



RETAIL PROMOTION CALENDAR

JANUARY – JUNE 2026

A **KENT** Family Business

JANUARY FEBRUARY MARCH APRIL MAY JUNE



WING IN THE NEW YEAR

JANUARY 5 – FEBRUARY 13
SAVE \$1.50 PER 40-LB BAG OF QUALIFYING WILD BIRD SEED
RECEIVE AN ADDITIONAL \$0.50 OFF PER BAG WHEN ORDERED IN A FULL PALLET



WAGGIN' THROUGH WINTER

JANUARY 1 – FEBRUARY 28
SAVE 15% ON 33/35-LB BAGS, 20% ON 18/20-LB BAGS OR 25% ON 6/4-LB CASES OF ENTRUST® PET FOOD



GOLDEN YEARS, WINTER CHEERS

JANUARY 1 – 31
SAVE \$1.50 PER BAG OF QUALIFYING SENTINEL® OR INSPIRE® SENIOR HORSE FEED
MINIMUM OF 20 BAGS



FEED THE FOAL-TENTIAL

FEBRUARY 1 – 28
SAVE \$1.50 PER BAG OF QUALIFYING SENTINEL® OR INSPIRE® MARE AND FOAL HORSE FEED

TREATS FOR YOUR EQUINE VALENTINE

FEBRUARY 1 – 15
SAVE \$2 PER BAG OF ROUNDERS® HORSE TREATS

SHOW 'EM SOME PUPPY LOVE

FEBRUARY 1 – 15
SAVE \$2 PER BAG OF CRUNCHERS® DOG TREATS

TWEETHEART SAVINGS

FEBRUARY 1 – 28
SAVE \$1.50 PER 40-LB BAG OF QUALIFYING WILD BIRD SEED

LOVE YOUR SENIOR HORSE

FEBRUARY 1 – 28
BUY TWO BAGS OF SELECT SENIOR HORSE FEED, SAVE \$7



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
RECEIVE AN ADDITIONAL \$20 PER TON REBATE WHEN YOU GROW YOUR BUSINESS



SPRING INTO ACTION

MARCH 1 – APRIL 30
SAVE 15% ON 40-LB BAGS, 20% ON 20-LB BAGS OR 25% ON 6/4-LB CASES OF NATIVE®
EARN 10X DEALER DOLLARS



SPRING FORWARD WITH SENTINEL CARE

MARCH 16 – APRIL 30
SAVE \$4 PER BAG OF QUALIFYING SENTINEL CARE®



HOOF IT TO HIGH GEAR

APRIL 1 – 30
SAVE \$1.50 PER BAG OF SELECT SENTINEL® PERFORMANCE HORSE FEEDS WHEN ORDERED IN FULL PALLET QUANTITIES

IT'S RAINING CATS & DOGS

APRIL 1 – 30
SAVE \$5 PER 18/20-LB BAG OF ENTRUST® PET FOOD



SPRINGTIME FEATHER FEEDING FRENZY

MAY 1 – 29
SAVE \$2 PER 40-LB BAG OF SELECT WILD BIRD SEED



SHOWER YOUR PUP WITH CRUNCHERS

MAY 1 – 31
SAVE 20% ON CRUNCHERS® DOG TREATS
EARN 10X DEALER DOLLARS



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

SUMMERTIME, CRUNCHER TIME

JUNE 1 – 30
SAVE \$2 PER BAG OF CRUNCHERS® DOG TREATS

FUEL YOUR SUMMER ADVENTURE

MAY 1 – 15
SAVE \$8 PER BAG OF NATIVE® PERFORMANCE DOG FOOD



COMMERCIAL PROMOTION CALENDAR

JANUARY – JUNE 2026

A **KENT** Family Business

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

KENT SHOWFEEDS

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

FEBRUARY 2 – MARCH 31
SAVE 15% ON ANY KENT SHOW FEEDS*
SHOW PIG, SHOW LAMB OR SHOW GOAT FEED



TROPHY IMAGE® SPRING FEVER

JANUARY 1 – 30
SAVE 15% ON ANY TROPHY IMAGE®
EARN 10X DEALER DOLLARS



GEAR UP FOR SPRING CALVING

DECEMBER 1 – JANUARY 16
SAVE 10% ON FRAMEWORK
365 MINERAL* WITH
BETAMOS* OR RUMENSIN*



SPRING ENERGI GLASS®

FEBRUARY 2 – MARCH 6
SAVE \$50 PER TON OF ENERGI GLASS*



SHOW SUPPLEMENTS

MARCH 2 – 31
SAVE 15% ON SHOWBOSS® SUPPLEMENTS

KENT SHOWFEEDS

SHOW & GROW IS BACK

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



NUTRIVANTAGE

PLAY IT COOL

MAY 18 – JUNE 19
SAVE 10% OFF INVOICE OF ELIGIBLE
NUTRIVANTAGE® PRODUCTS

CALF MILK REPLACERS

DAIRY MONTH

JUNE 1 – 30
SAVE \$100 PER TON ON ELIGIBLE
MILK REPLACERS



FLY CONTROL AND BREEDER AIDE®

BOOKING FORM DUE FEBRUARY 13
TAKEOUT MARCH 2 – JUNE 30
GRADUATED DISCOUNT OFF INVOICE
(MARCH & APRIL: 9%, MAY: 8%, JUNE: 7%)



CATTLE 15

BOOKING FORM DUE MARCH 6
TAKEOUT APRIL 1 – JUNE 30
SAVE \$40 PER TON OF CATTLE 15



SPRING MINERAL

MARCH 2 – APRIL 3
SAVE 10% ON SELECT MINERAL