



PROMOTION OVERVIEW

FY2022 • 3RD & 4TH QUARTERS

MARCH 2022 – SEPTEMBER 2022

	PROMOTION TITLE	PROMOTION DETAILS	PROMO DATES	SPECIES
MAR 2022	We Love Chicks! Raise Strong Chicks with Home Fresh® Poultry Starters!	\$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
	AFC™ and Breeder Aide®	Graduated discount off invoice on eligible products <ul style="list-style-type: none"> • March and April: 9% • May: 8% • June: 7% Must order by the 15 th of each month to ensure current month pricing.	3/1/22 – 6/30/22	Beef
APR 2022	Trophy Image® Spring Fever	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	Ready, Set, it's Show Season!	\$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
	Introducing Inspire® PEAK™ High Fat Pellets	\$1.50 off per bag of Inspire® PEAK™ Performance Amp™ and Inspire® PEAK™ Secure™.	5/16/22 – 7/30/22*	Equine
JUN 2022	Play it Cool with NutriVantage®	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
	Dairy Month	\$60 per ton discount on eligible milk replacer products.	6/1/22 – 6/30/22	Dairy
	Show Me the Win	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	Beef Re-Launch	10% off NEW EnergiLass® Rumen Booster Plus, Feedlot™ and RangeBoss™ products.	7/1/22 – 7/31/22	Beef
	Home Fresh® Summer Feature	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
AUG 2022	Dog Days of Summer	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

*Tentative dates pending specific new product availability.

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AUG 2022	Fall Attraction	<p>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.</p> <p>25% off invoice on NEW Trophy Image® Golden Nugget attractant.</p> <p>\$1.00 off IRC on package for consumers to use at time of purchase.</p>	8/1/22 – 9/30/22	Wildlife
	Home Fresh® Feed Your Fall Flock	<p>\$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.</p> <p><i>Dealer Growth Bonus and Dealer Display Contest Activity Bonus AVAILABLE! See promotion page for specific details.</i></p>	8/1/22 – 9/30/22	Poultry
SEP 2022	That Dog'll Hunt	<p>20% off any Native® dog food SKU not stocked in the past six (6) months.</p> <p><i>Dealer Bonus and Consumer Bonus AVAILABLE! See promotion page for specific details.</i></p>	9/1/22 – 9/30/22	Pet
	Wild Bird Fall Offer	<p>\$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.</p>	9/1/22 – 9/30/22	Wild Bird
	Fall Mineral	<p>10% discount on eligible mineral.</p> <p>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.</p> <p><i>Dealer Bonus and Activity Bonus AVAILABLE! See promotion page for specific details.</i></p> <p><i>Truckload discount does not apply during the promotional period. All other discounts apply.</i></p>	9/1/22 – 10/31/22	Beef Dairy Sheep Goat Equine
	Fall EnergiLass®	<p>\$32 per ton discount on EnergiLass®. Receive \$16 per ton rebate for meeting or exceeding last year's (same time period) sales level.</p> <p>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.</p> <p><i>Dealer Bonus and Activity Bonus AVAILABLE! See promotion page for specific details.</i></p> <p><i>Truckload discount does not apply during the promotional period. All other discounts apply.</i></p>	9/1/22 – 10/31/22	Beef Dairy Sheep Goat Equine
	Exact Beef®	<p>\$20 off per ton on Exact Beef® CIT meal or pellets.</p>	9/1/22 – 10/31/22	Beef
	Receiving Cattle	<p>\$30 off per ton on eligible feed.</p>	9/1/22 – 10/31/22	Beef