

D & D CONNECTION

Quarterly Publication

November 2013 Edition



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

PRESIDENT INSIGHTS

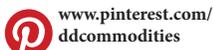
Beginning to sound like a broken record when speaking of sales. Since we began doing this newsletter I begin each message of how well the back bone of our business, our premium products, are doing with significant sales growth in new customers and same store increases. But the fact remains, and that is more and more shoppers are choosing to feed their outdoor pets the BEST product in order to have the BEST experience.

In an effort to not sound the same each time, lets look to the future. I am cautious to steal the thunder of our sales and marketing departments when talking of new items, promotions and point of sale initiatives, so will be somewhat vague. Typically we introduce one item a year, or perhaps a line extension. We take our time, testing the products, getting feedback to customer wants, and normally coming up with a name is no easy task as there are so many opinions. But once whatever it is we worked on hits the market, typically it is right on the mark and takes off. However, 2014 is shaping up to have a number of new "things" introduced in a way that has not been seen for many years. Now this does not mean we did not spend as much time on each item for 2014, but with some new faces as we expand, there were lots of ideas, and some we just could not say "no" to. This is a small peek behind the curtain. You all know how well Deck, Porch N' Patio® has performed. In a short 7 years, it has become our 2nd best selling small bag item in the advanced line. We are working on taking this to the next level. Wild Delight® is known for its continued support of retailers and distributors with our education and sales support materials. Not necessarily out of date and still very effective, look for this also to be upgraded. We ran a promotion in 2012 that exceeded our expectations. Although it went very well and shoppers loved the promotion, it was our first try and we ran into a couple obstacles along the way. This time, the promotion will run like a well oiled machine and also has a new look. There are other items we are working on as well, but do not want to give too much away at this time. But the point is to be ready for some new and exiting "stuff" in the coming year.

Sincerely,
Mike Wulf

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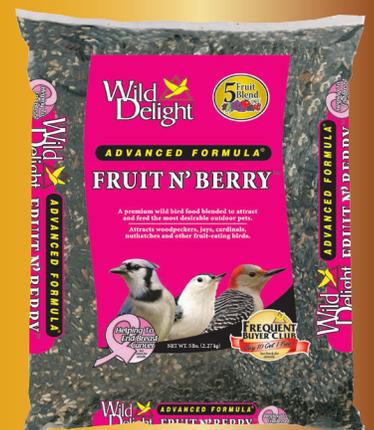


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FEATURED PRODUCT WILD DELIGHT® FRUIT N' BERRY™ 5 LB.

D & D Commodities Ltd. is happy to announce the introduction of Wild Delight® Fruit N' Berry™ 5 lb. This new size will be replacing our Wild Delight® Fruit N' Berry™ 8 lb. With the size change, customers receive the popular Fruit N' Berry™ blend at a cost-effective rate as price per pound will remain the same. We are excited to offer this great opportunity, which will officially kick-off January 1, 2014!

We thank you for your loyalty and look forward to your continued interest in our products.



WEGMANS

It's More Than a Grocery Store

Brothers Walter and John Wegman (Robert Wegman's father and uncle) learned the food business by working in their mom and dad's grocery store in Rochester, NY. Walter worked in the store while John peddled fresh produce from a pushcart. In 1916, John opened the Rochester Fruit & Vegetable Company, which marks the beginning of Wegmans Food Markets. Walter joined him a year later. By 1921, the two brothers bought the Seel Grocery Co., and expanded their operations to include general groceries and bakery operations.

In 2012, Wegmans received more than 5,200 requests from people asking the company to open a store in their community. Another 7,600 customers wrote to say how much they like shopping at Wegmans, because they like the products and services offered or appreciate the way Wegmans employees treat them.



Pictured above is store front located in Collegeville, PA. Wegmans has been named one of the '100 Best Companies to Work For' by FORTUNE magazine for 16 consecutive years. In 2013, Wegmans ranked #5 on the list.

Wegmans is a major corporate contributor in communities where stores are located. In addition to corporate giving, every store has a budget for community support. Giving is focused in these five areas:

- Food for the needy
- Strengthening neighborhoods
- Helping young people succeed
- Healthy eating and activity
- Support for the United Way as an effective way to fund programs that make a difference

Wegmans has awarded \$90 million in scholarships to 28,400 employees since the company inaugurated the Wegmans Scholarship Program in 1984. About 4,000 employees have active scholarships each year while they attend colleges and universities across the country.

At Wegmans, they believe that good people, working toward a common goal, can accomplish anything they set out to do. In this spirit, they set a goal to be the very best at serving the needs of their customers. They pledge continuous improvement, and make the commitment: "Every Day You Get Our Best".

Wild Delight® officially joined Wegmans as of September 2013. Wegmans is currently located in Maryland, Massachusetts, New Jersey, New York, Pennsylvania, and Virginia.

Make sure to check out Wegmans at www.wegmans.com!

From My Kitchen Window

by Director of Sales, Ken Johnson

Sitting in my office, looking out the window, the fall colors are apparent in all the hardwood trees in my view. You can debate all you like about which season is the best but it's autumn for me.

Besides the colors, you can smell fall in the fresh air. The cooler temperatures are great for outdoor activities such as football and in November, Thanksgiving thrown in for good measure! It's also a time of year I pay closer attention to what's outside my kitchen window.

You typically get a great variety of birds in the fall during the migration. For a couple weeks now I have enjoyed watching a dozen or so Dark-Eyed Juncos as they flit about my yard in search of food.

Dark-Eyed Juncos feed mostly on grass and weed seeds on the ground, as well as insects. I offer them white proso millet to get them close to my window.

They can be identified by their smaller size; slate gray color on the top half with white on the bottom half; and small, pink bill.

While there are many regional varieties of Juncos, they tend to interbreed where their territories overlap and are now recognized as one species, the Dark-Eyed Junco.

These members of the sparrow family are a reminder that Winter is right around the corner, as their nickname "Snowbird" suggests.

I'm not ready for that, I'd like to enjoy my fall a bit longer!



Pictured above is a Junco, taken outside the kitchen window of Director of Sales, Ken Johnson

FEATURED MARKETING PROGRAM



D & D Commodities Ltd. is Helping To End Breast Cancer

We wanted to be part of a cause that benefited the buyers - with our largest demographic being women, breast cancer was a clear choice. It is one of the world's most important health issues, and one that is near and dear to our own hearts. Consequently, then, D & D Commodities Ltd. and the American Cancer Society are working together to raise breast cancer awareness and save more lives. If you'd like to learn more about the American Cancer Society, visit their website at <http://www.cancer.org/>.

From My Living Room

by Sr. Special Accounts Mgr., Cean Laverty

I have many fond memories growing up with the songs of Canaries, a bird my Grandmother loved and always owned.

Canaries are named after the island in which they came from, The Canary Island, but they can also be found in Spain, Azores and Portugal. In the wild, Canaries are naturally gray or green in color not the yellow we see today in domesticated birds. It is through selective breeding that we now see not only the yellow color but also white and reds.

Canaries not only eat a variety of seeds, such as found in our L'Avian Plus™ Canary food but also need fruits and vegetables for a well balanced diet. I remember clipping a piece of Romaine Lettuce into my Canary's cage for him to enjoy.

It is the male Canary that is highly prized for his singing ability in an effort to attract a female, who only voices a series of chirps and peeps. A well cared for male Canary can live for 10 to 15 years where as a female has a lifespan of only 5 to 6 years.

So take good care of your Canary and you can look forward to many years of beautiful singing.

Pictured below is a Canary

