

2007 Honor™ Chick Days / Show Feed Kits

The **2007 Honor Chick Days/Show Feed Kits will ship this week**. Here is a breakdown of the promotion and elements involved:

- **All dealers will receive 5% during control plant shipping days** (regardless if they were Advantage or Non-Advantage in the past)
 - **we are mailing to top 692 dealers in Honor Family Flock volume (cutoff was 4 tons in 2006)**
- **This promotion is "automatic"** during control plant dates - dealers do not need to refer to a PE #
- **Promotion dates are 30 days** (25 shipping days (5 weeks))...down from 45 days
- **Dealers signing up for Reach will still get 5% discount PLUS IMA** if meet requirements of Reach Animal stocking program
- **Display Contest - every dealer that enters will win 3 Honor Show Feed hats and 5 Grand Prize Winners will win \$100 Gift Cards from Bass Pro**

Eligible products:

- Premium Honor poultry products - (no layer products)
- Premium Show Feeds, Rabbit & Goat (Albers, too)
- Milk replacers

Point-Of-Sale Materials (all great NEW stuff):

- **2007 Resource Folder - contains Hatchery info, Chick Days Press Release, ad slicks and Eagle Valley Bedding Offer**
- **Chick Days banner, Counter Card w/ Management Tear Pad** and chicken photo poster
- Honor Show Feed meeting poster, stack card, counter card for Honor Roll brochure and new sell sheets
- **Honor Show Pig inflatable**
- Eagle Valley Bedding mail-in rebate offer tear pad