



Get Ready to Ride Wave 3!

New Home Fresh® Poultry packaging is hitting shelves in advance of Chick Days, while new Rabbit and Goat packaging began their transitions starting with our Show Hutch Deluxe® bag. This brings us to our third and final wave of new packaging for our Swine, Sheep and Llama & Alpaca products planned for April 1, 2026.



Sheep Product Enhancements

B-Vitamins are essential for enhancing energy and nutrient metabolism, especially for small ruminants. To bolster the effect of B-Vitamins, all Home Fresh® Sheep products will now contain rumen protected B-Vitamins resulting in the following benefits:



- Ensuring targeted delivery past rumen degradation, thereby improving absorption and effectiveness.
- Supporting key functions, such as stimulating appetite and efficient energy utilization to promote optimal health and performance.
- Supporting critical metabolic pathways involved in energy metabolism and nutrient utilization, helping to meet the increased demands of growth, lactation, and reproduction.

Product Offerings

As with many relaunches, we are taking the opportunity to cull the herd of under-performing products and skus which will improve overall efficiency. Replacement products will be clearly identified for your customers on our Product Transition Charts.

Packaging

The new look of our Home Fresh® packaging is designed to present key information quickly but also convey the feeling of our new “Freshness” positioning.

All swine and llama/alpaca packaging will transition to tag less with all Guaranteed Analysis, Ingredients and Feeding Directions & Guidelines clearly printed on the bag. Sheep packaging will continue to be tagged. Current product codes and UPC codes **will not change**.

Due to the sheer number of bags encompassing the Home Fresh® brand, we will be conducting a flow-through transition by product by plant, so it will take a few months before you see all products in new packaging.



New Bag Features

Freshness is Key

And “100% Freshness Guaranteed” is the most compelling way to convey it

Eye-Catching Imagery

Beautiful animals in natural outdoor environment

Features & Benefits

Key unique features and benefits that drive purchase decisions are prominently displayed

Feed Form



The Home Fresh® Promise: 100% Freshness Guaranteed

Our brand promise stands out from our competitors and makes a bold statement.

We know freshness matters to your backyard animal family, from chickens and rabbits to goats and more. That's why we meticulously select fresh ingredients that meet the specific dietary needs of each backyard animal species breed and life stage. If you're not 100% satisfied with the freshness of our feed, we'll make it right by replacing the product or refunding your money.



Marketing Support

Our priority is a smooth, successful launch that supports dealers, customers, and the future of Home Fresh. We're positioning the brand to spark fresh interest and highlight the value we deliver, backed by tools and marketing materials designed to support the launch.

Launch Timeline

With over 80 products and nearly 50 bags encompassing Home Fresh®, we have staged the relaunch by species in a series of three waves over the course of six months.

WAVE 1
Poultry
December 1, 2025



WAVE 2
Rabbit & Goat
February 1, 2026



WAVE 3
Sheep, Swine, Llama & Alpaca
April 1, 2026

