

If You Bake... You Should Know About Valley Bakers

Valley Bakers Cooperative Association was formed in 1949 by a group of professional bakers seeking a better way of buying their ingredients and supplies.

Valley Bakers is now a vibrant, progressive company meeting the needs of growing markets in the western Great Lakes region. Our members include retail and wholesale bakeries, supermarket bakeries, donut shops, pizza restaurants, candy makers, institutional food service companies and others. We continue to expand our offerings while meeting the needs of each customer in every transaction.

As a member-owned cooperative, Valley Bakers can offer unique benefits to qualified businesses and individuals. Members profit through up front, annual and long-term financial returns. They also have an influential voice in managing and directing our future.

No other competitor in our area can offer you these advantages.

Valley Bakers Cooperative Association, How It Works for You...

Day to day operations with Valley Bakers are much like other distributors you may currently use. You order the ingredients and materials you need and we deliver them.

What sets us apart is that we are owned by members. We are directed by a Board comprised of active members. These ties to the baking industry ensure we stay focused on providing customers with the finest ingredients at the best possible value and with the most responsive service available.

By putting customers first, we achieve impressive business results. Since our founding, we have returned average annual dividends of more than 2%. Those proceeds are shared among our member-owners in proportion to their purchases.

Traditionally, cooperatives are partially capitalized by their members' patronage dividends along with banking partners. We operate in a similar way. However, Valley Bakers' strong business performance enables our association to exceed normal expectations by paying annual interest on member certificates. This payment, determined annually by our Board of Directors, provides members an additional return on their investment.



Key Benefits...

- Up Front Rewards**
 We deliver immediate savings through off-invoice discounts and periodic volume commitments. Members see these benefits with every transaction.
- Annual Dividends**
 Someone profits from your purchases. Why not you? Valley Bakers members share in profits through annual dividends and All-Pro Points.
- Long-Term Returns**
 Membership certificates earn interest based on the cooperative's annual performance. In 50-plus years of operation, we've never failed to meet our obligations regarding mature certificates and interest payments.
- More Buying Power**
 There is strength in numbers. As part of the Valley Bakers team, your buying power expands. We are also part of national buying groups that give our members power equal to the largest players. Plus, you have a say in what we carry and how we deliver it.
- Better Service**
 We are owned by bakers, we know what bakers need and we provide the services they want. Our sales people, CSM's and delivery drivers provide courteous, prompt and responsive service. Our drivers not only deliver your order, they also put it away and rotate your stock.
- Better Ingredients**
 Baking the best products requires quality ingredients. We work hard to ensure that you always receive ingredients with qualities that meet or exceed your expectations. In addition, we customarily stock thousands of hard-to-find products, ensuring our customers can get what they need.

As a Valley Bakers member, every purchase you make is an investment in your future.

Our Mission

Valley Bakers Cooperative Association...

We empower people and organizations to benefit from their collective strength. With outstanding employees and dynamic vendor partnerships, we deliver the finest baking-related products at the best possible value. By working together in support of bakery traditions, we enhance our communities.



Valley Bakers' main office and Progressive Warehousing's cold-storage facility in Greenville, WI.



Valley Bakers
COOPERATIVE ASSOCIATION

W6470 Quality Drive
P.O. Box 437
Greenville, WI 54942-0437
www.valleybakers.com

Toll-Free: 800-242-6461
Phone: 920-560-3200
Fax: 920-560-3199
mail@valleybakers.com

Ingredients for Success



Valley Bakers
COOPERATIVE ASSOCIATION

Operational Benefits

Financial Benefits



Valley Bakers brings you these advantages...

Designed around you.

1. Membership Dividends

Annual dividends, which have been paid consistently since 1949, are distributed to our members in proportion to their order volume.

2. Interest Income

Valley Bakers is partly capitalized with long-term membership certificates. These earn annual interest as determined by the members on the Board of Directors. The system encourages long-term commitment through payments that grow larger as your certificates mature.

3. All-Pro Points

Through this vendor-funded incentive program, members earn credits for travel, merchandise or custom rewards of their choosing.

4. Volume Commitment

Our Committed Customer Program provides members with added benefits derived from their purchasing commitments. Valley Bakers can leverage your commitment to purchase into increased buying power that creates more upfront value for you. The more volume you can direct our way, the more benefit we can provide.

5. Off-Invoice Return

Volume buying leads to lower costs — for the cooperative as well as the member-owner. Your patronage is rewarded with fair pricing and custom discounts based on your ordering activity.

6. Membership Perks

Being a member of the cooperative has responsibilities. But we do the best we can to make them enjoyable. You'll find events like our annual meetings not only informative but also something you'll look forward to attending.

7. Advanced Warehousing Technologies

Valley Bakers brings customers effective and efficient services through the best technologies and equipment. Our state-of-the-art ordering, warehousing, routing and delivery systems provide unrivaled speed, accuracy and reliability.

8. Custom Delivery

We operate our own fleet of trucks and we hire and train drivers to deliver exceptional service as well as the finest products. Our policy of putting the customer first means that you'll get a delivery plan designed specifically to fit your schedule and needs.

9. Better Service

We're truly customer-focused because we're customer-owned. With our purchasing expertise, warehousing facilities and courteous delivery drivers, Valley Bakers provides a level of service and convenience that other distributors cannot match. We can save you time and money because we free your employees for more important tasks.

10. Better Value

We apply more than 50 years of purchasing know-how to deliver the most for your money. Our customer service experts can develop a custom Purchasing Strategy that maximizes your buying power and delivers the products and ingredients that will keep your customers happy.

Increase Your Dollar Power

As a member-owner, every dollar you spend with Valley Bakers is worth more. The following illustration is based on the average member benefits provided for each one-dollar purchase during a typical year.

STARTING PURCHASE	\$1.000
Year-end Profits	\$0.020
All-Pro Benefits	\$0.008
Member Certificate Interest	\$0.008
Off-Invoice Discounts	\$0.020
Volume Commitment	\$0.017
TOTAL	\$0.073
RESULTING VALUE	\$1.073

What Is a Cooperative?

Cooperative associations have been part of the American way since pioneer times. The idea is simple and proven — work together and you can achieve more.

A cooperative of businesses with mutual needs also generates collective knowledge and experience. To fully realize this potential, members make a long-term commitment to work together to achieve their common goals.

Valley Bakers adheres to commonly accepted principles and policies of operating a cooperative. These include:

- Voluntary membership
- Democratic control
- Equitable economic benefit
- Independent operation
- Knowledge sharing
- Community concern



Better Value, Better Service, Better Future

In Addition...

Valley Bakers owns three other companies that provide complementary services.



Progressive Warehousing

a division of Valley Bakers, offers a range of useful services including frozen and refrigerated storage facilities. Our state-of-the-art warehouse management system can help meet your stocking, redistribution and crossdocking requirements.

Who Can Join?

Membership is open to any active customer who can benefit from Valley Bakers services and the profits we return. There is a one-time redeemable stock purchase required and other ownership responsibilities involved in membership.

Why Wait?

The sooner you become part of the Valley Bakers family, the sooner you can enjoy the benefits we offer. To arrange a personal interview or to get more information, please contact us today.

Valley Bakers Cooperative Association

Phone: 1-800-242-6461 or 920-560-3200

Fax: 920-560-3199

www.valleybakers.com



Bakers Supply Company

a wholly owned Valley Bakers subsidiary, provides timely, cost-effective freight service in Wisconsin and Upper Michigan. Our insulated trucks feature separate compartments for frozen, refrigerated and dry goods.

Bakers Supply Logistics, LLC

operates as an extension beyond the territory or schedule required by our foodservice distribution business. If we cannot service your transportation needs with our own fleet we will make arrangements with other trucking partners. One call does it all!