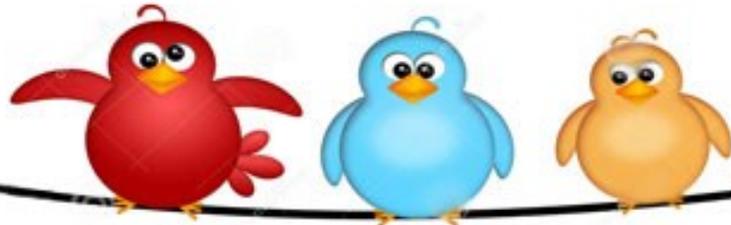




The Bird Feeder



"Amish Farm to Backyard Feeder"

WELCOME TO THE BIRDFEEDER

It's the third issue of the Birdfeeder. And our wives say we never follow up on anything - Ha! We showed them. Full disclosure: there's still that hole in the drywall in Kevin's laundry room but he's been busy doing stuff. Bird seed stuff! He promises to get to it next weekend. Let's just go going with Issue 3.

Rob's Thinking About . . . Sunflower Chips?

Wow. Everybody is liking them Sunflower Chips. In upscale mixes or sold straight, lots of people are finding out how much birds are liking Sunflower Chips - mostly because of stores like yours. Here's a short 411 on how the chips are made. (Like always, pretend you already knew this stuff when talking to customers. We're down with it.)



The raw sunflower seeds are fed into dehuller machines. The shell is shattered off the seed by air that forces it against the inside of the bin. Screens then scalp off the shell while each sunflower chip goes through an electric eye. The shell-less seeds are graded into separate sizes. The primary use for the sunflower kernel is the human edible Bakery Kernel market. Kernels that don't pass inspection for uses in baking get sent to Lizzie Mae.

Rob's Thinking About . . . Sunflower Chips? (cont'd)

One of the reasons there's very little foreign material in the #1 Coarse Chips is the electric eye that the seed goes through. This video explains the process. You'll love the soothing background music. I watch it each night before I fall asleep in my footy jammies. (Video Link: <https://youtu.be/OajD4hYahpo>)

The #1 Coarse and Medium Chips are the primary chips used in mixes. Fine Chips are used in Finch. Quality of the #1 Coarse Chips is very consistent. Mahlon and team get very vigilant watching our inbound fine chips further down the food trail because the chips can come through powdery. And who wants that?

#2 Chips have become more and more popular as the cost of straight Oil Seed appears to have settled in at a higher level than we saw a decade ago. #2 Chips are seconds from the bakery industry also. But while the other chips are completely shelled, #2 chips have about 70% sunflower kernels with 30% still in the shell.

So any store looking to compete with the "Um, my local big box is selling 50# Oil Seed for \$10.00 a bag", #2 Sunflower chips might be something for you to consider. One of our customers markets them as Nearly Naked Sunflower but he watches a lot of late night cable. Here's a handy dandy downloadable photo spread of our Sunflower chips:

Rob's Thinking About . . . Sunflower Chips? (cont'd)



Suitable for framing or you might use it when discussing with your customers. Need more cool images of ChiPs?

Go to https://www.google.com/search?tbm=isch&q=CHiPs&gws_rd=ssl#tbm=isch&q=chips+tv+show

Warehouse Addition - We Just Doubled the Closet Space on the Farm

We had a few friends over to the farm recently to build a new warehouse. Yes, Mahlon's sneaker collection has gotten that large. The man does love his glow in the dark LeBron XII's. Actually he's more of a boot type of guy.



So why should you care that Lizzie Mae now has more closet space on the farm? You should care because we are filling it up with other products that we like from other people. Stuff like Squirrel Buster Feeders and bird seed storage containers that look a lot like galvanized trash cans. These are the products your customers will need and you should be the one to provide them. So when you order the products from us, we ship them to you free since our trucks are coming out your way anyhow. Easy peasy.



BE OUR FRIEND ON FACEBOOK

Visit us on Facebook and find us on LinkedIn. We promise to keep Rob from posting pictures of his dinner. But we will post pictures of the farm and our crew on FB. And you might even see images from stores that are doing it right.

Facebook is our fun playground to share stories. While LinkedIn is designed to be our networking source for entrepreneurs looking for forward-thinking business concepts. (Yes, I did cut and paste that line.)

We'll keep an eye on both places if you want to add comments or questions. But we'd rather hear from you in person. Call us anytime. No big whoop.

BORING OPERATIONAL ISSUES: June, 2015

BOI #1 - No change in order or delivery schedule over the holiday. July 4th is on a Saturday and we are open on the 3rd. Kevin starts drinking the PBR at noon so just call Mahlon or Rob. We'll probably (definitely) be stuffing our faces with both hot dogs and hamburgers so give us a few minutes to answer the phone. Please don't tell our moms we were talking with our mouths full again.

BOI #2 - Need the Nyjer? Not a problem. There have been multiple supply issues with nyjer and fine chips. Lizzie Mae is in good shape inventory-wise but we had to pay dearly in the nyjer market to stay that way. So it looks like Mahlon's dream of the triple espresso machine in the barn will have to wait.

IN SUMMARY

The Summer heat is here and we are not guys designed for the heat. Please get Rob in the shade as soon as you see him. Take care of each other and let Lizzie Mae know how we can help you become the trusted resource for bird feeding in your area.
