

2026/2027 OPERATION HEAT DONATION GUIDELINES

Qualifying Organization:	Betaseed has identified the Volunteer Fire Fighter’s organization as the non-profit group/organization as the recipient for the donation.
Type:	Cash donation sent via check.
Selection Process:	An internal evaluation of the nominees by ISAs and Ag Staff will be made by the selection panel.
Qualification:	Nomination form completed with detailed information, and what the donation will be used for at the organization.
Nomination Form:	Forms will be found via a private link given to ISAs and Ag Staff
Donation Receipt:	Required from the organization before donation is made.
Territory, Year One {TEST Year}:	American Crystal and Michigan Sugar—awarded directly
Territory, Year Two:	Two territories will be targeted on a rotating basis:

BETASEED Operation Heat Rotational Schedule				
Pilot	John Samdahl	American Crystal	Michigan	Brian Groulx
Year 1	Clarke Alder	Idaho	Southern Minn	Blake Buck
Year 2	Blake Buck	Minn Dak	WSS	Ryan Rueter
Year 3	Leah Wimmer	WSN	Lantic	Blake Buck

- 1. Donor.** The 2026/2027 VFF Donation, Operation HEAT (the “Donation”), is donated by Betaseed, 5705 W.OldShakopee Rd., Bloomington, MN 55437 (“Donor”).
- 2. Qualifying Organization.** The donor has identified the Volunteer Fire Fighter’s organization as the non-profit group as the recipient for the donation.
- 3. Nomination Period.** The nomination period begins at 12:00:01 AM Central Standard Time on September 1, 2026, and ends at 11:59:59 PM Central Standard Time on January 4, 2027 (the “Nomination Period”).
- 4. Eligibility.** The following eligibility requirements apply to ISAs and Ag Staff wishing to nominate an organization (as defined below) for the donation.

Nominators must: (I) be at least 18 years old at the time of nomination, (II) a legal resident of the United States of America or Canada, and (III) an ISA representing Betaseed operating in eligible sugarbeet growing counties (outlined below). Organizations must be Volunteer only or Mostly Volunteer Fire Fighter programs operating and serving the rural community sectors within a Region (“Organization”). There are two eligible Regions for the 2025 pilot donation (each, a “Region”), each with their own individual donation (as defined below). Each Region is aligned with a sugarbeet growing area and is limited to the select state counties listed below. The Regions are as follows:

Amalgamated	
Idaho Counties	Ada, Bannock, Bingham, Blaine, Boise, Bonneville, Canyon, Cassia, Elmore, Gem, Gooding, Jefferson, Jerome, Lincoln, Madison, Minidoka, Oneida, Owyhee, Payette, Power, Twin Falls, Washington
Oregon Counties	Baker, Malheur, Union
Washington Counties	Benton, Franklin

Southern MN (SoMN)	
Minnesota Counties	Stevens, Douglas, Pope, Stearns, Swift, Kandiyohi, Meeker, Renville, Yellow Medicine, McLeod, Sibley, Redwood, Lyon

By nominating an organization for this program, the nominator agrees to these donation guidelines and to the final decision of the Betaseed selection panel which will be final and binding in all respects. By accepting a donation, the organization must also agree to these Operation Heat donation guidelines.

5. Nomination Process. To nominate an organization for the donation, during the nomination period, Nominator must nominate one (1) organization for consideration for the donation by completing for each nomination, donor’s online official nomination form available at the private link distributed to ISAs and/or Ag Staff. Nominations must be received during the nomination period to be considered for the donation. Nominator may not submit multiple nominations for the same organization. Mailed or hard copy nominations will not be accepted. After successful completion and assuming both participants meet the eligibility requirements, Nominator’s organization will be entered for the donation.

6. Donation. There will be one (1) potential donation recipient organization selected for each eligible region by the respective selection panel per the selection process criteria set forth in Section 6 from all eligible nominations received in the applicable Region during the nomination period, and who will be eligible to receive a donation of Twenty Thousand U.S. Dollars (\$20,000.00), along with a donated item (plaque, banner, decal, etc.) that is to be determined (each, a “Donation”). Approximate Retail Value: Twenty Thousand U.S. Dollars (\$20,000.00) per Donation and up to Forty Thousand U.S. Dollars (\$40,000.00) for all Donations. The Donation(s) must be a tangible, physical item or project that can be photographed by the marketing team. On or about January 4, 2027, the potential donation recipient organization in each Region will be selected by the appropriate selection panel per the selection criteria set forth in Section 7, provided that the potential donation recipient organization must comply with and agree to these Operation Heat donation guidelines as a condition to receive the donation.

- 7. Selection Process.** Selection panel will include a regional panel of sales managers. Following the nomination period, selection panel will evaluate each nomination received during the nomination period using the following criteria, each of which will be weighed as provided herein: (a) adherence to the donation guidelines (yes/no); (b) the organization's service area is in the region and the population served (yes/no); (c) the organization is a Volunteer Only or Mostly Volunteer Fire Fighter chapter (yes/no); (d) the organization's impact on the local community (50%), and (e) a potential donation's impact on the organization (50%) (collectively, the "Selection Process Criteria").
- 8. Notification of Recipients.** On or after the date set forth in Section 6 for selection of the potential donation recipient organization(s), as well as all nominated organizations, will be sent an email, telephone call, or mailed notification from the donor with information on the recipient donation organization. Instructions on how to claim the donation (the "Notification") will be sent to the recipient donation organization(s) separately. The potential donation recipient organization(s) will be required to follow instructions on the notification and provide the donor with certain requested information. By accepting or using a donation, the organization(s) agree that donor can use the organization's name, state of residence, voice, and likeness, and the nomination from nominator, for advertising and promotional purposes without further notice or compensation, unless otherwise prohibited by law.