



HERITAGE TRADING COMPANY

Cattle Products

ANIMAL HEALTH

Merial Large Animal Fall Rebate Program

In addition to the Merial Standard Loyalty Rebate, your store can earn an additional 7% for qualifying purchases September 23 to October 27, 4% for qualifying purchases October 30 to November 30, 2006. Minimum purchase of \$2,000 on cattle/sheep/swine products - July 17 to November 30, 2006.

Pfizer

Dectomax program, August 1 through December 20, 2006: All Dectomax Pour-On and Injectable product purchased will count towards the threshold but only Dectomax 5 liter, 2.5 liter Pour-On and 500 ml Injectable will be eligible for the rebate. Rebate will be paid via check no later than February 16, 2007.

PURCHASE LEVEL				NET PRICE *		
AUG 1 - SEPT 30	OCT 1 - DEC 20	TOTAL	REBATE	5 LITER*	2.5 LITER*	500 ML*
\$20,000	\$20,000	\$40,000	10%	\$249.30	\$154.29	\$114.21
\$12,500	\$12,500	\$25,000	7.50%	\$256.23	\$158.57	\$117.38
\$5,000	\$5,000	\$10,000	5.00%	\$263.15	\$162.86	\$120.10
\$2,500	\$2,500	\$5,000	3.00%	\$268.69	\$166.29	\$123.10

Also, earn a free jacket with Dectomax purchases. Receive one jacket per \$500 August 1 through October 16, 2006, while supplies last.

EQUIPMENT

Behlen Country - 4th Quarter Specials

The following items will be discounted on orders placed between October 1 and December 31, 2006

5% Discount:

- 2"x16' HD Tube Gate
 - 40120161 – Red
 - 40120162 – Green
 - 40120163 – Blue
 - 40120164 – Brown*
- Super Duty Bale Feeder – 26100181
- Standard 11' Feed Bunk
 - 22121941 – RED
 - 22121942 - GREEN

*introductory discount on Brown does not apply

3% Discount:

- M1-V Squeeze Chute with vertical tail gate (w/o head gate) 26175882
- M-Series Self Catch Head Gate 60110132
- Unsheeted Sweep Pen Kit – includes 1/2 round tub and 20' straight adjustable alley 46079662

Allied Precision De-icer Promotion

Stock up now for your winter de-icer needs. Through October 30, 2006 save 5% on all Allied Precision products including tank de-icers and heated buckets.

TO PLACE YOUR ORDER CALL 888-669-6050 OPT. 3
OR VISIT OUR WEBSITE AT WWW.HERITAGE-TRADING.COM