

EXTRA EGGSTRA! READ ALL ABOUT IT!

IT'S ALL ABOUT THE CHICKEN...AND THE EGG!

A Home Fresh® Poultry Refresh is Happening

Complete and balanced nutrition is at the core of our product formulations, making sure that your flock gets exactly what they need to thrive. On shelf in May, all our Home Fresh® poultry products from starters to growers to finishers, including Extra Egg Layer and Multi-Flock, began using a new premix that incorporated several technological upgrades focused on delivering additional benefits to the bird's overall digestive health and immune system.

Introducing FlockWise™ Protection – a proprietary blend of probiotics, enzymes and nutrition optimizers to promote gut health. Add in all-natural antioxidants to help support and deliver a strong immune system and you've got the latest cutting-edge technology on the market to help maintain a healthy flock.

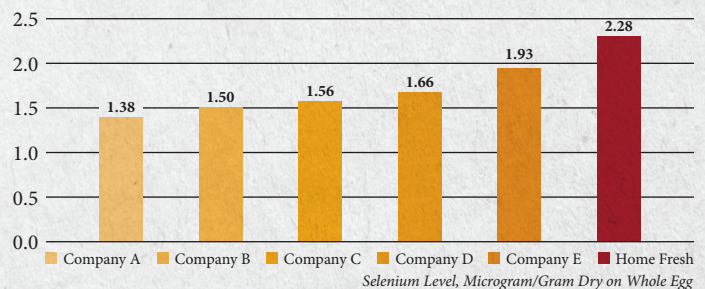


Kent Natural Yeast

What makes up FlockWise™ Protection?

1. Kent Natural Yeast is a proprietary, high-quality brewer's yeast containing natural sources of minerals and vitamins resulting in better feed efficiency and improved economics.
2. Phytase is an enzyme that breaks down phytic acid which allows us to decrease the amount of phosphorus in our diets reducing our costs and the amount of undigested phosphorus and nitrogen that goes into our water supplies.
3. Selisseo® is a unique structure and source of selenium that is readily deposited in tissues as selenium-containing proteins. When stressors arise, selenium is released from tissues to help increase enzymes that act as an antioxidant and help maintain a health immune system.

18-66% HIGHER SELENIUM LEVELS



4. NutiVantage® Nutrition Optimizer® is a research-driven feed supplement consisting of a blend of organic macromolecules, trace minerals, antioxidants and chelating agents that provide optimal nutritional supplementation to your bird's digestive tract.

NEW YOLK RICH™ TECHNOLOGY IS A REAL YOLK CHANGER

Announcing another ground-breaking product improvement is our Yolk Rich™ Technology now in all our Home Fresh® Extra Egg Layer and Better Feather® layer products. Yolk Rich™ Technology is a unique blend of all-natural plant-based ingredients that delivers antioxidant properties and produces deep, rich yolks. Consumer preference trend toward deeper, richer yolks has continued over the past few years and our research clearly confirmed our ability to enrich yolk color to satisfy this need.



New Product News!

On Shelves Now

Home Fresh® Extra Egg Layer is **NOW 17% PROTEIN!**

Hens are more active than ever these days and an extra shot of protein helps ensure they get the nutrition they need to keep their egg laying production on schedule. Add in new FlockWise™ protection and Yolk Rich™ technology and you'll experience a healthier flock and deeper, richer yolks within 10 days. Look for our Home Fresh® Extra Egg Layer bags with a fun callout to Higher Protein and Richer Yolks!



Home Fresh® Poultry Feeds – Quick Reference Guide

Home Fresh® Product Line	New Premix	FlockWise™	Yolk Rich™
Home Fresh® Starter AMP	✓	✓	
Home Fresh® Grow & Show	✓	✓	
Home Fresh® Extra Egg Layer	✓	✓	✓
Home Fresh® Finish	✓	✓	
Home Fresh® Better Feather®	✓	✓	✓
Home Fresh® Multi-Flock Chick N Game Starter/Grower 22	✓	✓	
Home Fresh® Multi-Flock Turkey Starter 28	✓	✓	
Home Fresh® Multi-Flock Breeder	✓	✓	

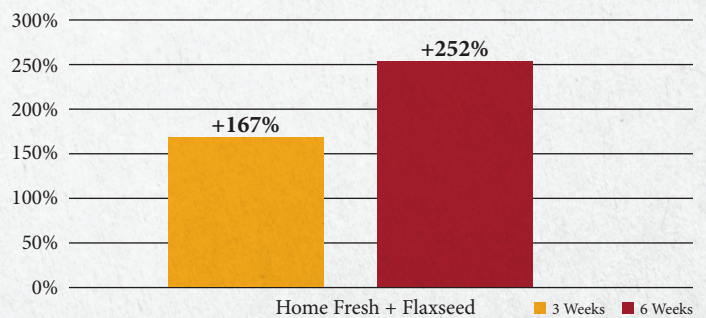
Summertime Introductions

Home Fresh® Extra Egg Layer + Omega is Coming Home to Roost

Omega-3 fatty acids provide numerous benefits to humans and our new Home Fresh® Extra Egg Layer + Omega product will provide **4X the amount of omega-3 fatty acids** vs store-bought eggs. That's a whopping 204 mg per egg! The combination of FlockWise™ protection, Yolk Rich™ technology and 4X the amount omega-3's provides your feathered and family flocks with the nutrition they need to thrive.



Percent Increase in Omega-3 Fats with Home Fresh + Flaxseed



Home Fresh® Extra Egg Layer Free Range is on the Horizon!

New Home Fresh® Extra Egg Layer Free Range is a **20% protein** feed ideal for layer hens on the go in a free range environment. They require higher protein levels to support their active lifestyle and ensure consistent egg production. Of course, FlockWise™ protection and Yolk Rich™ technology are included along with that extra boost of protein.



Home Fresh® Extra Egg Layer Block is Joining the Party!

New Home Fresh® Extra Egg Layer Block is no square at all. It's going to be the life of your girls' party as a great supplemental protein source and activity they can all take a peck at. It's even got FlockWise™ protection and Yolk Rich™ technology included to ensure everyone gets what they need.



BE A SMART EGG...FEED HOME FRESH® POULTRY FEEDS!