



2017

**Business Builder**

First Semester

PROGRAMS AND PROMOTIONS



FEED GREATNESS™

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louder than words.™**

# HOW® Horse Owners Workshop

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

(Year-round event)

**Dealer Eligibility:** All dealers eligible to participate.

**Purpose for the Event:** To support species education with shoppers and prospects.

**Event Description:** Educational event.

**Event Kit Available:** Yes. See page 15 for details.

**Kit Contents:** See page 16 for details.

**Payoff:** Drive growth and shopper loyalty by showcasing your feed expertise.

**Contact your Purina® Sales Specialist or visit  
Business Link » Horse » Dealer Promotions  
for more information.**

## New in 2017!

Purina is hosting a 1-hour live HOW® workshop online on Feb. 7, 2017 at 7:00 p.m. CST to kick-off HOW® event season. It will be led by Dr. Karen Davison, PhD, and will include a nutritional presentation and opportunity for real-time Q&A. Direct your shoppers to tune into this event in lieu of hosting your own HOW® workshop, or line up your event with this meeting date to live stream the online workshop.

## Eligible Products:

All Purina-branded horse feed and supplements.





# 60-Day Trial In-Store Event

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

(Year-round event)

**Dealer Eligibility:** All dealers eligible to participate participate in the 60-Day program. In-store event and paid marketing support is available for Certified Expert Dealers only.

**Purpose for the Event:** To help convert prospects and shoppers to Purina® products.

**Event Description:** Product Trial Event available for Certified Expert Dealers only.

**Event Kit Available:** Yes. See page 15 for details.

**Kit Contents:** See page 16 for details.

**Payoff:** Bring new shoppers into your store and grow your premium horse feed volume.

**Eligible Products:** All Purina® branded horse feed and supplements.

## How it works for new Certified Expert Dealers:

For more details on how this program works for new Certified Expert Dealers who would like to participate, refer to included one-page flyer.

## How it works for participating Certified Expert Dealers:

1. Go to the Print Materials eStore to order your 60-Day Trial POS kit. Start preparing for the in-store event. See page 14.
2. Create a display with Purina® horse feed products and your POS kit materials.
3. Communicate preferred in-store event date (minimum 6 weeks prior to event) through your Purina Sales Specialist to receive customized marketing support. Marketing support is available on a first-come, first-served basis so notify your Purina Sales Specialist of your in-store event dates early!
6. Order replacement 60-Day Trial folders through the Print Materials eStore if needed.



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# Spring Savings Event

JAN FEB **MAR** APR MAY JUN JUL AUG SEP OCT NOV DEC

**Dealer Eligibility:** All dealers eligible to participate.

**Purpose for the Event:** To help you grow your business with this in-store promotion.

**Event Description:** NPI Discount Offer will be available.

**Promotional Offer:** Promotion details will be communicated by your Sales Specialist.

**Event Kit Available:** No.

**Payoff:** Help grow key products of your horse feed business.

**Contact your Purina® Sales Specialist or visit  
Business Link » Horse » Dealer Promotions  
for more information.**

## Eligible Products:

**Equine Senior® Horse Feed**  
3003277-506

**Equine Senior® Active Horse Feed**  
3003276-506

**Equine Junior® Horse Feed** 0032979

**Equine Adult® Horse Feed** 3003275-206

**Omolene #100® Active Pleasure  
Horse Feed** 0032982

**Omolene #200® Performance  
Horse Feed** 0032984

**Omolene #300® Growth Horse Feed**  
0032985

**Omolene #400® Complete Advantage  
Horse Feed** 0032986

**Omolene #500® Competition  
Horse Feed** 0032987

*Excludes bulk feed and Race Track products.*







# Summer Savings Event

JAN FEB MAR APR MAY **JUN** JUL AUG SEP OCT NOV DEC



**Dealer Eligibility:** All dealers eligible to participate.

**Purpose for the Event:** To help you grow your business with this in-store promotion.

**Event Description:** NPI Discount Offer will be available.

**Promotional Offer:** Promotion details will be communicated by your Sales Specialist.

**Event Kit Available:** No.

**Payoff:** Help grow key products of your horse feed business.

**Contact your Purina® Sales Specialist or visit Business Link » Horse » Dealer Promotions for more information.**

## Eligible Products:

**Strategy® Healthy Edge® Horse Feed**  
0041880

**Strategy® Professional Formula GX Horse Feed** 0066547

**Strategy® Professional Formula AX Horse Feed** 0034211

**Strategy® Professional Formula GX Oval Horse Feed** 0066550

**Check local pricelist for IMPACT® horse feed product availability.**

*Excludes totes, bulk feed and Race Track products.*



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## Chick Days

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

**Dealer Eligibility:** All dealers eligible.

### Purpose for the Event:

- To help convert prospects and shoppers to Purina® products.
- To support species education with shoppers and prospects.

### Event Description:

**All dealers eligible to participate in the following programs:**

- Early Bird Pre-Book Offer
- NPI Discount Offer
- Purina® flock marketing materials available digitally
- Purina® Chick Days, Chicken Owner Workshops Educational Event

### Promotional Offer:

**Load Up with the 2017 Chick Days Early Bird Pre-Booking Offer!**

Place a qualified order Nov. 2016-Jan. 4, 2017 and receive a \$70/ton discount. Your invoice will reflect:

- **NPI01109** (\$50 NPI discount) and **NPI01108** (\$20 Early Bird Discount).
- Minimum one ton order requirement.

**Event Kit Available:** Yes. See page 15 for details.

**Kit Contents:** See page 16.

### Program Requirements:

**Early Bird Pre-Booking is Easy!**

NPI Window + Early Bird = Savings Opportunity		
\$50/ton	\$20/ton	\$70/ton

- Choose a ship date within your plant's promotional period
- Place a pre-book November 2016-January 4 and receive an additional \$20 per ton discount on qualifying orders.
- Customer Service will contact you to place the orders in time for your Chick Days Event.
- If you choose not to register for the Early Bird promotion, you will still receive a \$50 per ton discount on qualifying orders during your Chick Days event period.
- Early Bird online registration details to come from your Sales Specialist.

### Must commit to do two of the following:

- Host a Purina® Chick Days Chicken Owner Workshop.
- Build a Purina® Poultry Feed display.
- Advertise Purina® during your Chick Days event.
- Start birds in your store on Purina® poultry feed.

### Not interested in pre-booking?

You can still participate in the national discount offer and save \$50 per ton according to your plant's timing window.

**Payoff:** This program will help grow your backyard flock business by becoming known as the go-to location for all things poultry and will help drive your store's sales with expertise, education and advice.

**Eligible Products:** Refer to the pre-booking form, coming soon.

**Contact your Purina® Sales Specialist or visit *Business Link » Backyard Poultry » Dealer Promotions* for more information.**

**NEW for 2017:**

Purina Organic Starter Program included in Chick Days Kits.

**Please review the included Chick Days flyer or contact your Sales Specialist.**

**2017 Chick Days NPI Order Timing:**

(Varies by location – see chart)

**January 30 – March 3**

Arcola  
Macon  
Mulberry, FL  
Turlock

**March 6 – April 7**

Fort Worth, TX  
Gonzales  
Gainesville  
Lake City  
Lubbock  
McGregor  
Oklahoma City  
Saint Joseph  
Shreveport  
Springfield, MO  
Van Buren

**February 27 – March 31**

Denver	Mauston, WI
Evansville	Milford, IN
Frankfort, IN	Montgomery City, MO
Gothenburg	Nashville
Guilderland	Portland
Hagerstown, MD	Richmond
Harrisburg	Sheldon
Huron	Sioux City
Inver Grove Heights, MN	Sioux Falls
Lancaster	Spencer
Lansing	Spokane
Lima	Statesville
Little Chute, WI	Vandalia
Lincoln	Washington Courthouse, OH
Mason City	Wilmar, MN
Massillon	





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# Purina® All Seasons™ Cattle Nutrition Program

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

(Year-round event)

**Dealer Eligibility:** All dealers eligible.

**Purpose for the Program:** Give producers a greater visibility to the entire Purina® portfolio by life stage, and convert prospects and shoppers to Purina® products.

**Program Description:** Product trial event.

Producers want flexibility when choosing cattle feed. The new Purina® cattle program delivers proven, flexible solutions to give your producers the confidence that they’re doing what’s right for their animals and their operation.

This new program is an opportunity to build more volume and points by leveraging:

1. Bolder claims and a unified message.
2. Program selling as an effective sales approach.
3. The credibility of a trusted brand.

**Payoff:** Program selling resonates with producers, providing more visibility to the product offerings, as well as flexibility for their needs. Program selling can equate to more volume.

	 <b>Cow/Calf</b>	 <b>Weaned Calf</b>	 <b>Replacement Heifer &amp; Breeding Bull</b>	 <b>Grower/ Finisher</b>
<b>MINERALS</b>	 Wind and Rain® RangeLand®	 Purina Stress Care® Tub	 Wind and Rain® RangeLand®	 SteakMaker®
<b>HAND-FED PRODUCTS</b>	 4-Square® RangeLand®	 Precon® Stress Care®	 SteakMaker® 4-Square® RangeLand®	 SteakMaker®
<b>SELF-FED PRODUCTS</b>	 Accuraction® RangeLand®	 Accuraction®	 Accuraction® RangeLand®	 Accuraction®

Products come in multiple sizes, bags, bulk and/or form.





# CheckPoint® Quarterly Cattle Newsletter

**Dealer Eligibility:** All dealers eligible.

**Purpose for the Program:** Reach your customers and prospects with key cattle topics and information through the CheckPoint® quarterly publication.

**Process:** Sign-up prior to Dec. 31, 2016 (confirm, update or enter a new list). Contact **Van Leuven Communications: events@vanleuvencommunications.com**. Customizable messaging from you directly to your producers. Use your Business Builder selling support funds for the CheckPoint® publication fee. 100% refundable.

**Details:** Cost includes the development, printing and mailing of the four CheckPoint® publications to your mailing list.

Note: For \$2.50 per name per year, you essentially pay for postage. The content and printing is basically free!

- Cost = \$2.50/name.
- Mailing cost is 100% reimbursed through available Business Builder selling support funds. Refer to PBST & CheckPoint® Reimbursement form in folder.

**Payoff:** You become the cattle nutrition solution expert!

**Contact your Purina Sales Specialist or visit Business Link » Cattle » Dealer Promotions for more information.**



## LUCAS CATTLE COMPANY SEES SUCCESS, PERFORMANCE IN WEANING PERIOD

Forrest Lucas, founder of Lucas Oil Products, knows the importance of getting calves successfully transitioned during the weaning period and has seen results with the Purina® Great Start® program.



In the heart of Missouri's beautiful cattle country, former truck driver and oil entrepreneur, Forrest Lucas, is developing some of the finest Simmental genetics America has to offer. Forrest learned the basics of raising animals while growing up on a farm in Indiana and working on a cattle farm as a teenager, as well as showing cattle all summer long to earn extra money. Although he decided to pursue other interests after high school, Forrest says, "I never quit thinking of cattle."

located about 20 miles apart in the Missouri Ozarks - Cross Timbers Purebred Ranch and Wheatland Commercial Ranch. "We breed for the best in replacement heifers and bulls," says Cross Timbers Ranch manager, Jeff Reed. Cross Timbers Ranch is comprised of Simmental and SimAngus™ (Simmental/Angus mix) cattle and is one of the largest registered herds of its kind in the country.

Simmental and Angus influence make up the majority of cattle at Wheatland Ranch. Simmental and SimAngus bulls from Cross Timbers are used on crossbred commercial cows at the Wheatland Ranch. Running his business ventures with an open-door, team philosophy, Forrest works and lives by three simple rules: "Don't lie, don't cheat, and try to be nice to everybody." A consumer of Purina® products from the get-go, Lucas Cattle Company has been using Purina's starter feeds for approximately 10 years with excellent results. "Pulling a calf off its mom and placing it into the weaning environment is probably the most stress a calf will go through in its life," says Wheatland Ranch manager, Ernie Brauch. "You need them to eat, gain weight and stay healthy. Purina's starter products help us accomplish all three things, putting money in our pockets." Part of Purina's Great Start® program, Accusort® Starter Complete is fed to all Lucas ranch calves during weaning. Nursing calves usually receive their first



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## Mineral Meetings (Formerly Cattle Owners Workshop™)

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

**Dealer Eligibility:** All participating Business Builder dealers eligible.

**Purpose for the Event:** To support species education with shoppers and prospects.

**Event Description:** Educational event.

### Promotional Offer:

**When it comes to minerals, PROOF PAYS. Grow your mineral business at the farm gate, local events and with special offers.**

Leverage the Early Buy Mineral Offer, Mineral Meetings and 90-Day Mineral Trial to demonstrate to producers the value of a Wind and Rain® Storm® Mineral Program to their operation. Purina will support a maximum of 350 meetings—first to request, first served.\*

### GET MORE PROSPECTS TO YOUR MEETINGS!

- Meetings must take place between Jan. 2–Mar. 31, 2017. No meetings Feb. 1–3.
- Must send at least 40-60 invites to customer and prospects.
- Your invite list must include at least 20-25 prospects. Contact Van Leuven Communications at [events@vanleuvencommunications.com](mailto:events@vanleuvencommunications.com) with your request for a meeting date and location. We'll send the invites for you!
  1. Requests for meetings must be submitted to Van Leuven Communications 6 weeks prior to your meeting.
  2. All meeting requests must meet requirements to qualify.
  3. Use the meeting support materials to get your producers to the meeting.

### HOW TO SIGN UP

Email your requested meeting date and location at least 6 weeks prior to meeting date to Van Leuven Communications: [events@vanleuvencommunications.com](mailto:events@vanleuvencommunications.com).

**Ask your Purina Sales Specialist how to leverage the 90-Day Mineral Trial at your meeting!**

\* We are planning to support 350 meetings. You will receive a giveaway prize even if a representative of Altosid® Fly Control and Central Life Sciences is not available to present at your meeting.

### New in 2017!

Order your kit components and request a copy of the meeting presentation at the same time you contact Van Leuven Communications to schedule your meeting.

**Event Kit Available:** Yes. See page 15 for details.

**Kit Contents:** See page 17.

**Payoff:** New mineral customers and overall mineral volume growth for dealers.

**Eligible Products:** Every product in the cattle portfolio.



# Purina® All-Seasons™ Cattle Mineral Offer

**DATES VARY BY REGION**

**Dealer Eligibility:** All dealers eligible.

**Purpose for the Program:** To offer an incentive to producers for purchasing a product.

**Promotional Offer:** Pre/early season Wind and Rain® Mineral Full-Truckload NPI discount for minerals shipping from Evansville, Wichita, and Fremont. Promotion timing varies by region. Specific promotion information will be sent separately.

**Payoff:** You'll be the cattleman's destination for mineral all seasons.

## **Eligible Products:**

All Wind and Rain® Mineral and RangeLand® Mineral.

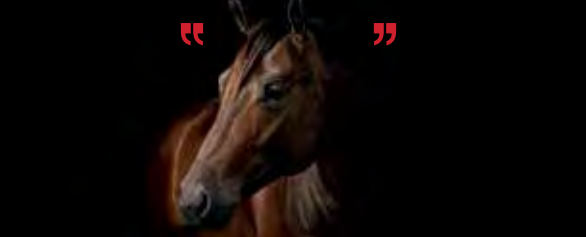
## **It's Always Mineral Season!**

Be ready for mineral season early. Watch for specific details on Early Buy Offers for all Wind and Rain® Storm® Minerals, including Altosid® Fly Control Minerals (bag and tub).



**Contact your Purina Sales Specialist or visit [Business Link » Cattle » Dealer Promotions](#) for more information.**





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# CHECK-R-BOARD® DAYS

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

(Year-round event)

**Dealer Eligibility:** All participating Business Builder dealers.\*

**Purpose for the Event:** To celebrate the Purina® Brand with a fun and exciting Check-R-Board® Days selling event.

**Event Description:** Check-R-Board® Days is designed for the independent dealer with the objective to sell more feed while having lots of Check-R-Board® Days fun with new and existing customers!

**Event Kit Available:** Yes. Submit enrollment form for Check-R-Board® Days to receive Amplified or Basic Kit. See page 17 for details.

**Payoff:** Helps generate new and repeat feed sales for the independent dealer while creating a greater sense of community and brand pride.

\* Limit to one Check-R-Board® Days event per location per year.

## National Sweepstakes:

Win a NEW 2017 Polaris® Ranger (grand prize), a trip-for-two to Purina Animal Nutrition Center for a VIP Customer Experience (first prize), or an Orion® 65 Cooler (second prize)! Customers can register at the dealership. Entry forms will be provided as part of the Purina® Check-R-Board® Days promotional kit.

**Thank you for  
feeding greatness.**







# First Semester Planning

Register for training and events through your Purina® Sales Specialist.

## January

Training	VIP Events	In-Store Events	NPI Discount Offers
	<ul style="list-style-type: none"><li>Range Cattle VIP: Jan. 9-11</li></ul>	<ul style="list-style-type: none"><li>Cattle Mineral Meetings</li><li>HOW® Horse Owners Workshop</li><li>Check-R-Board® Days</li></ul>	<ul style="list-style-type: none"><li>AntlerMax® Extreme Energy™ Supplement Offer</li><li>Chick Days NPI Offer (order timing varies by plant)</li></ul>

## February

Training	VIP Events	In-Store Events	NPI Discount Offers
<ul style="list-style-type: none"><li>Dealer Business Opportunity Conference: Feb. 28-Mar. 1</li></ul>	<ul style="list-style-type: none"><li>Large Calf &amp; Heifer VIP: Feb. 21-23</li></ul>	<ul style="list-style-type: none"><li>Cattle Mineral Meetings</li><li>Chick Days</li><li>HOW® Horse Owners Workshop</li><li>Check-R-Board® Days</li></ul>	<ul style="list-style-type: none"><li>AntlerMax® Extreme Energy™ Supplement Offer</li><li>Chick Days NPI Offer (order timing varies by plant)</li></ul>

## March

Training	VIP Events	In-Store Events	NPI Discount Offers
<ul style="list-style-type: none"><li>Animal Care Workshop: Mar. 20-22</li></ul>	<ul style="list-style-type: none"><li>Calf &amp; Heifer VIP: Mar. 6-8</li><li>Swine VIP: Mar. 28-29</li></ul>	<ul style="list-style-type: none"><li>Cattle Mineral Meetings</li><li>Chick Days</li><li>HOW® Horse Owners Workshop</li><li>Check-R-Board® Days</li></ul>	<ul style="list-style-type: none"><li>Horse Spring Savings Event (4-week promotion timing TBD)</li><li>AntlerMax® Extreme Energy™ Supplement Offer</li><li>Purina® AquaMax® Spring Stocking Offer</li><li>High Octane® Show Supplement Discount Offer Pre-Booking Window</li><li>Chick Days NPI Offer (order timing varies by plant)</li></ul>

## April

Training	VIP Events	In-Store Events	NPI Discount Offers
<ul style="list-style-type: none"><li>Equine Dealer Differentiation Conference: TBD</li><li>Cattle Differentiation Conference: Apr. 3-5</li></ul>		<ul style="list-style-type: none"><li>Cattle Mineral Meetings</li><li>HOW® Horse Owners Workshop</li><li>Check-R-Board® Days</li><li>Chick Days</li></ul>	<ul style="list-style-type: none"><li>Purina® AquaMax® Spring Stocking Offer</li><li>High Octane® Show Supplement Discount Offer</li><li>Chick Days NPI Offer (order timing varies by plant)</li></ul>

## May

Training	VIP Events	In-Store Events	NPI Discount Offers
<ul style="list-style-type: none"><li>Cattle Science 101: May 1-3</li><li>Swine Science 101: May 8-10</li><li>Equine Science 101: May 9-11</li><li>Dairy Science 101: May 22-24</li></ul>		<ul style="list-style-type: none"><li>Cattle Mineral Meetings</li><li>HOW® Horse Owners Workshop</li><li>Check-R-Board® Days</li></ul>	<ul style="list-style-type: none"><li>High Octane® Show Supplement Discount Offer</li></ul>

## June

Training	VIP Events	In-Store Events	NPI Discount Offers
	<ul style="list-style-type: none"><li>Range Cattle VIP: June 5-7</li><li>Show VIP: June 12-14</li><li>Horse VIP: June 26-28</li></ul>	<ul style="list-style-type: none"><li>HOW® Horse Owners Workshop</li><li>Check-R-Board® Days</li></ul>	<ul style="list-style-type: none"><li>Horse Summer Savings Event</li></ul>

All dates subject to change, please verify with your Sales Specialist.



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## Event Checklist

### 12 WEEKS PRIOR TO EVENT

- ☐ Refer to 2017 Business Builder 1st Semester Brochure and Navigator for event and sales tools information.
- ☐ Choose merchandising events to execute:
  1. Chick Days
  2. HOW® Horse Owners Workshop
  3. Cattle Mineral Meeting
  4. 60-Day Trial In-Store Promotion
  5. Check-R-Board® Days (Jan.-Dec. flexibility)
- ☐ Conduct ad planning to highlight your event.

### 10-12 WEEKS PRIOR TO EVENT

- ☐ Visit the Purina® Business Link Dealer Portal for details on dealer promotions and marketing support tools.

### 8-10 WEEKS PRIOR TO EVENT

- ☐ Work with your Sales Specialist on invites for guest speakers.
- ☐ Request your Check-R-Board® Days Amplified or Basic Kit and submit completed Check-R-Board® Days Enrollment Form.

### 8 WEEKS PRIOR TO EVENT

- ☐ Update your web site and social media pages with event details.

### 4-6 WEEKS PRIOR TO EVENT

- ☐ Work with your Sales Specialist on guest list invite if applicable.

### 4 WEEKS PRIOR TO EVENT

- ☐ Order your event kit from the Print Materials eStore with a minimum of 10 business days lead-time (no charge). 1st Semester Merchandising Kits:
  - Chick Days Kit
  - Recreational HOW® Kit
  - Cattle Mineral Kit
  - 60-Day Trial In-Store Promotion Kit

### 1 WEEK PRIOR TO EVENT

Contact your Sales Specialist to register your event to utilize the Mobile Event Registration Tool.

### EVENT WEEK

Reminder calls/emails to your guests and guest speakers.

### 1 WEEK POST EVENT

1. Contact your Sales Specialist for your guest attendee list. Work together to determine next steps with business leads.
2. Complete Business Builder reimbursement forms (if applicable) and submit to your Area Office. Timely submission of reimbursement forms is requested.




# Kit Ordering Process

<b>Event Kits</b>	<b>Order Window</b> (estimated)	<b>Shipment Window</b> (estimated)
<b>Recreational HOW® Kit</b>	<b>January - December</b>	<b>January - December</b>
<b>60-Day Trial In-Store Promotion Kit</b>	<b>January - December</b>	<b>January - December</b>
<b>Chick Days Kit</b>	<b>January - June</b>	<b>January - June</b>
<b>Cattle Mineral Kit</b>	<b>January - June</b>	<b>January - June</b>

Please contact your Sales Specialist to confirm order and shipment windows for event kits.

## Ordering 2017 Promotional Kits:

### Available from the Print Materials eStore

1. Go to Purinamills.com and sign in to Business Link
2. Click on "e" paper icon on top navigation menu (this will take you to the Print Materials eStore) 
3. Select "Catalogs" from top navigation menu
4. Select Purina Animal Nutrition
5. On left navigation screen, click on 2017 Promotional Kits
6. Place orders for your kits and then go through the checkout process

### Checkout process:

1. Provide credit card information (there are no shipping fees for kits, you will only be charged shipping and sales tax fees if you have other items in your cart).
2. Provide delivery information—select a future date to have items in your carts shipped (remember to allow for shipping days to your destination). If you do not select a future ship date, the items in your cart will automatically be shipped out when available.
3. To ship items in the cart to multiple locations, you can upload a list. If you need assistance on uploading a list, please contact [lolservice@rrd.com](mailto:lolservice@rrd.com) for assistance.

### NEW for 2017:

- Kits available to order November 2016.
- Review all First Semester 2017 kits.
- Flexibility to order kits all at once or continue to order individually.

### Details:

- 1 Event Kit per store location.
- Must register each store location separately.
- Purina will ship out kits within shipping window time frame shown above. No exceptions.



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## Kit Ordering Guide

**Print Materials eStore:** All kits are FREE of charge when ground shipping is selected. Ad hoc items can be ordered separately and will occur charges and shipping fees.

### Horse

Kit Name	Dealer Eligibility	Kit Components	Digital Tools on Business Link (no charge)	Ad Hoc Components (order separately)	Cost + Shipping
<b>Recreational HOW® Kit</b>	All Dealers	<ul style="list-style-type: none"> <li>• Checklist for HOW® meeting</li> <li>• PDF invitation template</li> <li>• Banner</li> <li>• Counter mat insert</li> <li>• 50 - Buy 8, Get 1 Free Frequent Buyer Cards (expires Mar. 1, 2018)</li> <li>• 1 \$250 Visa® gift card</li> </ul>	<ul style="list-style-type: none"> <li>• Ad Builder ad slick</li> <li>• Social media posts</li> </ul>	<ul style="list-style-type: none"> <li>• Additional items available on Print Materials eStore.</li> </ul>	No charge for kit when ground shipping is selected.
<b>60-Day Trial In-Store Promotion Kit</b>	Certified Expert Dealers only	<ul style="list-style-type: none"> <li>• Display structure</li> <li>• Counter stack card with tear-offs</li> <li>• 3 aprons for staff</li> <li>• 10 60-Day Trial folders (including BOGO coupons, weight tape, BCS guide, tracking form)</li> </ul>	<ul style="list-style-type: none"> <li>• Ad Builder ad slick</li> <li>• Social media posts</li> </ul>	<ul style="list-style-type: none"> <li>• 60-Day Trial folders</li> </ul>	No charge for kit when ground shipping is selected.

### Backyard Flock

Kit Name	Dealer Eligibility	Kit Components	Digital Tools on Business Link (no charge)	Ad Hoc Components (order separately on the Promotional Products eStore)	Cost + Shipping
<b>Chick Days Kit</b>	All Dealers	<ul style="list-style-type: none"> <li>• Point of sale materials</li> <li>• Signage</li> <li>• Posters</li> <li>• End cap header cards</li> <li>• Chick boxes</li> <li>• Educational brochures</li> <li>• Organic starter program</li> </ul>	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Ad slicks</li> <li>• Dealer ads</li> <li>• Press releases and more</li> </ul>	<ul style="list-style-type: none"> <li>• Children's chicken hats</li> <li>• T-shirts</li> <li>• Loyalty cards</li> <li>• Aprons</li> <li>• Pallet merchandising display</li> </ul>	No charge for kit when ground shipping is selected. Ad Hoc items costs vary.*

\* Apply your Business Builder selling support dollars at 100% expense coverage if you have funds in your account. If you do not have funds, you will need to provide payment for items.

All kit components listed are subject to change.





## Cattle

Kit Name	Dealer Eligibility	Kit Components	Digital Tools on Business Link (no charge)	Ad Hoc Components (order separately)	Cost + Shipping
<b>Cattle Mineral Kit</b>	Business Builder Dealers	<ul style="list-style-type: none"> <li>• Wind and Rain® Storm® brochures</li> <li>• Local selling event calendar checklist</li> <li>• Wind and Rain® Storm® sell sheets</li> <li>• Mineral needs chart</li> <li>• Pop-up display</li> <li>• Altosid® educational material</li> <li>• Signage for your location and meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting presentation</li> <li>• Fly control video</li> <li>• Management tips</li> <li>• Sell sheets</li> </ul>		No charge for kit when ground shipping is selected.

## Check-R-Board® Days

Kit Name	Dealer Eligibility	Kit Components	Digital Tools on Business Link (no charge)	Ad Hoc Components (order separately on Promotional Products eStore)	Cost + Shipping
<b>Amplified Kits**</b>	Business Builder Dealers	<ul style="list-style-type: none"> <li>• \$500 Visa® gift card</li> <li>• Dangler</li> <li>• Entry forms</li> <li>• 7% truckload feed voucher</li> <li>• Counter card</li> <li>• Coupons</li> <li>• Entry box</li> <li>• Detailer</li> <li>• Floor display</li> <li>• Poster</li> <li>• Stack cards</li> </ul>	<ul style="list-style-type: none"> <li>• Postcard</li> <li>• Event flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Checkered tablecloths</li> <li>• Cups</li> <li>• Napkins</li> <li>• Hats</li> <li>• Shirts</li> </ul>	No charge for kit when ground shipping is selected. Ad Hoc items costs vary.
<b>Additional Amplified Kit Support</b> <ul style="list-style-type: none"> <li>• Publicity (custom press release sent to TV, radio and print media within 25 mile radius of store)</li> <li>• Social media (Facebook, Google+, Twitter, etc)</li> <li>• Advertising (media plan, negotiate buy, design and radio script)</li> <li>• Flyer (custom design)</li> <li>• e-Blast (sent to 15 mile radius of store)</li> <li>• Interviews with local radio, TV and print media</li> </ul>					
<b>Basic Kits**</b>	Business Builder Dealers	<ul style="list-style-type: none"> <li>• Dangler</li> <li>• Entry forms</li> <li>• 4% truckload feed voucher</li> <li>• Detailer</li> <li>• Poster</li> <li>• Stack cards</li> </ul>	<ul style="list-style-type: none"> <li>• Postcard</li> <li>• Event flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Checkered tablecloths</li> <li>• Cups</li> <li>• Napkins</li> <li>• Hats</li> <li>• Shirts</li> </ul>	No charge for kit when ground shipping is selected. Ad Hoc items costs vary.

**\*\*In order to receive either Amplified or basic kit, please complete the Check-R-Board® Days Enrollment form with your Sales Specialist for submission to the Area Sales Office.**

All kit components listed are subject to change.

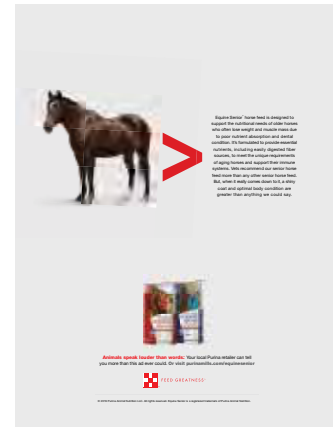
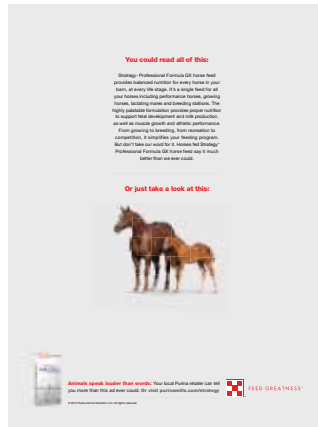
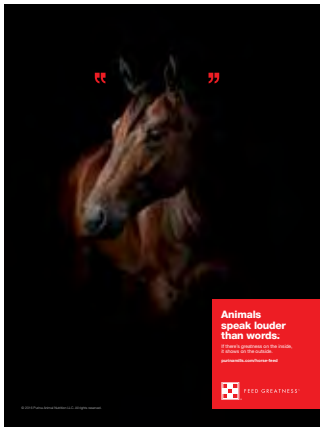
# Animals speak louder than words.™

## Dealer Support Tools–Print Ads

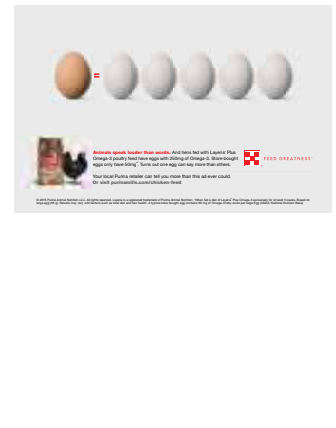
### Brand Ads

### Product Ads (Available for customization on Online Ad Builder)

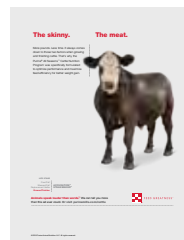
#### Horse



#### Backyard Poultry



#### Cattle



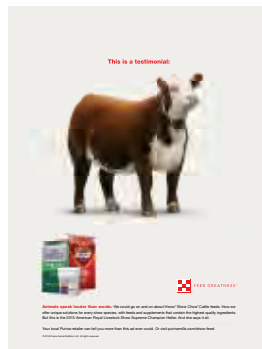
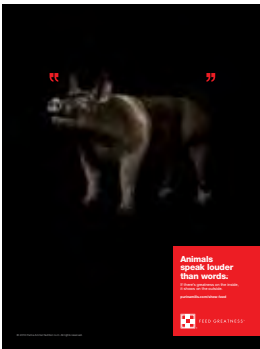


FEED GREATNESS™

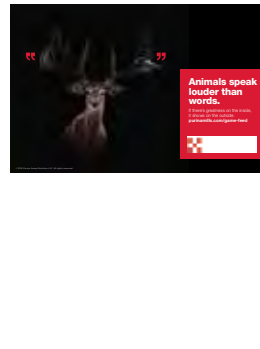
# Print Ads and Digital Tools

## Additional Brand and Product Ads

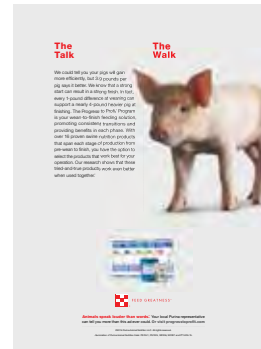
### Show



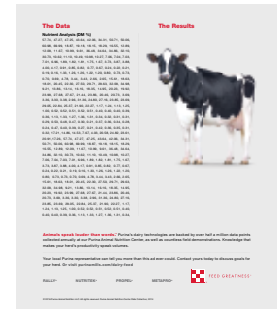
### Deer & Specialty



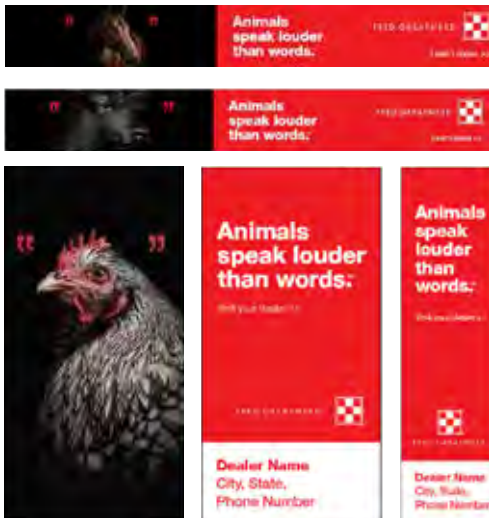
### Swine



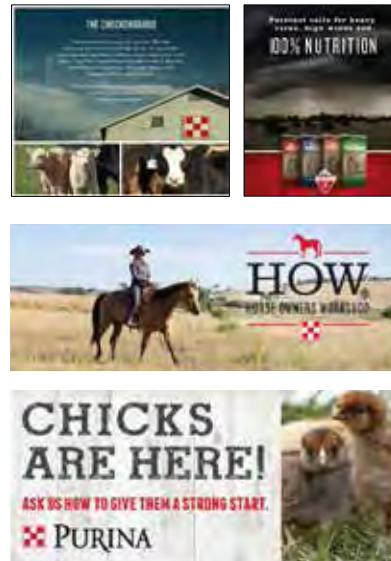
### Dairy



## Banner Ads



## Example Social Media Posts and Images



A variety of dealer support tools for all species are available on **Business Link » (select species) » Marketing & Sales.**  
Contact your Sales Specialist to find out more.

