

D & D CONNECTION

Quarterly Publication

August 2013 Edition



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

PRESIDENT INSIGHTS

Now that Better Bird™ has launched, we are seeing quick placement by retailers. Since our last newsletter, we have had many demands for a larger size option. Just recently we announced that we now have a 17# size of Beautiful Bird™ available under the Better Bird™ line.

Sales for our outdoor pet lines of Wild Delight® and 3-D® have been amazing in 2013 YTD. Even with these new levels of commodity prices, it is clear that once a shopper tries our brands, they see both the quality of seed in the package and the quality of birds in their backyard; thus returning again and again to keep providing their backyard pets with the highest quality products available in the market. That being said, there are still many shoppers that focus more on retail price and not the quality of the product. And their always will be. Years ago you had limited choices of pet foods. Then we began to see a handful of mainstream "Premium" brands. Today stores have a significant variety of high-end specialty brands and at retailers not for the faint of heart. But the shoppers drove this trend as they looked for better alternatives to feed their pets. D & D pioneered this same type of segment for outdoor pets decades ago with a commitment to providing shoppers with alternatives to the same old "bird seed" mixes that had only been available up to that point. Just like in so many other industries, ours continues to follow that same trend line.

Soon you will be seeing our re-branded Wild Delight® Squirrel Food as Crunch N' Nut™ Squirrel Food. Squirrels.....some people love them, and for some they would prefer to keep them out of their backyard feeders. But it would certainly appear by the amount of food we ship for squirrels, more people love them than those that do not. For those that want to keep them away from feeders, offering an alternative food source like Crunch N' Nut™ is a method many enthusiasts use.

Hope you all are enjoying the summer weather, and we will have more updates soon.

Sincerely,
Mike Wulf

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3DPetProducts
BirdingBonanza

FEATURED PRODUCT WILD DELIGHT® CRUNCH N' NUT™ SQUIRREL FOOD

Description: A special blend of premium ingredients for squirrels and other wildlife.

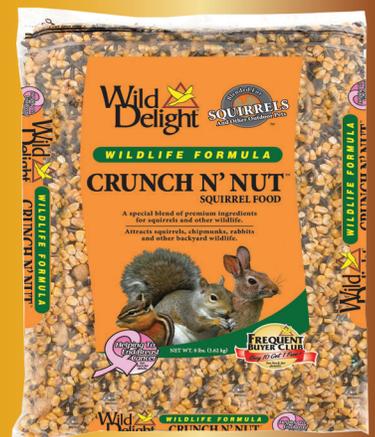
Features: added vitamins; added minerals; electrolytes; amino acids; uniquely cleaned; whole, unprocessed peanuts.

Preferred Feeder Type: squirrel feeder; platform feeder; suitable feed dish; on the ground.

Available Packages:

8 lb. Poly Bag

20 lb. Poly Bag



WESTLAKE ACE HARDWARE

It's more than a hardware store

One of the things that makes Westlake unique is its history. Westlake Hardware is a chain of 85 neighborhood hardware stores located primarily in the midwest. The company's roots date back to 1905 when W. I. Westlake bought part ownership in a hardware store in Huntsville, MO. Three years later he became sole proprietor and Westlake Hardware was born. The company first grew by opening new stores in Missouri and then, in the 1970's, began expanding to Kansas and other states.

Today, Westlake stores are located in Missouri, Kansas, Nebraska, Iowa, Oklahoma, Texas, and New Mexico. Westlake joined the Ace Hardware distribution network in 1959 and became the largest Ace dealer in America. In 2012 Ace Hardware Corporation acquired Westlake and today the company operates as a wholly owned, independent subsidiary of Ace. While their merchandise assortment and ownership has changed over the years, their commitment to customer service has not.



In their stores, customers are the number one priority. Westlake's traditional approach, with an emphasis on quality products and friendly service, meshes perfectly with Ace, "The Helpful Place."

Westlake is focused on being a good corporate citizen. They recently raised over \$70,000 via their own donations and donations from customers in an effort to assist with tornado relief efforts in Oklahoma City. They also support Children's Miracle Network as a system, and then individual stores get involved with a lot of local causes - Boy Scouts, Youth Soccer, supporting school bands, etc.

Wild Delight® is officially now a part of the Westlake Ace Hardware family as of July 2013.

"We have a high percent of customers who are Baby Boomers adjusting to their own empty nest. We feel these consumers are discovering bird feeding and fueling a lot of our category growth." - Jonathan Swiskow, Westlake Ace Hardware Marketing.

"We chose Wild Delight® because it is a premium bird seed and D & D Commodities Ltd. is dedicated to the bird industry. They are supporting our stores with in-store training, point-of-sale information, consumer information - free brochures and coloring books for kids, social media, and our stores are listed on their company website. They also offer a free bag of seed after a consumer purchases 10 bags." - Renee Griffen, Westlake Ace Hardware Category Manager.

Make sure to check out Westlake Ace Hardware at www.westlakehardware.com!

From My Kitchen Window

by Director of Sales, Ken Johnson

Since I moved into my house over 20 years ago, there have been many changes to the trees, shrubs, flowers and grass present in my yard. With a few exceptions most of the trees have been cut down and replaced. The shrubs are gone, different flowers too. There's a lot less grass to mow today than just a couple years ago. Why the changes? Several years ago I decided to landscape my yard for the birds.

For shrubs and trees, I planted Dogwoods, Viburnums, Serviceberries, Chokeberry, High Bush Cranberries and Flowering Crab-apples, which all provide berries and fruit for the birds. While many are only a year or two old, they will also afford cover and nesting sites as they mature. Two grape vines round out my fruit offerings.

Native flowers planted offer seeds or nectar for birds; some of them migrating and welcoming the food for their trek. Other benefits of the natives is less water is required. There is a greater tolerance to drought as they attract and feed bees which need the help. They also provide more nectar than the hybrids and non-natives.

Last fall I was excited to see a flock of maybe 100 Cedar Waxwings in my yard; swarming tree to tree, shrub to shrub; and feeding heavily on the various berries. Other potential fruit eating species to attract include Gray Catbirds, Baltimore Orioles, several varieties of Grosbeaks and Woodpeckers, Northern Flickers and Tanagers among others. If you too want a greater variety of birds in your yard, plant some native flowers and fruit bearing shrubs and trees and keep your Sibley's handy!



Pictured above is a Hummingbird feeding on a Cardinal Plant, taken outside the kitchen window of Director of Sales, Ken Johnson

FEATURED MARKETING PROGRAM

L'AVIAN PLUS™ BREEDER PROGRAM

Breeders can receive two free bags of L'Avian Plus™ when they purchase ten bags of the same product. They simply send in the UPC (bar codes) from the L'Avian Plus packages (15 lbs. or larger) as proof of purchase and we'll send them two free. There's no cost to sign up, no obligation and no dues or fees. Plus, all information is confidential. Want to know more? Check out www.lavianplus.com!



From My Living Room

by Sr. Special Accounts Mgr., Cean Laverty

Cockatiels were first discovered in Australia in 1770 and whose popularity as a pet started to grow in the early 1900's. It quickly became one of the most popular caged bird pets today.

Cockatiels are very sociable and do best in pairs. Single cockatiels often become depressed if left alone for long periods of time and will start to pull their feathers, hit their heads or refuse to eat. Cockatiels can be taught to talk and are great whistlers. Males are better talkers and whistlers than the females because in the wild, males rely on the use of sounds to attract a female. A cockatiel's life span can reach up to 20+ years with an average of 15 years.

To insure a healthy life, cockatiels do best on a varied diet. Start them off on L'Avian Plus Cockatiel Food and then add fresh veggies such as spinach, collard green and corn on the cob. They also do well with a variety of fresh fruit like mangos, apples and papaya. Just be sure to avoid giving them the seeds and pits from the fruit as some can be dangerous such as cherry pits, which can contain small amounts of cyanide.

In short, give your cockatiel plenty of attention and a healthy, varied diet and you will get many years of love and enjoyment.

Pictured below is a Cockatiel

