes a Mustang with the text: "Stop into Home Town Motors today and drive away with a red hot 2003 Expedition deal!". It lists "Four great reasons to stop in today":
 - \$19,995
 - 1.9% APR
 - \$600 Cash Back
 - Over 40 Expeditions In Stock!It also includes a sidebar with "About Us", "Locate Us", "Hours", and "Contact Us".
- Bottom Right Screenshot:** Promotes a 2003 Expedition with the text: "Stop into Home Town Motors today and drive away with a red hot 2003 Expedition deal!". It lists "Four great reasons to stop in today":
 - \$19,995
 - 1.9% APR
 - \$600 Cash Back
 - Over 40 Expeditions In Stock!It includes a sidebar with "About Us", "Locate Us", "Hours", and "Contact Us".

Additional elements visible in the screenshots include the Ford logo, navigation menus, and promotional banners for "New Explorer" and "Deal of the Week".

Increase branding efforts via e-tools and improve end user experience.

Corporate Communications

Incentive program based upon performance and learning objectives. Program culminates with a luxury event location. To produce an environment where channel interacts, is rewarded and motivated to continue performance.



Professional Experience

GREAT NEWS!

Super Duty F-Series—What You Need!

Ford Super Duty F-250–550 Series—Evolutionary Ford Tough Design Plus...over \$1,000 in options at no extra charge

Now through December 31, 1999, the truck that gives you maximum bang for the buck is here. And Super Duty's 7.3L Power Stroke™ Turbo Diesel 441-hp engine is the largest diesel engine available in the segment with unlimited horsepower and lock-to-lock torque.

Now through December 31, 1999, the truck that gives you maximum bang for the buck is here. And Super Duty's 7.3L Power Stroke™ Turbo Diesel 441-hp engine is the largest diesel engine available in the segment with unlimited horsepower and lock-to-lock torque.

The "no extra charge" NLT Upgrade Package includes over 1000 features:

- Running boards
- Premium electronic AM/FM stereo/cassette/CD with digital clock
- Power windows
- Sliding rear window
- Full-sized white vinyl all-terrain tire*

Remember... whoever said "You'll never drive an F-Series."

*Full-size all-terrain tire available for an extra charge. See dealer for details.

Role: Marketing Manager, Carlson

Client: Ford Motor Company

Audience: Consumer- prospect & owner

Goal: IMC campaign targeted to current aged-owners and new prospects to re-purchase or newly purchase the newly launched Super Duty Ford Truck. Campaign included Direct Mail, Dealer Communications, Truck Stops Here Tour. Incentive offer was used to generate leads as well as promotional co-branded offer.

POWER

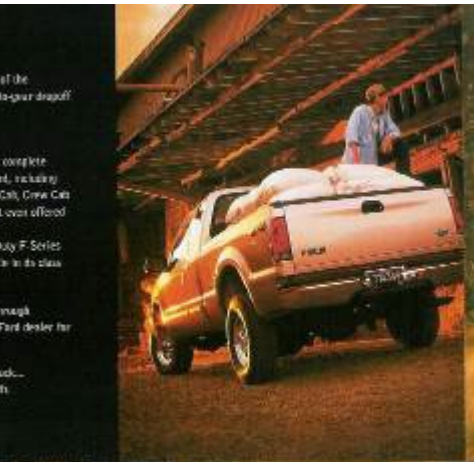
...of the
...gear dragoff

...complete,
...including
...Cats, Drive Cats
...Level offered

...Super Duty F-Series
...in its class

...through
...Ford dealer for

...ed...
...th.



Super Duty F-Series—What You Need!

...Series has long been America's working-class hero. That's because when it comes to getting the job done, there's no other measure of the winning power of a truck. And Super Duty's 7.3L Power Stroke™ turbo diesel 441-hp engine is the largest diesel engine available in the segment with unparalleled horsepower and lock-to-lock torque.

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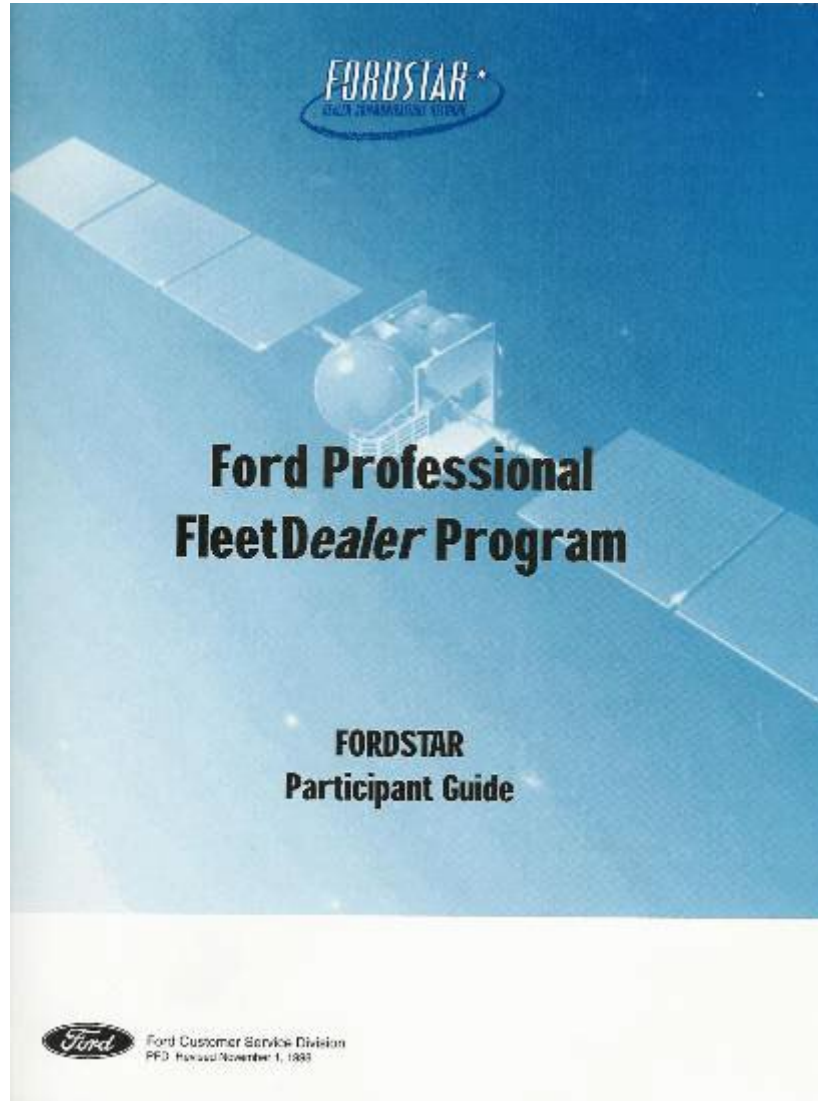
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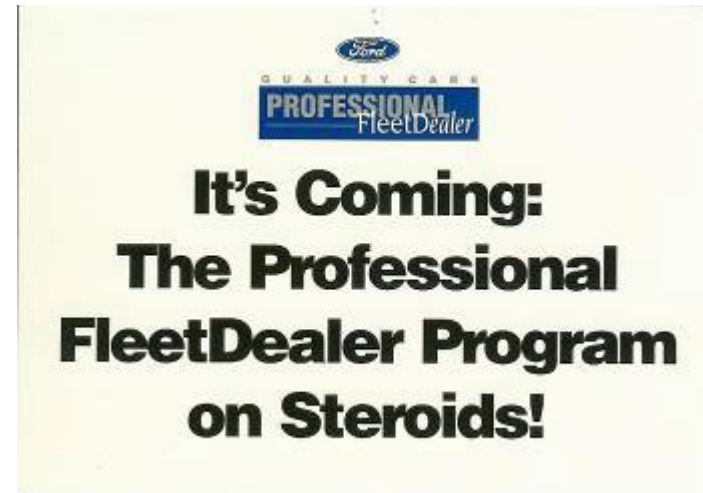
*Full-size all-terrain tire available for an extra charge. See dealer for details.

...through a standard 6-speed manual overdrive

Corporate Communications

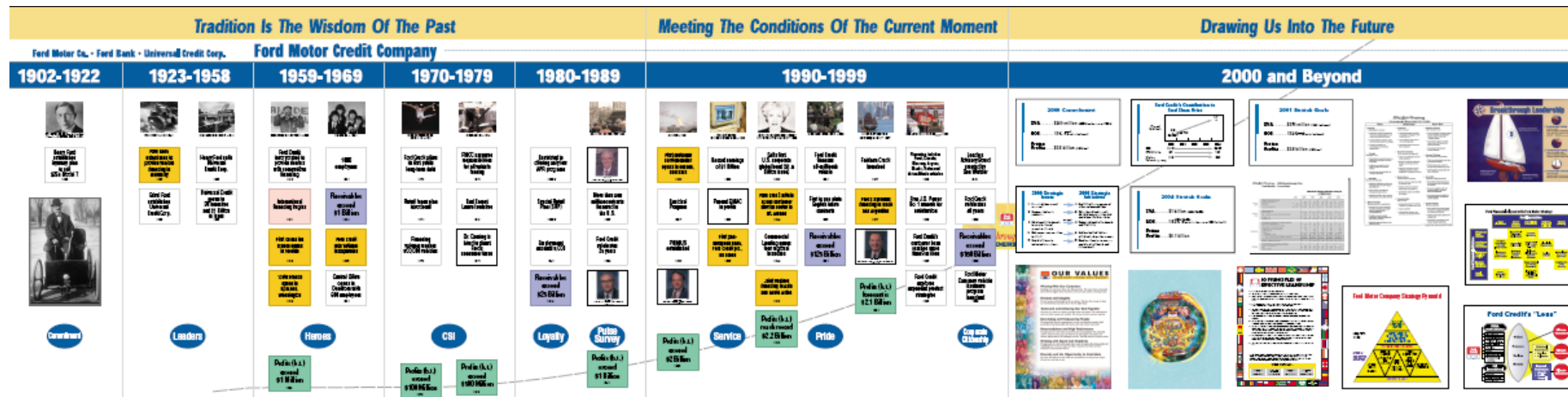
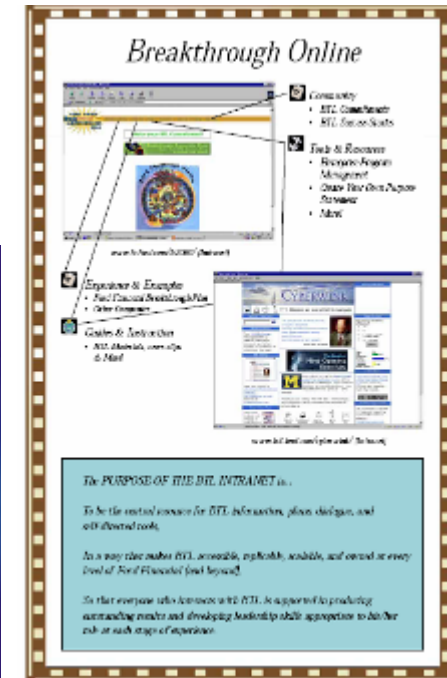


IMC campaign targeted to engage the channel in recruiting business from fleet customers. The campaign included training, customer and prospect lists, dealer communication tools, incentives and POS materials.



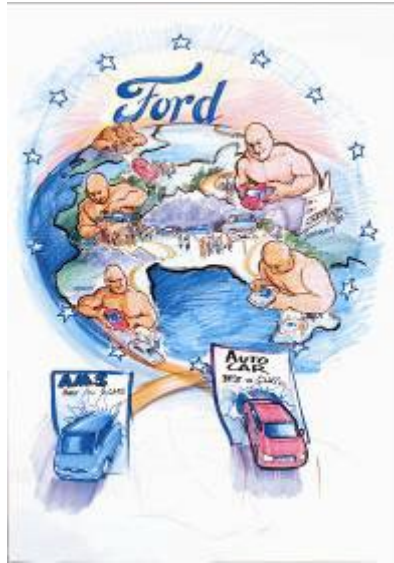
Corporate Communications

Leadership initiative designed to motivate internal stakeholders and to introduce a change management process. Program was launched internationally in Europe, Canada, South America and USA. Utilized several media including events, online, electronic and video.

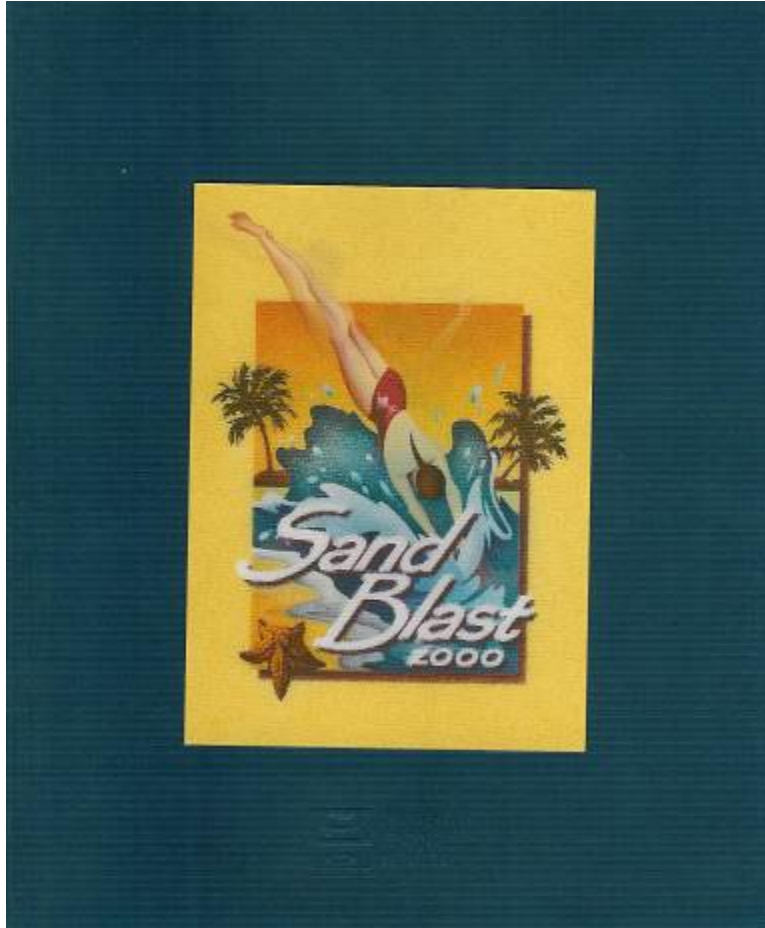


Corporate Communications

Internal communication exercise to gauge internal branding efforts across the organization. Implemented internationally in Europe, Canada, Mexico, South America and USA.



Corporate Communications



Incentive program based upon performance and learning objectives. Program culminates with a luxury event location. To produce an environment where channel interacts, is rewarded and motivated to continue performance.

Corporate Communications

QualityCare
at your service

Convenience

Positive Image

Competitive Repair Pricing

Superior Treatment

Fix-it-Right-The-First-Time

CUSTOMER SATISFACTION + BUSINESS GROWTH

QUALITY CARE LEADERSHIP

Ford Ford Customer Service Division

LINCOLN Ford Mercury

Introduce and product launch of QualityCare Service into the dealer channel. IMC campaign including training, event workshops and executive announcements.



Corporate Communications



Childrens Leukemia Foundation

IMC campaign to internal stakeholders to engage employees and other in a philanthropic effort. Included online, direct communications and onsite event.

Corporate Communications

EARN UP TO
\$250
PER UNIT
"Make It Happen!"
with
OnStar
STAY SALES PROFESSIONAL.
NO PROGRAMMED MANAGER.
END CELLULAR ACTIVATION
THROUGH THE DASHBOARD CENTER.

**PROGRAM
EXTENDED
TO AUGUST 31, 1998!!**
"Make It Happen!"

Incentive program and training program to build awareness and take rates of OnStar soon after its inception. OnStar was once a strict aftermarket product that required dealer involvement and selling.

Top 10 Reasons For Selling OnStar

10. Unlike the back seat driver, OnStar is silent until the driver needs it.
9. OnStar Advisors and their vast resources help reduce road rage.
8. Global Positioning System locates vehicles when they've been "misplaced."
7. Remote Door Unlock is available in case the keys decided to wait in the car.
6. Hands-free, voice-activated cellular phone keeps driver's hands where they belong - on the wheel.
5. Just in case the needle on the gas gauge is "boke again," OnStar can send help from gas stations.
4. The Routing Support feature replaces that little compass that sits on the dash board.
3. Using OnStar is easier than re-stating a mad map.
2. Drivers won't have to decide whether to stop and ask for directions now or drive around a little longer.

And the Number 1 reason
for selling OnStar is...

A "Make It Happen!" \$250 Per Unit Question: WHAT HAS ...

- ... 420,000 RESTAURANTS
- ... 70,000 HOTELS
- ... 20,000 FLORISTS
- ... OVER 10,000
GASOLINE STATIONS?

Corporate Communications

GMAC REWARDS
"THE EXPRESSWAY HOME"
EXCLUSIVELY YOURS™

Exclusively Yours™
Card With the
American Express®
Logo...
Gets Results

What Is It?
It's a CREDIT card — not a CREDIT card — which can be used at thousands of participating merchant stores and at shops that have American Express.

- For GMAC Dealerships, it provides a powerful reward that takes new cash resources home the next morning.
- For the cardholder, it provides ease of use, transaction choice and special value options.

Earning Award Points
GMAC program participants can earn Award Points, which are deposited directly onto their personal Exclusively Yours™ Card. Each point is equal to \$1.00 in retail value.

Earn an Assortment of Award Opportunities
After every purchase, participants may elect to shop for:

- Value priced merchandise in the Exclusively Yours catalog.
- Deluxe merchandise at numerous selected national retail stores and vendors.
- Travel services and dining, airline tickets, foreign travel, cruises, car rentals, cruises, theme and special vacation packages at an array of popular and unique destinations.
- Gift certificates at well-known national restaurant chains.

Added Award Card Value
Throughout the year, participants may use their Exclusively Yours Card to purchase "to-ask" items at retail and receive special quarterly reward offerings at reduced prices.

Ease of Usage
As with a normal American Express Card, all the cardholder needs to do to go to a participating retailer, select the desired items and present the card with the GMAC Rewards Card. It will be accepted through the transaction machine (just like a credit card), and then the cardholder will be able to take the reward home. Just to clarify, a call can be placed to participating checking retailers and travel agencies to obtain any desired packages.

Incentive programs based upon performance and learning objectives.

Lifestyles
WESTERN DEALERS

CHARLESTON

The National Top 500 Dealers from the West have the opportunity to travel to exquisite Charleston, South Carolina.

Chrysler Service Contracts Presents...

STAR Performers IX

NATIONAL COMPETITION
GROUP COMPETITION
ROUNDTABLE TEAM COMPETITION
IN-DEALERSHIP ACTIVITY