

2023 NEW CUSTOMER DISCOUNT



Program Summary

It's a great time to try **FBN Direct®** for the first time. *FBN* is offering up to a **\$1,000 discount** to farmers who purchase for the first time through the *FBN Direct®* store with a qualifying minimum purchase.

OFFER	PROGRAM PERIOD	REQUIREMENTS
\$500 OFF	September 1, 2022 - August 31, 2023	<ul style="list-style-type: none">• Spend: \$10,000 - \$19,999• Coupon: \$500 OFF• First time purchase with <i>FBN Direct</i>
\$1,000 OFF	January 9 - March 31, 2023	<ul style="list-style-type: none">• Spend: \$20,000+• Coupon: \$1,000 OFF• First time purchase with <i>FBN Direct</i>

GENERAL TERMS (NEW CUSTOMER CLASSIFICATION)

- The **FBN®** Member has not transacted with *FBN Direct*. To qualify as a "new customer," the member must be a new farm enterprise purchasing inputs from *FBN Direct* for the first time and not an existing *FBN Direct* customer creating a new account under the same farm enterprise to purchase, or one who has already purchased from *FBN Direct* at any time in the past.

GENERAL REQUIREMENTS

- Minimum \$10,000 or \$20,000 purchase is required within the program period
- Any product category purchased within the *FBN Direct* store qualifies for this discount
- Must be a new customer of *FBN* as defined in the paragraph above
- One (1) Use Per Enterprise
- Qualifying purchases are made within the program periods as noted above

FULFILLMENT

- Discount automatically applied at checkout for qualifying, new customers and orders within the program period and qualifications through the *FBN Direct* store.

QUALIFYING LOCATIONS

- Products sold or distributed through **FBN Direct®** are offered by **FBN Inputs, LLC** and are available only in states where **FBN Inputs, LLC** is licensed and where those products are registered for sale or use, if applicable. Please check with your local extension service to ensure registration status. Terms and conditions apply.