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October 20, 2024

Dear Valued Customers, Vendors, and Suppliers,

As you are likely aware, our esteemed founder, and my dear father, Peter Orum, died on Thursday October 17, 2024. Peter's unwavering commitment to visionary leadership for the Midwest Companies and our industry, have been instrumental in establishing and guiding Midwest Groundcovers and Midwest Trading to be prominent suppliers and leaders in the green industry. Countless selfless efforts by Peter have generated industry improvements which benefit us today and will continue to do so long into the future.

As we navigate through this time of transition, I wish to convey our strong assurance that both of our companies are well-positioned for and committed to sustained long-term success.

We have in place, comprehensive long-term strategic plans, that will guide our operations into the future while maintaining our strengths and leveraging opportunities. Our commitment to excellence in products and customer service remains resolute. Likewise, we are dedicated to advancing the standards of our products to meet the needs of our customers and to support overcoming their challenges to position them for success.

We remain committed to mutually beneficial, enduring relationships with vendors, industry colleagues, customers and our remarkable employees. Our organizations are led by skilled employee operations teams who will ensure that we will strongly meet future challenges while continuing to deliver exceptional value.

We greatly value your trust and support as we honor Peter's legacy and build on it for the future. It is our collective mission to uphold the principles and standards Peter instilled in our operations and practices.

Thank you for your continued partnership. We are committed to strengthen our relationships and serve our customers with the same dedication and integrity that have defined our companies for more than five decades.

Most Sincerely,

Christa L. Orum-Keller
Owner & Chairman of the Board of Directors
Midwest Groundcovers and Midwest Trading