



LET'S  
MAKE  
SOMETHING  
GREAT  
TOGETHER.

DATE: July 15, 2022

TO: Valued Distributors

SUBJECT: Price Increase and Freight Rate Change Effective September 1, 2022

Effective **September 1, 2022**, Simplot will be increasing our price on all Simplot branded, operator and distributor label products as follows:

PRODUCT CATEGORY	PRICE INCREASE
All Seasoned/Battered and Coated Potato Products	\$0.125/lb
All Formed Potato Products (including Spudsters®)	\$0.125/lb
All Non-Battered Potato Products (including frozen mash and shreds)	\$0.105/lb
Simplot Sweets® brand sweet potato fries	\$0.15/lb
All Roasted Products	\$0.15/lb
All Grain Products	\$0.15/lb
Fruit (IQF Blueberries and IQF Peaches only)	\$0.15/lb
All Vegetable Products	\$0.10/lb
All Avocado Products	\$0.40/lb

**Deviated Pricing Programs:** Please be advised that all end-user contracts, bids, and deviated pricing programs will be adjusted accordingly.

**This price change becomes effective on all shipments on or after September 1, 2022.**  
To prevent out-of-stock situations and to manage inventory levels, order quantities will be limited to your historical two-week purchasing average.

**Freight Rate Changes:** Please refer to the attachment for updated OBF and Chilled IBF rates that will go in effect 9/1/22. Please note we also updated our Frozen IBF for Laredo.

Frequent increases in packaging, raw goods, oil, ingredients, warehousing, operating and labor costs are now at historic heights. These increases, coupled with strong demand and industry supply restrictions, continue to disrupt the food supply network. At Simplot, we are dedicated to providing you the best in customer service, including a persistent pursuit of cost control. We are committed to maintaining the quality of our products and continually look for efficiencies in our operations and supply chain to drive value to our customers while meeting strong industry demand.

All of us at Simplot appreciate your business and continued support during these challenging times.

Gerry Favillo  
Vice President Sales, North America  
J.R. Simplot Co.