



FY2024 | FIRST + SECOND QUARTERS

# PROMOTION OVERVIEW

OCTOBER 2023 – MARCH 2024

## OCTOBER 2023

<i>MIDWEST ONLY!</i> Silage Supreme™ Booking	SAVE 10% on products booked October through December with take out April through September.	<b>Book:</b> 10/1/23 – 12/30/23 <b>Take Out:</b> 4/1/24 – 9/30/24	Beef Dairy
Fall Time, Bird Time!	SAVE UP TO \$2.00 PER BAG of Concerto® and Song Maker® premium wild bird mixes.	10/16/23 – 11/10/23	Wild Bird

## NOVEMBER 2023

Thankful for Your Senior Horse	RECEIVE 3 FREE CASES of Rounders™ Peppermint horse treats when you buy a full pallet of qualifying Sentinel® senior feeds.	11/1/23 – 11/30/23	Horse
Milk Replacers Re-Launch	SAVE \$100 PER TON of milk replacer products.	<b>Order:</b> 11/6/23 – 11/30/23 <b>Ship:</b> 11/6/23 – 11/30/23	Beef Dairy
Treat Your Birds this Holiday Season	RECEIVE 4 FREE CASES of Nuts & Berry suet when you buy a full pallet of qualifying wild bird mixes.	11/20/23 – 12/15/23	Wild Bird
'Tis the Season for Your Horse	SAVE \$10 on all cases of Rounders™ horse treats 30 ounce bags. Minimum purchase of two cases. <i>Display Contest! See promotion page for details.</i>	11/21/23 – 12/23/23	Horse

## DECEMBER 2023

Show Time for Cattle	SAVE 15% on any Kent Show Feeds® Show Cattle feed.	12/1/23 – 1/31/24	Show
<i>MIDWEST ONLY!</i> Gear Up for Spring Calving	SAVE \$30 PER TON of qualifying Framework 365 Mineral® with BetaMOS® or Rumensin®. Suggested Customer Offer: 5% discount.	<b>Order:</b> 12/18/23 – 1/31/24 <b>Ship:</b> 12/18/23 – 1/31/24	Beef

## JANUARY 2024

Trophy Image® Spring Fever	SAVE 15% on Trophy Image® mineral, blocks, feeds or Deer Nuts™. EARN 10X DEALER DOLLARS on all Trophy Image® purchases.	1/1/24 – 1/31/24	Wildlife
<i>EAST ONLY!</i> Grass Seed Early Order	ORDER EARLY AND SAVE! Volume discount will apply. A direct mail packet will be sent to mailing list the first week of December 2023.	Order by 1/10/24	Lawn
<i>EAST ONLY!</i> Safe 'N Simple® Early Order	SAVE \$50 PER TON or \$1.25 per bag on orders of one ton or more of Safe N Simple®.	Order by 1/10/24	Lawn

(continued)

**FEBRUARY 2024**

Leap into Sentinel® and Inspire® PEAK™ Super Savings	SAVE \$1.50 PER BAG of select Sentinel® and Inspire® PEAK™ horse feeds when you buy a pallet of the same product.	2/1/24 – 2/29/24	Horse
Show Time for Pigs, Lambs and Goats... Oh My!	SAVE 15% on any Kent Show Feeds® Show Pig, Show Lamb or Show Goat feed.	2/1/24 – 3/31/24	Show
Spring EnergiLass®	<p>SAVE \$50 PER TON of EnergiLass®.</p> <p>Suggested Customer Offer: \$4.00 off per 250-lb tub.</p> <p><i>A direct mail postcard will be sent out to Kent beef and dairy lists prior to promotional period.</i></p> <p><i>Activity 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: 2/5/24 – 2/29/24</p> <p>Ship: 2/5/24 – 2/29/24</p>	Beef Dairy Sheep Goat Equine

**MARCH 2024**

<i>EAST ONLY!</i> Cattle 15 Booking	<p>SAVE \$40 PER TON of Kent® Cattle 15 products.</p> <p>Suggested Customer Offer: \$30 per ton discount.</p>	<p>Order: 3/1/24 – 3/29/24</p> <p>Ship: 3/1/24 – 3/29/24</p>	Beef
Gear Up for Spring!	SAVE UP TO \$4.00 PER BAG of qualifying Sentinel® Care™ equine products.	3/1/24 – 3/29/24	Horse
<i>EAST ONLY!</i> Welcome Back Your Wild Bird Friends	SAVE \$2.00 PER 20-LB BAG of specialty wild bird mixes.	3/1/24 – 3/29/24	Wild Bird
Show Supplements	SAVE 15% on ShowBoss™ Supplements.	3/1/24 – 3/31/24	Show
New & Improved Native® is Here	<p>SAVE 15% on any Native® dog food. SAVE 25% on any Native® dog food SKU not stocked in the past six (6) months.</p> <p>EARN 10X DEALER DOLLARS on all Native® dog food purchases during promotional period.</p>	3/1/24 – 3/31/24	Dog
Chick Days	<p>SAVE \$1.50 PER 50-LB BAG of Home Fresh® poultry starter feeds. SAVE \$1.20 PER 40-LB BAG of Home Fresh® poultry starter feeds. SAVE \$0.75 PER 25-LB BAG of Home Fresh® poultry starter feeds.</p> <p><i>Activity Bonus AVAILABLE! See promotion page for details.</i></p>	3/1/24 – 4/30/24	Poultry
<i>MIDWEST ONLY!</i> AFC and Breeder Aide® Booking	<p>Graduated discount off invoice of eligible products.</p> <ul style="list-style-type: none"> <li>• March and April: 9%</li> <li>• May: 8%</li> <li>• June: 7%</li> </ul> <p>Must order by the 15<sup>th</sup> of each month to ensure current month pricing.</p>	3/1/24 – 6/30/24	Beef
Spring Mineral	<p>SAVE 10% on select mineral.</p> <p>Suggested Customer Offer: 10% discount.</p> <p><i>A direct mail postcard will be sent out to Kent beef and dairy lists prior to promotional period.</i></p> <p><i>Activity 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: 3/4/24 – 3/29/24</p> <p>Ship: 3/4/24 – 3/29/24</p>	Beef Dairy Sheep Goat Equine