



**Chick Days &  
Home Fresh® Poultry**

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# Marketing Materials & Resources





# Posters



**Starter Feed Poster**  
18" x 24"  
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**Extra Egg Layer Poster**  
18" x 24"  
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**Mounted Poster with Checklist pad**  
18" x 24"  
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**Chick Starter Poster**  
11" x 17"  
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**Duck & Goose Poster**  
11" x 17"  
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**Meat Bird Poster**  
11" x 17"  
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**Workshop Poster**  
11" x 17"  
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**Lead Capture Poster**  
11" x 17"  
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**Bag Transition Poster**  
11" x 17"  
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# Mini Posters



**"Home Fresh Proudly Sold Here" Mini Poster**  
8.5" x 11"  
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**"We Love Chicks" Mini Poster**  
8.5" x 11"  
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**"Get Your Chicks Here" Mini Poster**  
8.5" x 11"  
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# Vinyl Banners



**"Get Your Chicks Here" Vinyl Poster**

48" x 24"

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**Home Fresh Poultry Products Vinyl Poster**

48" x 24"

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# Window Cling



**"Home Fresh Proudly Sold Here"**

**Window Cling**

6" x 6"

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# Shelf Wobblers & Aisle Violator



**"Looking for Savings"**

**Shelf Wobbler**

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**"New Look"**

**Shelf Wobbler**

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# Social Media Graphics



**Social Media Graphics**

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# Chick Box



Live Chick Box

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# Coloring Pages

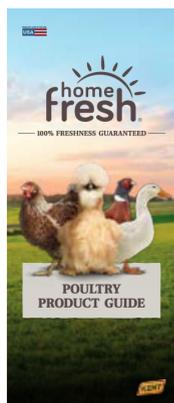


Coloring Pages

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# Brochures & Rack Cards



Poultry Product Guide

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Poultry Care Guide

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Starter Poultry Products

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Layer Poultry Products

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Multi-Flock Poultry Products

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Specialty Poultry Products

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# Shelf Talkers



**home fresh CHICK STARTER MEDICATED CRUMBLES**

- Complete and balanced nutrition for starting and developing pullets and broilers
- Plane-based and free of animal products
- Medicated with Amprolium to protect against coccidiosis
- Prebiotics and enzymes to aid in maintaining gut health and immune system support

PROTEIN: 20.0% | LYSINE: 1.50% | CALCIUM: 1.25% | 100% FRESHNESS GUARANTEED

## Chick Starter Medicated Shelf Talker

13" x 3"

[ORDER](#)



**home fresh CHICK STARTER NON-MEDICATED CRUMBLES**

- Complete and balanced nutrition for starting and developing pullets and broilers
- Plane-based and free of animal products
- Prebiotics and enzymes to aid in maintaining gut health and immune system support

PROTEIN: 20.0% | LYSINE: 1.50% | CALCIUM: 1.25% | 100% FRESHNESS GUARANTEED

## Chick Starter Non-Medicated Shelf Talker

13" x 3"

[ORDER](#)



**home fresh EXTRA EGG LAYER CRUMBLES • PELLETS**

- Complete and balanced nutrition with greater egg production\*
- Guaranteed calcium levels to help produce 9% stronger eggshells\*
- Prebiotics and enzymes to aid in maintaining gut health and immune system support

\*Data compiled from poultry studies conducted by Kent Nutrition Group vs the leading national brand.

PROTEIN: 17.0% | LYSINE: 0.84% | CALCIUM: 4.30% | 100% FRESHNESS GUARANTEED

## Extra Egg Layer Shelf Talker

13" x 3"

[ORDER](#)



**home fresh EXTRA EGG LAYER +OMEGA CRUMBLES • PELLETS**

- Delivers 4x the amount of omega-3 fatty acids\*
- Complete and balanced nutrition with greater egg production\*
- Guaranteed calcium levels to help produce 9% stronger eggshells\*
- Plane-based and free of animal products

\*Data compiled from poultry studies conducted by Kent Nutrition Group vs the leading national brand.

PROTEIN: 17.0% | LYSINE: 0.84% | CALCIUM: 4.30% | 100% FRESHNESS GUARANTEED

## Extra Egg Layer +Omega Shelf Talker

13" x 3"

[ORDER](#)



**home fresh EXTRA EGG LAYER FREE RANGE PELLETS**

- Complete and balanced nutrition with a higher protein level
- Ideal for active flocks or flocks in a free-range environment
- Prebiotics and enzymes to aid in maintaining gut health and immune system support
- Plane-based and free of animal products

PROTEIN: 20% | LYSINE: 0.95% | CALCIUM: 4.30% | 100% FRESHNESS GUARANTEED

## Extra Egg Layer Free Range Shelf Talker

13" x 3"

[ORDER](#)



**home fresh MULTI-FLOCK STARTER/GROWER PELLETS • CRUMBLES**

- Complete and balanced nutrition for starting and growing your entire flock
- Plane-based and free of animal products
- High-energy and low-fiber whole grain-based diet
- Prebiotics and enzymes to aid in maintaining gut health and immune system support

PROTEIN: 22% | LYSINE: 1.25% | CALCIUM: 1.30% | 100% FRESHNESS GUARANTEED

## Multi-Flock Starter-Grower Shelf Talker

13" x 3"

[ORDER](#)



**home fresh MULTI-FLOCK TURKEY STARTER CRUMBLES**

- Complete and balanced nutrition for starting turkeys, pheasants, quail and chukars
- Plane-based and free of animal products
- High-energy and low-fiber whole grain-based diet
- Prebiotics and enzymes to aid in maintaining gut health and immune system support

PROTEIN: 28% | LYSINE: 1.60% | CALCIUM: 1.55% | 100% FRESHNESS GUARANTEED

## Multi-Flock Turkey Starter Shelf Talker

13" x 3"

[ORDER](#)



**home fresh MULTI-FLOCK BREEDER PELLETS**

- Complete and balanced nutrition for mature poultry and game bird breeders
- Plane-based and free of animal products
- High-energy and low-fiber whole grain-based diet
- Prebiotics and enzymes to aid in maintaining gut health and immune system support

PROTEIN: 18% | LYSINE: 0.90% | CALCIUM: 3.50% | 100% FRESHNESS GUARANTEED

## Multi-Flock Breeder Shelf Talker

13" x 3"

[ORDER](#)



**home fresh BETTER FEATHER® PELLETS**

- Complete and balanced nutrition to support laying hens and roosters during molt
- Formulated to also support feather growth and egg production
- Contains our "Yolk Rich" Egg technology producing deep, rich yolks
- Prebiotics and enzymes to aid in maintaining gut health and immune system support

PROTEIN: 18% | LYSINE: 0.89% | CALCIUM: 4.30% | 100% FRESHNESS GUARANTEED

## Better Feather Shelf Talker

13" x 3"

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**home fresh ORGANIC POULTRY STARTER CRUMBLES**

- Made with non-GMO ingredients and Certified Organic
- Essential nutrients and powerful antioxidants
- High-energy and low-fiber whole grain-based diet

PROTEIN: 23% | LYSINE: 1.30% | CALCIUM: 1.60% | 100% FRESHNESS GUARANTEED

## Organic Poultry Starter Shelf Talker

13" x 3"

[ORDER](#)



**home fresh ORGANIC POULTRY LAYER PELLETS**

- Made with non-GMO ingredients and Certified Organic
- Essential nutrients and powerful antioxidants
- High-energy and low-fiber whole grain-based diet

PROTEIN: 18% | LYSINE: 0.80% | CALCIUM: 4.50% | 100% FRESHNESS GUARANTEED

## Organic Poultry Layer Shelf Talker

13" x 3"

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**home fresh GROW & SHOW PELLETS • CRUMBLES**

- Versatile formula for growing, showing and maintaining domesticated poultry
- Essential nutrients and powerful antioxidants
- High-energy and low-fiber whole grain-based diet
- Prebiotics and enzymes to aid in maintaining gut health and immune system support

PROTEIN: 19% | LYSINE: 0.70% | CALCIUM: 1.20% | 100% FRESHNESS GUARANTEED

## Grow & Show Starter

13" x 3"

[ORDER](#)



**home fresh DUCK & GOOSE PELLETS**

- High protein diet to support the start, rapid growth and feather development of ducks and geese
- Added Niacin for strong bones and proper development
- High-energy and low-fiber whole grain-based diet
- Prebiotics and enzymes to aid in maintaining gut health and immune system support

PROTEIN: 19% | LYSINE: 1.00% | NIACIN: 35 MG/LB | 100% FRESHNESS GUARANTEED

## Duck & Goose Shelf Talker

13" x 3"

[ORDER](#)



**home fresh MEAT BIRD - START TO FINISH PELLETS**

- Complete and balanced nutrition with higher protein formula
- Single feeding program for meat birds from hatch to market
- Plane-based and free of animal products
- Prebiotics and enzymes to aid in maintaining gut health and immune system support

PROTEIN: 22% | LYSINE: 1.20% | CALCIUM: 1.25% | 100% FRESHNESS GUARANTEED

## Meat Bird Shelf Talker

13" x 3"

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**home fresh CHICKEN CHATTER™ TREAT**

- Wholesome, all-natural blend of high-quality grains and seeds delivering omega-6 fatty acids
- Premium blend of grains and seeds including black oil sunflower seeds, sunflower chips
- No artificial colors, flavors or preservatives

PROTEIN: 11% | FAT: 14% | FIBER: 12% | 100% FRESHNESS GUARANTEED

## Chicken Chatter Shelf Talker

13" x 3"

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**home fresh SCRATCH GRAINS GRAINS**

- Complements complete feed for poultry, larger wild birds and native game birds
- Designed as a supplement or treat to stimulate natural feeding behavior
- Cracked corn, wheat and oats - grain sources birds love

PROTEIN: 8% | FAT: 3.0% | FIBER: 5% | 100% FRESHNESS GUARANTEED

## Scratch Grains Shelf Talker

13" x 3"

[ORDER](#)



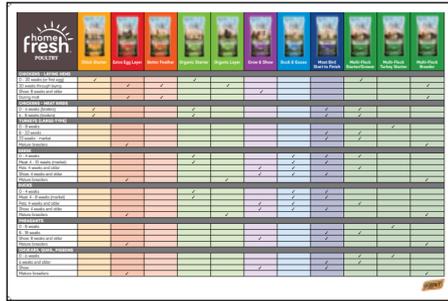
# Header Panels



**Home Fresh Header Panel**

36" x 24"

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**Feeding Guide Header Panel**

36" x 24"

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# Counter Mat Inserts

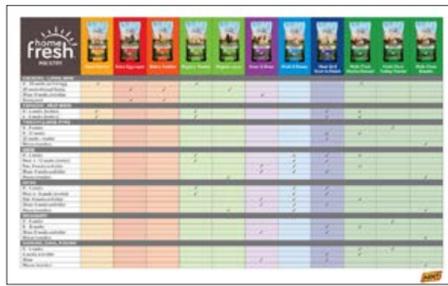


**"New Look" Counter Mat Insert**

17" x 11"

[DOWNLOAD](#)

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**Poultry Feeding Chart Counter Mat Insert**

17" x 11"

[DOWNLOAD](#)

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# Digital Resources



**Packaging Images**

[DOWNLOAD](#)



**Feed Images**

[DOWNLOAD](#)



**Logos & Icons**

[DOWNLOAD](#)

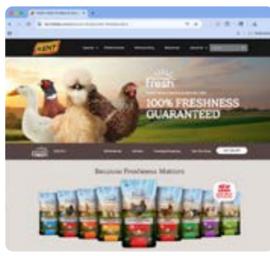


**Product Pages**

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**“Keepin’ it Fresh” Sticker**

2.75" x 1.75"

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**“Keepin’ it Fresh” T-shirt**

2.75" x 1.75"

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**Air Freshener**

4" x 2.75"

[ORDER](#)



**Chick Starter Medicated Sample Bag**

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**Chick Starter Non-Medicated Sample Bag**

ORDER THROUGH TSM



**“Fresh Start for Your Flock” Workshop Kit**

ORDER THROUGH TSM