



### UFA Launches New Loyalty Program for all Alberta 4-H Members *4-H members receive 15% off livestock supplies and tack products*

**(Calgary, AB) September 28, 2011** – UFA Co-operative Limited is showing its support for 4-H clubs by offering 15% off all livestock supplies and tack products in all UFA Farm and Ranch Supply stores. Starting on September 30, 2011, 4-H members can bring their 4-H member card into their local farm store to receive a UFA 4-H Member Discount card.

“UFA has been a supporter of 4-H for over 75 years,” said Ron Schinnour, VP of AgriBusiness, UFA. “The young people who are part of 4-H represent the agricultural and business leaders of tomorrow. We developed this 4-H loyalty card to help give them a leg up as they learn and lead. We’re proud to be so closely associated with the 4-H clubs of Alberta.”

A successful 4-H project takes planning, dedication and sometimes a little help. UFA is offering to lend a hand with all livestock supplies, tack products, and expert advice that you need to achieve a winning 4-H project.

“We applaud UFA on the creation of the new loyalty program extended to our 4-H members”, said Bruce Banks, CEO of the 4-H Foundation of Alberta. “The program is sure to enhance the existing relationship between 4-H clubs and UFA stores throughout Alberta.”

Through the Generations of Support program UFA promotes, celebrates and invests in initiatives that directly support youth, family and agriculture.

#### **About UFA Co-operative Limited**

UFA Co-operative Limited is one of Alberta's most dynamic enterprises serving rural communities throughout Alberta, B.C., and Saskatchewan with an unmatched network of retail stores and petroleum outlets. Through its Wholesale Sports division, UFA serves outdoor enthusiasts in Western Canada and the Northwestern United States. With more than \$1.6 billion in annual revenues and 120,000 active members, UFA is one of Canada's most successful co-operatives.

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# UFA 4-H Member Discount Card

## 4-H Member Loyalty Program

UFA is offering 15% OFF

### As a way to show support for all 4-H members, UFA has developed a new 4-H Member Loyalty Program.

UFA is excited to be launching its new 4-H Member Loyalty Program. Starting September 30th, 2011, all 4-H club members will receive 15% off livestock supplies and tack products by using their UFA loyalty discount card.

#### Who is qualified for the discount?

The loyalty program applies to anyone with an **Alberta 4-H member card**. 4-H Leaders and parents are not qualified. 2010 – 2011 and 2011 – 2012 membership cards are valid.

#### Which products can the discount be applied to?

More than 2,600 items have been tagged for the 4-H discount. Check with your local UFA Store Manager to see what additional items may apply. Currently, **the discount cannot be applied to feed, animal health products and petroleum.**

Discountable products, including ASTM/SEI or BSI approved equine helmets, can be delivered to your local UFA Farm and Ranch Supply upon request, if not already in stock. Be sure to check with your local Store Manager about product availability.

#### How do 4-H members receive their card?

- 1) 4-H Leaders are encouraged to arrange to have a UFA Member Experience (ME) Representative and a local UFA Store Manager come to meet with clubs this fall and present the loyalty program, answer questions and distribute loyalty discount cards to the members. Simply contact the UFA ME Rep for your area to arrange this presentation. Please see the enclosed detailed [UFA ME Rep. contact information](#).
- 2) Alternatively, members can visit their local UFA Farm and Ranch Supply store today to pick up their new discount card and learn about the program. The loyalty card is **not available** at UFA Petroleum locations.

**For more information on the program, visit [ufa.com](http://ufa.com) or contact your local UFA ME Representative.**



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4-H Member Loyalty Program

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## UFA Member Experience Representative Connections

Farm & Ranch Stores	ME Advisor
Airdrie High River Strathmore	Caley Wallace ME Advisor Work: 403.570.4447 Cell: 587.580.9424 Email: <a href="mailto:caley.wallace@ufa.com">caley.wallace@ufa.com</a>
Brooks Claresholm Lethbridge Medicine Hat Oyen Pincher Creek Taber Vulcan	Rudy Nordin ME Rep Work: 403-327-6475 Cell: 403-715-3955 Email: <a href="mailto:rudy.nordin@ufa.com">rudy.nordin@ufa.com</a>
Athabasca Camrose Consort Fort Saskatchewan Provost St. Paul Stettler Two Hills Vermillion	Ryan Crandall ME Rep Work: 780.672.7258 Cell: 780.781.9653 Email: <a href="mailto:ryan.crandall@ufa.com">ryan.crandall@ufa.com</a>
Drayton Valley Hanna Leduc Olds Ponoka Red Deer Spruce Grove Trochu	Lisa Dunn ME Rep Work: 780.682.2547 Cell: 780.499.7110 Email: <a href="mailto:lisa.dunn@ufa.com">lisa.dunn@ufa.com</a>
Fairview Falher Grande Prairie Grimshaw La Crete Mayerthorpe Westlock	Lorrie Beck ME Rep Work: 780.568.2445 Cell: 780.830.8365 Email: <a href="mailto:lorrie.beck@ufa.com">lorrie.beck@ufa.com</a>

