

# RETAIL PROMOTION CALENDAR

JANUARY – JUNE 2025



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE



## HOME FRESH® FULL PALLET

DECEMBER 1 – JANUARY 31  
SAVE \$40 PER TON ON FULL PALLETS OF  
EXTRA EGG LAYER OR BETTER FEATHER®



## GRASS SEED EARLY ORDER

ORDER BY FEBRUARY 14  
VOLUME DISCOUNTS ON EARLY ORDERS

## SAFE 'N SIMPLE®

### SAFE 'N SIMPLE® EARLY ORDER

ORDER BY FEBRUARY 14  
SAVE \$50 PER TON ON ORDERS  
OF ONE TON OR MORE



## HAPPY NEW YEAR FOR THE BIRDS

JANUARY 8 – FEBRUARY 7  
BUY A FULL PALLET OF QUALIFYING WILD  
BIRD SEED, RECEIVE 4 FREE CASES OF  
PEANUTS & PECANS SUET



## TREATS FOR YOUR EQUINE VALENTINE

JANUARY 20 – FEBRUARY 14  
SAVE \$10 PER CASE OF SELECT  
ROUNDERS® HORSE TREATS  
MINIMUM OF 3 CASES



## CHICK DAYS

MARCH 1 – APRIL 30  
SAVE \$1.50 PER 50-LB BAG, \$1.20 PER 40-LB BAG OR  
\$0.75 PER 25-LB BAG OF POULTRY STARTER FEEDS  
RECEIVE ADDITIONAL \$20 OFF WHEN QUALIFYING  
PRODUCT IS ORDERED IN A FULL PALLET

## NATIVE®

### NATIVE® SPRING INTO ACTION

MARCH 1 – 31  
SAVE 15% ON 40-LB BAGS, 20% ON 20-LB  
BAGS OR 25% ON 6/4-LB CASES OF NATIVE®  
EARN 10X DEALER DOLLARS



## ENTRUST® RELAUNCH SALE

FEBRUARY 17 – MARCH 31  
SAVE 15% ON ALL ENTRUST® PET FOOD



## PERFORMANCE HORSE FEEDS WITH BIG SAVINGS

MARCH 3 – 31  
SAVE \$1.50 PER BAG OF QUALIFYING  
SENTINEL® OR INSPIRE® PEAK®  
PERFORMANCE HORSE FEED WHEN  
PURCHASED IN FULL PALLETS

## CRUNCHERS®

### SHOWER YOUR PET WITH CRUNCHERS®

APRIL 1 – 30  
SAVE 20% ON CRUNCHERS® DOG TREATS  
EARN 10X DEALER DOLLARS



## THINKING SPRING RIDING

MARCH 17 – APRIL 30  
SAVE \$4 PER BAG OF QUALIFYING SENTINEL® CARE®



## WE PUT THE EXTRA IN EGG

JUNE 1 – JULY 31  
SAVE \$1.50 PER 50-LB BAG, \$1.20 PER 40-LB  
BAG OR \$0.75 PER 25-LB BAG OF POULTRY  
LAYER FEEDS  
RECEIVE ADDITIONAL \$20 OFF WHEN  
QUALIFYING PRODUCT IS ORDERED IN A  
FULL PALLET



## SPRINGTIME FEATHER FEEDING FRENZY

MAY 1 – 31  
SAVE \$2 PER 40-LB BAG OR \$1 PER 20-LB  
BAG OF SELECT WILD BIRD SEED WHEN  
PURCHASED IN FULL PALLETS



## SENTINEL XT® SPRING PERFORMANCE SPECTACULAR

JUNE 2 – 30  
SAVE \$2 PER BAG OF SENTINEL® XT®  
RECEIVE AN ADDITIONAL \$1.50 PER BAG  
REBATE WHEN YOU GROW YOUR BUSINESS

# COMMERCIAL PROMOTION CALENDAR

## JANUARY – JUNE 2025



JANUARY

### **SHOWFEEDS**

#### SHOW TIME FOR CATTLE

DECEMBER 1 – JANUARY 31  
SAVE 15% ON KENT SHOW FEEDS\*  
SHOW CATTLE FEED OR WINNING FILL\*



#### TROPHY IMAGE® SPRING FEVER

JANUARY 1 – 31  
SAVE 15% ON ANY TROPHY IMAGE®  
EARN 10X DEALER DOLLARS



#### GEAR UP FOR SPRING CALVING

DECEMBER 16 – JANUARY 31  
SAVE 10% ON FRAMEWORK 365 MINERAL\*  
WITH BETAMOS® OR RUMENSIN®



#### FLY CONTROL AND BREEDER AIDE®

BOOKING FORM DUE FEBRUARY 10  
TAKEOUT MARCH 3 – JUNE 30  
GRADUATED DISCOUNT OFF INVOICE  
(MARCH & APRIL: 9%, MAY: 8%, JUNE: 7%)

FEBRUARY

### **SHOWFEEDS**

#### SHOW TIME FOR PIGS, LAMBS AND GOATS...OH MY!

FEBRUARY 1 – MARCH 31  
SAVE 15% ON ANY KENT SHOW FEEDS\*  
SHOW PIG, SHOW LAMB OR SHOW GOAT FEED



#### SPRING ENERGILASS®

FEBRUARY 3 – MARCH 7  
SAVE \$50 PER TON OF ENERGILASS®



#### CATTLE 15

ORDER BY MARCH 10  
SHIPPING APRIL 1 – JUNE 30  
SAVE \$40 PER TON OF CATTLE 15

MARCH



#### SHOW SUPPLEMENTS

MARCH 1 – 31  
SAVE 15% ON SHOWBOSS® SUPPLEMENTS



#### SPRING MINERAL

MARCH 3 – APRIL 4  
SAVE 10% ON SELECT MINERAL

APRIL

MAY

JUNE

### **SHOWFEEDS**

#### SHOW & GROW IS BACK

JUNE 1 – AUGUST 31  
\$40 PER TON REBATE ON ALL GROWTH TONS  
IN 2025 VS SAME PERIOD IN 2024



#### NUTRIVANTAGE

#### PLAY IT COOL

MAY 19 – JUNE 20  
SAVE 10% OFF INVOICE OF ELIGIBLE  
NUTRIVANTAGE® PRODUCTS

### **CALF MILK REPLACERS**

#### DAIRY MONTH

JUNE 2 – 27  
SAVE \$100 PER TON ON ELIGIBLE  
MILK REPLACERS