PROMOTION CALENDAR

Beef												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Dairy												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
2023-2024 Forage Preservative Early Commitment Program			X	X	X	X	X	X	X	X	X	X
ADM Milk Replacer New Holstein Direct Pick-up Program	X	X	X	X	X	X	X	X	X	X	X	X
Commercial Swine												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Poultry												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Pen Pals Poultry Customer Rewards Program	X	X	X	X	X	X	X	X	X	X	X	X
Pen Pals Poultry Youth Award Program	X	X	X	X	X	X	X	X	X	X	X	X
Pet												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Proud Paws Performance Manufacturer Discount	X											
Proud Paws Coupon 2023 (Buy 3 Get $4 Off)	X	X	X	X								
Rabbit												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Pen Pals Rabbit Consumer Reward Program	X	X	X	X	X	X	X	X	X	X	X	X
Pen Pals Rabbit Youth Award Program	X	X	X	X	X	X	X	X	X	X	X	X
Equine												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Equine Trade Show Coupon	X	X	X	X								
GLO Growth Q3/Q4	X	X	X	X								
Specialty												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Wildlife/Game Bird												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Show Feed												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Breeder Burst Promotion	X	X	X	X								
Livestock Youth Award Program	X	X	X	X	X	X	X	X	X	X	X	X
ShowTec Cattle Product Trial	X	X	X	X								
East Region												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
West Region												
	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24