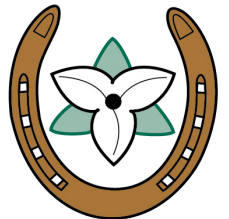


New OEF Member Benefits

Annual General Meeting

Tuesday September 30, 2014

Presented by Allan Ehrlick, President

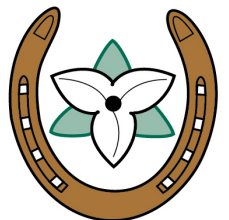


Enhancing Members Value

2014 was an exciting year for our member benefits program.

We value the incredible insurance coverage that our members receive, but we also recognized that we needed to be doing more our members and bringing more value for their membership dollars.

I am pleased to introduce **5 very exciting new benefits** that are now available to OEF members!



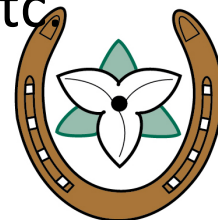
JustRewards™

Benefit Partner

- Strategic Incentive Solutions

Program Details

- Members have exclusive access to a line of sports, vacation and experiential packages – members can purchase anything from dinner packages to tickets to the Kentucky Derby to African Safaris
- Members simply go online and purchase a certificate for the package of their choice.
- Great idea for gifts, horse show prizes, client incentives, etc.



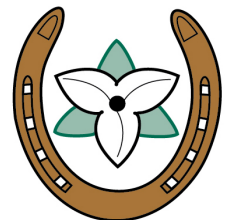
TSC Store Sales and Discounts

Benefit Partner

- TSC Stores
- Ontario Federation of Agriculture (OFA)

Program Details

- **Member Day Sales** - Members have access to special pricing on select items during the OFA/OEF Member Day Sales (Spring, Summer, Fall)
- **10% Discount** - This past August, we ran a pilot program that offered members 10% discount on regularly priced items. We are in discussions to roll out an annual 10% discount in 2015
- **Horse Facilities 15% Discount** – Stables that belong to the OEF Horse Facilities Council receive an unique discount card with their membership package. This discount card gives them 15% off regularly priced items throughout the year.



MAAAX™ Equine Feed

Benefit Partner

- Bruce Agra Dehy

Program Details

- **Forage** – members now have **exclusive** access to Ontario grown and processed timothy/alfalfa and alfalfa long fiber cubes year round
- **Quality** – Bruce Agra Dehy’s unique “Seed to Stable” quality assurance concept tracks and monitors every step of the forage process. Every bag can be traced back to the field that the forage was grown in.
- **Affordability** – members receive \$2 off of the suggested retail price, all taxes are waived on the order of pallets and most delivery is free (depending on location). Members can also purchase a “three year crop price guarantee”
- **Industry Contributions** – The OEF receives \$1 for every bag sold to support programs. In addition, Bruce Agra Dehy is committed to working with the OEF to better equine welfare in Ontario. The OEF and Bruce Agra Dehy has already donated more than 5,000 bags of cubes to Whispering Hearts Rescue



www.maaaxequinefeed.com

www.horse.on.ca

Health and Dental Coverage

Benefit Partner

- CBA
- Ontario Federation of Agriculture (OFA)

Program Details

- **Launch Date** – October 1, 2014 (Tomorrow!)
- **Programs** - Members now have access to various health and dental coverage to suit their needs and budget
- **Process** – Members simply call Yvonne Hay at CBA and she will act as your representative through the entire application process from selecting your program to completing the application.



System Fencing Savings

Benefit Partner

- System Fencing

Program Details

- **\$50 Discount** – 2015 members will automatically receive \$50 off of a purchase of \$100 or more (in store, online at events). The \$50 can be used towards horse and tack items, farm items, etc. You will just have to provide your OEF number to receive the savings.
- **5% Discount** – Members will continue to receive 5% off regularly priced items throughout the year



Continue to Receive Great Benefits!

Insurance

- Automatic and optional insurance coverage from **BFL CANADA**
- Special rates on home, auto, farm, mortality, etc. from **BFL CANADA**

Delta Hotels and Resorts

- 10% off the best available rate of the day for any Delta location in Canada

Events

- Special pricing on tickets to events like Can-Am, Royal Agricultural Winter Fair, All About Pets Show, etc.

Subscriptions

- Reduced subscription rates to leading equine publications

Tractors

- 18% off of Kubota power units and 10% off attachments (based on CND MSRP)
- Savings off of John Deere products (through EC Members First)



What's Next

In the next few weeks we will have some more exciting news to share that will benefit all members! We will also have some exciting announcements that will directly benefit our business and stable members. Stay tuned for more shortly!

We will soon be turning our attention to our junior members to improve on the value they receive with their membership. We hope to offer more programs that will directly benefit juniors.

I encourage everyone to visit the OEF booth at the Royal this year so you can meet some of our benefit partners and learn more about these very exciting programs.

I also encourage you to visit our website regularly and follow our social media networks to stay up to date on all benefit announcements.

