



FY2024 | THIRD + FOURTH QUARTERS

PROMOTION OVERVIEW

APRIL – SEPTEMBER 2024

MAY 2024

Sentinel® XT™ Spring Spectacular Sale	SAVE \$2 PER BAG of Sentinel® XT™. RECEIVE AN ADDITIONAL \$1.50 PER BAG REBATE on all tons sold when you surpass your total tons sold during promotional period of previous year by at least a half ton. Must promote on social media to earn rebate.	5/1/24 – 5/31/24	Equine
<i>EAST ONLY!</i> Welcome Back Your Feathered Friends	SAVE \$2 PER 40-LB BAG or \$1 PER 20-LB BAG of select premium wild bird seed and specialty mixes when you buy full pallets and in increments of full pallets. Check with your plant for pallet quantities as they vary by plant.	5/1/24 – 5/31/24	Wild Bird
Play it Cool with NutriVantage®	SAVE 10% on eligible NutriVantage® products.	5/13/24 – 6/14/24	Beef Dairy Swine Sheep

JUNE 2024

Show & Grow is Back	RECEIVE \$40 PER TON REBATE on all tons sold when you surpass your total tons sold during promotional period of previous year. EARN 10X DEALER DOLLARS on all Kent Show Feeds® purchases.	6/1/24 – 8/31/24	Show
Inspired by Amazing Summer Savings	SAVE \$60 PER TON of Inspire® and Inspire® PEAK™ pelleted horse feeds.	6/3/24 – 6/28/24	Equine
Dairy Month	SAVE \$100 PER TON of eligible Kent® milk replacers.	6/3/24 – 6/28/24	Beef Dairy

JULY 2024

NexGen® Advanced Re-Launch	SAVE \$50 PER TON on NEW NexGen® Advanced.	7/1/24 – 7/31/24	Swine
Celebrating the Olympics with Sentinel®	SAVE \$80 PER TON of select Sentinel® horse feeds when ordered in full pallets and increments of full pallets. RECEIVE \$1.50 PER BAG REBATE on growth tons during August/September 2024 when you surpass your total tons sold during August/September 2023 by at least a half ton or \$30. Must promote on social media to earn rebate.	7/1/24 – 7/31/24	Equine
Feed Your Fall Flock	SAVE \$1.50 PER 50-LB BAG of Home Fresh® poultry layer feeds. SAVE \$1.20 PER 40-LB BAG of Home Fresh® poultry layer feeds. SAVE \$0.75 PER 25-LB BAG of Home Fresh® poultry layer feeds. <i>Activity Bonus AVAILABLE! See promotion page for details.</i>	7/1/24 – 8/31/24	Poultry

(continued)

JULY 2024

Fall Attraction	SAVE UP TO 15% on Trophy Image® Close-Up™ attractant blocks.	7/1/24 – 8/31/24	Wildlife
Let's Go Crazy...Let's Get Nuts!	SAVE UP TO 15% on Trophy Image® Deer Nuts™.	7/1/24 – 8/31/24	Wildlife

AUGUST 2024

Dog Days of Summer	SAVE 15% on any EnTrust® pet food. EARN 5X DEALER DOLLARS on all EnTrust® purchases.	8/1/24 – 8/31/24	Pet
National Dog Month	SAVE 15% on all EnTrust® Crunchers™ dog treats.	8/1/24 – 8/31/24	Pet
<i>EAST ONLY!</i> Winter Rye	SAVE \$1.50 PER BAG of winter rye.	8/19/24 – 9/30/24	Lawn

SEPTEMBER 2024

'Tis the Season for Native® – Hunting Season That is	SAVE 15% on any Native® dog food. SAVE 25% on any Native® dog food SKU not stocked in previous six (6) months. EARN 10X DEALER DOLLARS on all Native® purchases.	9/1/24 – 9/30/24	Pet
It's All About the Fiber! Equine Forage Frenzy	SAVE \$1.50 PER BAG of select forage extenders, supplements and total mixed rations.	9/1/24 – 9/30/24	Equine
<i>MIDWEST ONLY!</i> Animal Care (Safe-Guard®) Booking	SAVE 5% on any animal care products.	9/2/24 – 9/20/24	All
<i>MIDWEST ONLY!</i> Exact Beef	SAVE \$20 PER TON of Feedlot™ and RangeBoss® Exact Beef meal or pellet.	9/2/24 – 10/31/24	Beef
Receiving Cattle	SAVE \$30 PER TON of total order of eligible feed.	9/2/24 – 10/31/24	Beef
Fall EnergiLass®	SAVE \$50 PER TON of EnergiLass®. Suggested Customer Offer: \$4.00 off per 250-lb tub. <i>A direct mail postcard will be sent out to Kent beef and dairy lists prior to promotional period.</i> <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>	9/2/24 – 10/31/24	Beef Dairy Sheep Goat Equine
Fall Mineral	SAVE 10% on total order of eligible mineral. Suggested Customer Offer: 5% discount. <i>A direct mail postcard will be sent out to Kent beef and dairy lists prior to promotional period.</i> <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>	9/2/24 – 10/31/24	Beef Dairy Sheep Goat Equine