



PROMOTION OVERVIEW

FY2023 · FIRST & SECOND QUARTERS

OCTOBER 2022 – MARCH 2023

	PROMOTION TITLE	PROMOTION DETAILS	DATES	SPECIES
OCT 2022	NexGen® Pork Month	Save \$25 per ton of select NexGen® products. Suggested Customer Offer: \$20 per ton discount. <i>Dealer Bonus AVAILABLE! See promotion page for details.</i>	Order: 10/1/22 – 10/21/22 Ship: 10/1/22 – 10/28/22	Swine
	RangeBoss™ Exact CIT Balancer 160R Launch	Save 10% on new RangeBoss™ Exact CIT Balancer 160R. Suggested Customer Offer: 5% discount.	Order: 10/1/22 – 10/31/22 Ship: 10/1/22 – 11/15/22	Beef
	Silage Supreme™ Booking	Save 10% on products booked October through December with take out April through September.	Book: 10/1/22 – 12/30/22 Take Out: 4/1/23 – 9/30/23	Beef Dairy
NOV 2022	Love Your Senior Horse!	Save \$1.50 per bag of qualifying Sentinel® and Inspire® senior horse feeds when purchasing full pallets.	11/14/22 – 12/30/22	Equine
	'Tis the Season for Your Horse!	Save \$10 per case of Rounders™ horse treats.	11/21/22 – 12/23/22	Equine
	Crunchers™ Stocking Stuffer Savings	Save \$10 per case of EnTrust® Crunchers™ dog treats.	11/21/22 – 12/23/22	Pet
DEC 2022	Show Me the Money (Cattle)	Save 15% on any Kent Show Feeds® show cattle feed.	12/1/22 – 1/31/23	Show Feeds
	Gear up for Spring Calving	Save 10% on qualifying Framework 365 Mineral® with BetaMOS® and Rumensin®. Suggested Customer Offer: 5% discount.	Order: 12/15/22 – 1/27/23 Ship: 12/15/22 – 2/15/23	Beef
JAN 2023	Trophy Image® Spring Fever	Save 15% on all Trophy Image® products. <i>Dealer Bonus AVAILABLE! See promotion page for details.</i>	1/1/23 – 1/31/23	Wildlife
FEB 2023	Spring EnergiLass®	Save up to \$50 per ton on EnergiLass®. Suggested Customer Offer: \$3.50 off per 250-lb tub. A direct mail postcard will be sent to Kent beef and dairy lists prior to promotional period. Dealer can OPT of mailing by contacting Bill Warnstaff at bill.warnstaff@kentww.com or 563-264-4510. Dealers will be invoiced for postage. <i>Activity Bonus AVAILABLE! See promotion page for details.</i> <i>Truckload discount does not apply during the promotional period. All other discounts apply.</i>	Order: 2/1/23 – 2/24/23 Ship: 2/1/23 – 3/31/23	Beef Dairy Sheep Goat Equine
	Show Me the Money... Again	Save 15% on any Kent Show Feeds® show pig, show lamb and show goat feed.	2/1/23 – 3/31/23	Show Feeds
MAR 2023	It's Raining Cats and Dogs	Save 15% on any EnTrust® pet food.	3/1/23 – 3/31/23	Pet
	Show Supplement	Save 25% on NEW Kent Show Feeds® Supplements. \$2 off IRC on package for consumers to use at time of purchase.	3/1/23 – 3/31/23	Show Feeds
	Gallop into Spring!	Save up to \$4.00 per bag on all qualifying Sentinel® Care™ equine products. <i>Dealer Bonus AVAILABLE! See promotion page for details.</i>	3/1/23 – 4/14/23	Equine

(continued on back)

MAR 2023	Spring Mineral	<p>Save 10% on select mineral.</p> <p>Suggested Customer Offer: 10% discount.</p> <p>A direct mail postcard will be sent to Kent beef and dairy lists prior to promotional period. Dealer can OPT of mailing by contacting Bill Warnstaff at bill.warnstaff@kentww.com or 563-264-4510. Dealers will be invoiced for postage.</p> <p><i>Activity Bonus and Dealer Bonus AVAILABLE! See promotion page for details.</i></p> <p><i>Truckload discount does not apply during the promotional period. All other discounts apply.</i></p>	<p>Order: 3/1/23 – 3/31/23 Ship: 3/1/23 – 4/28/23</p>	<p>Beef Dairy Sheep Goat Equine</p>
	We Love Chicks! – Spring Chick Days	<p>Save \$1.25 per 50-lb bag; \$1.00 per 40-lb bag; 63¢ per 25-lb bag of Home Fresh® poultry starter feeds. Save \$3.00 per bale/case of Home Fresh® 6/7-lb bags.</p> <p><i>Activity Bonus and Dealer Bonus AVAILABLE! See promotion page for details.</i></p>	<p>3/1/23 – 4/28/23</p>	<p>Poultry</p>
	AFC and Breeder Aide® Booking	<p>Graduated discount off invoice of eligible products.</p> <ul style="list-style-type: none"> • March & April: 9% • May: 8% • June: 7% <p>Must order by the 15th of each month to ensure current month pricing.</p>	<p>3/1/23 – 6/30/23</p>	<p>Beef</p>
	Springtime Sentinel® Super Savings!	<p>Save \$1.50 per bag of select Sentinel® extruded products when purchasing full pallets.</p>	<p>3/27/23 – 4/28/23</p>	<p>Equine</p>