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August 17, 2020

Dear Vitakraft Sun Seed Customers:

First, I want to thank you for your work in keeping the supply chain open and helping to assure that pet owners have the opportunity to give their pets the best care during these challenging times. I hope you are well and that taking the required precautions has protected you and your team.

We here at Vitakraft Sun Seed are doing everything we can to keep our products in stock and flowing to your store. Unfortunately, we recognize that we have not had the success that we strive for or that you have become accustomed to. Of course, like you, we are taking every precaution to keep our team safe and healthy. These measures of social distancing, mask wearing and health screenings among others have impeded our normal production flow and have caused our fill rates to suffer.

Additionally, we have found it very difficult to fill open positions on our production lines. This, coupled with self-imposed quarantines/absences has been our number one problem throughout this pandemic. Further, several of our raw material suppliers are in the same situation adding to the frustration of not being able to serve you, our loyal customer, better.

Over the last few months, our team has worked a tremendous amount of overtime, in exceptionally hot weather in an effort to meet demand. Our office staff, including myself, has even been filling in on production lines during breaks and shift changes in an effort to keep product flowing. I want to highlight their efforts and publicly thank them for their dedication to excellence. I also want you to thank you for your patience with us and let you know that we are working hard in an attempt to meet the needs of your customers.

Thank you for your understanding and the support you have shown us over the years and most recently during this unprecedented challenge.

Sincerely,

Brent Weinmann
President/CEO