

SYNAGRI IS LOOKING TO NAME ITS MASCOT



Synagri is launching a contest open to all Québec and Eastern Ontario teenage children (12 to 17 as of December 31, 2015) of Synagri's farming clients (as well open to our agents' clients) who distribute Synagri's products) to come up with a name for its likeable mascot. Besides the pride of having found the best name for the mascot, the winner will receive an iPad Air and four tickets for its family to come visit us at one of the three winter tradeshows in 2016 (Salon de l'agriculture in Saint-Hyacinthe, SIMAQ, or Ottawa Valley Farm Show).

Synagri's mascot is a smiling and friendly boy who embodies the pride of belonging to the next generation of farmers. He will be there during the 2016 winter tradeshows, walking around and interacting with visitors.



Rules – Synagri Mascot Contest

Eligibility Criteria

- You must be between 12 and 17 years of age (girl or boy), and be the child or the grandchild of a farmer who is or has been a client of Synagri or a Synagri agents clients in 2015;
- You must live in Québec or Eastern Ontario.

How to Take Part in the Contest

To participate, you must submit your suggested name for our mascot by email during the contest period, which is from 8:00 am, December 14 to 11:59 pm, December 31, 2015, at the following address info@synagri.ca with "Synagri Mascot Contest" in the subject line.

Important Please write from the email address of your parents or grandparents, so that we know they authorized you to enter the contest. Also include in your email:

- Your name;
- Your age;
- The name of your parents or grandparents and their phone number;
- The name of their farm;
- Your town or city;

Selection Criteria

To be considered, the suggested name must meet the following criteria:

- It is original and creative (related to the next generation of farmers)
- It is representative of the mascot and his personality (proud to be a farmer, joyful and dynamic)
- It can be used in both English and French

Selection of the Mascot's Name

The name will be chosen by all Synagri employees living in Québec and Eastern Ontario, who will be provided with an anonymous survey between January 1 and 6, 2016 listing every name suggested.

If the same name is submitted by more than one person, and that this name is the one chosen by the employees, the winner will be determined by a random drawing among all the contestants who proposed that name. If two or more names have the same score, the winning name will be chosen by the Synagri marketing committee. A meeting will be held on January 7, 2016, at 1:30 pm at the Synagri head office at 5175 Laurier Boulevard in Saint-Hyacinthe, Québec, J2R 2B4.

The winner will be notified by phone and email between January 8 and 10, 2016. Every contestant will be informed by mail of the chosen mascot's name and the winner's name (farm's name, winner's name, city and age) on January 11, 2016. This information will also be published on Synagri's social media. The name of the mascot will be used on January 12, at the first 2016 winter tradeshow, which is the Salon de l'agriculture in Saint-Hyacinthe.

Terms and Conditions

- Synagri reserves the right to modify in whole or in part the chosen name. After the contest, the winning name will become the exclusive property of Synagri.
- Synagri reserves the right to choose none of the names submitted as part of this contest if no names are considered satisfactory or due to lack of participation. However, a random draw among the participants would still be held on January 7, 2016.
- Detailed personal information provided by the contestant (farm, name, age, city and phone number) is only collected for administrative purposes and general information (farm, name, age, and city) for the promotion of this contest to identify the winner and will not be used for any other purpose without consent.
- Only one person can win the prizes listed in this contest.
- Prizes must be accepted as described for this contest and are not convertible into cash.
- Under the terms agreed by telephone with the parents or grandparents of the winner, the prizes will be mailed to the winner before January 29, 2016.
- If the winner and their relatives are not available to attend one of the three 2016 winter tradeshows (Salon de l'agriculture in Saint-Hyacinthe, SIMAQ, or Ottawa Valley Farm Show), the winner may transfer the tickets to other people (4 tickets maximum). The provisions for receiving these tickets will be arranged over the phone.
- To ensure Synagri's full transparency, Synagri's employees or partners, whether farmers or not, and their children cannot participate in this contest.

The management of Synagri L.P.