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*Past IFDA Chair

February 12, 2009

Mr. Mark Spliethoff
Vice President, Distributor Trade Development
Kellogg's Food Away-From-Home
545 Lamont Road
Elmhurst, IL 60126

Dear Mark:

Each year the IFDA membership is surveyed and asked to rate the effectiveness and performance of IFDA's manufacturer Partners. Our goal in conducting this survey is to recognize top manufacturers who demonstrate exceptional performance in working with foodservice distributors.

The ballot asks the membership to indicate all IFDA partners they have a business relationship with, and to pick five who have exceeded expectations and provided exceptional service throughout the year based on the following criteria:

- Effectively conveys product information;
- Effectively works with the distributor sales force;
- Provides appropriate sales training material;
- Effectively communicates advertising and promotional information; and,
- Is available to handle account issues/problems.

The results are in and the **2008 IFDA Supplier of the Year is Tyson Food Service Group**. Tyson ranked very highly in each category and is to be commended for their efforts. Tyson received their award on January 25 at the opening banquet of the IFDA Partners Executive Forum.

Kellogg's Food Away-From-Home placed second and received high marks in effectively conveying product information and in effectively communicating advertising and promotional information.

General Mills Bakeries & Foodservice placed third and was highly rated for effectively conveying product information and being readily available to handle account issues/problems.

Congratulations to Tyson Food Service Group for their industry leading performance as well as Kellogg's Food Away-From-Home and General Mills Bakeries & Foodservice for the exceptional work they do with the distribution industry.

Thank you for your support and we wish you the best in 2009.

Sincerely,



Mark S. Allen