

To Our Valued Customers

We wanted to take the opportunity to remind you that this weekend, November 14-15, we will make the transition to our new customer-facing platform for our operations in the U.S. and Puerto Rico. Our Canadian business and Innovative Bakery Resource (IBR) will transition in the Spring of 2016. We have created an Ardent Mills Customer Care site to provide more details on changes we are making to serve you better. You can access the site at URL: <http://ardentmills.com/one-ardent.html>

Some of the positive changes you will experience are noted below:

Ordering Processes

- We are implementing an ordering system, which will simplify the process and improve our ability to serve your business effectively and efficiently.
- If you are a customer that utilizes EDI ordering and have any further questions with our transition, please contact your Ardent Mills sales representative.
- We are streamlining our customer service department, centralizing ordering to better serve your needs. We have already reached out to customers that are affected by this change.
- We have improved and communicated our after-hours emergency contact process:
Our after-hours process is as follows:
 - Contact the facility directly for any emergency changes after 3:00 p.m. local time that impact deliveries scheduled to arrive within 24 hours.
 - This includes changes after 3:00 p.m. local time for weekend or Monday deliveries.
 - Your customer service representative will provide you with your appropriate plant contact information.

To ensure we continue to deliver the quality service experience your business deserves, we ask for your commitment on lead times to be:

- **Bulk loads:** We request a **72-hour** lead time on all orders
- **Bag loads:** We request a **7-day** lead time on all orders

Delivery

- Your delivery documents such as Certificates of Analysis and Bills of Lading will provide the same information, but will have an Ardent Mills look and feel. Visit the [Ardent Mills Customer Care website](#) for samples.
- To simplify the business, we are consolidating our product names. Your products are not changing only the names. Visit the [Ardent Mills Customer Care website](#) to view the [Flour Brands Cross Reference Old/New item Numbers document](#) for the complete list.

Example:

Old ConAgra Mills: 6002266 White Spray Pastry-EQ-Bulk-S-CHM

Old Horizon Milling: 110015346PB FLR WHT PSTRY 48Z000 JJ BLK CHP

NEW ARDENT Mills: 5024568 WHITE SPRAY PASTRY FLR BULK-RA

- The way we identify treatments in your products are also changing. Again the treatments are the same as you have always received; only the identifications are changing. Visit the [Ardent Mills Customer Care website](#) to view the [Treatment Cross Reference List](#) document for the complete list.

Example:

Old ConAgra Mills: EZ,

Old Horizon Milling: AA,

NEW Ardent Mills: AA

Finance

- Your payment process will be simplified as we consolidate our Lock Box locations. We will provide the new lock box address on your invoices and in your customer care site when it is operational.
- We will eliminate redundancy, by consolidating your Electronic payments to one entity:

Please contact your Ardent Mills representative for bank information.

We are truly excited about this transition as it will enable Ardent Mills to provide the best service possible to your business. As with any transition like this we ask for your patience as we get the new processes on line. If we have missed anyone in your organization who would find this information useful, please feel free to forward this communication to them. In the meantime, if you have questions please connect with your Ardent Mills sales representative for more information.

Thank you for your continued business.

Dean Grossmann

VP Sales, Ardent Mills