

**RECORD MONTH.  
RECORD QUARTER.  
RECORD YEAR.**

**(THREE-PEAT.)**

**CROSSMARK WHIPS UP SALES FOR A DAIRY LEADER**

Land O' Lakes butter is pure delight for cooks everywhere. Each year when the fourth quarter rolls around, Land O' Lakes butter is in peak demand, with 80% of sales for the total year coming in during this time. Using shelf stock alone, it would be impossible to meet their needs, and the company required a measurable target in order to achieve their objectives. For the past few years, Land O'Lakes has partnered with CROSSMARK to define their needs in displays and quantities.



*Where Simple Goodness Begins.™*



When it comes to breaking records and exceeding expectations, CROSSMARK is consistent. In 2007, fourth quarter sales for Land O'Lakes represented 60% of their total butter sales, with a display objective of 16,383. Actual placement by CROSSMARK reps reached 19,745, exceeding the goal by over 18%. In 2008 CROSSMARK surpassed goals again, helping the brand sell 30 million pounds of butter in one month. In 2009 CROSSMARK did it yet again, moving Land O' Lakes past the Q4 objective to celebrate a record month, record quarter, and record year for butter. **Land O' Lakes' reaction: pure satisfaction.**