



# PROMOTION OVERVIEW

FY2022 • 3<sup>RD</sup> & 4<sup>TH</sup> QUARTERS

MARCH 2022 – SEPTEMBER 2022

	PROMOTION TITLE	PROMOTION DETAILS	PROMO DATES	SPECIES
MAR 2022	<b>We Love Chicks! Raise Strong Chicks with Home Fresh® Poultry Starters!</b>	\$1.25 off per bag on 50 lb bags; \$1.00 off per bag on 40 lb bags; 63¢ off per bag on 25 lb bags of Home Fresh® poultry starter feeds.  <i>Dealer Growth Bonus and Dealer Display Contest Activity Bonus AVAILABLE! See promotion page for specific details.</i>  <i>Win NEW Chick Days t-shirts!</i>	3/1/22 – 4/30/22	Poultry
	<b>AFC™</b>	Graduated discount off invoice on eligible products <ul style="list-style-type: none"> <li>• March and April: 9%</li> <li>• May: 8%</li> <li>• June: 7%</li> </ul> Must order by the 15 <sup>th</sup> of each month to ensure current month pricing.	3/1/22 – 6/30/22	Beef
	<b>Cattle 15 Booking</b>	\$40 per ton discount on tons booked in March.	3/1/22 – 6/30/22	Beef
APR 2022	<b>Trophy Image® Spring Fever</b>	15% off variety pack of 8 units of Trophy Image® food plots (2 units of each of 4 SKUs).  25% off dealer mix & match of 16 units or more.	4/4/22 – 5/13/22	Wildlife
MAY 2022	<b>Ready, Set, it's Show Season!</b>	\$2.00 off per bag of Sentinel® Care™ Equine Choice® Topline 30, Sentinel® Care™ Omegatin® or Sentinel® Care™ Gastric Support.	5/16/22 – 7/1/22	Equine
	<b>Introducing Inspire® PEAK™ High Fat Pellets</b>	\$1.50 off per bag of Inspire® PEAK™ Performance Amp™ and Inspire® PEAK™ Secure™.	5/16/22 – 7/30/22*	Equine
JUN 2022	<b>Play it Cool with NutriVantage®</b>	10% off invoice on eligible NutriVantage® products.  <i>Dealer Bonus AVAILABLE! See promotion page for specific details.</i>	6/1/22 – 6/30/22	Beef Dairy Swine Sheep Poultry
	<b>Dairy Month</b>	\$60 per ton discount on eligible milk replacer products.	6/1/22 – 6/30/22	Dairy
	<b>Show Me the Win</b>	Grow your Kent Show Feeds business this June through August over last year (same time period) and receive up to \$20 per ton rebate on growth tons and up to 10X Dealer Dollars.  Feed a Grand Champion county or state fair winner and receive an additional \$100 in Dealer Dollars.	6/1/22 – 8/31/22	Show Feeds
JUL 2022	<b>Beef Re-Launch</b>	10% off NEW EnergiLass® Rumen Booster Plus, Feedlot™ and RangeBoss® products.	7/1/22 – 7/31/22	Beef
	<b>Home Fresh® Summer Feature</b>	Build an in-store display featuring Home Fresh® cattle, pig, sheep and goat products. Top displays will win free Home Fresh® feed and Home Fresh®-branded RTIC® cooler.  <i>Dealer Growth Bonus and Dealer Display Contest Activity Bonus AVAILABLE! See promotion page for specific details.</i>	7/1/22 – 8/31/22	Beef Swine Sheep Goat

\*Tentative dates pending specific new product availability.

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AUG 2022	<b>Dog Days of Summer</b>	20% off any EnTrust® dog or cat food SKU not stocked in the past six (6) months. <i>Dealer Bonus AVAILABLE! See promotion page for specific details.</i>	8/1/22 – 8/31/22	Pet
	<b>Fall Attraction</b>	25% off invoice on ½ pallet (50 blocks); 15% off invoice on ¼ pallet (25 blocks); 10% off invoice on less than 25 blocks of NEW Trophy Image® Close Up attractant block.  25% off invoice on NEW Trophy Image® Golden Nugget attractant.  \$1.00 off IRC on package for consumers to use at time of purchase.	8/1/22 – 9/30/22	Wildlife
	<b>Home Fresh® Feed Your Fall Flock</b>	\$1.50 off per bag on 50 lb bags; \$1.00 off per bag on 40 lb bags; 75¢ off per bag on 25 lb bags; \$3.00 off per 6/7-lb bales of Home Fresh® poultry layer feeds.  <i>Dealer Growth Bonus and Dealer Display Contest Activity Bonus AVAILABLE! See promotion page for specific details.</i>	8/1/22 – 9/30/22	Poultry
SEP 2022	<b>That Dog'll Hunt</b>	20% off any Native® dog food SKU not stocked in the past six (6) months.  <i>Dealer Bonus and Consumer Bonus AVAILABLE! See promotion page for specific details.</i>	9/1/22 – 9/30/22	Pet
	<b>Wild Bird Fall Offer</b>	\$100 off per ton or 40¢ off per bag on 8 lb bags; \$75 off per ton or 75¢ off per bag on 20 lb bags; \$50 off per ton or \$1.00 off per bag on 40 lb bags of eligible wild bird seed.	9/1/22 – 9/30/22	Wild Bird
	<b>Fall Mineral</b>	10% discount on eligible mineral.  A direct mail postcard will be sent to Kent beef and dairy lists the week of August 16, 2022. Dealers can OPT OUT of mailing until August 8, 2022 by contacting Bill Warnstaff at bill.warnstaff@kentww.com or 563-264-4510. Dealers will be invoiced for postage.  <i>Dealer Bonus and Activity Bonus AVAILABLE! See promotion page for specific details.</i>  <i>Truckload discount does not apply during the promotional period. All other discounts apply.</i>	9/1/22 – 10/31/22	Beef Dairy Sheep Goat Equine
	<b>Fall EnergiLass®</b>	\$32 per ton discount on EnergiLass®. Receive \$16 per ton rebate for meeting or exceeding last year's (same time period) sales level.  A direct mail postcard will be sent to Kent beef and dairy lists the week of August 16, 2022. Dealers can OPT OUT of mailing until August 11, 2022 by contacting Bill Warnstaff at bill.warnstaff@kentww.com or 563-264-4510. Dealers will be invoiced for postage.  <i>Dealer Bonus and Activity Bonus AVAILABLE! See promotion page for specific details.</i>  <i>Truckload discount does not apply during the promotional period. All other discounts apply.</i>	9/1/22 – 10/31/22	Beef Dairy Sheep Goat Equine
	<b>Receiving Cattle</b>	\$30 off per ton on eligible feed.	9/1/22 – 10/31/22	Beef
	<b>Black Oil Sunflower</b>	Booking information to follow.	9/15/22 – 10/15/22	Wild Bird