

**CUSTOMER RELATIONS**

**Product / Service:** OnTarget Medicated Cattle Feed

Business: You are a sales person working for Dirt Road Feeds. Your Feed Store carries OnTarget Brand Cattle Feed. Due to recent the recent FDA Veterinary Feed Directive (VFD), medicated feeds (those with antibiotics in them) require VFD approval from a veterinarian before a farmer can purchase the feed.

**Situation:** Your store sells OnTarget Brand feeds, some of which have antibiotics in them. Until January 1, 2017, farmers could buy these feeds without a veterinarian approval. These feeds are commonly used for cattle in stressful situations, such as weaning. Now, these feeds with antibiotics require that the farmer work with their veterinarian and feed supplier to secure a VFD before purchasing this feed. It is illegal for you to sell or deliver feed to a farmer unless your store has a VFD Certificate for these feeds including the number of animals receiving the feed and the specific antibiotic in the feed.

Common problems are:

- Some farmers don't know which feeds require a VFD and which don't
- Farmers often wait to order feed until they need it and securing a VFD can take some time, anywhere from a couple hours to 3 days.
- Veterinarians require an established Veterinary-Client-Patient-Relationship with the farmer before they will provide a VFD to a farmer

The customer may approach you with either one or both of the following concerns:

Concern #1: "I am weaning my calves tomorrow and want to get them on OnTarget Medicated feed to keep them from getting sick."

Concern #2: "How do I get my veterinarian to write me a VFD? They say I need to provide them with the specific levels of antibiotics in the feed before they can provide me a VFD!!"

**Dirt Road Feeds & More Store Policies and other relevant information:**

1. Dirt Road Feeds has worked closely with OnTarget to develop data sheets that farmers can provide to their veterinarians to assist in completing VFD paperwork. These datasheets detail the specific amounts of antibiotics in the feed, the feeding rate of pounds per head per day, and other important information.
2. Dirt Road Feeds has also contacted all local veterinarians and provided them with a contact number for OnTarget that provides technical assistance to veterinarians and farmers to assist them in completing VFD's for OnTarget Feeds.
3. Dirt Road Feeds will not sell or deliver OnTarget Medicated feed without a VFD because it is illegal.
4. Bulk feed orders cannot be delivered until all paperwork is completed.

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Product: OnTarget Medicated Cattle Feed

**Situation:** Every year when you wean your calves, you feed them OnTarget Medicated feed. This is to prevent them from getting sick during the stress of weaning. OnTarget Medicated feed has antibiotics in it at specific levels to prevent sickness.

As of January 1, 2017 OnTarget Medicated feed requires a Veterinary Feed Directive before a farmer can purchase it. This is due to FDA Regulations.

Since you are going to wean your calves tomorrow, you want to buy your feed today from Dirt Road Feeds, your local OnTarget dealer. You want them to deliver 4 tons of bulk feed today so you can be ready to feed it tomorrow. You remember reading in some farm magazines that this new regulation was coming and that you needed to talk to your veterinarian about having an existing Veterinary-Client-Patient-Relationship. You haven't been to see your veterinarian since October, but you have always used the same veterinarian, Dr. Randy at Farm Animal Clinic, for the past 10 years when you needed anything for animal health.

You as the customer may approach the contestant who is acting as an employee of Dirt Road Feeds & More with one or both of the following complaints:

Concern #1: "I am weaning my calves tomorrow and want to get them on OnTarget Medicated feed to keep them from getting sick."

Concern #2: "How do I get my veterinarian to write me a VFD? They say I need to provide them with the specific levels of antibiotics in the feed before they can provide me a VFD!!"

**The student should ask probing questions to determine the situation. DO NOT VOLUNTEER INFORMATION, BUT IF ASKED BY THE STUDENT THIS IS WHAT THEY SHOULD ADDRESS WITH YOU:**

1. Contestant should determine if you have an established relationship with your veterinarian
2. Contestant should make sure you are selecting the correct feed.
3. Contestant should offer to contact your veterinarian and provide them the needed information to get you a VFD so you can purchase the OnTarget Medicated Feed.
4. Contestant should point out that they must have the VFD or they cannot legally sell or deliver OnTarget Medicated Feed. They should try to get your feed delivered today or first thing tomorrow by helping you get the paperwork you need from your veterinarian.