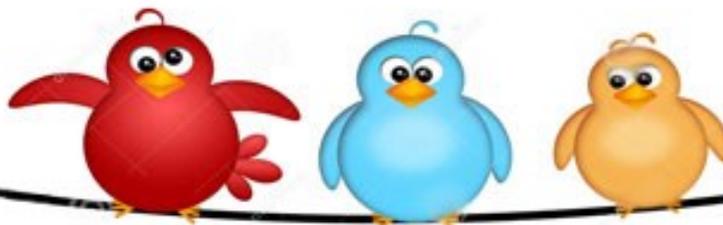




# The Bird Feeder



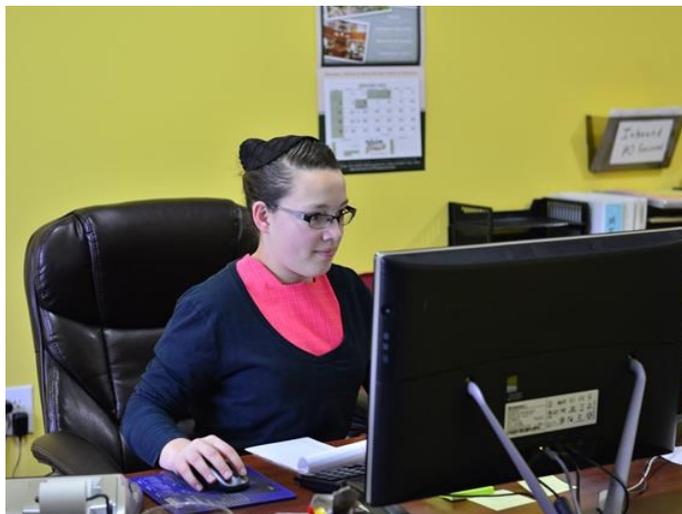
*"Amish Farm to Backyard Feeder"*

## WELCOME TO THE BIRDFEEDER

This newsletter has three things going for it: content, content, and more content about bird seed and the bird seed market. You guys are the experts in retail and the birds. Lizzie Mae is here with product and product information to support your efforts to keep loyal customers and bring new customers flocking to your stores.

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### THE PEOPLE



When we talk about The People, we're talking about everyone involved with the bird seed business. That includes retailers (that's you), our suppliers (that's our product flow buddies) and everyone involved in Lizzie Mae's manufacturing and distribution (that's us).

Now I'm guessing you could just about care less when Mahlon's birthday is or when I got married (my wife's still having second thoughts), so we will focus on the Seed and Seed Market. If there's a helpful hint from a retailer, we'll share that success. If a supplier is offering up something special for a holiday, this is the place to read about it first.

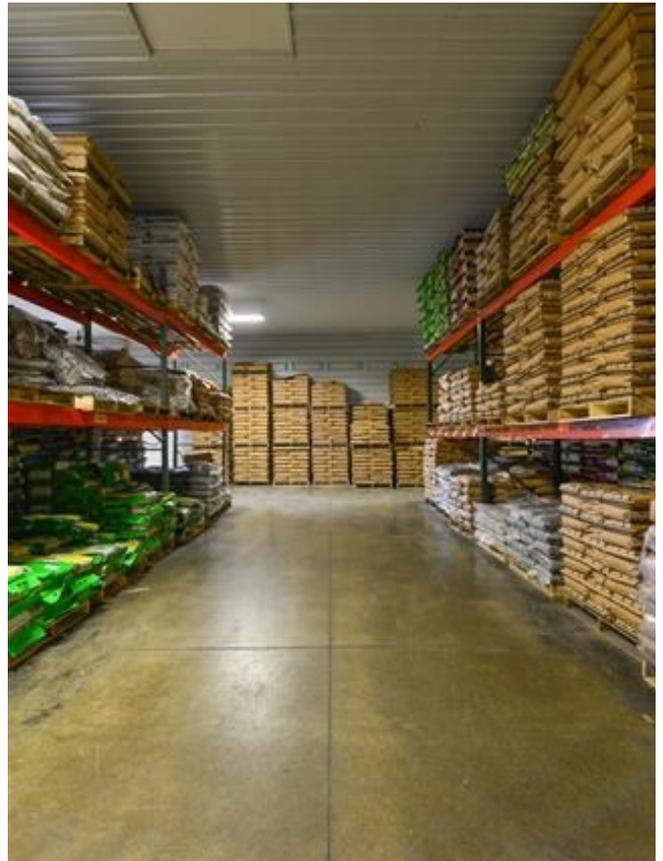
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## THE PRODUCT

Product and your service is why your customers drive that extra mile to your store, right? And the more you know about the products you're selling, the more reasons your customers will have to come back to your store. So expect to see a lot of articles on everything from the individual grains we use to our finished products to the forecasting of future costs.

We know a lot about making bird seed and we love to talk about it. Why, yes, we are a lot of fun at parties. But most of them are Amish parties so they end around sundown.

We want you to share our wonderful birdseed information with your customers, so we'll be providing downloadable articles for you to add to your newsletters.



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## THE PROCESS



The process for creating our wonderful birdseed is unique. No electricity is involved - everything is run off a generator fueled with Natural Gas.

Expect to see a lot more about our Amish Farm to Backyard Feeder process in future newsletters. Because, of course, this is information you should pass on to customers or that lucky person next to you on the subway. No subway or mass transit near you? You don't know what you're missing on a hot day.

## THE PASSION

The passion revolves around us loving what we do and taking care of you. Order by order, bag by bag, delivery by delivery.

We don't need a mission statement because our focus is simply taking care of you, oh did I tell you how? Bag by bag, order by order, delivery by delivery.

Everything else is pretty much fluff when you think about it. That is why we want you to measure our passion and performance bag by bag, order by order, delivery by delivery.



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## IN SUMMARY

So we promised content, content, content in the Birdfeeder and really delivered none of it in the first issue. Whoops. Guess Issue 2 better be packed with twice the bird seed data. I better start writing now.

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