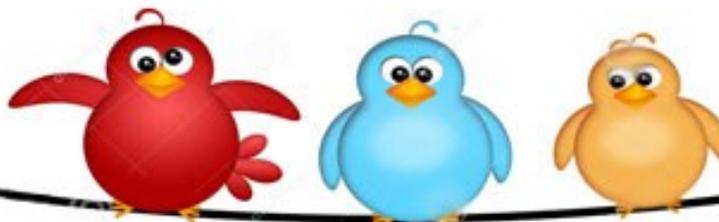




The Bird Feeder



"Amish Farm to Backyard Feeder"

WELCOME TO THE BIRDFEEDER

Easter was here - so a bunny snuck around and dropped magic eggs for all to find. Best not to think how a bunny would produce all those eggs. Don't bother me with the details!

Rob is Thinking 'Bout...product cleanliness

Rob knows that product cleanliness is really, really important. And when something is really, really important he always does one thing. Go ask Mahlon.

Here's what he had to say in the Q and A:

What does product cleanliness mean to you?

It means a lot. Clean, consistent product is our mission every day at the packaging facility.

Why is it so important in the seed business?

Product cleanliness is important to us for 2 reasons:

Reason 1: (and most important) So our customers have the absolute best product on the market to sell to their customers.

Reason 2: It differentiates us in the industry vs our competitors.

Rob is Thinking 'Bout...product cleanliness (cont'd)

How does it apply to regular bird seed?

Most birdseed products on the market are full of fillers and you add dust/debris/foreign material to that and you really have products that have a very low value. Top ingredients, cleaned and blended properly, optimize the songbird traffic to the backyard feeder.

What methods does Lizzie Mae take to ensure product cleanliness?

The math is pretty simple: Good seed in. Great seed out. El crappy seed in means only, at-best, average seed out. While my guys make every effort to put out a clean, consistent product, if we purchased crappy ingredients we'd be producing crappy product. (Trust me, there are crappy ingredients hiding in silos all over the Midwest.)

We get calls all the time from vendors with ingredients that cost less than what we are paying—but when we ask them for photos of the product we realize why the stuff is less expensive. It causes the kids to say “Ick!” and run away. We lean heavily on a couple of ingredient traders that know what Goldilocks likes – everything just right.

(Full Disclosure: Rob supplied that last answer. Mahlon would never say Crappy three times.)

What should store owners and their customers be looking for in a clean product?

A nice clean, shiny looking product without foreign matter or debris.

What have you seen in other products that someone would never see in a Lizzie Mae product?

Contaminated products can have seed in the blends that are not in the formula. And one should always look for debris and foreign matter.

Rob is Thinking 'Bout...product cleanliness (cont'd)

Do you think Elsa will ever find true love?

I hope so! She certainly warmed up to the idea at the end of the movie. Boy, there wasn't a dry eye in the barn when the guys and I saw it again on the Blu Ray version.

Hey! Nobody's supposed to know about that!

(Editor's Note: I made up one Q&A in the interview.)

Boring Operational Issues

April Fool's Day is just like any other working day for us. Wait a minute, that doesn't sound right. Let's just say there will be no jokes, tricks, tom foolery. This bird seed is serious business.

Get Your Dried Mealworms!

You put a pile of bird seed in front of a Bluebird and he's all "Yo! Where's my worms and junk, ya know?" Yeah – that's really how Bluebirds talk. You wouldn't think it to look at them.

Turns out the birds in blue don't really eat that much bird seed. But they will do some damage to a plate of mealworms. And guess what we are offering for you to offer your customers?

Please use product code 9080 when ordering.

Each order is \$30.00 per case.

There 12 bags (3.5 oz each) per case.



"Yo! We got the worms!"

Take us for a Free Ride

Hey, Lizzie Mae Nation! (Ok, we are trying to come up with something catchy.) We are finding these Pre-Order promos are a big hit with store owners, the maker of the product, and we even make some bucks on it so we are as happy as the Easter bunny on Monday.

We are reaching out to you guys to see what other products you may have interest in us shopping around and shipping around for you. Maybe you are a budding inventor with an idea in that bottom left hand drawer you would like to chat up. Let's take a look. We have a wood shop and a ton of local craftspeople. Not Artisans. (Still aren't sure what that word means but I know they are in a higher tax bracket.)

One of our long time friends and customers just gave us plans for a really cool new feeder - more on that in a bit. But seriously, your products can take a free ride on a Lizzie Mae truck.

That's all for now. Share your candy with your little brother. You can always take a piece out of his basket when he goes to bed. No judgment.
