

Operators Mail-In Coupon Spring 2011 Corporate Promo

Smoked Hams

- All muscle trimmed to the blue for consistent leanness
- Naturally hickory-smoked for a true old-fashioned ham flavor
- Special Farmland® ham cure with no MSG

Spiral Sliced Hams

- Natural ham flavor, no water added
- Brown sugar-cured for a natural, sweet taste
- Spiral sliced to 3/16" thin, perfect for sandwiches or dinner servings

Pit Hams

- Hardwood-smoked for a rich, country flavor
- Completely boneless, 100% yield
- Whole muscle for consistent quality
- Natural Honey & Brown Sugar Pit ham has cure throughout for natural sweetness

Fully Cooked Pork Ham Roast

- Fully cooked product for convenient and timesaving preparation
- Enhanced with EXTRA TENDER™ solution for better flavor and texture
- Easy-to-control portion size

Smoked Bone-In Ham Steaks

- Special Farmland Cure that provides a distinct balance of smoky & sweet flavors
- Exact-weight portions for known portion costs
- Fully cooked for easy and quick preparation

Pulled Smoked Ham

- Fully cooked product that is ready to use
- Hand-pulled product that is perfect for sandwiches or as a center-of-the-plate attraction
- Naturally smoked using real hickory chips for a deep, smoky ham flavor

INDICATE FARMLAND CASES SOLD		
Product	Code	# of Cases

TOTAL CASES _____ X \$2.00/CASE = \$ _____
MINIMUM REBATE: \$20 (10 CASES)

Maximum
Payout
is \$250.

Terms and Conditions:
Offer limited to foodservice operators only. Chain operators must participate as single units. Contracted chain and bid accounts cannot participate. This coupon may be redeemed for a minimum of \$20 up to \$250 per individual foodservice operator. Submit this rebate with copies of distributor invoices or distributor printouts verifying valid products were purchased between February 21, 2011, and April 24, 2011. DISTRIBUTOR PRINTOUTS OR INVOICES MUST INCLUDE THE FOLLOWING OPERATOR INFORMATION: Operator Name, Product Purchased, Number of Cases Purchased, Date the Product was Purchased, Invoice Number and Physical Address. Operators must fill out rebate coupon themselves. Distributor tracking reports do not qualify. Bulk redemptions by distributors and/or DSRs are not allowed. Request must be postmarked no later than May 24, 2011. Offer not redeemable in conjunction with any other offer. Operators may submit more than once until the maximum dollar amount is met; however, the initial submission must be for the minimum requirement of 10 cases. Allow 6-8 weeks for delivery. Incomplete or incorrect submissions will delay payment. Void where restricted, prohibited or banned.

PLEASE MAIL THIS COUPON WITH COPIES OF DISTRIBUTOR INVOICES TO:

FARMLAND FOODSERVICE
COUPON REDEMPTION
P.O. BOX 2008
OLDSMAR, FL 34677-7008

QUESTIONS? CALL 1-800-535-4268



COUPON CODE: SPR11OPR

PLEASE CHECK THE MARKET SEGMENT YOUR OPERATION/TYPE OF RESTAURANT BELONGS IN:

Are you a new Farmland customer or current Farmland customer

Commercial

- Full Service Independent
 Casual/Theme Local/Regional Chain
 Family National Chain
 Upscale/Fine Dining

- QSR/Sandwich
 Convenience Store
 Hotel/Motel/Resort

Noncommercial

- College/University Contract Management/
 Elementary/Secondary Schools Vending
 Business & Industry Self-Operated
 Healthcare
 Recreational/Entertainment
 Transportation Foodservice
 Military/Correctional

Number of meals served per day:
 ___ Breakfast ___ Lunch ___ Dinner

Approximate Dollar Volume of
 Food & Beverage Purchased per year: _____

CHECK WILL BE MAILED TO THE ADDRESS SHOWN BELOW. (PLEASE PRINT.)

OPERATION NAME _____

CONTACT NAME _____

E-MAIL ADDRESS _____

OPERATION ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE NUMBER _____ FAX NUMBER _____

DISTRIBUTOR _____

FOR MORE INFORMATION ON FARMLAND PRODUCTS, PROMOTIONS, RECIPES OR MARKETING MATERIALS,
 CONTACT YOUR FARMLAND REPRESENTATIVE/BROKER OR CALL THE HELP LINE: 1-888-FARMLAND (327-6526).
 WWW.FARMLANDFOODSERVICE.COM

Operators Mail-In Coupon Spring 2011 Corporate Promo

Sales Forecasting Dates:
January 24, 2011–February 6, 2011

Shipping Dates:
February 21, 2011–April 24, 2011



Hams

ITEM CODE PRODUCT DESCRIPTION

FARMLAND ALL NATURAL HAMS

70247 194220 ALL NATURAL SMOKED HAM, QTR, 12 PC.

FARMLAND PREMIUM SMOKED BONELESS HAMS

70247 190870 ORIGINAL HICKORY HAM, NJ, 6-PC
70247 190880 ORIGINAL HONEY HAM, NJ, 6-PC
70247 192200 ORIGINAL HICKORY HAM, NJ, SLICED, 6-PC
70247 192210 ORIGINAL PEPPER HAM, NJ, SLICED, 6-PC
70247 192230 ORIGINAL HONEY HAM, NJ, SLICED, 6-PC.

FARMLAND GOLD MEDAL SMOKED BONELESS HAMS

70247 180610 FL CLASSIC CURE HAM, NJ, 9/11, 2-PC
70247 191720 AMERICAN HEARTLAND HAM, SMKD, BONELESS, NJ, WHOLE, 2-PC
70247 193330 HERITAGE HAM, SMKD, BONELESS, WA, 10/12, 2PC
70247 128770 GM SMOKED ENDLESS HAM, NJ, 97%FF, 10/12#, 2PC
70247 128780 GM SMOKED ENDLESS HAM, WA, 97%FF, 10/12#, 2PC
70247 129870 GM SMOKED BONELESS HAM, WA, LOW SODIUM, 97%FF, 10/12#, 2PC
70247 126820 GM SMOKED ENDLESS HAM, BONELESS, WA, 95%FF, 3/4#, 4 PC
70247 127050 GM SMOKED CANADIAN BRAND HAM, ROUND, 95%FF, 3/4#, 4 PC
70247 128570 GM SMOKED FLAT HAM, WA, 95%FF, 10/12#, 2 PC
70247 128580 GM SMOKED ROUND HAM, 95%FF, WA, 10/12#, 2PC
70247 155940 GM SMOKED H&W30, HAM, 96%FF, 10/12#, 2 PC
70247 194547 GM SMOKED ENDLESS HAM, NJ, 10/12#, 4 PC

FARMLAND SILVER MEDAL SMOKED BONELESS HAMS

70247 128590 SM ORIGINAL SMOKED PIT HAM, 14/16#, 2PC
70247 126830 SM ORIGINAL SMOKED PIT HAM, 14/16#, 1PC
70247 126410 SM HONEY/BROWN SUGAR SMOKED PIT HAM, 14/16#, 2PC
70247 129720 SM HONEY/BROWN SUGAR SMOKED PIT HAM, 14/16#, 1PC
70247 128410 SM SMOKED BONELESS FLAT HAM, WA, LG, 10/14#, 2PC
70247 128600 SM SMOKED BONELESS ROUND HAM, WA, LG, 10/15#, 2PC
70247 155690 SM SMOKED BONELESS BREAKFAST HAM, ROUND, WA, 9/14#, 2PC
70247 180340 SM SMOKED BONELESS DINNER HAM, WA, 10/15#, 2PC
70247 192730 DELUXE LEAN HAM, SMOKED BONELESS, WA, 12/15#, 2 PC
70247 194230 SM SMOKED BONELESS DELI HAM, WA, 12/15#, 2PC
70247 156580 SMOKED LEAN WHOLE PIT HAM, 8/12# 2PC
70247 191300 SUNDAY BUFFET SMOKED PIT HAM, HALF, 4 PC
70247 194120 SUNDAY BUFFET SMOKED PIT HAM, QUARTER, 8 PC
70247 128440 SMOKED WHOLE HAM, WA, MR, 4/6#, 6 PC

FARMLAND BRONZE MEDAL SMOKED BONELESS HAMS

70247 127530 BM SMOKED, H&W, CARVING PIT HAM, 2PC
70247 126280 BM SMOKED, H&W, FLAT PIT HAM, LG, 2PC
70247 190450 MENU-PRIDE, SMOKED, H&W, FLAT HAM, 9/11#, 2PC
70247 190460 MENU-PRIDE, SMOKED, H&W, FLAT HAM, 9/11#, 1PC
70247 190470 MENU-PRIDE, SMOKED, H&W, ROUND HAM, 9/11#, 2 PC
70247 192380 BOLO HAM, SMOKED, H&W, 1 PC
70247 129410 FL 6/5# EXACT HAM, SMOKED, H&W, XL

ITEM CODE PRODUCT DESCRIPTION

FARMLAND SMOKED LOINS & CANADIAN BACON

70247 129400 SMOKED CENTER CUT PORK LOIN, 2PC
70247 129750 CANADIAN BACON, STICK, WA, 4PC
70247 180520 CANADIAN BACON, 4 PC
70247 180527 CANADIAN BACON, 4 PC, Z

FARMLAND KC WILD WINGS

70247 192127 KC WILD WINGS, 3-12 PC, Z
70247 195407 FL MINI KC WILD WINGS, W/PICTURE LABELS, 5# NET, Z
70247 194557 FL MINI KC WILD WINGS, W/PICTURE LABELS, IQF, 2/5#, Z

FARMLAND OSSO BUCO

70247 192477 OSSO BUCO (COOKED HAM SHANKS), 6-2PC., Z
70247 193207 OSSO BUCO, PK, FL, RAW, 6-2 PK, Z

FARMLAND SPECIALTY BONELESS SMOKED HAMS

70247 195210 PULLED SMOKED HAM, 4/2.5#

FARMLAND SKINLESS-SHANKLESS BONE-IN HAMS & HAM STEAKS

70247 126130 SMOKED BONE-IN HAM, WA, VP, 18/22#, 3PC
70247 126620 SMOKED BONE-IN HAM, WA, VP, 18/22#, 1PC
70247 126750 SMOKED SKINLESS/SHANKLESS, HAM, VP, 16/20#, 4PC
70247 127520 SMOKED SKINLESS/SHANKLESS, HAM, VP, 16/20#, 2PC
70247 191290 SMOKED SKINLESS/SHANKLESS, HAM, HALF, VP, 2X2
70247 181410 SMOKED BONE-IN HAM STEAK, WA, 12 PC
70247 193550 SMOKED BONE-IN HAM STEAK, BULK, 2-12PC
70247 192557 MINI SMOKED BONE-IN BREAKFAST HAM STEAKS, VP, 6-12 PC
70247 194687 SMOKED BONE-IN HAM STEAK, NJ, 10 OZ., 4-8 PC
70247 194807 SMOKED BONE-IN HAM STEAK, WA, 6 OZ., 4-10 PC
70247 194900 SMOKED HAM, WA, FL-ST, 2X2X0

FARMLAND STEAMSHIP HAM ROAST

70247 193170 STEAMSHIP HAM ROAST, SMOKED/CURED, NJ, 1 PC

FARMLAND SPIRAL SLICED HAMS

70247 180710 HICKORY SPIRAL HAM, BONE-IN, WHOLE, W/GL, 1 PC
70247 190710 HICKORY SPIRAL HAM, BONE-IN, HALF, FNG, 1 PC
70247 180740 HICKORY SPIRAL HAM, BONE-IN, HALF, FNG, W/RACK, 2PC
70247 192150 HICKORY SPIRAL HAM, BONE-IN, NJ, 4 PC
70247 127357 HICKORY SPIRAL HAM, BONE-IN, HALF, FNG, 1 PC, Z
70247 193580 HICKORY SPIRAL HAM, HALF, PREGLAZED-BROWN SUGAR, 4PC
70247 195070 HONEY SPIRAL HAM, BONE-IN, NJ, FNG, 4 PC
70247 195060 HICKORY SPIRAL HAM, BONE-IN, NJ, FNG, 4 PC
70247 180650 HONEY SPIRAL HAM, BONE-IN, WHOLE, W/GL, 1PC
70247 190940 HONEY SPIRAL HAM, BONE-IN, HALF, FNG, 4PC
70247 192140 HONEY SPIRAL HAM, BONE-IN, HALF, NJ, 4PC
70247 191240 HONEY SPIRAL HAM, BONE-IN, QUARTER, FNG, 8 PC
70247 195240 HONEY SPIRAL HAM, BONE-IN, NJ, QTR, FNG, 8 PC
70247 195230 HICKORY SPIRAL HAM, BONE-IN, NJ, QTR, FNG, 8 PC
70247 191230 HICKORY SPIRAL HAM, BONE-IN, QUARTER, FNG, 8 PC
70247 194650 HICKORY SPIRAL HAM, BONE-IN, HALF, FNG, (OVEN), 4PC

ITEM CODE PRODUCT DESCRIPTION

FARMLAND SPIRAL SLICED BONELESS HAM & TURKEY

70247 194470 QUARTER SPIRAL, HONEY, BNLS, NJ, FL, 8 PC.
70247 194510 TURKEY SPIRAL BONELESS, QUARTER, 8 PC

FARMLAND WHOLE SPIRAL SLICED BONE-IN HAMS

70247 110050 HONEY SPIRAL HAM, BONE-IN, WHOLE, 17/20, 4 PC
70247 110090 HONEY SPIRAL HAM, BONE-IN, WHOLE, 14/17#, 4 PC
70247 109080 HICKORY SPIRAL HAM, BONE-IN, HERT, WHOLE, 17/20#, 4 PC
70247 909180 HICKORY SPIRAL HAM, BONE-IN, WHOLE, W/GL, 1 PC
70247 909380 HICKORY SPIRAL HAM, BONE-IN, WHOLE, 15/17# HERT, 4PC

FARMLAND BONE-IN HAMS FOR SPIRALING

70247 105820 HICKORY HAM, BONE-IN, REG, FOR SPIRALING, 17/20#, 4 PC
70247 105850 HICKORY HAM, BONE-IN, REG, FOR SPIRALING, 14/17#, 4PC
70247 106130 HONEY HAM, BONE-IN, FOR SPIRALING, 17/20#, 4 PC
70247 106140 HONEY HAM, BONE-IN, FOR SPIRALING, 14/17#, 4 PC

OHSE SPIRAL HAM

74800 190960 OHSE SPIRAL HALF HICKORY, 4 PC

OHSE HAMS

74800 433130 OHSE GOLD BUFFET WATER ADDED, 95%FF, 2-PC
74800 433280 OHSE PIT HAM WATER ADDED, 2-PC
74800 433290 OHSE SMOKEHOUSE PIT HAM, 1-PC

FARMLAND STEAMSHIP LEG OF PORK

70247 165497 STEAMSHIP LEG OF PORK, 1 PC

FARMLAND HAM ROASTS

70247 143247 SM BONELESS NETTED HAM ROAST, 3 PC, Z
70247 143217 SM BONELESS NETTED HAM ROAST, 1 PC, Z

FARMLAND LOIN ROASTS

70247 144567 GM BONELESS WHOLE PORK LOIN ROAST, NTD, MRD, 2-1 PC, Z
70247 164187 GM CANADIAN BACK, BONELESS, CENTER CUT PORK LOIN, VP, 5/7, 2 PC, Z
70247 164237 GM FL ET CANADIAN BACK, BONELESS, CENTER CUT PORK LOIN, VP, 5/7, 2-1PC, Z
70247 163807 GM WHOLE BONELESS PORK LOIN ROAST, NTD, DRY, 2-1PC, Z
70247 166527 SM FL ET BONELESS PORK LOIN ROAST, VP, 3-4PC, Z
70247 166407 SM FL ET BONELESS PORK LOIN ROAST, VP, 6-2PC, Z
70247 168767 PORK LOIN ROAST, BONELESS, HALF, W/GLUTEN, NTD, 4 PC, Z

FARMLAND FULLY COOKED ROASTS

70247 400017 FULLY COOKED APPLE CINNAMON PORK LOIN ROAST, 2 PC, Z
70247 191417 FULLY COOKED, NO SMOKE, PORK LOIN ROAST, 2 PC, Z
70247 194567 FULLY COOKED PORK ROAST, 1PC

NATURAL* varieties:

Product of U.S.A.

No Antibiotic Growth Promotants

No Added Hormones**

*No Artificial Ingredients

*Minimally Processed

**Federal regulations prohibit the use of hormones in pork.