



Pig Improvement Company, Inc.

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Offices also at Box 160 Spring Green Wisconsin 53588 and Box 1643 Ft Dodge Iowa 50501

Dear Hog Producer,

We would like to take this opportunity to make sure you are aware of the recent purchase of Kleen Leen, Inc. by Pig Improvement Company (PIC). PIC has never followed the crowd. It is unusual to find a company moving strongly in a positive direction in an industry that faces economic difficulties. The Kleen Leen acquisition is, however, only one of several moves underway at PIC that will significantly improve PIC's ability to serve the needs of hog producers.

In December PIC purchased PIGTALES from Great Britain. PIGTALES is considered to be the most advanced and experienced company in the field of computerized record keeping in the hog industry, worldwide, and already operates in several countries.

The three major areas of concern for the pig producer are the profitability of those determined to succeed in the pig business, the ability to grow from very small beginnings with roots deep in the industry, and the ability to compete with those that consistently putting the matter of breeding and raising hogs as a business.

Our aim is to move steadily towards improving the profitability of those determined to succeed in tomorrow's pig business. To achieve this, PIC will employ an unlimited and business-like approach, bringing the best of the pig industry together with those that but not used very effectively in agriculture.

A new Customer Service Center (1-800-325-3398) now coordinates all availability of stock, organizes transport and, above all ensures the effective implementation of the Health Control Program and all other aspects of Quality Control.

We welcome the opportunity to continue working with you in the future as we have with many of you in the past. The new PIC will serve everyone who wishes to work with us, from corporate customers to the small one-man hog operation.

Please contact PIC for questions, comments and your breeding program needs.

Sincerely,
Bion Richards
Bion Richards
51 Morning Glory Lane
Manheim, PA 17545
717/664-2715

World Leaders In The Pig Business

P.S. Stop by our booth at the Pennsylvania Pork Congress and pick up a free PIC 1000 day calendar.