

FY2025 | FIRST + SECOND QUARTERS

PROMOTION OVERVIEW

OCTOBER 2024 – MARCH 2025



OCTOBER 2024

<i>MIDWEST ONLY!</i> Silage Supreme™ Booking	SAVE 10% on products booked October through December with take out April through September.	Book: 10/1/24 – 12/31/24 Take Out: 4/1/25 – 9/30/25	Beef Dairy
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NOVEMBER 2024

Happy Fall! Wild Bird Feeding Frenzy	SAVE \$1.50 PER 40-LB BAG, \$0.75 PER 20-LB BAG and \$5.00 PER 6/8-LB CASE of select premium wild bird mixes. Minimum purchase applies.	11/1/24 – 11/29/24	Wild Bird
Senior Horses ROCK!	SAVE \$1.50 PER BAG of qualifying Sentinel®, Sentinel® XT™ and Inspire® senior horse feed. Minimum purchase applies.	11/1/24 – 11/30/24	Horse

DECEMBER 2024

Show Time for Cattle	SAVE 15% on any Kent Show Feeds® Show Cattle feed.	12/1/24 – 1/31/25	Show
<i>EAST ONLY!</i> Home Fresh® Full Pallet Discount	SAVE \$40 PER TON on full pallets of Home Fresh® Extra Egg Layer and Home Fresh® Better Feather®.	12/1/24 – 1/31/25	Poultry
<i>MIDWEST ONLY!</i> Gear Up for Spring Calving	SAVE \$30 PER TON of qualifying Framework 365 Mineral® with BetaMOS® or Rumensin®.	12/16/24 – 1/31/25	Beef

JANUARY 2025

<i>EAST ONLY!</i> Grass Seed Early Order	ORDER EARLY AND SAVE! Volume discount will apply. A direct mail packet will be sent out in December 2024.	Order by 1/31/25	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 1/31/25	Lawn
Trophy Image® Spring Fever	SAVE 15% on Trophy Image® mineral, blocks, feeds or Deer Nuts™. EARN 10X DEALER DOLLARS on all Trophy Image® purchases.	1/1/25 – 1/31/25	Wildlife
<i>EAST ONLY!</i> Happy New Year for the Birds!	RECEIVE 4 FREE CASES of Peanuts & Pecans suet when you buy a full pallet of qualifying wild bird mixes.	1/1/25 – 1/31/25	Wild Bird
Treats for Your Equine Valentine	SAVE \$10 PER CASE of select Rounders® horse treats. Minimum purchase of three cases.	1/20/25 – 2/14/25	Horse

(continued)

JANUARY 2025

EnTrust® – It's All NEW	<p>SAVE UP TO 25% on new and improved EnTrust® pet foods (33-lb and 35-lb bags: 15%, 18-lb and 20-lb bags: 20%, 6/4-lb cases: 25%).</p> <p>EARN 10X DEALER DOLLARS on all EnTrust® purchases.</p>	1/1/25 – 3/31/25	Pet
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FEBRUARY 2025

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 \$4 off per 250-lb tub 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>	2/3/25 – 3/7/25	Beef Dairy Sheep Goat Horse
Show Time for Pigs, Lambs and Goats... Oh My!	<p>SAVE 15% on any Kent Show Feeds® Show Pig, Show Lamb or Show Goat feed.</p>	2/1/25 – 3/31/25	Show

MARCH 2025

Native® – Spring into Action	<p>SAVE UP TO 25% on all Native® performance dog food (40-lb bags: 15%, 20-lb bags: 20%, 6/4-lb cases: 25%).</p> <p>EARN 10X DEALER DOLLARS on all Native® purchases.</p>	3/1/25 – 3/31/25	Pet
Show Supplements	<p>SAVE 15% on ShowBoss™ Supplements.</p>	3/1/25 – 3/31/25	Show
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>RECEIVE ADDITIONAL \$20 OFF when qualifying product is ordered in a full pallet.</p>	3/1/25 – 4/30/25	Poultry
<i>EAST ONLY!</i> Cattle 15 Booking	<p>SAVE \$40 PER TON of Kent® Cattle 15 products.</p>	<p>Order: 3/3/25 – 3/28/25</p> <p>Ship: 3/3/25 – 6/30/25</p>	Beef
<i>MIDWEST ONLY!</i> AFC and Breeder Aide® Booking	<p>Graduated discount off invoice of eligible products (March and April: 9%, May: 8%, June: 7%).</p> <p>Must order by the 15th of each month to ensure current month pricing.</p>	<p>Order: 3/3/25 – 3/28/25</p> <p>Ship: 3/3/25 – 6/30/25</p>	Beef
Performance Horse Feeds with BIG Savings!	<p>SAVE \$1.50 PER BAG of qualifying Sentinel® and Inspire® PEAK™ performance horse feed when purchased in full pallets.</p>	3/3/25 – 3/31/25	Horse
Spring Mineral	<p>SAVE 10% on select mineral.</p> <p><i>A 10% off 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>	3/3/25 – 4/4/25	Beef Dairy Sheep Goat Horse
Thinking Spring Riding!	<p>SAVE \$4.00 PER BAG of Sentinel® Care™.</p>	3/17/25 – 4/30/25	Horse