

2007 Start Em Right Kits

- **All dealers will receive 5% during control plant shipping days** (regardless if they were Gold or Non-Gold in the past)
 - **we are mailing to top 1,400 dealers in SunFresh volume (cutoff was 13 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 Better Animals will still get 5% discount PLUS additional % off invoices** if meet requirements of Better Animal stocking program
- **Display Contest - every dealer that enters will win 3 SunFresh T-shirts and 5 Grand Prize Winners will win \$100 Gift Cards from Bass Pro**
- **5# SunFresh Start & Grow Pallet Promotion** (100 bags of Medicated & 100 bags on Non-Med) - **we have 78 available**. First come, first serve...they are available out of RIDC and FWDC.

Eligible products:

- Premium SunFresh including **Start & Grow, Flock Raiser and Scratch** - (no Layena products)
- Premium **Show Chow Rabbit & Goat** diets, AquaMax, Game Bird and Game Fish Chow
- **Kid Milk Replacer & ProNurse** milk replacers

Point-Of-Sale Materials:

- **2007 Resource Binder - your "bible" to all promotional items and POS materials available**
- America's Fanciest Chicken banner, Special Order counter podium (with order forms) and chicken photo poster
- **First 400 dealers to use SunFresh bounce back card in binder can get another SunFresh Chicken inflatable**
- SunFresh Chick Days meeting poster, stack card and management tear pads
- **NEW Show Chow Rewards Brochure (SP 5363) - combines old Top Performer & Rewards into ONE BROCHURE**
- Show Chow meeting poster, stack card, counter card & black **Show Chow steer inflatable**
- Eagle Valley Bedding mail-in rebate offer