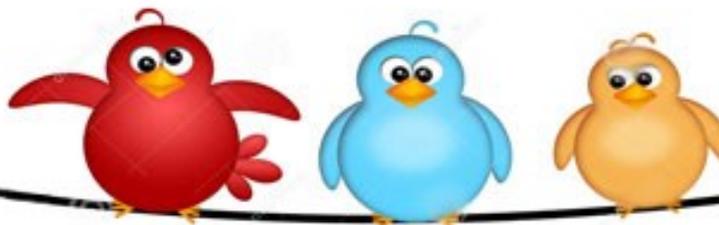




The Bird Feeder



"Amish Farm to Backyard Feeder"

WELCOME TO THE BIRDFEEDER

Okay, we make better bird seed than we do newsletters. Our last version of this edition had a broken link and we always make good - even in the virtual world. Here's more of the same.

Here's hoping everyone had a great 4th of July weekend. Rob, Kevin, & Mahlon celebrated the new year by grilling hamburgers and downing a few brews. In other words, they did exactly what they do every other weekend of the year! Let's get started with Issue 4.

Lizzie Mae: A Corporate Giant

Lots of people want to know how a dynamic company like Lizzie Mae (Trading as LMBS&DG on the NY Stock Exchange!) could grow so quickly in today's demanding business environment.

Okay, people are really only wondering how we're still in business - but that's only after they meet us! Wait. That doesn't sound right either.



Lizzie Mae's corporate charter clearly states that Kevin, Mahlon and Rob take turns being president of the company. Really. July is Mahlon's month and he's already abused his power by getting up 30 minutes after sunrise. Twice.

Let's Meet Folks From Lizzie Mae

Some of you already know Blair. He's one of Lizzie Mae's drivers and he answered a few questions to we could learn more about him.

Who are ya and where do you deliver for Lizzie Mae?

Blair D. Bechtel. I deliver in northern New England/New York City and Long Island.

How many store owners do you meet during a standard day?

On a typical Tuesday I'll meet between 7-10 stores in New England. A lot of our deliveries we drop and cover so we get in and out before traffic in the shopping centers.

What are some of your duties as part of being a driver for Lizzie Mae?

I deliver the birdseed safely and efficiently to every store, The big thing is communication and our customers are great at communicating. When the bad weather hits that is when they are often in the most need for their seed delivery. It is also when it can be the toughest time to get in to make the deliveries. I have always appreciated how thoughtful my customers are about my safety during the Winter



Rob is STILL Thinking About: #2 Chips

Rob was watching the annual Nathan's Hot Dog Eating Contest and was thinking... I could do that. Actually he was thinking about #2 Chips. The birds love them which means your customers want them which means you need to know all about them. We talked a little about them last issue, but that just created more questions.



It's like all these store owners think we are just here to help you learn more so you can build your business. (Full Disclosure: That is exactly what we live for – and hot dogs.)

The main goal at sunflower hulling facilities is to create an edible Bakery Kernel for human consumption. During the process of creating an edible bakery kernel different types of bi-products are created and used in the bird food industry. One such product is #2 Chips. This product is produced while in the process of de-hulling sunflower seeds for edible consumption. Our #2 Chips is a product where the shell and full meats of sunflowers are combined together. The ratio of this product is 70% kernel and 30% in shell, but can vary to be more kernel in the product and less in-shell. The reason for a variance is the hulling ratio, which you can experience when the kernel is extracted from the shell during the de-hulling process. Electric eyes will force compressed air into the sunflowers that will take out the product with shell still on, which produces the #2 Sunflower Blend. Many people prefer this product when feeding the birds since you receive a product that is less messy by the feeder than straight sunflower seed. From the de-hulling process you experience many types of bi-products used in the wild bird feeding such as Coarse Chips, Select Chips, Medium Chips, and Fine Chips. More meats for less money is the big attraction to #2 Chips.

IN SUMMARY

Bird Seed and Fireworks - two things in this world that are still best left to the professionals. That's why the boys still have 30 fingers between them - let's just assume it is an even split between the three. Until next time... finish your milk, call your mother, and take a look around - this really is a pretty good country.
