

## NEWS RELEASE

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For immediate release.

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### Kent Nutrition Group Launches Best in Class Home Fresh Line

#### *Wholesome, quality nutrition for goats, sheep, pigs and rabbits*

**Muscatine, Ia**, August XX, 2018 – Kent Nutrition Group (KNG) is proud to offer a new line of products developed for sheep, goats, pigs and rabbits under the Home Fresh® product family name. Building on the success of their Home Fresh poultry products, this expansion offers animal enthusiasts products built on research-proven formulation and designed to meet animals' specific needs at each life stage. Home Fresh products will be represented by the [Kent® brand](#) in the Midwest and the [Blue Seal® brand](#) in the East.

“Wholesome, quality nutrition was our theme as our nutrition team developed these new products which provide nutrition solutions for sheep, goats, pigs and rabbits at any life stage and feeding situation,” says Kristyn Sturken, product manager and team lead for the Home Fresh project. “Our Home Fresh products are made from fresh, premium quality ingredients in a fixed-component formula to provide a consistent, balanced, easy-to-feed diet in every bag.”

Along with the latest nutrition technology and fresh ingredients, Home Fresh products feature NutriVantage® Nutrition Optimizer™, KNG's proprietary feed supplement. “NutriVantage is a research-driven feed supplement designed to help animals derive optimum nutrition from their diet,” Sturken continues. “Our nutritionists have designed a specific formula for each species that helps support animals' precise nutritional needs.”

Home Fresh products are KNG's latest offering that helps provide the optimal levels of nutrients needed for a specific animal's level of performance, activity or life stage — meaning for example, whether the animal is growing, in lactation or in maintenance mode. To create the new line, some of the existing Kent or Blue Seal products were enhanced and added to the expanded line, so transitioning animals from current products to the new Home Fresh feed may be necessary.

“In specific species lines, some of our Home Fresh products are replacing existing products,” says Sturken. “It's important to transition your animals over seven to ten days from their current feed to the new Home Fresh products. Check with your local Kent or Blue Seal retailer for specific tips for feeding your goats, sheep, pigs and rabbits.”

Home Fresh products are easy to spot in their new fresh look of consumer-friendly packaging which shares the features and benefits of each product and the Home Fresh promise – *from our family to yours.*



“Most of us at Kent Nutrition Group have our own animals that we care for every day, so ‘Fresh from our family to yours’ is more than a tagline, it’s a passion for our team,” says Sturken. “From pets like dogs and cats to goats, pigs, cattle and horses, our people love caring for animals and take pride in providing high-quality nutritional products like our Home Fresh product line to help animals live healthy, active lives, and perform to the owners’ expectations.”

*[Kent Nutrition Group \(KNG\)](#) strives to be the most trusted and pre-eminent regionally focused animal nutrition company in the United States, delivering the highest quality products based on a long-standing tradition of progressive innovation and dedication to livestock, equine and pet owners. KNG is a division of Kent Corporation, a family-owned, American company founded in 1927. KNG is represented by the Kent® brand in the Midwest and the Blue Seal® brand in the East. Kent and Blue Seal are dedicated to providing quality animal nutrition that you can trust — guaranteed.*

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