



# GROW YOUR COMPETITIVE EDGE



**As a member of the LEADERS' EDGE™ program, you would save significantly every time you purchase products from our comprehensive portfolio of livestock brands.**

We know that running a successful business depends on planning, budgeting, expertise and agility. That's why competitive pricing and exclusive access to Zoetis experts and resources make such a difference for producers like you. In an ever-changing industry and marketplace, consider LEADERS' EDGE your business partner.

## PROGRAM TIER THRESHOLDS

TIER NAME	DAIRY	BEEF	PORK
Premier Producer	\$10,000	\$7,500	\$50,000
Prestige Producer	\$110,000	\$110,000	\$110,000
Executive Producer	\$220,000	\$220,000	\$220,000
Elite Producer	\$550,000	\$550,000	\$550,000
Platinum Producer	\$1,100,000	\$1,100,000	\$1,100,000

## AM I ELIGIBLE?

You are eligible to enroll in the LEADERS' EDGE program if you are a cattle or swine producer and meet the annual minimum purchase requirements.

## HOW DOES LEADERS' EDGE WORK?

LEADERS' EDGE is a volume-based program and your tier is selected based on your annual purchase volume with Zoetis. Each year, your account will be reviewed and, if you continue to meet the purchase requirements, you will automatically be re-enrolled and continue to receive your discounted pricing. There is no work on your end! Plus, as a member of LEADERS' EDGE, you'll receive communications throughout the year with important information and special promotional offers.

## HOW CAN I ENROLL?

Enrolling is easy. Simply contact your Zoetis sales representative. Once you sign up, you will be automatically re-enrolled in LEADERS' EDGE each year, as long as you continue to meet the annual purchase requirements.\* Pricing for new and tier-changing producers becomes effective based on the proposal date.

## WHAT IF I DECIDE THIS PROGRAM ISN'T RIGHT FOR ME?

This program was designed with you in mind. It gives you the opportunity for exclusive savings on Zoetis products that you're already using and new products you have been interested in incorporating into your current protocols. If you wish to opt out, you may do so at any time.

**CONTACT YOUR ZOETIS SALES REPRESENTATIVE TODAY TO LEARN MORE AND DISCUSS ENROLLMENT OPTIONS!**

\*Your account will be reviewed annually. If the purchase volume increases or decreases, your account will move to the corresponding tier. If you do not meet the minimum purchase volume, your tier may change or you could be removed from the LEADERS' EDGE program.