

**UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION**

	)	
In the Matter of	)	
	)	
<b>Tractor Supply Company,</b>	)	
a corporation, and	)	File No. 211-0083
	)	
<b>Orscheln Farm and Home LLC,</b>	)	
a limited liability company.	)	
	)	

**AGREEMENT CONTAINING CONSENT ORDERS**

The Federal Trade Commission (“Commission”) initiated an investigation of the proposed merger of Tractor Supply Company with Orscheln Farm and Home LLC, collectively “Proposed Respondents.” The Commission’s Bureau of Competition prepared a draft administrative complaint (“Draft Complaint”). The Bureau of Competition, Proposed Respondents, proposed Acquirer Bomgaars Supply, Inc. (“Bomgaars”), and proposed Acquirer Buchheit Enterprises, Inc. (“Buchheit”) enter into this Agreement Containing Consent Orders (“Consent Agreement”). Proposed Respondents enter into the Consent Agreement to divest certain assets and to provide for other relief to resolve the allegations in the Draft Complaint through a proposed Decision and Order and Order to Maintain Assets, all of which are attached, to present to the Commission. Bomgaars and Buchheit enter into the Consent Agreement to receive prior Commission approval before either sells certain assets that it acquires from the Proposed Respondents.

**IT IS HEREBY AGREED** by and between Proposed Respondents, by their duly authorized officers and attorneys, and counsel for the Commission that:

1. Proposed Respondent Tractor Supply Company is a corporation organized, existing, and doing business under and by virtue of the laws of the State of Delaware with its executive offices and principal place of business located at 5401 Virginia Way, Brentwood, Tennessee 37027.
2. Proposed Respondent Orscheln Farm and Home LLC is a limited liability company organized, existing, and doing business under and by virtue of the laws of the State of Missouri with its executive offices and principal place of business located at 1800 Overcenter Drive, Moberly, Missouri 65270.
3. Proposed Respondents admit all the jurisdictional facts set forth in the Draft Complaint.
4. Proposed Respondents waive:

- a. any further procedural steps;
  - b. the requirement that the Decision and Order and the Order to Maintain Assets contain a statement of findings of fact and conclusions of law;
  - c. all rights to seek judicial review or otherwise to challenge or contest the validity of the Decision and Order or the Order to Maintain Assets entered pursuant to this Consent Agreement; and
  - d. any claim under the Equal Access to Justice Act.
5. This Consent Agreement is for settlement purposes only and does not constitute an admission by Proposed Respondents that the law has been violated as alleged in the Draft Complaint, or that the facts as alleged in the Draft Complaint, other than jurisdictional facts, are true.
  6. Proposed Respondents shall submit an initial compliance report, pursuant to Commission Rule 2.33, 16 C.F.R. § 2.33, no later than 30 days after the date on which Proposed Respondents execute this Consent Agreement and subsequent compliance reports every 30 days thereafter until the Order to Maintain Assets becomes final. After the Order to Maintain Assets becomes final, the reporting obligations contained in the Order to Maintain Assets shall control and the reporting obligations under this Consent Agreement shall cease. Each compliance report shall set forth in detail the manner in which Proposed Respondents have complied, have prepared to comply, are complying, and will comply with the Consent Agreement, Decision and Order, and the Order to Maintain Assets. Proposed Respondents shall provide sufficient information and documentation to enable the Commission to determine independently whether Proposed Respondents are in compliance with the Consent Agreement, the Decision and Order, and the Order to Maintain Assets.
  7. Each compliance report submitted pursuant to Paragraph 6 above shall be verified in the manner set forth in 28 U.S.C. § 1746 by the Chief Executive Officer or another officer or employee specifically authorized to perform this function. Commission Rule 2.41(a), 16 C.F.R. § 2.41(a), requires that the Commission receive an original and one copy of each compliance report. Proposed Respondents shall electronically file an original of each compliance report with the Secretary of the Commission at [ElectronicFilings@ftc.gov](mailto:ElectronicFilings@ftc.gov), and a copy with the Compliance Division at [bccompliance@ftc.gov](mailto:bccompliance@ftc.gov). In addition, Proposed Respondents shall provide a copy of each compliance report to the Monitor, if one has been appointed pursuant to the Decision and Order and/or the Order to Maintain Assets.
  8. This Consent Agreement, and any compliance reports filed pursuant to this Consent Agreement, shall not become part of the public record of the proceeding unless and until the Commission accepts the Consent Agreement. If the Commission accepts this Consent Agreement, the Commission will place it, together with the Complaint, the proposed Decision and Order, the Order to Maintain Assets, an explanation of the

provisions of the proposed Decision and Order and the Order to Maintain Assets, and any other information that may help interested persons understand the orders on the public record for the receipt of comments for 30 days.

9. Because there may be interim competitive harm, the Commission may issue and serve its Complaint (in such form as circumstances may require) and the Order to Maintain Assets in this matter at any time after it accepts the Consent Agreement for public comment.
10. This Consent Agreement contemplates that, if the Commission accepts the Consent Agreement, the Commission thereafter may withdraw its acceptance of this Consent Agreement and notify Proposed Respondents, in which event the Commission will take such action as it may consider appropriate. If the Commission does not subsequently withdraw such acceptance pursuant to the provisions of Commission Rule 2.34, 16 C.F.R. § 2.34, and it has already issued the Complaint and the Order to Maintain Assets, the Commission may, without further notice to Proposed Respondents, issue the attached Decision and Order containing an order to divest and to provide for other relief in disposition of the proceeding.
11. The Decision and Order and the Order to Maintain Assets shall become final upon service. Delivery of the Complaint, the Decision and Order, and the Order to Maintain Assets to Proposed Respondents by any means provided in Commission Rule 4.4(a), 16 C.F.R. § 4.4(a), or by delivery to United States counsel for Proposed Respondents identified in this Consent Agreement, shall constitute service to Proposed Respondents. Proposed Respondents waive any rights they may have to any other manner of service. Proposed Respondents also waive any rights they may otherwise have to service of any appendices attached to or incorporated by reference into the Decision and Order or the Order to Maintain Assets, if Proposed Respondents are already in possession of such Appendices, and agree that they are bound to comply with and will comply with the Decision and Order and the Order to Maintain Assets to the same extent as if they had been served with copies of the Appendices.
12. The Complaint may be used in construing the terms of the Decision and Order and the Order to Maintain Assets, and no agreement, understanding, representation, or interpretation not contained in the Decision and Order, the Order to Maintain Assets, or the Consent Agreement may be used to vary or contradict the terms of the Decision and Order or the Order to Maintain Assets.
13. By signing this Consent Agreement, Proposed Respondents represent and warrant that:
  - a. they can fulfill all the terms of and accomplish the full relief contemplated by the Decision and Order and the Order to Maintain Assets, including, among other things, effectuating all required divestitures, assignments, and transfers, and obtaining any necessary approvals from governmental authorities, leaseholders, and other third parties to effectuate the divestitures, assignments, and transfers; and

- b. all parents, subsidiaries, affiliates, and successors necessary to effectuate the full relief contemplated by this Consent Agreement, the Decision and Order, and the Order to Maintain Assets are parties to this Consent Agreement and are bound as if they had signed this Consent Agreement and were made parties to this proceeding, or are within the control of parties to this Consent Agreement, the Decision and Order and the Order to Maintain Assets, or will be after the acquisition.

14. Proposed Respondents have read the Draft Complaint, the proposed Decision and Order, and the Order to Maintain Assets. From the date Proposed Respondents sign the Consent Agreement, each agrees to comply with the terms of the proposed Decision and Order, and Proposed Respondents agree to comply with the Order to Maintain Assets. Proposed Respondents understand that once the Commission has issued the Decision and Order and the Order to Maintain Assets, they will be required to file one or more compliance reports setting forth in detail the manner in which they have complied, have prepared to comply, are complying, and will comply with the Decision and Order and the Order to Maintain Assets. When final, the Decision and Order and the Order to Maintain Assets shall have the same force and effect and may be altered, modified, or set aside in the same manner and within the same time as provided by statute for other orders. Proposed Respondents further understand that they may be liable for civil penalties in the amount provided by law for each violation of the Decision and Order and of the Order to Maintain Assets.

**IT IS FURTHER HEREBY AGREED** by and between Bomgaars, by its duly authorized officers and attorneys, and counsel for the Commission that:

15. Bomgaars is a corporation organized, existing, and doing business under, and by virtue of the laws of the State of Iowa, with its executive offices and principal place of business located at 1805 Zenith Drive, Sioux City, Iowa 51103.
16. Bomgaars enters into this Consent Agreement solely for the purpose of agreeing to comply with the requirements of Section XII of the Order.
17. Bomgaars represents and warrants that it will comply with, and be bound by, the requirements of Section XII of the Order. Bomgaars further agrees that it will be liable for any relief available to enforce its compliance with the Consent Agreement and with Section XII of the Decision and Order.
18. Bomgaars represents and warrants that all parents, subsidiaries, partners, affiliates, and successors necessary to effectuate its compliance with Section XII of the Order are within its control.

**IT IS FURTHER HEREBY AGREED** by and between Buchheit, by its duly authorized officers and attorneys, and counsel for the Commission that:

19. Buchheit is a corporation organized, existing, and doing business under, and by virtue of the laws of the State of Missouri, with its executive offices and principal place of business located at 33 PCR 540, Perryville, Missouri 63775.

20. Buchheit enters into this Consent Agreement solely for the purpose of agreeing to comply with the requirements of Section XIII of the Order.
21. Buchheit represents and warrants that it will comply with, and be bound by, the requirements of Section XIII of the Order. Buchheit further agrees that it will be liable for any relief available to enforce its compliance with the Consent Agreement and with Section XIII of the Decision and Order.
22. Buchheit represents and warrants that all parents, subsidiaries, partners, affiliates, and successors necessary to effectuate its compliance with Section XIII of the Order are within its control.