



PROMOTION OVERVIEW

FY2023 · THIRD & FOURTH QUARTERS

MARCH 2023 – SEPTEMBER 2023

	PROMOTION TITLE	PROMOTION DETAILS	DATES	SPECIES
MAR 2023	It's Raining Cats and Dogs	Save 15% on any EnTrust® pet food.	3/1/23 – 3/31/23	Pet
	Cattle 15 Booking	Save \$40 per ton of Kent® Cattle 15 products. Suggested Customer Offer: \$30 per ton discount.	Order: 3/1/23 – 3/31/23 Ship: 3/1/23 – 4/14/23	Beef
	Gallop into Spring!	Save up to \$4.00 per bag on all qualifying Sentinel® Care™ and Inspire® Min-A-Vite Lite™ equine products. <i>Dealer Bonus AVAILABLE! See promotion page for details.</i>	3/1/23 – 4/14/23	Equine
	Spring Mineral	Save 10% on select mineral. Suggested Customer Offer: 10% discount. A direct mail postcard will be sent to Kent beef and dairy lists prior to promotional period. Dealer can OPT OUT of mailing by contacting Bill Warnstaff at bill.warnstaff@kentww.com or 563-264-4510. Dealers will be invoiced for postage. <i>Activity Bonus and Dealer Bonus AVAILABLE! See promotion page for details.</i> <i>Truckload discount does not apply during the promotional period. All other discounts apply.</i>	Order: 3/1/23 – 3/31/23 Ship: 3/1/23 – 4/28/23	Beef Dairy Sheep Goat Equine
	We Love Chicks! – Spring Chick Days	Save \$1.25 per 50-lb bag; \$1.00 per 40-lb bag; 63¢ per 25-lb bag of Home Fresh® poultry starter feeds. <i>Activity Bonus and Dealer Bonus AVAILABLE! See promotion page for details.</i>	3/1/23 – 4/30/23	Poultry
	Flock of Dreams	Receive a FREE shipper display when you purchase one (1) case of NEW Home Fresh® Neutralizair™ and two (2) cases of Home Fresh® small pack poultry products. Build a display, send us a photo and be entered into a sweepstakes for a chance to win a trip to see the Boston Red Sox play the New York Yankees at Fenway Park.	3/6/23 – 4/30/23	Poultry
	AFC and Breeder Aide® Booking	Graduated discount off invoice of eligible products. • March & April: 9% • May: 8% • June: 7% Must order by the 15th of each month to ensure current month pricing.	3/1/23 – 6/30/23	Beef
APR 2023	Springtime Sentinel® Super Savings!	Save \$1.50 per bag of select Sentinel® extruded products when purchasing full pallets.	3/27/23 – 4/28/23	Equine
	Kent Milk Replacers	Save \$100 per ton on eligible Kent milk replacers.	4/1/23 – 4/30/23	Beef Dairy
	Show Supplement	Save 20% on NEW ShowBoss™ show supplements	4/3/23 – 4/30/23	Show Feeds
	Inspiring New Goals with Inspire® PEAK™	Save \$2.00 per bag of Inspire® PEAK™ Secure™ and Inspire® PEAK™ Performance Amp™ pellets.	4/17/23 – 5/26/23	Equine

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MAY 2023	May Days Spring Savings – Keep Birds Flocking to Your Feeders!	Save \$2.00 per 40-lb bag of select Blue Seal premium wild bird seed (when purchasing full pallets and in increments of 40); \$1.00 per 20-lb bag (when purchasing full pallets and in increments of 100).	5/1/23 – 5/31/23	Wild Bird
	Play it Cool with NutriVantage®	Receive 10% off invoice of eligible NutriVantage® products. Suggested Customer Offer: 10% off total order.	5/15/23 – 6/15/23	Beef Dairy Swine Sheep
JUN 2023	Summer Sunset Trail Riding with Inspire®	Save \$1.50 per bag of select Inspire® horse feeds when purchased in full pallets.	6/1/23 – 6/30/23	Equine
	Show and Grow	Receive \$40 per ton rebate on all tons sold when you surpass your total tons sold during promotional period of previous year. <i>Dealer Bonus AVAILABLE! See promotion page for details.</i>	6/1/23 – 8/31/23	Show Feeds
JUL 2023	Fall Attraction	Save up to 15% on Trophy Image® Close-Up™ attractant blocks.	7/1/23 – 8/31/23	Wildlife
	Sentinel® Summer Spectacular	Save \$2.00 per bag of select Sentinel® and Sentinel® XT™ horse feeds when purchased in full pallets.	7/3/23 – 7/28/23	Equine
AUG 2023	Dog Days of Summer	Save 15% on any EnTrust® pet food. <i>Dealer Bonus AVAILABLE! See promotion page for details.</i>	8/1/23 – 8/31/23	Pet
	EnTrust® Crunchers™ – National Dog Month	Save 15% on all EnTrust® Crunchers™ dog treats.	8/1/23 – 8/31/23	Pet
	Equine Forage Frenzy	Save \$1.50 per bag of select equine forage extenders, supplements and total mixed rations. Minimum purchase applies.	8/21/23 – 9/29/23	Equine
	Winter Rye	Save \$1.50 per bag winter rye. <i>Minimum order of ten (10) bags.</i>	8/21/23 – 9/29/23	Lawn
SEP 2023	That Dog'll Hunt	Save 15% on all Native® dog food. Save 25% on any Native® dog food SKU not stocked in previous six (6) months. <i>Activity Bonus and Dealer Bonus AVAILABLE! See promotion page for details.</i>	9/1/23 – 10/31/23	Pet
	Fall EnergiLass®	Save \$50 per ton on all orders of eligible EnergiLass®. Suggested Customer Offer: \$40 per ton discount. A direct mail postcard will be sent to Kent beef and dairy lists prior to promotional period. Dealer can OPT OUT 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>	9/4/23 – 10/27/23	Beef Dairy Sheep Goat Equine
	Fall Mineral	Save 10% per ton on select mineral. Suggested Customer Offer: 10% discount. A direct mail postcard will be sent to Kent beef and dairy lists prior to promotional period. Dealer can OPT OUT of mailing by contacting Bill Warnstaff at bill.warnstaff@kentww.com or 563-264-4510. Dealers will be invoiced for postage. <i>Activity and Dealer Bonus AVAILABLE! See promotion page for details.</i> <i>Truckload discount does not apply during the promotional period. All other discounts apply.</i>	9/4/23 – 10/27/23	Beef Dairy Sheep Goat Equine
	Receiving Cattle	Save \$30 per ton on total order of eligible products.	9/4/23 – 10/27/23	Beef