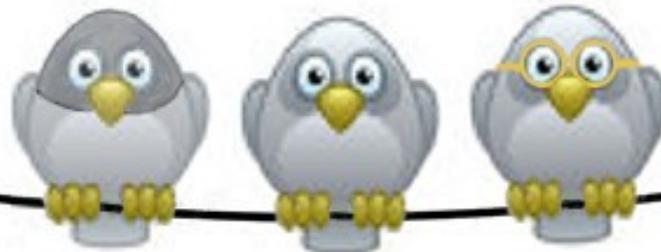




The Bird Feeder



"Amish Farm to your Pigeon Loft"

WELCOME TO THE BIRDFEEDER

Yeah... we've been doing these Lizzie Mae newsletters for almost a year. 'Bout time you Pigeoneers (Pigeonites? Pigeonateers?) got your own newsletter don't you think? So without further delay - the first official Lizzie Mae Newsletter for Pigeon people!

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 pigeon feed?

Pigeons are very sensitive to dust. The fact that the pigeon fancier can trust our product to be dust free every bag they open keeps their birds operating at peak performance.

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? Does it have to do with just the ingredients or does the process of creating the seed play a factor in cleanliness as well?

The math is pretty simple: Good seed in. Great seed out. If 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.

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

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.

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.

Mona Lisa mixes and Jovati Grit – not just grunge bands from Seattle

Rob's been fortunate to know Mike and Deb Ganus for almost 30 years. Mike and Deb have been wonderful ambassadors for the sport of racing pigeons for decades.

Late last year Kevin visited Mike and Deb at their home and Mike asked us to produce his two top quality mixes and distribute the Jovati Grit.

It only took a second to say we would be honored.

Mona Lisa mixes and Jovati Grit – not just grunge bands from Seattle (cont’d)

(Would have said something sooner but he was eating a cookie at the time.)

Here’s what Mona Lisa has mixed up:

Mona Lisa Breeder	Mona Lisa Racing
• Austrian Peas	• Small Yellow Corn
• Canada Peas	• Austrian Peas
• Safflower	• Canada Peas
• Maple Peas	• Maple Peas
• White Milo	• Safflower
• Vetch	• White Milo
• Hemp	• Hemp
• Brown Rice	• Brown Rice
• Hulled Oats (Oats Groats)	• Hulled Oats (Oats Groats)
• Rape (Canola)	• Rape (Canola)
• Wheat	• Wheat
• Flax	• Flax
• Canary	• Canary

Now let’s take a look at the Jovati Grit:

Use this mineral grit mixture during the race season. You'll notice that the birds will stay in condition longer and the birds become more buoyant.

It's the perfect supplement to add to your existing race program.

- Use it all week during racing.
- Use in a grit bowl or use it as a treat in smaller gallipots.

You can also mix it with the feed. It’s also excellent for the breeders. This grit mixture is the best we have seen in all of the US and Europe.

Mona Lisa mixes and Jovati Grit – not just grunge bands from Seattle (cont'd)

Ingredients: Seaweed grits, silex, calcium, oyster shells, stomach grits, loam, minerals, trace elements, breeding seeds, carrots, CU, FE, Zn, Mn, Do, L, Sc, Vitamins A, B1, B2, B6, B12, D3 and E.

(Editor's Note: Those are a lot of letters by themselves so you know this is good stuff.)



IN SUMMARY

Wow! Where does the time go? So that was our first Pigeon newsletter! I know I'm a different person now because of it. Keep 'em flying!
