

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

FEBRUARY

MARCH

APRIL

MAY

JUNE

KENT
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%)

KENT
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



SHOW SUPPLEMENTS

MARCH 1 – 31
SAVE 15% ON SHOWBOSS® SUPPLEMENTS



SPRING ENERGIASS®

FEBRUARY 3 – MARCH 7
SAVE \$50 PER TON OF ENERGIASS*



CATTLE 15

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



SPRING MINERAL

MARCH 3 – APRIL 4
SAVE 10% ON SELECT MINERAL

KENT
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