



ANDERSON NEWS

December 16, 2014

To our valued partners;

As you are aware, the forage export industry has been experiencing significant growth over the last few years with new markets developing in China, Southeast Asia and the Middle East. With improving economies and additional markets expected to develop we are expanding our capabilities, capacity and team to more fully support our customers and address these new opportunities. As we change I want to make you aware of some developments that I am very excited about. As of Dec 1st, Jeff Ravet has been promoted to the role of Vice President and Chief Operating Officer of the company and we have added the newest member of our Executive Team, Mike Trua, who will join us as our Chief Sales and Marketing Officer.

Jeff has close to 30 years of experience in the hay industry with Anderson Hay & Grain. His role as Vice President and COO will allow him to continue to support me in setting the long term vision and strategy of the company as well as assure we maintain strong operating performance in our farms, supply platforms and processing plants both here on the U.S. west coast and globally. The combined experience that Jeff and I have in our markets will be a key component to Mike's integration to our team and to making sure we continue to meet the unique needs of our customers around the world.

Mike brings an extensive domestic and international sales and marketing background to the Company. Prior to joining Anderson Hay he served in roles of increasing responsibility with PACCAR, a Fortune 200 company and the parent corporation to Kenworth, Peterbilt and DAF trucks. With PACCAR his roles included Middle East Region Manager, Marketing Director, Sales and Marketing Director, General Sales Manager, and Executive Director – China Operations. These positions have taken him around the world and have included multi-year foreign assignments living in Bahrain and Beijing, China. In addition to growing up in Japan and speaking Japanese fluently he speaks Chinese, Arabic, French and Spanish. Most recently Mike has served as the Managing Partner and President of The Global Group, an organization specializing in consulting and training for global businesses in the specific demands of growing a successful international presence.

As I noted, I am very excited about the expanded capacity and improved focus that these changes bring to our Executive Team. I hope you will join me in congratulating Jeff on his new role and welcome Mike to the Company. We are looking forward to utilizing Mike's far-reaching international knowledge, skills and experience along with his great leadership style. We will introduce you to Mike in person during our trips overseas or during your visits to our facilities here in the U.S.

As always, feel free to contact me directly if you have any questions on the above.

Sincerely,

Mark T. Anderson
CEO/President



Jeff Ravet
COO/Vice President



Mike Trua
Chief Sales & Marketing Officer

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