

D & D CONNECTION

Quarterly Publication

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D & D Commodities Ltd. produces more of what pets crave!

PRESIDENT INSIGHTS

In our last newsletter we indicated the launch of several new initiatives for D & D. Today we can say the Better Bird™ Brand of products is now showing up at retail. As with any product we release, it is a year, sometimes years in the making. These products are tested over and over again in our own backyards. Only when we see the desired results at our own feeders does it become a product of D & D. Thus, Better Bird™, like all our products, will do what it is supposed to: attract desired birds and provide little waste. Marketing, Sales and Service, are all important parts of a business. But what do people really want most when buying a great product? Quality, Performance, and Value. Better Bird™, like all D & D products, delivers on all three in a backyard feeder. That is what drives us!

Our D & D, Wild Delight®, 3-D®, and L'Avian Plus™ redesigned web sites are now up and running. This new look will make it easier to navigate and more educational for those wanting to learn more about feeding their Pets (both indoor and outdoor). I suppose with more and more people choosing to feed higher quality products, it is no surprise that our social media education and awareness is booming. It is great to see the thousands of people that have already "liked" us and it's growing at a fast pace each week. It is personally rewarding for all of us at D & D to see how our dedication to turning out the best performing products is easily liked by so many. Enjoy your Spring and we will have more news next quarter.

Sincerely,
Mike Wulf

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FEAUTURED PRODUCT 3-D® SONGBIRD

This no-filler songbird mix is one of our first products, and one of the products that originally pioneered the premium segment of the Outdoor Pet Feeding Industry. If you have not tried it, pick up a bag and watch all of the desired songbirds eat it up!

Primary Species: Cardinals, Songbirds, Chickadees, Titmice, Nuthatches, Pine Siskins, Grosbeaks, Thrushes and other outdoor pets.

Features: Contains real cherries, real raisins, virtually dust free; added vitamins and minerals, electrolytes, and essential amino acids.

394507 7 lb. Poly Bag
394514 14 lb. Poly Bag



WILD BIRDS COUNTRY STORE

It's more than a pet store

by Marketing Specialist, Lori Steinmann

"We make a living by what we get. We make a life by what we give." - Winston Churchill.

When one thinks of Wild Birds Country Store in Great Barrington, MA, they would be hard pressed to define this amazing store of anything short of Winston Churchill's famous quote on giving.

Not only are the owners, Dave and Jody Soules, who opened up Wild Birds Country Store 13 years ago, a success when it comes to business, but they are an inspiration to the community.

This husband and wife duo goes above and beyond. In addition to supplying only the best products for their customers, including Wild Delight® Premium Nutrition for Outdoor Pets, they take time from their busy schedules to give back.



Pictured above is Jody Soules
Owner of Wild Birds Country Store

One way in which they do this is by providing a program for customers where they personally visit your backyard and educate you on how to make your backyard a sanctuary. This includes where to place your feeders and more. It is called Birdscaping. The Soules don't stop there. They also work with a not-for-profit, Project Native; and hold donation and adoption days for all animals with the Humane Society.

"I had been in retail for 40 years and when I reached a certain age, I analyzed my passion and realized I love helping others, love nature, love birds and other animals; and therefore, knew opening up Wild Birds Country Store was how all of this could go hand in hand," stated Jody.

"Wild Delight® is exactly what we needed," commented Jody. "It's like having an ice cream store without vanilla if you do not have Wild Delight®, especially our customers' favorite the 20 lb. Nut N' Berry®."

She added, "It's not just the great products, but the great people who work for D & D that make it so special. All the way from Tim Carroll in sales, to DeAnn Ellefson and Jamie Hanson in customer service - the list goes on and on. Everyone is so helpful and always there when I need them."

Make sure to check out Wild Birds Country Store at www.wild-birdstore.com!



Pictured above is an Albino Squirrel,
taken outside the kitchen window of
Director of Sales, Ken Johnson

From My Kitchen Window
by Director of Sales, Ken Johnson

I am an outdoor pet feeding hobbyist and for many of us/you, that includes being a nature lover at heart. The object of the hobby is to attract wild things of all kinds, particularly feathered and fur bearing, to our backyards where we may observe them. To attract them, strategically placed feeders with quality food, fresh water and cover will usually do the trick.

As Winter grudgingly loosens its grip, migrating wild birds will be joining the year-round residents to offer up the greatest variety of wild things we'll have a chance to observe during the year. You might even get lucky and get a surprise visitor! Last Spring for instance, I observed a beautiful male Baltimore Oriole feeding from my hummingbird nectar feeder. He stayed for a couple days and moved on. In the Fall, it was a female Redstart passing through that caught my eye. Year-round regional inhabitants can be a welcomed surprise too, whether it's a bird that rarely makes a visit to your backyard or a furry critter that's sure to get your attention! So if you enjoy nature, put out a feeder with quality outdoor pet food, a fresh water source and plant some cover as you never know who's going to stop by.

FEAUTURED MARKETING PROGRAM WILD DELIGHT® FREQUENT BUYER CLUB



Earn FREE Outdoor Pet Food with The Wild Delight® Frequent Buyer Club Program!

When a consumer buys ten of the same Wild Delight® product, they get one FREE! It's good for our entire line of premium outdoor pet food products, in any size.

Here's how it works: The customer collects ten UPCs of their favorite Wild Delight® product. They then download and fill in the Frequent Buyer Club form from our website or use the forms and envelopes provided in store. The customer then mails everything to the included address. We'll send them a coupon for FREE Wild Delight®! It's that easy!

If you are not participating in the Frequent Buyer Club program, talk to your retailer or your Wild Delight® sales representative today. You don't want to miss out on an opportunity like this for FREE product.



Pictured above is a Macaw

From My Living Room
by Sr. Special Accounts Mgr., Cean Laverty

Birds are beautiful and colorful. People love to watch them and listen to them sing. Many people enjoy birds so much; they choose to bring them into their homes. There is a wide variety of birds that are sold as pets, one group being parrots. They are not only beautiful but also very smart with the ability to talk. I have a 27 yr. old Congo African Grey and a 30 yr. old Blue and Gold Macaw who are both quite the chatterboxes. Parrots also have a long lifespan, ranging from 50 to 75 years with some reports of them living past 100 years. Parrots are a lifetime commitment and that should be taken into consideration when choosing one for a pet.

Parrots, like all birds, need a varied diet for the best health. I start out by feeding mine L'Avian Plus™ Tropical Parrot Food as well as L'Avian Plus™ Tropic-Treet™ for Parrots. I then offer them a variety of fresh fruit and vegetables and sometimes chicken (yes, they will eat meat). As a treat, I will cook them up some L'Avian Plus™ Bean Cuisine™. My Macaw will giggle as he eats it. Bringing a bird into your home can be a lot of work but they will provide you with years of joy and entertainment. Do your research and choose one that best fits your lifestyle!