

# FARM TO FEET

## 2024 SALES PROGRAM

We have made updates to our sales program that makes us more competitive. These changes are for all new orders. Orders on hand will be reviewed case by case and discounts will be improved where material. We are also extending our preseason deadline for S24.

- **S24 PRESEASON DEADLINE EXTENSION** – S24 Preseason deadline is being extended to Dec 1, 2023.
- **S24 FIRST SHIP DATE** – Feb 1, 2024
- **EARLY ORDER INCENTIVE** – Preseason orders prior to the preseason deadline will receive a 5% discount and Net-60 terms (credit approval required).
- **PRESEASON EARNED VOLUME DISCOUNT** – Customers who place orders prior to the PRESEASON deadline receive the following discounts based on the aggregate value of their preseason orders. These discounts will remain in place on all in-season orders:

Total Discounted Order Value	Discount
> \$1,500	5%
> \$4,000	7%
> \$8,000	8%
> \$12,000	10%

- **F24 preseason DEADLINE** – Mar 22, 2024
- **F24 FIRST SHIP DATE** – Aug 1, 2024
- **ELASTIC** – Be sure your customers are set up to receive our B2B communications!

