



# The Bird Feeder



*"Amish Farm to Backyard Feeder"*

## WELCOME TO THE BIRDFEEDER

It's hot. Real hot. Where's that Ice Bucket Challenge thing now that we really need it?

So last month I did the parade and fireworks thing, made the required pilgrimage to the beach and swore to use more sunscreen next time. It's almost August and now there's nothing to celebrate nationwide this month except for the fact that we might get a small respite from political ads until... late August.

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### Rob is thinking about... NutraSaff Golden Safflower

The scientists in the secret labs at Safflower Technologies International, LLC (a real place) developed NutraSaff Golden Safflower (a real seed) for wild birds with moderate to severe digestive problems. (Made up that last part.)

NutraSaff won't win any beauty pageants compared to the Bright White Safflower (jealous much?) but its popularity is growing because its outer hull is thinner and it has a higher protein and fat content. (Just like me!)



The smart people at Safflower Technologies International actually created the NutraSaff Golden Safflower to be a high energy source that is easy to digest. Their years of studies indicate birds prefer NutraSaff over traditional safflower while squirrels do not like the feed. (Wait a tick - the smart STI people figured out a way to make a squirrel not eat something? Nobel prize time!)

## Let's Meet Tim Winstead

Tim Winstead has been driving a truck for the three boys back when the boys were doing the seed thing for other folks. So when they started Lizzie Mae, Tim already had the Mack warmed up and ready to go.

Tim's being driving a truck for 4-5 days a week for over thirty years – not the same truck. When I talked to him he was driving south to deliver Lizzie Mae seed and dry goods all the way down through both Carolinas, Georgia, and Daytona Beach.

It's a family thing with Tim. His sons used to travel all over the place with him. I asked him to name his favorite truck stop, all Tim said was, "Home."

He and his brother, Mick, actually delivered the first truck load of Lizzie Mae seed. Yes, you can blame them. (Kidding! Thanks guys!) Through the magic of imagination, we actually have the transcript of their conversation as they drove away with that first load:

Mick: So those three guys are going to change the bird seed world?

Tim: Appears so.

Mick: Why was that guy dressed like he's Amish?

Tim: Because he is Amish.

Mick: Who was the guy eating the donut?

Tim: Kevin.

Mick: Who was the guy eating all the other donuts?

Tim: Rob.

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## Boring Operational Issues

Don't forget we are now stocking the Sweet Seed Hummingbird Nectar:

- 9006 (RTU) Ready-To-Use
- 9003 Concentrate. (Kevin's daily eye-opener: 2 shots of 9003 in his Frappuccino.)

## **Boring Operational Issues (Cont'd)**

August and September are great months to rotate inventory. We take advantage of the bit of the slow down around the barn to empty bins and get ready for new crop ingredients in October. They only are empty for about 5 minutes but it is the thought that counts. (And Mahlon found his Apple watch in the bottom of the corn bin this year.)

Look for updated pricing in September so you can plan for your Fall Sales. No price changes during August. (It's too hot to work the calculator.)

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## **GET OUTSIDE WITH YOURSELF**

Go find a way to beat the heat. Maybe fill up a bird bath with ice water and dip in your toes or some other part of your anatomy that gets overheated. Take a selfie of yourself if you do and send it to us. (No, don't do that.)