BROWN'S®
FEED

FEED'N US SINCE 1871

How are you feeding us in the future?

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FEED

FAMILY

OWNED ~ RUN ~ PROUD!

Six-generations with over a 150-year legacy.

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Results for the customer, the end user, the employees, their families, the company & the community.

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as a team

to move forward

to succeed

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Win as a team. Win as a brand. Win again ... by investing in growth.

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STRATEGIC INTENT

Shift the balance.

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HOW?

BASE-TO-BASE

1. Diversify customer base.
2. Leverage current core business as the support base.

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THE WAY FORWARD

Reinvent | Realign

Diversify | Innovate!

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#ONE

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REALIGN

CORRECTING MISALIGNMENT

Realignment fixes business misalignment.

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#TWO

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REINVENT

TRANSFORM YOUR BUSINESS

Reinvention requires trying new things.

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#THREE

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DIVERSIFY

EXPAND OPERATIONS

Diversification captures new markets.

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#FOUR

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INNOVATE!

FUEL FOR GROWTH

Innovation fuels business growth!

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FOCUS

UPPER-END MARKETS

Premium offerings like cause and effect, inclusions, and niche market feeds, establishing Browns in the high-end category rather than competing on price.

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RISK&REWARD

50% OF SALES

The balance plan shifts by growing the new segment to 50% of sales. This eases the core business burden and spreads support between segments during issues.

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RISK&REWARD

RESILIENT EXPANSION

In this new market-segment, let’s grow Birdsboro's business and brand by achieving 7-10% annual growth each year for the next 5 years.

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#1

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SPEED

QUICK QUOTING

Rapid responses critical for customer decisions.

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#2

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SALES TEAM

COLLABORATIVE INTROS

Educate > Inform > Upsell

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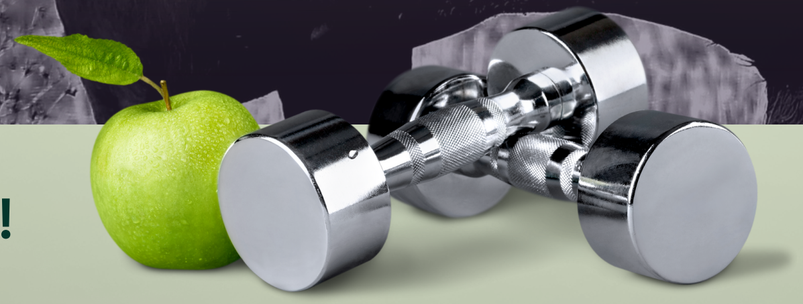
STRENGTHEN

THE CORE



Be pro-business!

Find that right size customer.

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Plan for consistent raw material costs.

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#4

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MARGINS

HIGHER SALES

Initial higher margins benefit overall.

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MENU

CAUSE & EFFECT

BOVINES

$

AVIANS

$

CAPRINES

$

EQUIDS

$

Opportunities for **add-on sales** by animal type.

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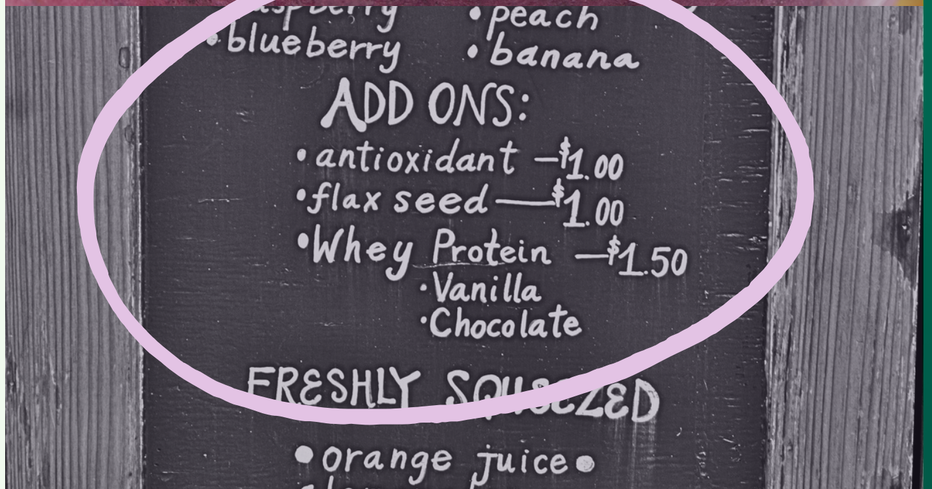
EXAMPLE

MENU FOR CAUSE & EFFECT



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> AVIAN
+ PSB
+ NUCLEOTIDES
= CELL REGENERATION

This distinguishes Browns as a primary formula supplier, positioning them as a leading source of driven results. Additionally, it enhances brand awareness and strength.

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WAIT!

THERE'S MORE!!!

WOW!

Good news! Birdsboro and Sinking Spring are working together.

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- 25LBS +

SS > *LESS* | BB < *MORE*

Sinking Spring focuses on 20lbs or less.

Birdsboro focuses on 25lbs or more.

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THE SEVEN CHALLENGES

...to overcome are Storage, Invoicing, Materials, Margins, Insects, Sales Team, and Speed.

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#1

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STORAGE

PLANNING FOR FINISHED GOODS

Prepare for growth,

starting with Chewy.

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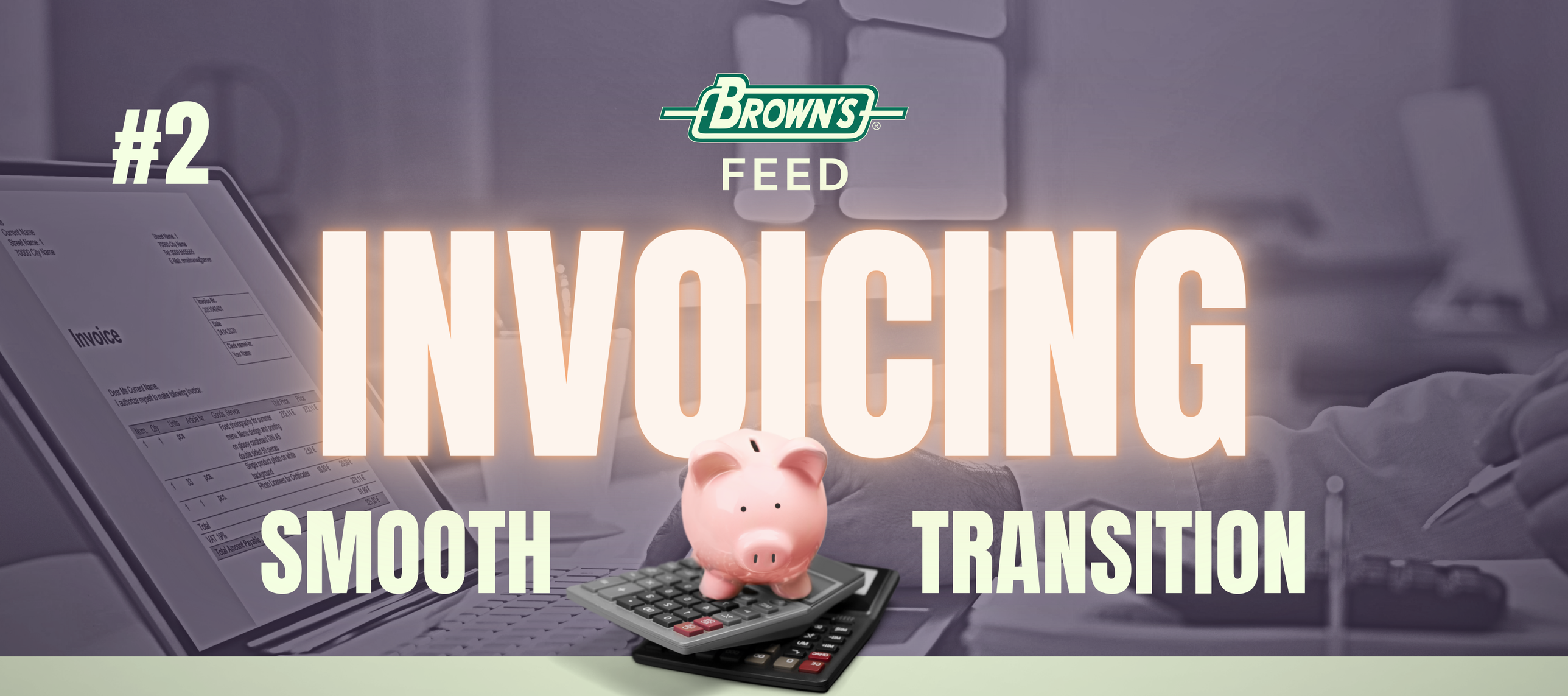
#2

BROWN'S FEED

INVOICING

SMOOTH TRANSITION



Experienced IT support for billing transition.

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INSECTS

SHELF LIFE ENHANCEMENT

Additives deter insect issues cost-effectively.

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ACTION PLAN

Two Phases

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BROWNS PRIME FEEDS

Upgrade the Browns brand for
these items to Browns Prime Feed.

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PHASE 01

THE ACTION PLAN | TWO PHASES

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WEBSITE

Updating the website as the core business hub with a new menu and retail category.

OFFERS

Enhancing the offerings.

LAUNCH

Launching with Chewy in Q1 2024 to establish a national presence and prepare for the 2025 TSC reset. Minimal rebranding costs for Browns Prime Feed Brand. Different launch requirements for TSC.

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PHASE 02

THE ACTION PLAN | TWO PHASES

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NEXT STEP

We start using Chewy data to pique TSC's interest in customizable exclusive brands, aligned with their needs.

GO PRIME PLUS+

Consider rebranding Browns Prime Feeds as Browns Prime Plus Feeds. This enhances TSC's appeal without affecting Chewy sales. TSC currently earns $14.2B (June 2023).

OTHER OUTLETS?

Yes, there are alternatives to Chewy and Tractor Supply; many other options exist, including Amazon, Farm/Home chains, PetSmart, Petco, Walmart, and distributors like BCI.

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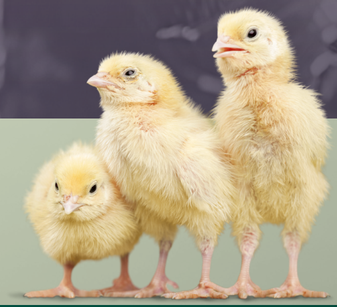
DIFFERENTIATE

THE CATEGORIES



Pro & New

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NEW CONSUMERS

Farm and Ranch | Pet Enthusiast | Country Suburban | FFA

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NEW MARKET

"LIFE OUT THERE"

Create a series of items for this category that incorporate the themes of cause and effect, inclusion, and niche for various animals.

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LOGOS

LICENSE, ADVERTISE OR PAY A FEE

Why? TSC targets and promotes its brand to these FFA members, as they're future customers, and parents foot the bills.

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BRAND AWARENESS & FUTURE CUSTOMERS

Partner with the **National FFA Organization** where students want to engage in agriculture and aspire to be farmers.

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945K

MEMBERS

FFA: There are more than 945,988 members in 9163 chapters in all 50 states.

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FFA: In Pennsylvania, they have 13K members across 148 chapters.

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