



Spring 2013

Let's work together to keep tomorrow's agriculture on a winning track.

INDUSTRY SUPPORT PROGRAM 2013 — VETERINARIANS & DEALERS

Proud To Support FFA



Take the wheel. Drive the future.

As part of Performance Pays Spring 2013 program, we continue our tradition of working with you to make a difference for the agricultural industry. Earn 1% on purchases of select Pfizer Animal Health cattle and equine products* between Feb. 1 and April 30, 2013. That amount will be donated on your behalf to the local FFA chapter(s) of your choice and/or to veterinary student scholarships through the American Association of Bovine Practitioners (AABP) Foundation, the American Association of Equine Practitioners (AAEP) Foundation or the American Association of Swine Veterinarians (AASV) Foundation.

Through our partnership with these important organizations, Pfizer Animal Health is committed to helping you support your community and the agricultural industry. Since 2008, together, we have donated more than \$4.7 million to local FFA chapters, the AABP Foundation and the AAEP Foundation.



FFA, AABP, AAEP and AASV. All driving for a healthy future.

- FFA encourages high school students by developing their potential for leadership, personal growth and career success through agricultural education.
- AABP, AAEP and AASV support new career opportunities in bovine, equine and swine medicine.



Choose to direct your entire donation to FFA, AABP, AAEP or AASV, or a percentage to each (for a total of 100%).

- If you choose to support FFA, a check will be made out to the chapter(s) of your choice and sent to you to personally present to the FFA chapter(s) you have designated. A summary report will be sent to your company headquarters stating how much your branch donated. You can now locate an FFA chapter in your area by using the Chapter Locator feature at:

www.pfizerperformancepays.com.

- If you choose to support the AABP Foundation, the AAEP Foundation or the AASV Foundation, a check will be sent directly to the Pfizer Animal Health Veterinary Student Scholarship Fund to be awarded to beef, dairy, equine and/or swine veterinary students across the nation. Your business will be recognized as a sponsor of the 2013 student scholarships.



See program details on the reverse side.

Enroll today at www.pfizerperformancepays.com!

For more information, talk to your local Pfizer Animal Health representative or call 866-611-2626.

For extra mileage, work with local media to promote your support of FFA.

If you direct your contribution to FFA, your designated chapter(s) will be notified of your donation amount when the check is mailed to you. Consider sending your local media a news release to help get the recognition you deserve for supporting the future of agriculture. Your local Pfizer Animal Health representative can provide a news release template at the conclusion of the program.

Program details — set your sights on the checkered flag.

- The Industry Support Program runs Feb. 1 through April 30, 2013.*
- Each individual reseller location must enroll by May 5, 2013, to be eligible, and each enrollee must specify its designated FFA chapter(s).
- You can choose to contribute a percentage to the AABP Foundation, AAEP Foundation, AASV Foundation and/or up to five FFA chapters of your choice (for a total of 100%).
- Locate an FFA chapter in your area by using the Chapter Locator feature at www.pfizerperformancepays.com.

Enroll today at www.pfizerperformancepays.com!

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Bovi-Shield **GOLD**

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Lutalyse
(dinoprost tromethamine)
Sterile Solution

**EAZI-BREED
CIDR**
Cattle Insert

**West Nile
Innovator**

**Fluvac
Innovator**

*All Pfizer Animal Health cattle, pork and equine products, excluding Feed Additives and Water Soluble products, are eligible for the Industry Support Program. Purchases by anyone other than beef, dairy, pork and equine resellers will not be eligible for qualification or donation payment. Back orders are not eligible for donation qualification. Donation checks less than the minimum of \$25 per chapter or industry group will not be processed. If more than one chapter is selected and the donated amount is less than \$25 per chapter, the entire donation will be made to the first FFA chapter listed. The FFA check will be paid to the parent NARC via a single check no later than Aug. 31, 2013. The AABP, AAEP and AASV check will be sent directly to the Pfizer Animal Health Veterinary Student Scholarship Fund. Pfizer Animal Health reserves the right to modify or discontinue this program at any time and for any reason.