

Fiber Fresh products - Retailers what you need to know.

Congratulations on having an account with Fiber Fresh – we are delighted to bring you fresh, all NZ made, natural fibre products.

Ordering

To place an order email orders@fiber-fresh.com

Please note our payment terms are 20th of the month. Failure to pay your account on time could result in your account being placed on hold or stop or interest being charged.

Ordering an “On Farm” pallet for a Customer:

1. Fiber Fresh delivers on farm* by the tonne. The tonne can be customised with any products in the Fiber Fresh range
2. There is a \$37.50 + GST fee if the customer chooses to customise the pallet with different products.
3. Please Use the On Farm SKU for on farm orders
4. Delivery instructions – please manually note down the customers phone number and delivery address – and any specific instructions – eg special times or if there needs to be assistance with unloading i.e. a moffit is required.
5. Call a Territory Manager if you are unsure of any of the above
6. Your system should be automated but all orders need to be sent to Orders@Fiber-Fresh.com

Storage

Because our product is live, here is information that might help with storage and ensuring it's kept in the optimum condition for customers.

- Our bags are designed to seal in freshness and nutritional goodness.
- All bags are checked before they go to be filled in our factory.
- **No damaged products are sent on transport from Fiber Fresh**
- To ensure premium quality of the product, **air needs to be kept out**. Rips or tears in the bag – no matter how small, will let air in and degrade the product.
 - Please **ensure product is protected from bird and or rodent damage**. Even the smallest hole will spoil product inside. This may require you to set up rodent traps around the product.

When your delivery arrives:

- **Before signing and accepting the delivery please check all bags are in order and free from damage during transport**. Once you have signed and accepted – you are agreeing the product is free from fault.

- If you do find a damaged bags, please take a photo of the bag and damage, the batch number down the long side and include date and time of delivery. Have the driver sign the paper work which will enable proof of damage and for us to reimburse you.
- Send a copy of this information to feedback@fiber-fresh.com

NB: Once product been accepted from the transporter, should a bag be damaged due to mishandling or an accidental forklift tear, Fiber Fresh will not replace these bags.

Sold Items FAQ

Once purchased, how soon should the product be fed?

Once a bag is opened by a customer, it should be used between 10-14 days. Any longer than 15 days (especially during hot humid conditions) and the product could start to spoil.

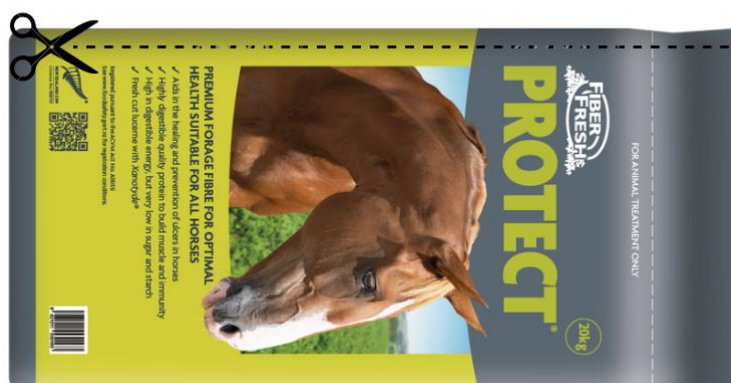
Where should the product be stored?

While unopened bags can be left outside, once open, bags should be stored in a cool dry place. Customers should open the bag and leave the product inside the bag, covering the opening with a towel.

Customers **should not** decant the product into plastic containers as it can sweat and spoil.

What is the best way to open a bag?

Bags should be opened down the long side with a sharp knife or scissors. This allows for easy removal of the product from the bag (see below).



What if a customer returns a bag?

Should a customer return a bag due to concerns around quality, please be aware of the following:

- The land that our products are harvested on is predominantly volcanic soil, thus there can be the presence of loose pumice underfoot. We have farming processes in place to remove pumice from the bagged product, but it is possible that some may find its way into a bag. Horses have well-developed feed sorting physiology in their mouths and are likely to dispel any foreign objects from their feed. Any pumice found will not affect the product, it can be removed from the bag and the product can be fed as normal.
- Fiber Fresh is a natural and live product. Sometimes due to this, small white yeast patches may appear. Yeast is harmless, customers can simply break these off and discard. The product is fine to feed, see below for an example:
- Should there be grey or blue/grey patches or excess wetness, this is not ideal and the bag should be replaced. See below for an example:



Yeast – fine to break off yeast and a feed the rest of the product



Mould – do not feed – most likely bag damage

Should a customer advise a bag is in poor condition, it is most likely caused by:

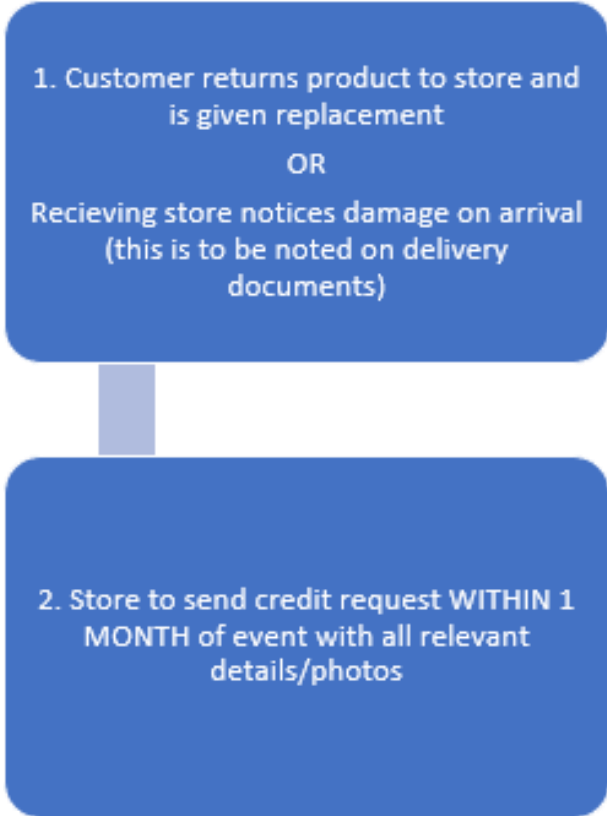
- Damage to the bag – even the smallest tear or hole can allow air to spoil the product.
- A faulty valve or seal – again even the smallest hole can allow air to spoil the product.
- Product is past its best by date.
- Please note, product will be sent from Fiber Fresh and should have minimum of 9 months best by date when a store receives it.

Please replace the bag for the customer. Then notify Fiber Fresh of the issue. Please take a photo of the bag showing the bag number – which runs down the long side of the bag (see below) and send to feedback@fiber-fresh.com. We will credit the bag where the product has mould or a foreign object.

This is the batch number



Customer complaint logging and crediting process



If deemed that a credit is required the following needs to be completed:

1. Customer returns product to the store and is given a replacement OR The receiving store observes damage to pallet on arrival (This must be noted on the consignment note)
2. Store sends credit request to feedback@fiber-fresh.com WITHIN ONE MONTH of receipt of product. Where possible, details to include – Product, Bag(s), batch number, photo, description of the problem and the credit request PDF OR If the product has been sighted by the rep the rep may send the information to the feedback email and cc store to signal them to forward a credit request onto the feedback email address. Every effort to obtain some information is appreciated
3. An auto-reply on the feedback email will give an instant reply to the email sender and will set an expectation around the timing of credit processing – “within 5 business days of the initial store email (usually 1-2 days) and what is required to process a credit.

Steps For Receiving and Invoicing Vouchers

1. When the voucher is presented, please check the voucher is within the date of expiry. Only accept the voucher if it is current.
2. Transact the voucher for the product of their choice.
3. Take a photo of the voucher including the number and expiry upon transaction. Please keep a record of these vouchers for each month.
4. On the same day of each month, create an invoice for the cost of the product for **all the vouchers within that month** and send both this and a pdf of the voucher photos to Feedback@fiber-fresh.com.
5. Please do this **within the month of receipt and before the expiry of the vouchers.**

Below is an example of a Fiber Fresh voucher:



Promotions

Fiber Fresh may run special pricing on products. Your Territory Manager will provide advanced notice about these promotions. Outside of our planned promotions, should you wish to run a price or product special, talk to your Territory Manager who will work with you on this.

Please **ensure you provide at least 3 weeks notice** of your intended activity.

We are happy to support your activity on our social media channels.

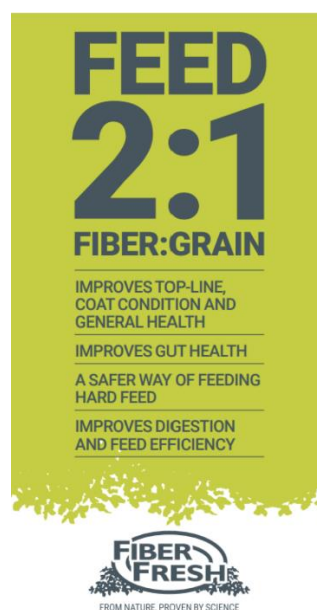
Our handles are:

- Facebook - fiberfreshequine, fiberfreshagri
- Instagram - fiber_fresh
- Tik Tok – fiber_fresh

Marketing Material

Our team can provide brochures at your request via email. Otherwise, if you require physical printed copies, this can be arranged. Contact your local Territory Manager to organise this.

We can provide information about our products and feed selection charts for you to assist your customers. See below for examples of our in store floor stickers and on farm delivery posters.





Your horse requires at least 1.5% of their bodyweight in dry matter fibre each day (Approx. 7.5kg of DM fibre for a 500kg horse). Achieve this by feeding Fiber Fresh high nutritional fibre

WHICH FIBER FRESH PRODUCT SHOULD I FEED?

To maintain my horse's diet	To manage Laminitis (low starch & low sugar)	For gastric health benefits (helps in the feeding and prevention of ulcers, ACID Ruminant)	To build condition and/or energy
My horse requires:	My horse is:	My horse requires:	My horse requires:
High fibre energy fibre	Low energy fibre	A good fibre (total ration)	Lack of condition
High fibre energy fibre	Low energy fibre	FiberMeadow	More energy
High fibre energy fibre	Low energy fibre	FiberEzy	More condition
High fibre energy fibre	Low energy fibre	FiberProtect	More energy
High fibre energy fibre	Low energy fibre	FiberMix	More condition
High fibre energy fibre	Low energy fibre	FiberBoost	More energy

FiberMeadow
 High fibre energy fibre
 For horses requiring high fibre energy fibre to maintain their diet.

FiberEzy
 Low energy fibre
 For horses with Laminitis (low starch & low sugar) or those requiring low energy fibre.

FiberProtect
 Health & Protection
 For gastric health benefits (helps in the feeding and prevention of ulcers, ACID Ruminant).

FiberMix
 High fibre energy fibre
 For horses requiring high fibre energy fibre to build condition and/or energy.

FiberBoost
 High fibre energy fibre
 For horses requiring high fibre energy fibre to build condition and/or energy.

0800 545 545 | sales@fiber-fresh.com | www.fiber-fresh.com

Did you know
Fiber Fresh does **FREE***
on farm delivery?

*Available to most locations for tonne lots of Fiber Fresh ordered through this store.

Ask a team member for more information.

Fiber Fresh products are available from quality equine and rural suppliers nationwide.
Ph: 0800 545 545 | E: sales@fiber-fresh.com
W: www.fiber-fresh.com



100% NZ GROWN & MADE



Our website www.fiber-fresh.com contains information about our products and our team can provide training for your staff about our products.

Fiber Fresh is available for customers to purchase on farm at bulk rates including on farm delivery in most locations.



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 facebook.com/fiberfreshequine



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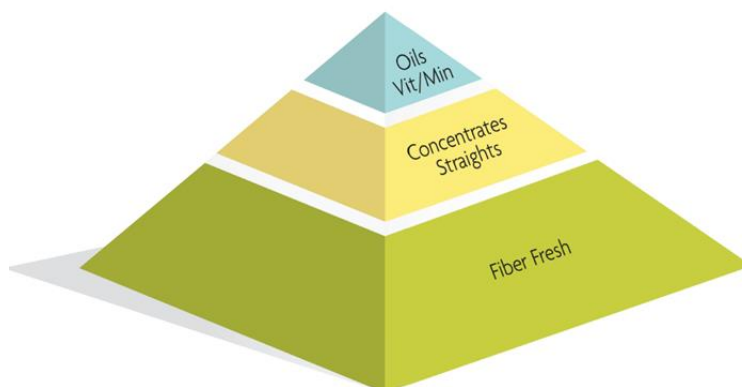
How To Know Which Product to Recommend

Using the below feed chart, ask customers the questions in dark grey, using the light grey as answer guides to determine which product is best suited for their horses' needs.

To maintain my horse's diet		To manage Laminitis (low starch & low sugars)		For gastric health benefits (aids in the healing and prevention of ulcers, ACVM Registered)	To build condition and/or energy		
My horse requires:		My horse is:			My horse requires:		
Low energy fibre	Medium energy fibre	A good doer (good condition)	Lacking condition		More condition / maintain energy	More energy / maintain condition	More condition / more energy
Fiber Fresh Meadow®	Fiber Fresh Protect®	Fiber Fresh Ezy®	Fiber Fresh Protect®	Fiber Fresh Protect®	Fiber Fresh Protect®	Fiber Fresh Active®	Fiber Fresh Boost+®

This is not a formal nutrition assessment and should be used only as a tool to help customers choose a Fiber Fresh product for their horse to meet its needs.

"Must Knows" About Fibre For Horses

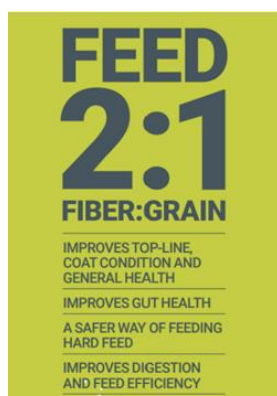


- Horses are grazing animals and require a high-quality fibre diet.
- In fact, they can't survive without quality fibre and many New Zealanders under feed fibre or feed poor quality fibre.
- When feeding horses, the rule is feed according to the weight of the horse.
- For every 100kg of horse, provide approx 1kg of high quality fibre in the feed per day.

On average 500kg = 5kg of Fiber Fresh per day

- Building a horses' diet should **start** with fibre.
- Fibre should be fed twice as much as grain/pellets/hard feed. This is critical.

Grain/pellets/hard feed is *complementary* to Fiber Fresh products. They work together in harmony to provide a balanced diet.



- Where possible feed multiple feeds rather than large one off volumes
- Store staff: Every time you encounter a customer that just buys a bag of pelleted feed, ask them 'What is the fibre you are using?'
- This is your opportunity to provide more service to them and in turn, make an additional sale.

Five Fiber Fresh Facts:

A horse is a grazing animal and needs to have good quality fibre in order to maintain a healthy gut. Gut problems can arise when horses spend too much time without food in their stomach, or have high grain or pellet feeds only.

1. Fiber Fresh products are **scientifically proven** to be better sources of fibre for horses than other fibre sources (hay, straw or dry chaff etc).
2. Feeding Fiber Fresh products **improves the digestibility** of the total diet by **18%** when compared with dry forage by providing:
 - Higher nutrients
 - More protein
 - Less dust
 - Less sugar and starch
 - Contains more essential equine amino acids.
3. Fiber Fresh products offers passive hydration with **8% greater hydration** than dry lucerne chaff. This is great for horses who may not drink well when competing or travelling.
4. **Proven by Science.**
Fiber Fresh Protect is **the only feed in New Zealand** to be registered with the ACVM for the prevention and healing of stomach ulcers in horses.
5. New Zealand made, fresh and natural and contains no GMO ingredients. Fiber Fresh is **fully certified** under the NZ GMP (Good Manufacturing Practises).