



RETAIL SALES GUIDE

Wild 
 Delight[®]
 Premium Nutrition For Outdoor Pets

www.wilddelight.com

The Best Part About

Here are the symbols that guide customers to buy



Nutritionally Fortified (with added supplement)

Because we love outdoor pets as much as consumers do, we've added vitamins, minerals, electrolytes and amino acids to blends with this symbol. These added nutrients contribute to healthy reproduction, feathering and color in wild birds.

Clean Feeding

Wild Delight® locked formulas are packed with nutritious ingredients that help support the health of wild birds and other outdoor pets. Fillers, chemical preservatives, dust, stems and other scrap leftovers are removed.



Zero-Waste

All of the ingredients included in these foods are consumed by the outdoor pets for which they were created. There is no messy waste left over. Consumers can feel confident using them anywhere – even on their deck, porch, patio or in their garden.

Premium Is A Better Value

Wild Delight® products are made with premium ingredients (like real fruit) and are nutritionally fortified with an added supplement to attract and feed the most desirable outdoor pets. Plus, since we use a unique cleaning process and avoid adding fillers, more of our food is eaten and less is left over. This symbol shows that with Wild Delight®, consumers can feed and attract more wild birds and do it without a mess.



Keep Fresh Zip Seal

Most of our bags come with a Keep Fresh Zip Seal, an important feature that consumers count on to ensure that outdoor pet foods last longer and suffer less spoilage.

Less Mess®

Products displaying this icon are blended to attract the most desirable wild birds while helping to keep yards clean and free of germinating leftovers. These blends are perfect for those who want to feed their outdoor pets with less mess.



Frequent Buyer Club

This icon reminds shoppers about our Frequent Buyer Club, which offers consumers a free Wild Delight® product after they've purchased ten of the same. This eye-catching icon encourages repeat sales and more loyal customers. Best of all, it's free, and there's no obligation for retailers.



Wild Delight® Is...

Wild Delight® – and keep them coming back!



Added Fruit And Berries

These blends are filled with hearty chunks of the fruits that outdoor pets love, such as apples, cherries, cranberries, blueberries and more!

Real Cherries & Raisins

These recipes are packed with cherries, raisins and much more – the ingredients that colorful songbirds and other outdoor pets crave.



Contains Real Fruits & Nuts

Mixes with this symbol are full of savory ingredients, such as peanuts, pistachios, dried raisins or even cranberries!



No Fillers

Feed more birds per pound! These products don't contain corn, milo or millet ingredients that boost the weight and volume of seed mixes but offer little nutrition for most birds.



All Natural

These seeds and grains are selected for their high natural nutrient content and are free of added chemicals and preservatives. They provide clean, wholesome nutrition for all outdoor pets.



Premium Quality

This icon tells bird lovers that they are purchasing top-quality ingredients and that they can feel good about giving their outdoor pets the very best.



Finches

Finches are one of consumers' best loved wild birds and are also one of the most common species found in North America. Our entire line of finch products is made especially for America's favorite outdoor pets, packed with the premium ingredients they love.



Made In The USA

Wild Delight® premium outdoor pet foods are proudly made by D & D Commodities Ltd., right here in the United States. D & D Commodities Ltd. is a family-owned and -operated company with headquarters in Stephen, Minnesota. The company also owns and operates a state-of-the-art production, packaging and storage facility in Greeley, Colorado.





Wild Delight®



Evidently, You *Can* Win 'Em All

Wild Delight® premium outdoor pet foods have won a flock of major awards:

- Deck, Porch N' Patio® won *Pet Business* magazine's 2007 Industry Recognition Award for Best Bird Food.
- Our Less Mess® bags took home *Pet Business* magazine's 2008 Industry Recognition Award for Best Bird Food.
- The same Less Mess® packages also took home a 2008 American Graphic Design Award and even a 2008 ADDY Award.

What does all of that mean to you? It means that Wild Delight® products are proven winners – powerful, effective packages filled with super-clean, premium ingredients. The critics love Wild Delight®, and so do consumers.

Contact your Wild Delight® representative today!



Helping To
Fight Breast
Cancer

Wild Delight® is teaming up with the American Cancer Society® to help fight breast cancer.


As Wild Delight® debuts its new Advanced Formula® packaging, it is also unveiling its collaboration with the American Cancer Society with a recognizable pink ribbon.

Get people thinking pink, and good things will happen!

Breast cancer is one of the world's most important health issues, and one that is especially significant to the biggest buyers of outdoor pet food – women. Consequently, the makers of Wild Delight® (D & D Commodities Ltd.) and the American Cancer Society are working together to raise breast cancer awareness and save lives.

Join the battle against breast cancer.

Contact your Wild Delight® representative today!

 **Commodities Ltd. 1.800.543.3308 • www.wilddelight.com**

PWDFM3850

The Society does not endorse any specific product. D & D Commodities Ltd. pays a royalty to the Society for the use of its logo.





Wild Delight®



New Packaging And More Selling Power

Our new packaging began with market research and ends with bigger sales for you!

Wild Delight's® award-winning packaging design team has given our Advanced Formula® line a stunning new look. We went to our primary target audience and asked them for their input on what kind of packaging they were most likely to buy, and created a new package that they'll find irresistible. It's a look that is sure to change some of our most popular products into even bigger sellers.

Wild Delight® Has Added Special Finch™ Food And Golden® Finch Food To Complete Its Advanced Formula® Line!

Special Finch™ Food– Specially formulated with Nyjer® seed* and sunflower kernels to attract America's best-loved wild birds, Special Finch™ Food is sure to be on every outdoor pet lover's list of must-haves.

Golden® Finch Food– This premium outdoor pet food is filled with the ingredients that finches and buntings love and touched with hues of harvest gold. Everybody loves finches, and your sales numbers will prove it.

Call your Wild Delight® representative today, and add to your sales with our powerful new packaging!

*Nyjer® has been sterilized to help prevent germination. Nyjer® is a registered trademark of the Wild Bird Feeding Industry.

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1987 D & D Commodities Ltd. opens in Stephen, MN.

1992 D & D Commodities Ltd. introduces 3-D Pet Products® brand premium pet foods.



1992 D & D Commodities Ltd. introduces L'Avian Plus™ premium food for caged birds and small animals.



1996 D & D Commodities Ltd. introduces Wild Delight® Premium Outdoor Pet Food.



2002 D & D Commodities Ltd. adds a new, state-of-the-art production facility in Greeley, CO.

2004 As a founding member of the WBFI (Wild Bird Feeding Industry), D & D Commodities Ltd. spearheads the introduction of new labeling and quality standards for the wild bird food industry.



2007 D & D Commodities Ltd. launches its Less Mess® line, outdoor pet food blends formulated to help keep outdoor living areas clean.



2009 D & D Commodities Ltd. begins working with the American Cancer Society® to raise breast cancer awareness and save lives.



2009 D & D Commodities Ltd. receives award from OSHA's Colorado Safety and Health Achievement Recognition Program (SHARP).

INDUSTRY FIRSTS

1. The development of a unique seed-cleaning process that allows D & D Commodities Ltd. to market the cleanest (virtually dust-free) products available in the industry.
2. The first and only company to guarantee "locked formulas" so that consumers receive the same product with every purchase.
3. The first domestic pet food maker to remove all added chemical preservatives from its formulations.
4. The first company to add real fruits to its premium outdoor pet foods.
5. The first company to introduce and provide 100% support for consumer frequent buyer programs (Wild Delight® and L'Avian Plus™).

www.ddcommodities.com

Phone: 1.800.543.3308 • Fax: 1.218.478.3533

MISSION STATEMENT

D & D Commodities Ltd. is committed to manufacturing the finest premium nutritional products for caged birds, small animals, wild birds and wildlife. The company's goal is to provide optimum nutrition for all types of pets at prices that offer value to the consumer in the best packaging types and styles available. In addition to the best products, D & D Commodities Ltd. strives always to provide the best service and support for its customers, regardless of size or type.

COMPANY HISTORY

D & D Commodities Ltd. is a family-owned and -operated company with headquarters in Stephen, Minnesota (extreme northwest Minnesota, 45 miles south of the Canadian border and 13 miles east of the North Dakota border). The company also owns and maintains a state-of-the-art production, packaging and storage facility in Greeley, Colorado.

Dick Hebert is the President of the company and is the original founder. His wife (Carole), daughter (Tami Hebert, Business Analyst) and brother (Jerry, General Manager of Greeley operations) are all active in the day-to-day operations of the company.

D & D Commodities Ltd. is a manufacturer of quality products for caged birds, small animals, wild birds and other wildlife under various brands and trademarks owned by the company. In addition, D & D Commodities Ltd. provides product formulation, blending and packaging services for many private-label and exclusive-brand customers.

The company has evolved from a firm originally started to process various seed ingredients and commodities to a leader in consumer packaged products with sales and distribution worldwide. Founded in 1987, the company has rapidly grown from a small firm housed in a trailer to a multimillion-dollar international corporation with multiple product lines and 90 employees. Its customers include the nation's largest retailer, large regional distributors, major grocery chains, smaller chains and independent retail stores in the grocery, feed, pet, hardware and lawn and garden industries. Its products are nationally advertised in both trade and consumer publications.

COMPANY FACILITIES



The Stephen, MN, facility is located in northwest Minnesota approximately 60 miles north of Grand Forks, ND. This is a modern production and packaging facility that is completely automated. All of the company's products are manufactured, packaged and stored at this location. In addition to the main facility shown, the company owns and maintains several other buildings in the Stephen area for warehousing, equipment repair, shipping and bulk ingredient storage.



The Greeley facility was completed in 2002. It is located approximately 45 miles northeast of Denver, CO. This is a state-of-the-art and completely automated production, packaging and storage facility. All of the company's products are manufactured, packaged and stored at this location.

COMPANY CAPABILITIES

D & D Commodities Ltd. is capable of packaging almost any formulation of product for caged birds, small animals, wild birds and wildlife. These products can be produced in all types of packaging, including large tote bags and gaylords, 50-pound paper bags, 50-pound clear polyethylene bags, 20-pound polyethylene bags with handles, vertical form fill seal poly bags (with private-label labeling capabilities), small poly or barrier bags, PETE plastic (32-, 64-, 128-ounce) square jars with 110mm colored caps and more.

Computer-operated blending facilities allow the company to maintain precise, locked formulas for company (as well as private-label) brands.

The company's quality control procedures, from incoming raw product to finished goods and shipment, form the most rigid program in the industry.

COMPANY FACILITIES

The production and storage facilities shown provide D & D Commodities Ltd. with access to various commodities and ingredients critical to all of the company's products. These facilities are strategically located in areas noted for production of ingredients, such as sunflowers, safflower, corn and other key ingredients. In addition, the Greeley facility provides easy access to the national interstate highway system, resulting in rapid delivery and favorable freight rates.

PRODUCTS AND SERVICES



Wild Delight®: A complete line of premium foods and treats for wild birds and other outdoor pets. Distributed through all types of trade outlets.



L'Avian Plus™: A complete line of super-premium foods and treats for caged birds and small animals. The finest nutritionally fortified (with added supplement) products available, including seed diets, treat sticks and fruit blends. Sold and distributed through various pet-professional and pet-specialty outlets.



3-D Pet Products®: A concise line of premium foods for caged birds, small animals, wild birds and other outdoor pets. Nutritionally fortified with an added supplement. Developed for and distributed through mass merchandisers, grocery stores and other customers.



Private Label: Complete private-label services and products for caged birds, small animals, wild birds and other outdoor pets. Extensive packaging, formulation and marketing capabilities.



WHAT IS THE WBFI?

Founded in 1984, the Wild Bird Feeding Industry (WBFI) is a trade association that includes a diverse group of businesses and retailers that have come together with a common purpose: to enhance the outdoor bird feeding experience for consumers. The WBFI has a stringent set of standards that must be met in order for manufacturers of outdoor pet foods and wild bird feeders to include the WBFI quality standards logo on their packaging.

Strict Guidelines Make For Better Products

This logo is a guarantee that the outdoor pet food meets recognized guidelines for content and cleanliness, and that it is indeed consumed by the outdoor pets that it identifies. It ensures that feeders work properly for the foods and the birds they are designed to feed.

Building Trust With Consumers

These standards were established so that consumers will feel confident that by choosing outdoor pet foods and feeders that display the WBFI quality standards logo, they will get a product that is consistent and bird-friendly. Indeed, this WBFI standards logo has one main purpose – to build trust with consumers. This trust will be the key to growing the outdoor pet food industry.

To learn more about the WBFI and to find out how the WBFI standards logo can work for you, go to www.wbfi.org.





In 2006, D & D Commodities Ltd. was awarded special recognition by the Wild Bird Feeding Industry (WBFI). Here is the letter from WBFI President Reggie Vanden Bosch.



Wild Bird Feeding Industry

"PROMOTING RESPONSIBLE FEEDING, CREATING ALLIANCES, REMOVING BARRIERS, AND SAFEGUARDING GAINS."

Dick Hebert
D & D Commodities Ltd.
P O Box 359
Stephen, MN 56757

Dear Dick:

In February 2006, as the WBFI Board of Directors discussed the issues impacting our business at their spring meeting, it became clear to us that one critically important function of the WBFI is *to enhance the experience of the consumer* so the consumer has a good experience and keeps feeding birds.

The Board of Directors felt this simple statement was so important that they amended the WBFI Mission Statement to include this. A good experience is what brings customers back to your products and generates more sales for you.

In the years that the WBFI Standards Committee has worked on the development of the definitions for the seeds and the identification of the attributes of the feeders included in the WBFI Quality Standards Program, this has been our guiding principle: to enhance the experience of the consumer.

Together, we can use the WBFI Quality Standards Program to accomplish this. These standards identify the minimums required for a positive consumer experience. We all manufacture products that far exceed these WBFI Quality Standards.

Standards have an additional benefit to your business and our industry. According to Ron Pardee, the consultant who helped us get moving on our industry standards, *industries that are successful in implementing standards are, in fact, more profitable over the long haul.*

Standards will only work if we, the member companies, get behind them and start talking about them to our retail partners. I personally commend you and congratulate you for being among the first to enroll in the WBFI Quality Standards Program. I hope you show the logo proudly and beat your drum loudly to let everyone know about the quality of your products.

Sincerely,

Reggie Vanden Bosch
Reggie Vanden Bosch
Heath Outdoor Products
WBFI, President

PHONE: (605)274-6751 TOLL FREE (388)839-1237 FAX: (605)275-6697

WEBSITE: www.wbfi.org EMAIL: shays@wbfi.org

1305 N. TAHOE TRAIL • SIOUX FALLS, SD 57110-6410

ASSOCIATION ALLIANCES: THE MIGRATORY BIRD CONSERVANCY • CORNELL LABORATORY OF ORNITHOLOGY • NATIONAL FISH AND WILDLIFE FOUNDATION

GETTING STARTED

1. Learn what birds are normally seen in your area. Some come at different times of the year.
2. Decide on the best place to install your new bird feeder: in a tree, on a hook, on a pole or on some other device. Remember to make it easy for the birds, but also easy for you to remove for cleaning and refilling.
3. Choose the correct feeder. You may want more than one.
 - A. A tube feeder with large holes or a hopper feeder for large seeds. Make sure the feed port holes will accommodate large seeds, nuts and fruit.
 - B. A tube feeder with small holes for finches. It may be easier to use a Finch Sock Feeder.
 - C. A wire mesh feeder for woodpeckers.
 - D. Suet baskets.
 - E. Hummingbird feeders.

Some birds, like cardinals, prefer to eat off the ground or from a platform feeder. These birds often prefer to feed close to brush or trees for safety. Finches will come to feeders, regardless of their location.

If birds don't come to your feeder right away, be patient. You may also have to relocate your feeder.

SIX WAYS TO ATTRACT MORE BIRDS

1. **Put Out The Welcome Mat:**
Enhance your backyard by landscaping with native plants and providing feeders, natural food sources, water, shelter and nesting sites.
2. **Prepare A Proper Menu:**
Refill feeders regularly with foods suited to the birds in your area and the season.
3. **Keep It Clean:**
Clean feeders, baths and feeding areas regularly.
4. **Eliminate The Eliminators:**
Keep cats indoors. Scientists estimate that cats kill hundreds of millions of birds each year.
5. **Keep It Safe:**
Avoid using pesticides, herbicides or other dangerous chemicals where birds feed, bathe or nest.
6. **Remove Obstacles:**
Reduce window collisions. Keep feeders at least three feet from windows, and add decorations to windows where collisions could occur.

HOUSES AND NESTING

Many types of birdhouses and nesting materials are available. There are three basic types of houses:

BLUEBIRD HOUSES: Shape and size are very important. The location of the entrance hole and the size of this hole are critical. There should be no perch. Most often, bluebird houses are put up on posts or trees in the open but close to the cover of shrubs and trees. Put up two or more.

NEST BOXES (HOUSES): These houses attract various types of birds. Entry holes

need to be large enough to accommodate larger birds. The box can be placed at almost any location.

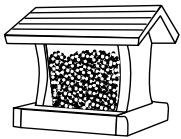

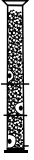
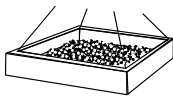
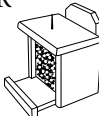

WREN HOUSES: These are small nest houses that are suited for wrens and other small birds. There should be no perch. The house should be easy to open for cleaning. Hang from a tree branch or pole. It is best to put up two or more.

NOTE: Put all houses in areas not accessible to cats and other predators.

FOODS AND FEEDERS



FOODS AND FEEDERS

FEEDER	BIRDS	RECOMMENDED WILD DELIGHT® PRODUCTS
<p>HOPPER</p> 	<p>Cardinals, Songbirds, Jays, Titmice, Finches, Chickadees, Nuthatches, Buntings, Grosbeaks, etc.</p>	<p>Cardinal Food; Deck, Porch N' Patio;® Dove & Quail Food; Fruit N' Berry;™ Gourmet Outdoor Pet Food; Less Mess® Cardinal Food; Less Mess® Fruit N' Berry;™ Less Mess® Gourmet; Less Mess® Songbird Food; Nut N' Berry;® Black Oil Sunflower Seed; Safflower Seed; Shelled Peanuts; Total Cuisine;® Woodpecker, Nuthatch N' Chickadee®</p>
<p>TUBE Large Holes</p> 	<p>Titmice, Chickadees, Finches, Jays, Grosbeaks, Nuthatches, Redpolls, Pine Siskins, etc.</p>	<p>Cardinal Food; Deck, Porch N' Patio;® Fruit N' Berry;™ Gourmet Outdoor Pet Food; Less Mess® Cardinal Food; Less Mess® Fruit N' Berry;™ Less Mess® Gourmet; Less Mess® Songbird Food; Nut N' Berry;® Total Cuisine®</p>
<p>TUBE Small Holes</p> 	<p>Finches, Nuthatches, Chickadees</p>	<p>Golden® Finch Food, Special Finch™ Food, Fine Sunflower Chips, Outdoor Finch™ Food</p>
<p>PLATFORM Tray</p> 	<p>Cardinals, Songbirds, Jays, Titmice, Finches, Chickadees, Nuthatches, Buntings, Grosbeaks, etc.</p>	<p>Cardinal Food; Deck, Porch N' Patio;® Dove & Quail Food; Fruit N' Berry;™ Gourmet Outdoor Pet Food; Less Mess® Cardinal Food; Less Mess® Fruit N' Berry;™ Less Mess® Gourmet; Less Mess® Songbird Food; Nut N' Berry;® Black Oil Sunflower Seed; Safflower Seed; Total Cuisine;® Shelled Peanuts; Woodpecker, Nuthatch N' Chickadee®</p>
<p>SQUIRREL FEEDER</p> 	<p>Squirrels, Chipmunks, Raccoons, Jays</p>	<p>Corn On The Cob, Squirrel Food</p>
<p>WIRE MESH</p> 	<p>Woodpeckers</p>	<p>Nut N' Berry;® Shelled Peanuts; Woodpecker, Nuthatch N' Chickadee®</p>

For Wild Delight® suet feeders, see page 33. For Wild Delight® block feeders, see page 36.

FRUIT FOR WILD BIRDS

Many birds will readily eat fruit. It is always best to use dried fruit in feeders in order to prevent mold and bacteria.

The easiest method of providing fruit is to purchase wild bird foods that contain real fruit. Read the label. Fruit flavorings are often used and provide no real fruit.

The following Wild Delight[®] products contain high levels of real fruit:

- Cardinal Food
- Fruit N' Berry™
- Less Mess[®] Cardinal Food
- Less Mess[®] Fruit N' Berry™
- Less Mess[®] Songbird Food
- Nut N' Berry[®]
- Songbird Food
- Total Cuisine[®]



Cranberries:

Cardinals, Finches, Nuthatches, Chickadees, Jays, Titmice, Grosbeaks and Woodpeckers

Cherries: Cardinals, Finches, Nuthatches, Chickadees, Jays, Titmice, Grosbeaks and Woodpeckers

Raisins: Cardinals, Finches, Nuthatches, Chickadees, Jays, Titmice, Grosbeaks and Woodpeckers

Apples: Woodpeckers, Chickadees, Finches, Nuthatches, Jays, Titmice and Grosbeaks

Juniper Berries: Woodpeckers, Chickadees, Finches, Nuthatches, Jays, Titmice and Grosbeaks

Blueberries: Songbirds, Cardinals, Finches and Buntings

Papaya: Woodpeckers, Parrots, Parakeets, Nuthatches, Jays and Chickadees

OTHER NUTRIENT SOURCES

SUET: The rendered fat from kidneys and livers (high-energy food). Attracts all types of birds, including woodpeckers, jays, nuthatches and other outdoor pets.

INSECTS: The preferred food source for wrens, bluebirds, robins, etc. Mealworms are available at many stores for use in feeding wild birds.

NUTS: The meats of nuts are excellent food sources for all wild birds. Commonly used nuts are peanuts, pistachios, walnuts, pecans, filberts and almonds. Several Wild Delight[®] products contain high levels of the most desirable nut meats:

- Cardinal Food
- Deck, Porch N' Patio[®]
- Less Mess[®] Cardinal Food
- Less Mess[®] Songbird Food
- Nut N' Berry[®]
- Songbird Food
- Total Cuisine[®]
- Woodpecker, Nuthatch N' Chickadee[®]

WATER: Water is required for all living things. Birds not only require water to replace lost body fluids, but also need water for general grooming and health – bird baths. Clean bird baths frequently.

GRIT: Birds cannot chew. The bird's gizzard helps grind up seeds for digestion. Grit can be purchased and added to regular food or can be fed in a separate feeder.



READ THE LABEL

PREPONDERANCE:

All Wild Delight® products are labeled to show the actual preponderance of each ingredient.

IDENTIFICATION:

All ingredients used in Wild Delight® products are correctly identified in the ingredient section.

REGISTRATION:

All Wild Delight® products are correctly labeled in each state. Each product label meets current AAFCO guidelines.

QUESTIONABLE STATEMENTS AND MISLEADING LABEL INFORMATION:

Read labels carefully. Products claiming to have nuts, fruits and other ingredients should

have those ingredients specifically listed in the ingredient section.

LABEL GUARANTEES:

Every product label must indicate guaranteed levels of crude protein, crude fat, crude fiber and moisture.

OTHER INFORMATION:

- Feeding directions should be clear and concise.
- Directions should indicate feeder type.
- Product should indicate bird or wildlife species.

COMPOSITION AND NUTRIENT DEFICIENCIES IN SEEDS, NUTS AND FRUITS

For many years, wild bird food products were grown under more natural conditions. Today's modern farming techniques require the use of hybrids for expanded production and resistance to mold, fungus and drought. These hybrids often lack key nutrients needed by birds for health, growth and reproduction.

Wild Delight® Advanced Formula® products have been formulated with added nutrients to help ensure that birds and other wildlife maintain high levels of health. The following nutrients are added to every Wild Delight® Advanced Formula®:

Vitamin A (growth, reproduction, feathering)

Vitamin D (proper bone development)

Vitamin E (reproduction, bone development)

Riboflavin (central nervous system)

Vitamin B12

(growth, digestion, oxygen in blood)

Thiamin (enhanced blood formation)

Niacin

(blood circulation, central nervous system)

Choline Chloride (liver functions)

Pyridoxine (nervous system, fat absorption)

Biotin (cell growth)

Folic Acid (red blood cells)

Vitamin C (tissue growth)

Manganese (works with B-complex vitamins)

Iron (red blood cells)

Copper (formation of blood and tissue)

Calcium (eggshell quality)

Zinc (growth, reproduction, feathering)

Magnesium (enzyme activity)

Phosphorus (bone development)

Lysine (promotes growth)

Methionine (feathering, reproduction)

Potassium Chloride and Sodium Bicarbonate (help retain body fluids)

READ THE LABEL & NUTRIENT DEFICIENCIES



THE PRODUCTS OF WILD DELIGHT®

LESS MESS®

Wild Delight® Less Mess® products are blended to attract the most desirable wild birds while helping to keep yards clean and free of germinating leftovers. These recipes include only premium ingredients, including real fruit and nuts, selected for their superior nutrient content. They're nutritionally fortified with an added supplement, including vitamins, minerals, essential amino acids and more. When it comes to feeding outdoor pets, these blends are the ideal pick for bird lovers who want their yards to be filled with outdoor pets but not the mess. See page 16 to learn more.



ADVANCED FORMULA®

Wild Delight® Advanced Formula® products are packed with premium ingredients selected for their high nutrient content. Each Advanced Formula® is nutritionally fortified with an added supplement, including vitamins that assist in feathering, coloring and reproduction, plus electrolytes to aid in water retention. They are clean and virtually dust-free. Certain formulas contain real fruit, such as cherries, cranberries and raisins, as well as real nuts. See page 18 to learn more.

NATURAL FORMULA

The seeds and grains used in Wild Delight's® Natural Formulas are selected for their outstanding natural nutrient content. They are uniquely cleaned in a special process that virtually eliminates all dust and dirt. These mixes provide clean, wholesome nutrition for all outdoor pets. See page 23 to learn more.



WILDLIFE FORMULA

Wild Delight® Wildlife Formulas are scientifically designed to provide maximum nutrition for all wildlife. All of the included seeds and grains have been selected for their high nutrient profile and taste appeal. See page 27 to learn more.

SPECIALTY ITEMS

Suet

Wild Delight® Suet is made from superior ingredients, like USDA food-grade beef tallow and premium kidney fat, along with important vitamins and minerals. Birds love it, and adding suet to the diet of outdoor pets can make a big difference. While it's possible for consumers to make their own mixture of fat, fruit and seeds, it is a messy, time-intensive process. Instead, encourage them to try Wild Delight's® fun suet mixes. Not only are they a great source of nutrition that birds and other outdoor pets love, but they're simple to use. See page 30 to learn more.



Blocks

Blocks are an easy way to feed outdoor pets. Wild Delight® Outdoor Pet Food Blocks include the same premium ingredients as the mixes that share their names. They are simply formed into handy block shapes that allow them to be hung easily where outdoor pets feed. See page 33 to learn more.

THE PRODUCTS OF WILD DELIGHT®

NECTAR- AND INSECT-EATING BIRDS



Orioles

Like hummingbirds, orioles are a nectar-eating species. They will eat many types of fruit. Special oriole feeders and feed mixtures are available at many stores.

An easy way to feed orioles is to place grape jelly in a small open container, such as a jar lid, on a post or other flat surface.

Martins And Swallows

These beautiful birds eat only insects on the fly. To attract martins, erect a martin house in an open area. A minimum clear space around the house is required (50 feet in diameter). Place plastic or some other obstruction in the nest holes to prevent other birds from nesting; remove in the early spring so martin scouts can discover the house. Be patient. It may take a few years to attract martins.

Wrens

Wrens are among the most active birds and have a beautiful song. Place wren houses in areas where there is a source of small twigs and other nesting materials. The house should be hung from a tree branch or pole that is not easily accessible to cats or other predators. Choose a house that can easily be cleaned each year.

Bats

Bats are not birds. They are mammals. Many people enjoy watching bats fly in the evening hours. They are harmless and will consume up to 3,000 mosquitoes in a day. Bat houses are readily available at most bird stores.

FREQUENTLY ASKED QUESTIONS

Will birds' feet stick to metal perches in the winter?

No. Birds have no sweat glands in their feet, so there is no moisture to freeze onto the metal surface.

Why aren't birds eating?

1. Replace the seed and clean the feeder. The high oil content in many seeds and mixes can become rancid. Make sure the store where you purchase your food keeps fresh inventory.
2. Check your seed mixture. It may be the wrong mix for the birds you want to attract. See our Outdoor Pet Feeding Guide at the back of this book.
3. Make sure you have the correct feeder. See our Outdoor Pet Feeding Guide at the back of this book.
4. Make sure the feeder's holes are open and not plugged. Many inexpensive wild bird food products contain high levels of sticks and other debris that will clog holes and ports.

How do I clean feeders?

Thoroughly wash with soap and warm water. Sterilize with a solution of one part bleach to four parts water. Rinse thoroughly.

How do I stop attracting starlings and grackles?

Use a wild bird food that these birds do not like. Foods with corn and milo will attract these birds.

Why do I see only sparrows?

Many people like to feed sparrows. Others prefer not to have sparrows. To avoid sparrows, use foods that do not contain millet, milo or corn.

Will suet get rancid in the summer?

Newly formulated suet and suet dough products will not melt under normal conditions or go rancid. Read the label carefully.

NECTAR- AND INSECT-EATING BIRDS
& FREQUENTLY ASKED QUESTIONS

FREQUENTLY ASKED QUESTIONS

When should I feed birds?

It is best to provide food sources all year long. February through August, birds are nesting and need extra food for breeding and rearing baby birds. September through March is a difficult time for birds, as many natural sources of food disappear in the fall and winter months.

What about water?

Clean, fresh water should be made available at all times. During the summer, drinking and bathing are important for birds. In the winter months, in many areas, natural water sources freeze.

Should I provide a constant food source?

Keep feeders full at all times. Without a constant food source, birds will leave.

How much do birds eat?

Birds have a high metabolic rate and an average body temperature of 100 degrees Fahrenheit. They need to eat constantly to store up energy for the winter months and to burn off excess heat during the summer months. Birds will eat their own body weight daily.

Do I need trees, shrubs and flowers?

Birds prefer to live and eat in areas where cover in trees and shrubs is readily available.

What do I do about squirrels?

No matter what you do, squirrels will find your feeders. Make sure to supply squirrels with foods they prefer (Wild Delight® Squirrel Food, Corn On The Cob or Peanuts) somewhere away from your bird feeders. If you purchase inexpensive plastic bird feeders, the

squirrels will damage or destroy them. Use well-made feeders with metal bindings and squirrel-proof guarantees.

What about moths and other insects in my bird seed?

Seed is a natural product. Often, various types of insects and meal moths are present in seed. These are harmless natural creatures, and many birds thrive on these insects. To avoid this problem, buy seed in smaller quantities or packages so that it is used more quickly. Also, make sure your supplier is keeping seed fresh and that you do not see insects or moths in the store. You can also freeze your wild bird food to eliminate the problem.

Why do birds come to my feeder, take a seed or two and fly away?

Some birds, like jays and nuthatches, take a seed or two and then fly to a perch to crack open the hull. They will then hide these seeds in trees and other places for later use.

Why is all the seed on the ground?

Many birds do not like certain seeds and grains used in lesser-quality mixes. They will “throw” this unwanted seed out while searching for more desirable seeds and grains. The higher the content of millet, milo, corn, wheat, oats, etc., the more uneaten seed you will see on the ground.

Why have all my goldfinches disappeared?

These beautiful yellow birds change colors in their home range and also migrate. During the breeding season, the males' feathers change to a bright yellow, either at home or as they migrate.

FREQUENTLY ASKED QUESTIONS

Why aren't any birds coming to my feeder?

1. Make sure you are using the right seed mix for the birds in your area. See our Outdoor Pet Feeding Guide at the back of this book.
2. Make sure the seed is fresh.
3. Make sure you have the correct feeder. For example, it is difficult to get cardinals to come to a tube feeder. See our Outdoor Pet Feeding Guide at the back of this book.
4. Make sure that cats are not close to your feeder.
5. Make sure there are no birds of prey (hawks, owls, eagles, etc.) nesting or roosting close by.
6. Make sure your feeder is close to natural cover (trees and shrubs).
7. Be patient. Sometimes, it takes a week or two for birds to find your feeder.
8. Tie a small piece of tinfoil on your feeder so it glints in the sun. The birds will have an easier time spotting the feeder.

Why are weeds growing under my feeders?

When seeds are “thrown” out of feeders, many will sprout. The solution is to use outdoor pet foods that contain more of what the birds want to eat, so less ends up on the ground. In addition, Wild Delight® Less Mess® mixes are formulated to help prevent seeds from germinating.

Why is my “no-waste” product not working?

Many so-called “no-waste” or “waste-free” products are simply made with hulled seeds and grains that many birds don't like. The birds “throw” those seeds and grains out, and so, in fact, the products are wasted. A true “no-waste” product should contain only desirable ingredients, such as sunflower hearts or chips, nuts, nut meats and fruit.

RESOURCES

Wild Delight®

www.wilddelight.com

Wild Bird Feeding Industry (WBFI)

www.wbfi.org

Birdzilla

www.birdzilla.com

National Fish And Wildlife Foundation

www.nfwf.org

National Bird-Feeding Society®

www.birdfeeding.org

Cornell Laboratory Of Ornithology

159 Sapsucker Woods Road, Ithaca, NY 14850

www.birds.cornell.edu

Field Guide To Birds Of North America

National Geographic • ISBN: 0-7922-7451-2

The Sibley Field Guide To Birds Of Eastern North America • ISBN: 0-679-45120-X

The Sibley Field Guide To Birds Of Western North America • ISBN: 0-679-45121-8



Wild Delight®
Premium Nutrition For Outdoor Pets

Wild
Delight®

FREQUENTLY ASKED
QUESTIONS & RESOURCES

PROJECT WILDBIRD®

Project Wildbird is the inaugural study of the WBF (Wild Bird Feeding Industry) Research Foundation, a not-for-profit charitable foundation promoting the scientific study of wild bird feeding. This three-year, \$1 million project is a landmark study of seed and feeder preferences of wild birds in the United States and Canada. From September 2005 through August 2008, PROJECT WILDBIRD® scientifically studied the feeds and feeders preferred by birds in different eco-regions during different seasons. Schools, birding organizations, youth and adult organizations, nature centers, parks, retirement facilities and individuals all signed up to participate. PROJECT WILDBIRD® is the most comprehensive study on bird feeding ever performed.

Practical Science

“Project Wildbird is by far the most scientifically valid study that has ever been done on the feeding habits of wild birds in North America,” says Dick Hebert, a former member of the WBF’s board of directors. “We’re finally able to tell consumers exactly which kinds of birds prefer which kinds of food.”

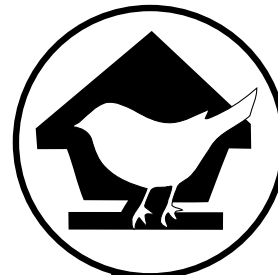
Knowledge Is Power

The findings of PROJECT WILDBIRD® are very beneficial to the outdoor pet food industry. They provide scientifically substantiated recommendations on the best feeds and feeders to use to attract birds. This information helps consumers feed and attract the outdoor visitors they most desire.

The results of this knowledge are customer satisfaction and improved consumer trust. The more the outdoor pet food industry understands its customers (including the feathered ones), the better it can serve them.

To learn more about PROJECT WILDBIRD®, check out our Outdoor Pet Feeding Guide at the back of this book, or go to www.projectwildbird.org.

PROJECT WILDBIRD® data are the sole property of the WBF Research Foundation and the WBF Research Foundation Canada.



PROJECT
WILDBIRD

Notes

A series of horizontal lines for taking notes.

LESS MESS®

LESS MESS® CARDINAL FOOD

A premium food blended to attract cardinals and other songbirds.

Real Cherries • Real Nuts • Added Vitamins
Added Minerals • Electrolytes • Amino Acids
No Corn • No Milo • No Millet
No Chemical Preservatives

GUARANTEED ANALYSIS

Crude Protein (Min)..... 16.0%
Crude Fat (Min) 35.0%
Crude Fiber (Max) 18.0%
Moisture (Max) 12.0%



INGREDIENTS

Sunflower Kernels, Safflower Seed, Peanuts, Dried Cranberries, Dried Cherries, Dried Raisins, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.



FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Cardinals, Finches, Nuthatches, Chickadees, Jays, Titmice, Grosbeaks and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground



AVAILABLE PACKAGES

- # 376042 - 4.25 lb. Jar*
- # 390105 - 5 lb. Bag**
- * PETE (Recyclable) Plastic
- ** Stand Up Barrier Package For Added Freshness

SATISFACTION
GUARANTEED



Premium Nutrition For Outdoor Pets

LESS MESS®

LESS MESS® SONGBIRD FOOD

A less mess outdoor pet food blended to attract and feed the most desirable birds and keep your outdoor living area clean.

Premium Ingredients • Real Cherries
Real Raisins • Added Vitamins
Added Minerals • Electrolytes
Amino Acids • No Corn • No Milo
No Millet • No Chemical Preservatives

GUARANTEED ANALYSIS

Crude Protein (Min)..... 16.0%
Crude Fat (Min) 35.0%
Crude Fiber (Max) 18.0%
Moisture (Max) 12.0%



INGREDIENTS

Sunflower Kernels, Safflower Seed, Peanuts, Dried Cherries, Dried Raisins, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.



FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Chickadees, Nuthatches, Cardinals, Finches, Jays, Titmice, Grosbeaks and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large fruit and nut pieces.



AVAILABLE PACKAGES

- # 390205 - 5 lb. Bag*
- * Stand Up Barrier Package For Added Freshness

SATISFACTION
GUARANTEED

LESS MESS®

LESS MESS® GOURMET

A less mess outdoor pet food blended to attract and feed the most desirable birds and keep your outdoor living area clean.

**Added Vitamins • Added Minerals • Electrolytes
Amino Acids • No Corn • No Milo
No Chemical Preservatives**

GUARANTEED ANALYSIS

Crude Protein (Min).....16.0%
Crude Fat (Min)35.0%
Crude Fiber (Max)18.0%
Moisture (Max)12.0%



INGREDIENTS

Hulled Millet, Sunflower Kernels, Safflower Seed, Peanuts, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.



FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Indigo Buntings, Juncos, Cardinals, Nuthatches, Chickadees, Finches, Jays, Titmice, Grosbeaks and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large nut pieces.

KEEP FRESH ZIP SEAL

AVAILABLE PACKAGES

390305 - 5 lb. Bag*

* Stand Up Barrier Package For Added Freshness

LESS MESS®

LESS MESS® FRUIT N' BERRY™

A less mess outdoor pet food blended to attract and feed the most desirable birds and keep your outdoor living area clean.

**Real Fruit • Premium Seeds • Added Vitamins
Added Minerals • Electrolytes • Amino Acids
No Corn • No Milo • No Millet
No Chemical Preservatives**

GUARANTEED ANALYSIS

Crude Protein (Min).....16.0%
Crude Fat (Min)35.0%
Crude Fiber (Max)18.0%
Moisture (Max)12.0%



INGREDIENTS

Sunflower Kernels, Safflower Seed, Peanuts, Hulled Pumpkin Seed, Dried Cherries, Dried Cranberries, Dried Raisins, Dried Apples, Dried Juniper Berries, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.



FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Woodpeckers, Cardinals, Nuthatches, Chickadees, Finches, Jays, Titmice, Grosbeaks and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large fruit and nut pieces.

KEEP FRESH ZIP SEAL

AVAILABLE PACKAGES

390405 - 5 lb. Bag*

* Stand Up Barrier Package For Added Freshness

**SATISFACTION
GUARANTEED**



**SATISFACTION
GUARANTEED**

ADVANCED FORMULA®

CARDINAL FOOD

A premium food blended to attract cardinals and other songbirds.

Real Cherries • Real Nuts • Added Vitamins
Added Minerals • Electrolytes • Amino Acids
No Corn • No Milo • No Millet
No Chemical Preservatives

GUARANTEED ANALYSIS

Crude Protein (Min).....15.0%
Crude Fat (Min)23.0%
Crude Fiber (Max)31.0%
Moisture (Max)12.0%



INGREDIENTS

Sunflower Seed, Safflower Seed, Peanuts, Dried Cherries, Dried Raisins, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Cardinals, Finches, Nuthatches, Chickadees, Jays, Titmice, Grosbeaks and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large fruit and nut pieces.

AVAILABLE PACKAGES

- # 376070 – 7 lb. Bag*
- # 376140 – 13.5 lb. Pail
- # 376150 – 15 lb. Bag
- # 376350 – 35 lb. Bag**
- * Barrier Package For Added Freshness
- ** Paper

ADVANCED FORMULA®

DECK, PORCH N' PATIO®

A premium food blended to attract cardinals and other songbirds.



Pistachios • Sunflower Kernels
Added Vitamins • Added Minerals
Electrolytes • Amino Acids
No Corn • No Milo • No Millet
No Chemical Preservatives

GUARANTEED ANALYSIS

Crude Protein (Min).... 18.0%
Crude Fat (Min) 40.0%
Crude Fiber (Max) 4.5%
Moisture (Max) 12.0%



INGREDIENTS

Sunflower Kernels, Peanuts, Pistachios, Hulled Pumpkin Seed, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

All Songbirds, Cardinals, Grosbeaks, Finches, Jays, Woodpeckers, Nuthatches and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large nut pieces.

AVAILABLE PACKAGES

- # 374045 – 4.5 lb. Jar*
- # 374050 – 5 lb. Bag**
- # 374200 – 20 lb. Bag**
- * PETE (Recyclable) Plastic
- ** Barrier Package For Added Freshness

SATISFACTION
GUARANTEED



Premium Nutrition For Outdoor Pets

SATISFACTION
GUARANTEED

ADVANCED FORMULA®

FRUIT N' BERRY™

A special premium blend of seeds and fruit for all seed- and fruit-eating birds.

**Real Fruit • Premium Seeds • Added Vitamins
Added Minerals • Electrolytes • Amino Acids
No Corn • No Milo • No Millet
No Chemical Preservatives**

GUARANTEED ANALYSIS

Crude Protein (Min).....	12.5%
Crude Fat (Min)	15.0%
Crude Fiber (Max)	13.0%
Moisture (Max)	12.0%



INGREDIENTS

Sunflower Seed, Safflower Seed, Peanuts, Sunflower Kernels, Dried Apples, Dried Cherries, Dried Cranberries, Dried Blueberries, Dried Raisins, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Songbirds, Cardinals, Grosbeaks, Finches, Jays, Thrushes, Buntings and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large fruit and nut pieces.

AVAILABLE PACKAGES
365080 - 8 lb. Bag*
365200 - 20 lb. Bag*
* Barrier Package For Added Freshness

**SATISFACTION
GUARANTEED**



ADVANCED FORMULA®

GOLDEN® FINCH FOOD

A premium finch food blended to attract finches and buntings, filled with ingredients these birds love and touched with hues of harvest gold.

**Premium Nyjer® Seed* • High Fat Content
No Corn • No Milo • No Chemical Preservatives**

*Nyjer® has been sterilized to help prevent germination. Nyjer® is a registered trademark of the Wild Bird Feeding Industry.

GUARANTEED ANALYSIS

Crude Protein (Min).....	15.0%
Crude Fat (Min)	25.0%
Crude Fiber (Max)	18.0%
Moisture (Max)	12.0%



INGREDIENTS

Sunflower Kernels, Niger Seed (Guizotia Abyssinica), Hulled Millet, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor, FD&C (Yellow #5).

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with small holes, a hopper feeder or platform feeder. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

American Goldfinches, House Finches, Purple Finches, Buntings, Chickadees, Nuthatches and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Small Holes)
- Hopper Feeder
- Platform Feeder

AVAILABLE PACKAGES
373050 - 5 lb. Bag*
* Barrier Package For Added Freshness

**SATISFACTION
GUARANTEED**

ADVANCED FORMULA®

GOURMET OUTDOOR PET FOOD

A premium outdoor pet food for all seed-eating birds.

**Added Vitamins • Added Minerals
Electrolytes • Amino Acids
No Corn • No Milo
No Chemical Preservatives**

GUARANTEED ANALYSIS

Crude Protein (Min)..... 11.0%
Crude Fat (Min)..... 15.0%
Crude Fiber (Max)..... 16.0%
Moisture (Max)..... 12.0%



INGREDIENTS

Sunflower Seed, Millet, Peanuts, Safflower Seed, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Buntings, Juncos, Cardinals, Nuthatches, Chickadees, Finches, Jays, Titmice, Grosbeaks, Doves and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large nut pieces.

AVAILABLE PACKAGES

- # 368080 – 8 lb. Bag*
- # 368200 – 20 lb. Bag*
- # 368400 – 40 lb. Bag**

* Barrier Package For Added Freshness

** Paper

ADVANCED FORMULA®

NUT N' BERRY®

A premium outdoor pet food containing hulled seeds, sunflower seeds, nut meats, raisins and fruits.

**Real Fruit • Real Nuts • Hulled Seeds
Added Vitamins • Added Minerals
Electrolytes • Amino Acids • No Corn • No Milo
No Millet • No Chemical Preservatives**

GUARANTEED ANALYSIS

Crude Protein (Min).....16.0%
Crude Fat (Min).....35.0%
Crude Fiber (Max).....18.0%
Moisture (Max).....12.0%



INGREDIENTS

Sunflower Kernels, Peanuts, Sunflower Seed, Safflower Seed, Pistachios, Hulled Pumpkin Seed, Dried Raisins, Dried Cranberries, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Songbirds, Woodpeckers, Cardinals, Finches, Titmice, Jays, Grosbeaks, Buntings, Nuthatches, Chickadees and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large fruit and nut pieces.

AVAILABLE PACKAGES

- # 366040 – 4 lb. Jar*
- # 366050 – 5 lb. Bag**
- # 382316 – 16 lb. Pail
- # 366200 – 20 lb. Bag**

* PETE (Recyclable) Plastic

** Barrier Package For Added Freshness

**SATISFACTION
GUARANTEED**



**SATISFACTION
GUARANTEED**

ADVANCED FORMULA®

SONGBIRD FOOD

A special blend for grosbeaks, finches, cardinals, doves, nuthatches and other songbirds.

- Premium Ingredients • Real Cherries
- Real Raisins • Added Vitamins
- Added Minerals • Electrolytes • Amino Acids
- No Corn • No Milo • No Millet
- No Chemical Preservatives

GUARANTEED ANALYSIS

Crude Protein (Min).....	15.0%
Crude Fat (Min)	23.0%
Crude Fiber (Max)	31.0%
Moisture (Max)	12.0%



INGREDIENTS

Sunflower Seed, Safflower Seed, Sunflower Kernels, Peanuts, Dried Cherries, Dried Raisins, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Grosbeaks, Finches, Cardinals, Doves, Nuthatches, Thrushes, Songbirds and other outdoor pets.

PREFERRED FEEDERS

- Hopper Feeder
- Tube Feeder (Large Holes)
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large fruit and nut pieces.

AVAILABLE PACKAGES	
# 377080	- 8 lb. Bag*
# 377200	- 20 lb. Bag*
* Barrier Package For Added Freshness	

ADVANCED FORMULA®

SPECIAL FINCH™ FOOD

A premium finch food blended with the seeds that America's favorite finches love.

- Premium Nyjer® Seed*
- High Fat Content
- No Corn • No Milo • No Millet
- No Chemical Preservatives



*Nyjer® has been sterilized to help prevent germination. Nyjer® is a registered trademark of the Wild Bird Feeding Industry.

GUARANTEED ANALYSIS

Crude Protein (Min).....	15.0%
Crude Fat (Min)	25.0%
Crude Fiber (Max)	18.0%
Moisture (Max)	12.0%

INGREDIENTS

Sunflower Kernels, Niger Seed (Guizotia Abyssinica), Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with small holes, a hopper feeder or platform feeder. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

American Goldfinches, Purple Finches, House Finches, Chickadees, Nuthatches, Titmice, Exotic Parakeets and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Small Holes)
- Hopper Feeder
- Platform Feeder

AVAILABLE PACKAGES	
# 381040	- 4 lb. Jar*
# 381050	- 5 lb. Bag**
# 381200	- 20 lb. Bag**
* PETE (Recyclable) Plastic	
** Barrier Package For Added Freshness	

SATISFACTION
GUARANTEED



SATISFACTION
GUARANTEED

ADVANCED FORMULA®

TOTAL CUISINE® OUTDOOR PET FOOD

A zero-waste outdoor pet food packed
with real fruits and nuts.



Real Raisins • Real Nuts
Sunflower Kernels • Added Vitamins
Added Minerals • Electrolytes
Amino Acids • No Corn
No Milo • No Millet
No Chemical Preservatives

GUARANTEED ANALYSIS

Crude Protein (Min).....18.0%
Crude Fat (Min)40.0%
Crude Fiber (Max)4.5%
Moisture (Max)12.0%



INGREDIENTS

Sunflower Kernels, Peanuts, Pistachios, Hulled Pumpkin Seed, Dried Raisins, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Songbirds, Cardinals, Jays, Titmice, Grosbeaks, Nuthatches, Chickadees, Finches, Buntings, Thrushes and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large fruit and nut pieces.

AVAILABLE PACKAGES

- # 367050 - 5 lb. Bag*
- # 367200 - 20 lb. Bag*

* Barrier Package For Added Freshness

SATISFACTION
GUARANTEED



Premium Nutrition For Outdoor Pets

ADVANCED FORMULA®

WOODPECKER, NUTHATCH N' CHICKADEE®

A premium blend of hulled seeds, nuts and
fruits preferred by woodpeckers, nuthatches,
chickadees and jays.

Real Fruit • Real Nuts • Added Vitamins
Added Minerals • Electrolytes • Amino Acids
No Corn • No Milo • No Millet
No Chemical Preservatives

GUARANTEED ANALYSIS

Crude Protein (Min).....18.0%
Crude Fat (Min)30.0%
Crude Fiber (Max)15.0%
Moisture (Max)12.0%



INGREDIENTS

Sunflower Kernels, Peanuts, Pistachios, Safflower Seed, Sunflower Seed, Dried Cranberries, Dried Apples, Hulled Pumpkin Seed, Dried Juniper Berries, Dried Raisins, Dried Papaya, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.

FEEDING DIRECTIONS

Feed desired amount in a wire mesh feeder, hopper feeder, tube feeder with large holes, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Woodpeckers (such as Downy, Pileated, Red-headed and others), Wild Parrots, Wild Parakeets, Nuthatches, Jays, Chickadees and other outdoor pets.

PREFERRED FEEDERS

- Wire Mesh Feeder
- Hopper Feeder
- Tube Feeder (Large Holes)
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large fruit and nut pieces.

AVAILABLE PACKAGES

- # 364040 - 4 lb. Jar*
- # 364050 - 5 lb. Bag**
- # 364200 - 20 lb. Bag**

* PETE (Recyclable) Plastic

** Barrier Package For Added Freshness

SATISFACTION
GUARANTEED

NATURAL FORMULA

**BUFFET™
FOR OUTDOOR PETS**

A wholesome, natural outdoor pet food.

All Natural • Uniquely Cleaned • No Corn

GUARANTEED ANALYSIS

Crude Protein (Min).....	10.0%
Crude Fat (Min)	4.0%
Crude Fiber (Max)	10.0%
Moisture (Max)	12.0%



INGREDIENTS

Millet, Sunflower Seed, Milo.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

All seed-eating birds.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground



AVAILABLE PACKAGES

- # 391050 – 5 lb. Bag*
- # 391100 – 10 lb. Bag*
- # 391200 – 20 lb. Bag*
- # 391500 – 40 lb. Bag**

* Barrier Package For Added Freshness
 ** Paper

SATISFACTION
GUARANTEED

NATURAL FORMULA

**FEAST™
FOR OUTDOOR PETS**

A wholesome, natural outdoor pet food containing millet, safflower and black oil sunflower seeds.

All Natural • Uniquely Cleaned
Extra Sunflower Seeds • No Corn • No Milo

GUARANTEED ANALYSIS

Crude Protein (Min).....	10.0%
Crude Fat (Min)	4.0%
Crude Fiber (Max)	10.0%
Moisture (Max)	12.0%



INGREDIENTS

Millet, Sunflower Seed, Safflower Seed.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

All seed-eating birds.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground



AVAILABLE PACKAGES

- # 371050 – 5 lb. Bag*
- # 371200 – 20 lb. Bag*
- # 371500 – 40 lb. Bag**

* Barrier Package For Added Freshness
 ** Paper

SATISFACTION
GUARANTEED



NATURAL FORMULA

FINE SUNFLOWER CHIPS

The finely chopped meat or kernel of the sunflower seed. A zero-waste product for wild birds.

High Oil Content • All Natural • Zero-Waste
Feeds All Types Of Seed-Eating Birds
Feeds Many Insect-Eating Birds

GUARANTEED ANALYSIS

Crude Protein (Min).....	18.0%
Crude Fat (Min).....	28.0%
Crude Fiber (Max).....	18.0%
Moisture (Max).....	12.0%



INGREDIENTS

Sunflower Kernels.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with small holes, a hopper feeder or platform feeder. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

American Goldfinches, Purple Finches, House Finches, Cardinals, Songbirds, Woodpeckers, Titmice, Pine Siskins, Chickadees and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Small Holes)
- Hopper Feeder
- Platform Feeder

NATURAL FORMULA

MEDIUM SUNFLOWER CHIPS

High Oil Content • All Natural • No Hulls
Zero-Waste • Also Called Kernels
Attracts All Types Of Wild Birds

GUARANTEED ANALYSIS

Crude Protein (Min).....	18.0%
Crude Fat (Min).....	28.0%
Crude Fiber (Max).....	18.0%
Moisture (Max).....	12.0%



INGREDIENTS

Sunflower Kernels.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

American Goldfinches, House Finches, Purple Finches, Chickadees, Nuthatches, Woodpeckers and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground



AVAILABLE PACKAGES

- # 385080 - 5 lb. Bag*
- # 385200 - 20 lb. Bag*

* Barrier Package For Added Freshness



AVAILABLE PACKAGES

- # 384200 - 20 lb. Bag*

* Barrier Package For Added Freshness

SATISFACTION
GUARANTEED



Premium Nutrition For Outdoor Pets

SATISFACTION
GUARANTEED

NATURAL FORMULA

NYJER® SEED

A cleaned premium-grade thistle that has been sterilized to prevent germination.

Virtually Dust-Free • High Fat Content
Premium-Grade Nyjer® Seed* • All Natural

*Nyjer® has been sterilized to help prevent germination. Nyjer® is a registered trademark of the Wild Bird Feeding Industry.

GUARANTEED ANALYSIS

Crude Protein (Min).....	16.0%
Crude Fat (Min)	32.0%
Crude Fiber (Max)	16.0%
Moisture (Max)	12.0%



INGREDIENTS

Niger Seed (Guizotia Abyssinica).

FEEDING DIRECTIONS

Feed desired amount in a refillable Wild Delight® Finch Sock Feeder, tube feeder with small holes or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

American Goldfinches, Purple Finches, House Finches, Cassin's Finches, Pine Siskins and Redpolls.

PREFERRED FEEDERS

- Refillable Wild Delight® Finch Sock Feeder
- Tube Feeder (Small Holes)
- On the Ground

KEEP FRESH ZIP SEAL

AVAILABLE PACKAGES

383050 – 5 lb. Bag*

383200 – 20 lb. Bag*

* Barrier Package For Added Freshness

NATURAL FORMULA

OUTDOOR FINCH™ FOOD

An economy blend of seeds preferred by all types of finches.

Premium Nyjer® Seed* • Premium Seeds
No Chemical Preservatives • All Natural

*Nyjer® has been sterilized to help prevent germination. Nyjer® is a registered trademark of the Wild Bird Feeding Industry.

GUARANTEED ANALYSIS

Crude Protein (Min).....	12.0%
Crude Fat (Min)	8.0%
Crude Fiber (Max)	12.0%
Moisture (Max)	12.0%



INGREDIENTS

Millet, Canary Grass Seed, Niger Seed (Guizotia Abyssinica).

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with small holes, hopper feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Purple Finches, House Finches, American Goldfinches, Chickadees; also, Exotic Parakeets in Florida, Southern Texas and Southern California.

PREFERRED FEEDERS

- Tube Feeder (Small Holes)
- Hopper Feeder
- On the Ground

KEEP FRESH ZIP SEAL

AVAILABLE PACKAGES

375050 – 5 lb. Bag*

375200 – 20 lb. Bag*

* Barrier Package For Added Freshness

SATISFACTION GUARANTEED



SATISFACTION GUARANTEED

NATURAL FORMULA

SAFFLOWER SEED

This premium-select, high-oil seed is preferred by cardinals. Normally, squirrels, jays, starlings and grackles will not eat safflower seed, due to its bitter taste.

High Oil Content • High Protein Content
Virtually Dust-Free • All Natural

GUARANTEED ANALYSIS

Crude Protein (Min)..... 14.0%
Crude Fat (Min) 24.0%
Crude Fiber (Max) 35.0%
Moisture (Max) 12.0%



INGREDIENTS

Safflower Seed.

FEEDING DIRECTIONS

Feed desired amount in a hopper feeder, tube feeder with large holes, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Cardinals and other Songbirds.

PREFERRED FEEDERS

- Hopper Feeder
- Tube Feeder (Large Holes)
- Platform Feeder
- On the Ground



AVAILABLE PACKAGES

- # 386080 – 8 lb. bag*
- # 386200 – 20 lb. Bag*

* Barrier Package For Added Freshness

SATISFACTION
GUARANTEED



Premium Nutrition For Outdoor Pets

NATURAL FORMULA

BLACK OIL SUNFLOWER SEED

A premium black oil sunflower seed selected for high oil and nutrient content.

99% Clean* • Virtually Dust-Free
Won't Clog Feeders • High Oil Content
All Natural

*All black oil sunflowers are not the same. Some mixes contain sticks, cockleburs and other debris. These will clog feeders, and birds will not feed. Some black oils contain up to 20% empty hulls, which are wasted.

GUARANTEED ANALYSIS

Crude Protein (Min)..... 16.0%
Crude Fat (Min) 30.0%
Crude Fiber (Max) 30.0%
Moisture (Max) 12.0%



INGREDIENTS

Sunflower Seed.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

All seed-eating birds.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground



AVAILABLE PACKAGES

- # 361050 – 5 lb. Bag*
- # 361100 – 10 lb. Bag*
- # 361200 – 20 lb. Bag*

* Barrier Package For Added Freshness

SATISFACTION
GUARANTEED

NATURAL FORMULA

STRIPED SUNFLOWER SEED

Striped sunflowers contain less oil than black oil sunflowers, but provide variety for seed-eating birds.

Mix with black oil sunflower seeds to add variety and color to their daily food.

**Virtually Dust-Free • High Oil Content
Won't Clog Feeders • All Natural**

GUARANTEED ANALYSIS

Crude Protein (Min).....	16.5%
Crude Fat (Min)	25.0%
Crude Fiber (Max)	30.0%
Moisture (Max)	10.0%



INGREDIENTS

Striped Sunflower Seed.

FEEDING DIRECTIONS

Feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder, wire mesh feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

All seed-eating birds.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- Wire Mesh Feeder
- On the Ground



AVAILABLE PACKAGES

- # 363050 - 5 lb. Bag*
- # 363150 - 15 lb. Bag*

* Barrier Package For Added Freshness

SATISFACTION
GUARANTEED



WILDLIFE FORMULA

CORN ON THE COB

Use to feed squirrels, ducks, geese, raccoons and other outdoor pets.

**All Natural • Unprocessed • Extra-Clean
Low Moisture To Help Prevent Mold**

GUARANTEED ANALYSIS

Crude Protein (Min).....	6.0%
Crude Fat (Min)	2.0%
Crude Fiber (Max)	5.0%
Moisture (Max)	12.0%



INGREDIENTS

Ear Corn.

FEEDING DIRECTIONS

Feed desired amount on a squirrel feeder with nail or peg, in a feed tub or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Squirrels, Ducks, Geese, Raccoons and other outdoor pets.

PREFERRED FEEDERS

- Squirrel Feeder with Nail or Peg
- Feed Tub
- On the Ground



AVAILABLE PACKAGES

- # 388070 - 7 lb. Bag*
- # 388200 - 20 lb. Bag*

* Barrier Package For Added Freshness

SATISFACTION
GUARANTEED

WILDLIFE FORMULA

PREMIUM GRADE CRACKED CORN

An excellent blend for all types of seed-eating birds.

Uniquely Cleaned • Sized
#2 Yellow Corn • All Natural

This product does not contain any genetically altered corn.

GUARANTEED ANALYSIS

Crude Protein (Min).....	7.0%
Crude Fat (Min).....	2.0%
Crude Fiber (Max).....	10.0%
Moisture (Max).....	15.0%



INGREDIENTS

Cracked Corn.

FEEDING DIRECTIONS

Mix with other bird seed and feed desired amount in a tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Seed-eating birds, Squirrels and other outdoor pets.

PREFERRED FEEDERS

- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground



AVAILABLE PACKAGES

87100 - 10 lb. Bag*

* Barrier Package For Added Freshness

WILDLIFE FORMULA

DOVE & QUAIL FOOD

A special blend of premium seeds and grain formulated for doves, quail, pheasants and game birds.

Uniquely Cleaned • All Natural

GUARANTEED ANALYSIS

Crude Protein (Min).....	11.0%
Crude Fat (Min).....	4.0%
Crude Fiber (Max).....	10.0%
Moisture (Max).....	12.0%



INGREDIENTS

Millet, Milo, Wheat, Popcorn, Oat Groats, Safflower Seed, Sunflower Kernels, Sunflower Seed.

FEEDING DIRECTIONS

Feed the desired amount on a platform feeder, in a suitable feed dish or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Doves, Mourning Doves, Quail, Pheasant, Grouse and other game birds.

PREFERRED FEEDERS

- Platform Feeder
- Feed Dish



AVAILABLE PACKAGES

388410 - 10 lb. Bag*

388420 - 20 lb. Bag*

* Barrier Package For Added Freshness

SATISFACTION
GUARANTEED

Wild 
Delight
Premium Nutrition For Outdoor Pets

SATISFACTION
GUARANTEED

WILDLIFE FORMULA

INSHELL PEANUTS

Premium-grade, whole, inshell peanuts, unprocessed and natural. Whole, inshell peanuts provide excellent nutrition and food for many species of wild birds and wildlife.

Premium Grade • Extra-Clean • Aflatoxin-Free
Unprocessed • Not Salted

GUARANTEED ANALYSIS

Crude Protein (Min).....	16.0%
Crude Fat (Min).....	2.0%
Crude Fiber (Max).....	25.0%
Moisture (Max).....	12.0%



INGREDIENTS

Whole Peanuts.

FEEDING DIRECTIONS

Feed as sole food source or mix with other seeds and grains. Feed desired amount on a platform feeder, in a feed tub or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Squirrels, Jays, Wild Parrots, Raccoons and other outdoor pets.

PREFERRED FEEDERS

- Platform Feeder
- Feed Tub
- On the Ground



AVAILABLE PACKAGES

- # 379050 - 5 lb. Bag*
- # 379130 - 13 lb. Bag*

* Barrier Package For Added Freshness

SATISFACTION
GUARANTEED



Premium Nutrition For Outdoor Pets

WILDLIFE FORMULA

SHELLED PEANUTS

Wild Delight® whole, shelled peanuts are premium grade, unprocessed, uncooked and not salted. An all-natural food source for all wild birds and wildlife. Feed as a sole food source or mix with other seeds and grains.

High Oil Content • High Protein Content
Uniquely Cleaned • Not Pieces Or Rejects

GUARANTEED ANALYSIS

Crude Protein (Min).....	25.0%
Crude Fat (Min).....	40.0%
Crude Fiber (Max).....	10.0%
Moisture (Max).....	12.0%



INGREDIENTS

Peanuts.

FEEDING DIRECTIONS

Feed as sole food source or mix with other seeds and grains. Feed desired amount in a wire mesh feeder, tube feeder with large holes, hopper feeder, platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Woodpeckers, Jays, Doves, Songbirds, Squirrels, Chipmunks, Ducks and other outdoor pets.

PREFERRED FEEDERS

- Wire Mesh Feeder
- Tube Feeder (Large Holes)
- Hopper Feeder
- Platform Feeder
- On the Ground

Note: Seed ports must be large enough to accommodate large nut pieces.



AVAILABLE PACKAGES

- # 380050 - 10 lb. Bag*
- # 380250 - 20 lb. Bag*

* Barrier Package For Added Freshness

SATISFACTION
GUARANTEED

WILDLIFE FORMULA

SQUIRREL FOOD

A special blend of premium ingredients for squirrels and other outdoor pets.

Added Vitamins • Added Minerals • Electrolytes
Amino Acids • Uniquely Cleaned
Whole, Unprocessed Peanuts

GUARANTEED ANALYSIS

Crude Protein (Min)..... 10.0%
Crude Fat (Min) 2.0%
Crude Fiber (Max) 9.0%
Moisture (Max) 12.0%



INGREDIENTS

Corn, Sunflower Seed, Whole Peanuts, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.

FEEDING DIRECTIONS

Feed the desired amount in a squirrel feeder, a platform feeder, a suitable feed dish or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Squirrels, Raccoons, Ducks, Geese, Chipmunks and other outdoor pets.

PREFERRED FEEDERS

- Squirrel Feeder
- Platform Feeder
- Feed Dish
- On the Ground



AVAILABLE PACKAGES

- # 378080 - 8 lb. Bag*
- # 378200 - 20 lb. Bag*

* Barrier Package For Added Freshness

SATISFACTION
GUARANTEED



Premium Nutrition For Outdoor Pets

SPECIALTY ITEM

DECK, PORCH N' PATIO[®] PARTY[®] SUET

A premium suet cake perfect for attracting woodpeckers, nuthatches and jays.

Pistachios • Sunflower Kernels
Added Vitamins • Added Minerals
Electrolytes • Amino Acids

GUARANTEED ANALYSIS

Crude Protein (Min)..... 4.0%
Crude Fat (Min) 30.0%
Crude Fiber (Max) 12.0%
Moisture (Max) 12.0%



INGREDIENTS

Rendered Beef Suet, Sunflower Kernels, Peanuts, Pistachios, Hulled Pumpkin Seed, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Added Color (Red #40), Artificial Flavor.

FEEDING DIRECTIONS

Place in Wild Delight[®] Suet Feeder and hang. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

All wild birds that prefer high fat intake, such as Woodpeckers, Nuthatches, Chickadees, Jays and other outdoor pets.

PREFERRED FEEDERS

Wild Delight[®] Suet Feeder

AVAILABLE PACKAGES
389311 - 11 oz.



SATISFACTION
GUARANTEED

SPECIALTY ITEM

**FRUIT N' BERRY™
SMOOTHIE®
SUET**

A premium suet cake perfect for attracting fruit- and berry-eating songbirds.

**Real Fruit • Premium Seeds
Added Vitamins • Added Minerals
Electrolytes • Amino Acids**

GUARANTEED ANALYSIS

Crude Protein (Min)..... 4.0%
Crude Fat (Min) 30.0%
Crude Fiber (Max) 12.0%
Moisture (Max) 12.0%



INGREDIENTS

Rendered Beef Suet, Sunflower Seed, Safflower Seed, Peanuts, Sunflower Kernels, Dried Apples, Dried Cherries, Dried Cranberries, Dried Blueberries, Dried Raisins, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Added Color (Red #40), Artificial Flavor.



FEEDING DIRECTIONS

Place in Wild Delight® Suet Feeder and hang. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Fruit- and nut-eating birds that prefer high-fat diets, such as Woodpeckers, Chickadees, Nuthatches, Jays, Songbirds and other outdoor pets.

PREFERRED FEEDERS

Wild Delight® Suet Feeder

AVAILABLE PACKAGES
389411 - 11 oz.

SPECIALTY ITEM

**GOURMET
GOODIES®
SUET**

A premium suet cake perfect for attracting songbirds and other seed-eating birds.

**Added Vitamins • Added Minerals
Electrolytes • Amino Acids
No Corn • No Milo**

GUARANTEED ANALYSIS

Crude Protein (Min)..... 4.0%
Crude Fat (Min) 30.0%
Crude Fiber (Max) 12.0%
Moisture (Max) 12.0%



INGREDIENTS

Rendered Beef Suet, Sunflower Seed, Millet, Peanuts, Safflower Seed, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Added Color (Red #40), Artificial Flavor.

FEEDING DIRECTIONS

Place in Wild Delight® Suet Feeder and hang. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

All wild birds that prefer high fat intake, such as Woodpeckers, Chickadees, Nuthatches and other outdoor pets.

PREFERRED FEEDERS

Wild Delight® Suet Feeder

AVAILABLE PACKAGES
389011 - 11 oz.

**SATISFACTION
GUARANTEED**



**SATISFACTION
GUARANTEED**

SPECIALTY ITEM

NUT N' BERRY[®] PARFAIT[®] SUET

A premium suet cake perfect for attracting nut- and berry-eating songbirds.

Real Fruit • Real Nuts • Hulled Seeds
Added Vitamins • Added Minerals
Electrolytes • Amino Acids

GUARANTEED ANALYSIS

Crude Protein (Min).....4.0%
Crude Fat (Min).....30.0%
Crude Fiber (Max).....12.0%
Moisture (Max).....12.0%



INGREDIENTS

Rendered Beef Suet, Sunflower Kernels, Peanuts, Sunflower Seed, Safflower Seed, Pistachios, Hulled Pumpkin Seed, Dried Raisins, Dried Cranberries, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamin Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Added Color (Red #40), Artificial Flavor.



FEEDING DIRECTIONS

Place in Wild Delight[®] Suet Feeder and hang. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

All wild birds that prefer high fat intake, such as Woodpeckers, Chickadees, Nuthatches and other outdoor pets.

AVAILABLE PACKAGES
389111 - 11 oz.

PREFERRED FEEDERS

Wild Delight[®] Suet Feeder

SATISFACTION
GUARANTEED



Premium Nutrition For Outdoor Pets

SPECIALTY ITEM

WOODPECKER PICNIC[®] SUET

A premium suet cake perfect for attracting woodpeckers, nuthatches and chickadees.

Real Fruit • Real Nuts
Added Vitamins • Added Minerals
Electrolytes • Amino Acids

GUARANTEED ANALYSIS

Crude Protein (Min)..... 4.0%
Crude Fat (Min)..... 30.0%
Crude Fiber (Max)..... 12.0%
Moisture (Max)..... 12.0%



INGREDIENTS

Rendered Beef Suet, Sunflower Kernels, Peanuts, Pistachios, Safflower Seed, Sunflower Seed, Dried Cranberries, Dried Apples, Hulled Pumpkin Seed, Dried Juniper Berries, Dried Raisins, Dried Papaya, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Added Color (Red #40), Artificial Flavor.



FEEDING DIRECTIONS

Place in Wild Delight[®] Suet Feeder and hang. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

All wild birds that prefer high fat intake, such as Woodpeckers, Chickadees, Nuthatches and other outdoor pets.

AVAILABLE PACKAGES
389211 - 11 oz.

PREFERRED FEEDERS

Wild Delight[®] Suet Feeder

SATISFACTION
GUARANTEED

SPECIALTY ITEM

**SUET FEEDER
FOR OUTDOOR PETS**

Designed for use with Wild Delight® Suet Cakes, the Wild Delight® Suet Feeder is a convenient way to feed wild birds the suet they love. This feeder works well with Deck, Porch N’ Patio® Party® Suet; Fruit N’ Berry™ Smoothie® Suet; Gourmet Goodies® Suet; Nut N’ Berry® Parfait® Suet and Woodpecker Picnic® Suet.

- Squirrel-Resistant
- Holds One Suet Cake
- Vinyl-Coated Wire – Protects Birds’ Feet, Tongues and Eyes
- Resists Rust, Stains and Suet Contamination



AVAILABLE PACKAGES
388540

SPECIALTY ITEM

**DECK, PORCH N’ PATIO®
OUTDOOR PET FOOD BLOCK**

A special zero-waste formula packed with real nuts. Use it to provide a nutritious treat for wild birds and outdoor pets.

**A Zero-Waste Product • Real Nuts
Electrolytes • Amino Acids
No Corn • No Milo • No Millet**

GUARANTEED ANALYSIS

Crude Protein (Min).....	18.0%
Crude Fat (Min).....	40.0%
Crude Fiber (Max).....	4.5%
Moisture (Max).....	12.0%



INGREDIENTS

Sunflower Kernels, Peanuts, Pistachios, Hulled Pumpkin Seed, Gelatin, Corn Syrup, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose.

FEEDING DIRECTIONS

Put in a Wild Delight® Block Feeder and hang, place on a feeder or feed on the ground. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Songbirds, Cardinals, Grosbeaks, Finches, Jays, Nuthatches and other outdoor pets.

PREFERRED FEEDERS

- Wild Delight® Block Feeder
- Place on Ground

AVAILABLE PACKAGES
388380 – 14 oz.



SATISFACTION
GUARANTEED



SATISFACTION
GUARANTEED

SPECIALTY ITEM

**FRUIT N' BERRY™
OUTDOOR PET FOOD BLOCK**

A special formula containing real nuts, grains and fruits. Use it to provide a nutritious treat for wild birds and outdoor pets.

**Real Fruit • Real Berries
Electrolytes • Amino Acids
No Corn • No Milo • No Millet**

GUARANTEED ANALYSIS

Crude Protein (Min)..... 12.5%
Crude Fat (Min) 15.0%
Crude Fiber (Max) 13.0%
Moisture (Max) 12.0%



INGREDIENTS

Sunflower Seed, Safflower Seed, Peanuts, Sunflower Kernels, Dried Apples, Dried Cherries, Dried Cranberries, Dried Blueberries, Dried Raisins, Gelatin, Corn Syrup, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B-12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose.

FEEDING DIRECTIONS

Put in a Wild Delight® Block Feeder and hang, place on a feeder or feed on the ground. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Songbirds, Cardinals, Grosbeaks, Finches, Jays, Thrushes, Buntings and other outdoor pets.

PREFERRED FEEDERS

- Wild Delight® Block Feeder
- Place on Ground

AVAILABLE PACKAGES
388330 - 10 oz.

**SATISFACTION
GUARANTEED**



Premium Nutrition For Outdoor Pets

SPECIALTY ITEM

**NUT N' BERRY®
OUTDOOR PET FOOD BLOCK**

This nutritious formula contains real fruit and nuts. Use it to provide a treat for wild birds and outdoor pets.

**Real Nuts • Real Fruit
Electrolytes • Amino Acids
No Corn • No Milo • No Millet**

GUARANTEED ANALYSIS

Crude Protein (Min)..... 16.0%
Crude Fat (Min) 35.0%
Crude Fiber (Max) 18.0%
Moisture (Max) 12.0%



INGREDIENTS

Sunflower Kernels, Peanuts, Sunflower Seed, Safflower Seed, Pistachios, Hulled Pumpkin Seed, Dried Raisins, Dried Cranberries, Gelatin, Corn Syrup, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B-12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose.

FEEDING DIRECTIONS

Put in a Wild Delight® Block Feeder and hang, place on a feeder or feed on the ground. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Songbirds, Woodpeckers, Cardinals, Finches, Titmice, Jays, Grosbeaks, Buntings, Nuthatches, Chickadees and other outdoor pets.

PREFERRED FEEDERS

- Wild Delight® Block Feeder

AVAILABLE PACKAGES
388350 - 13 oz.

**SATISFACTION
GUARANTEED**

SPECIALTY ITEM

**SPECIAL FINCH™
OUTDOOR PET FOOD BLOCK**

Special formula containing premium Nyjer® seed.
Use it to provide a special treat for all wild finches.

Premium Nyjer® Seed*
No Corn • No Milo • No Millet

*Nyjer® has been sterilized to help prevent germination. Nyjer® is a registered trademark of the Wild Bird Feeding Industry.

GUARANTEED ANALYSIS

Crude Protein (Min).....	15.0%
Crude Fat (Min).....	25.0%
Crude Fiber (Max).....	18.0%
Moisture (Max).....	12.0%



INGREDIENTS

Sunflower Kernels, Niger Seed (Guizotia Abyssinica), Gelatin, Corn Syrup, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B-12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose.

FEEDING DIRECTIONS

Put in a Wild Delight® Block Feeder and hang, place on a feeder or feed on the ground. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

American Goldfinches, Purple Finches, House Finches, Chickadees, Cassin's Finches and Redpolls.

PREFERRED FEEDERS

- Wild Delight® Block Feeder
- Place on Ground

AVAILABLE PACKAGES
388370 - 13 oz.

**SATISFACTION
GUARANTEED**



SPECIALTY ITEM

**SQUIRREL
OUTDOOR PET FOOD BLOCK**

This formula has real corn and peanuts.
Use it to provide a special treat for outdoor pets.

Real Nuts • Real Corn
Electrolytes • Amino Acids

GUARANTEED ANALYSIS

Crude Protein (Min).....	10.0%
Crude Fat (Min).....	2.0%
Crude Fiber (Max).....	9.0%
Moisture (Max).....	12.0%



INGREDIENTS

Corn, Sunflower Seed, Whole Peanuts, Gelatin, Corn Syrup, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B-12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose.

FEEDING DIRECTIONS

Put in a Wild Delight® Block Feeder and hang, place on a feeder or feed on the ground. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Squirrels, Raccoons, Ducks, Geese, Chipmunks and other outdoor pets.

PREFERRED FEEDERS

- Wild Delight® Block Feeder
- Squirrel Feeder with Nail or Peg
- Place on Ground

AVAILABLE PACKAGES
388360 - 13 oz.

**SATISFACTION
GUARANTEED**

SPECIALTY ITEM

**WOODPECKER,
NUTHATCH N' CHICKADEE®
OUTDOOR PET FOOD BLOCK**

A special formula containing real nuts, grains and fruits. Use it to provide a special nutritional treat for wild birds and outdoor pets.

**Real Nuts • Real Fruit • Vitamins • Minerals
Electrolytes • No Corn • No Milo • No Millet**

GUARANTEED ANALYSIS

Crude Protein (Min).....	20.0%
Crude Fat (Min).....	30.0%
Crude Fiber (Max).....	12.0%
Moisture (Max).....	12.0%



INGREDIENTS

Sunflower Kernels, Peanuts, Pistachios, Safflower Seed, Sunflower Seed, Dried Cranberries, Dried Apples, Hulled Pumpkin Seed, Dried Juniper Berries, Dried Raisins, Dried Papaya, Gelatin, Corn Syrup, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Calcium Carbonate, Dextrose.

FEEDING DIRECTIONS

Put in a Wild Delight® Block Feeder and hang, place on a feeder or feed on the ground. Keep clean, fresh water available. Feed all year long.

PRIMARY SPECIES

Woodpeckers, Nuthatches, Jays, Chickadees, Thrushes, Squirrels, Raccoons, Chipmunks and other outdoor pets.

AVAILABLE PACKAGES
388490 – 13 oz.

PREFERRED FEEDERS

- Wild Delight® Block Feeder
- Place on Ground

**SATISFACTION
GUARANTEED**



SPECIALTY ITEM

**BLOCK FEEDER
FOR OUTDOOR PETS**

Designed for use with Wild Delight® Outdoor Pet Food Blocks, the Wild Delight® Block Feeder is an easy way to feed outdoor pets the food they love. This feeder works well with Deck, Porch N' Patio® Outdoor Pet Food Block; Fruit N' Berry™ Outdoor Pet Food Block; Nut N' Berry® Outdoor Pet Food Block; Special Finch™ Outdoor Pet Food Block; Squirrel Outdoor Pet Food Block and Woodpecker, Nuthatch N' Chickadee® Outdoor Pet Food Block.

- Vinyl-Coated Wire – Protects Birds' Feet, Tongues And Eyes
- Resists Rust And Stains



AVAILABLE PACKAGES
388470

**SATISFACTION
GUARANTEED**



At Wild Delight®, we've designed our consumer marketing campaign to help distributors and retailers increase consumer traffic and overall Wild Delight® product awareness. Best of all, when combined with our Wild Delight® merchandising program, our marketing support is second to none, generating new Wild Delight® customers and increased sales for you every day.

One of the most impactful ways that we do this is through consumer advertising in popular consumer magazines, including *Gardening How-To*, *Cabin Life* and *Birds & Blooms*. We back you up with innovative, eye-catching advertisements that promote Wild Delight® products across the nation.



Check out some of our latest ads:

You'll attract so many finches that they may need reservations!

Finches love to eat our Wild Delight® finch foods, including Special Finch™ Food, Outdoor Finch™ Food, Nyjer® Seed and our refillable Finch Sock Feeders. That's because Wild Delight® products contain premium ingredients, uniquely prepared to create a cleaner, more wholesome dining experience for your favorite outdoor pets.

Fill feeders with Wild Delight® and feed more finches!

Wild Delight
Premium Nutrition For Outdoor Pets

1.800.543.3308 • www.wilddelight.com

Helping To Fight Breast Cancer

So Much More Than Bird Food

Wild Delight® was the first brand to offer premium nutrition for your outdoor pets. We were the first brand to introduce zero-waste foods that are perfect for keeping your outdoor living spaces clean. Now, that innovation continues with an ongoing collaboration with the American Cancer Society®. When you buy Wild Delight®, you're buying more than premium outdoor pet food, you're joining us in helping to raise breast cancer awareness and save lives. Pick up Wild Delight® and support the cause today!

Find out more online at www.wilddelight.com.

The American Cancer Society® does not endorse any specific product. D & D Commodities Ltd. pays a royalty to the Society for the use of its logo.

Wild Delight

1.800.543.3308 • www.wilddelight.com

Find us on Facebook

Putting The Power Of Pink Into Bird Feeders Everywhere

Wild Delight® Premium Outdoor Pet Food has teamed with the American Cancer Society® to raise breast cancer awareness and save lives.

Wild Delight® supports the fight!

Helping To Fight Breast Cancer

Scan here for more information on how Wild Delight® is supporting the battle against breast cancer. Make sure that you have a QR Code reader application installed on your smartphone.

Wild Delight
Premium Nutrition For Outdoor Pets

1.800.543.3308
www.wilddelight.com/birdsandblooms

MAKING STRIDES Against Breast Cancer

The American Cancer Society® does not endorse any specific product. D & D Commodities Ltd. pays a royalty to the Society for the use of its logo.

Actual ads run in color.



At Wild Delight®, we make a variety of marketing materials available to retailers and distributors to utilize on a local level. From newspaper to radio to TV, our local marketing support program helps you to drive sales and build loyalty.

Marketing support is available for distributors and retailers to use for media purchases. Before beginning any Wild Delight® advertising campaign, please determine the amount of marketing support available to you to use by contacting your Wild Delight® representative.*

Use newspaper to bring consumers flocking in.

Wild Delight® newspaper advertisements include a space for your location to be printed. Our print ads are available in a number of options:

Ad 1	AVAILABLE SIZES	Ad 2	AVAILABLE SIZES
Color	• 5.25" by 7"	B&W	• 5.625" by 10"
B&W	• 5.25" by 7"	B&W	• 3.625" by 8"
		B&W	• 3.625" by 4"

Take advantage of radio and watch sales take off.

Our 30-second radio script features room for a four-second tag that calls out your retail location. It's produced and available in an MP3 format specifically for radio station use.

Use television to reach tons of new and old customers.

Wild Delight® has produced a new 30-second television commercial for you to use on local cable and network affiliate stations. The best part is, there's a spot at the end for you to insert your own three-second tag.

For more information on how to utilize our local marketing support, please contact your Wild Delight® representative.

*These funds are limited.



Ad 1: Wild Delight® Power Of Pink Ad



Ad 2: Wild Delight® Birds Know Ad



Television Commercial Request

Name _____
 Company _____
 Address _____
 City/State _____
 Phone _____
 Sales Rep. _____

Format For Dub 3/4 Beta

(check one)
 Mail This Form To:
 Wild Delight® Commercial Request
 c/o Anchor Marketing
 PO Box 13573
 Grand Forks, ND 58205-3573

Please allow two weeks for delivery.

Wild Delight
 Premium Nutrition For Outdoor Pets

"WILD DELIGHT TV: TOGETHER FOR A CURE"
 (1 X: 30 / 27)

Moving pictures - with hints of pink.

IMAGINE A WORLD WHERE HOPE IS DISCOVERED EVERY DAY.

WILD DELIGHT IS HELPING TO MAKE THAT WORLD A REALITY.

NEARLY 200,000 WOMEN IN THE U.S. ARE DIAGNOSED WITH BREAST CANCER EACH YEAR.

WILD DELIGHT PREMIUM OUTDOOR PET FOOD IS DOING WHAT WE CAN TO HELP. WE'RE COLLABORATING WITH THE AMERICAN CANCER SOCIETY TO INCREASE AWARENESS AND SAVE LIVES.

WE'RE HELPING PUT PINK INTO THE WORLD OF OUTDOOR PETS.

WILD DELIGHT SUPPORTS THE FIGHT TO SAVE LIVES.

WILD DELIGHT IS NOW AVAILABLE AT RETAILERS EVERYWHERE.



Smart And Good Looking

What more could you ask for in a merchandising program?

Wild Delight® provides retailers with the best displays in the outdoor pet food industry. These displays grab customers' attention, sell products and increase profits. Put these displays to work for you today!

Ask us about our Frequent Buyer Program!

A Complete Line Of Premium Products.....

Less Mess® Stand-Up Bags



Less Mess®
Cardinal Food



Less Mess®
Songbird Food



Less Mess®
Gourmet



Less Mess®
Fruit N' Berry™

Premium Nutrition For Wild Birds



Cardinal Food



Deck,
Porch N' Patio®



Gourmet Outdoor
Pet Food



Woodpecker,
Nuthatch N'
Chickadee®



Total Cuisine®



Reusable
Nut N' Berry® Pail



Fruit N' Berry™



Nut N' Berry®



Songbird Food



Special Finch™ Food



Golden® Finch Food



Buffet™ For
Outdoor Pets



Outdoor Finch™ Food



Feast™ For
Outdoor Pets



Reusable
Cardinal Pail



Nyjer® Seed



Fine
Sunflower Chips



Black Oil
Sunflower Seed



Striped
Sunflower Seed

Premium Nutrition For Outdoor Pets

.....From Wild Delight® – A Name That Sells!

Premium Nutrition For Wildlife



Safflower Seed



Squirrel Food



Dove & Quail Food



Cracked Corn



Corn On The Cob



Inshell Peanuts



Shelled Peanuts

Wild Delight® Jars And Finch Sock Feeder



Deck, Porch N' Patio®



Woodpecker, Nuthatch N' Chickadee® Food



Nut N' Berry®



Special Finch™ Food



Less Mess™ Cardinal Food



Finch Sock Feeder

Advanced Formula® Suet And Feeder



Deck, Porch N' Patio® Party® Suet



Fruit N' Berry™ Smoothie® Suet



Gourmet Goodies® Suet



Nut N' Berry® Parfait® Suet



Woodpecker Picnic® Suet



Suet Feeder

Outdoor Pet Food Blocks



Deck, Porch N' Patio® Block



Fruit N' Berry™ Block



Nut N' Berry® Block



Special Finch™ Block



Squirrel Block



Woodpecker, Nuthatch N' Chickadee® Block



Block Feeder

www.wilddelight.com

Company-Wide Support Helps You Sell More

Wild Delight® products are backed in the field by company-sponsored programs administered by our employees. Our programs have one goal in mind: helping you better serve and satisfy consumers and, in the process, enabling you to sell more Wild Delight® brand products.

A Closer Look Inside The Bags

Cardinal Food



Woodpecker, Nuthatch N' Chickadee® Food



Deck, Porch N' Patio®



Nut N' Berry®



Less Mess® Cardinal Food



Less Mess® Fruit N' Berry™



Fruit N' Berry™



Gourmet



Squirrel Food



Educate And Help Consumers With Valuable Information

A comprehensive guide to feeding and caring for wild birds and wildlife, our product guide features answers to commonly asked questions, as well as bird-watching charts, product information and more. Plus, FREE feeding charts will help consumers make the right choice, increasing your sales. Both are free to participating Wild Delight® retailers.



The Dollars And Sense About Feeding Wild Birds

According to the U.S. Fish and Wildlife Service, feeding and watching wild birds is second only to gardening as an outdoor hobby.

Consumers have transformed the patio into their own wildlife refuge; they treat wild birds and backyard wildlife as “their” outdoor pets and want better products that attract more desirable birds with less mess and less waste at the feeder.

Consumers will pay a premium for quality products that contain real fruits and nuts, vitamins and exceptionally clean seed with as little waste as possible, increasing your profits.



Our "Better Birds" consumer video will transform retail stores into resource centers for those who love feeding outdoor pets. Plus, it will grab the curiosity of those new to birding, creating new customers and new sales for you.

This multifaceted consumer video can be used to:

- Create a unique, interactive environment for shoppers
- Simplify consumers' shopping experience
- Educate employees and associates on Wild Delight® products and the outdoor pets they feed



For more information on obtaining our Wild Delight® "Better Birds" in-store video, contact your Wild Delight® representative.



FREE!



Arbor Displays

With Qualifying Order

These handsome wooden displays will draw attention – and customers!

Large Arbor actual size 48" W x 31.5" D x 83" H.

Small Arbor actual size 41.25" W x 19" D x 75" H.

See order form PWDFM2600, or ask your sales representative for more information.

Wild Delight
Premium Nutrition For Outdoor Pets

**Use This Order Form
To Get Yours Today!**

FREE STORE DISPLAY SYSTEM
May not be combined with other programs, promotions or discounts.
No substitutions. One (1) per retail store location.
This form must be completed in full and signed.

Step 1—

Retailer Name: _____
Street Address: _____
City, State, ZIP: _____
Contact: _____
Phone: _____
Fax: _____
Email: _____
Distributor: _____
Distributor Salesperson: _____
D & D Salesperson: _____

Step 2 — Select One Display System:



Small Arbor Display Large Arbor Display

Value of Arbor: \$300

Step 3 — Point Of Sale:

Yes, this retailer will install all required and available POS materials. Please have D & D Customer Service send the Wild Delight® Point-of-Sale Starter Kit (PWDKT2050) to the contact name and address above.

Approved by Distributor Sales Manager _____

Date _____

Distributor Order/Invoice Number _____

Step 5 — Signature Required:

By signature below, retailer named agrees to accept, install and display the fixture ordered and further agrees that no other product (other than Wild Delight® products) will be stacked or displayed on this fixture for a period of one (1) year from the date of this order shown below. Retailer agrees to reimburse D & D Commodities Ltd. for the value of the fixture as shown, should the terms of this agreement be violated.

Delivery of product subject to verification. Failure to provide copy of invoice upon request showing delivery of required products voids the program, and retailer will be billed for the total cost of fixtures and free products.

Signature _____

Date _____

Step 4 — Order Packaged Product:

Order must be for 30 cases. A minimum of 10 different items (SKUs) must be selected, and a minimum of 10 of those items must be from items marked (*).

ITEM#	ITEM	UNIT	UNITS/ SIZE	CASES ORDERED
364050	Woodpecker, Nuthatch N' Chickadee® Food*	5 lb.	6	_____
376070	Cardinal Food*	7 lb.	4	_____
376150	Cardinal Food	15 lb.	1	_____
377080	Songbird Food*	8 lb.	4	_____
368080	Gourmet Outdoor Pet Food*	8 lb.	4	_____
365080	Fruit N' Berry™ *	8 lb.	4	_____
367050	Total Cuisine® (Zero-Waste™)*	5 lb.	6	_____
366050	Nut N' Berry®*	5 lb.	6	_____
374050	Deck, Porch N' Patio® (Zero-Waste™)*	5 lb.	6	_____
378080	Squirrel Food*	8 lb.	4	_____
373050	Golden® Finch Food*	5 lb.	6	_____
381050	Special Finch™ Food*	5 lb.	6	_____
390105	Less Mess® Cardinal Food	5 lb.	6	_____
390205	Less Mess® Songbird Food	5 lb.	6	_____
390305	Less Mess® Gourmet	5 lb.	6	_____
390405	Less Mess® Fruit N' Berry™	5 lb.	6	_____
376042	Less Mess® Cardinal Food (Jar)	4.25 lb.	6	_____
374045	Deck, Porch N' Patio® (Jar)	4.5 lb.	6	_____
364040	Woodpecker, Nuthatch N' Chickadee® Food (Jar)	4 lb.	6	_____
366040	Nut N' Berry® Food (Jar)	4 lb.	6	_____
381040	Special Finch™ Food (Jar)	4 lb.	6	_____
389011	Gourmet Goodies® Suet*	11 oz.	12	_____
389311	Deck, Porch N' Patio® Party® Suet*	11 oz.	12	_____
389211	Woodpecker Picnic® Suet*	11 oz.	12	_____
389411	Fruit N' Berry Smoothie® Suet*	11 oz.	12	_____
389111	Nut N' Berry® Parfait® Suet*	11 oz.	12	_____
385080	Fine Sunflower Chips	5 lb.	6	_____
383050	Nyjer® Seed	5 lb.	6	_____
388070	Corn On The Cob	7 lb.	4	_____
386080	Safflower Seed	8 lb.	4	_____
375050	Outdoor Finch™ Food	5 lb.	6	_____
361050	Black Oil Sunflower Seed	5 lb.	6	_____
361100	Black Oil Sunflower Seed	10 lb.	3	_____
363050	Striped Sunflower Seed	5 lb.	6	_____
383010	Finch Sock Feeder (Full)*	13 oz.	12	_____
380050	Shelled Peanuts	10 lb.	4	_____
379050	Inshell Peanuts	5 lb.	4	_____
388490	Woodpecker And Wild Bird Nut Block*	13 oz.	10	_____
388330	Fruit N' Berry™ Outdoor Pet Food Block*	10 oz.	10	_____
388350	Nut N' Berry® Outdoor Pet Food Block*	13 oz.	10	_____
388360	Squirrel Outdoor Pet Food Block*	13 oz.	10	_____
388370	Special Finch™ Outdoor Pet Food Block*	13 oz.	10	_____
388380	Deck, Porch N' Patio® Outdoor Pet Food Block*	14 oz.	10	_____
376350	Cardinal Food	35 lb.	1	_____
377200	Songbird Food	20 lb.	1	_____
368200	Gourmet Outdoor Pet Food	20 lb.	1	_____
365200	Fruit N' Berry™	20 lb.	1	_____
367200	Total Cuisine®	20 lb.	1	_____
366200	Nut N' Berry®	20 lb.	1	_____
378200	Squirrel Food	20 lb.	1	_____
381200	Special Finch™ Food	20 lb.	1	_____
364200	Woodpecker, Nuthatch N' Chickadee® Food	20 lb.	1	_____
374200	Deck, Porch N' Patio® (Zero-Waste™)	20 lb.	1	_____

TOTAL CASES THIS ORDER

FREE!

Less Mess[®] Display Rack

With Qualifying Order

**This bright, easy-to-assemble
rack will grab customers'
attention and increase your
Wild Delight[®] sales!**

Actual size 21" W x 24" D x 66" H.
See order form PWDFM9875, or ask
your sales representative for
more information.

**Wild
Delight**
Premium Nutrition For Outdoor Pets



**Use This Order Form
To Get Yours Today!**



FREE LESS MESS® DISPLAY SYSTEM

May not be combined with other programs, promotions or discounts. No substitutions. One (1) per retail store location. This form must be completed in full and signed.

Retailer Information:

Retailer Name: _____

Street Address: _____

City, State, ZIP: _____

Contact: _____

Title: _____

Phone: _____

Fax: _____

Email: _____

Distributor: _____

Distributor Salesperson: _____

D & D Salesperson: _____

Order Packaged Product:

Must order 8 total cases. A minimum of 3 different items (SKUs) must be selected.

ITEM#	ITEM	UNIT SIZE	UNIT/ CASE	CASES ORDERED
390105	Less Mess® Cardinal Food	5 lb.	6	_____
390205	Less Mess® Songbird Food	5 lb.	6	_____
390305	Less Mess® Gourmet	5 lb.	6	_____
390405	Less Mess® Fruit N' Berry™	5 lb.	6	_____

TOTAL CASES THIS ORDER



Display System:



Value of Rack: \$100

Point of Sale:

Yes, this retailer will install all required and available POS materials. Please have D & D customer service send the following to the contact name and address on this form:

- Frequent Buyer Envelope Kit (PWDKT0250)
- 50 Consumer Product Guides (PWDMC0500)
- Consumer Product Guide Holder (P342000)

Signature Required:

By signature below, retailer named agrees to accept, install and display the fixture ordered and further agrees that no other product (other than Wild Delight® products) will be stacked or displayed on this fixture for a period of one (1) year from the date of this order shown below. Retailer agrees to reimburse D & D Commodities Ltd. for the value of the fixture as shown, should the terms of this agreement be violated. Delivery of product subject to verification. Failure to provide copy of invoice upon request showing delivery of required products voids the program, and retailer will be billed for the total cost of fixtures and free products.

Signature _____

Date _____

Approved by Distributor Sales Manager _____

Date _____

Distributor Order/Invoice Number _____

FREE!

Jar Display Rack

With Qualifying Order

This bright, easy-to-assemble rack will grab customers' attention and increase your Wild Delight® sales!

Actual size 21" W x 24" D x 66" H.
See order form PWDFM2740, or ask
your sales representative for
more information.

Wild Delight
Premium Nutrition For Outdoor Pets



**Use This Order Form
To Get Yours Today!**



FREE JAR DISPLAY SYSTEM

May not be combined with other programs, promotions or discounts. No substitutions. One (1) per retail store location. This form must be completed in full and signed.

Retailer Information:

Retailer Name: _____
 Street Address: _____
 City, State, ZIP: _____
 Contact: _____
 Title: _____
 Phone: _____ Fax: _____
 Email: _____
 Distributor: _____
 Distributor Salesperson: _____
 D & D Salesperson: _____

Order Packaged Product:

Must order 8 total cases. A minimum of 4 different items (SKUs) must be selected.

ITEM#	ITEM	UNIT SIZE	UNIT/ CASE	CASES ORDERED
376042	Less Mess® Cardinal Food	4.25 lb.	6	_____
374045	Deck, Porch N' Patio®	4.5 lb.	6	_____
364040	Woodpecker, Nuthatch N' Chickadee® Food	4 lb.	6	_____
366040	Nut N' Berry® Food	4 lb.	6	_____
381040	Special Finch™ Food	4 lb.	6	_____

TOTAL CASES THIS ORDER



Display System:



Value of Rack: \$100

Point of Sale:

Yes, this retailer will install all required and available POS materials. Please have D & D customer service send the following to the contact and address on this form:

- Frequent Buyer Envelope Kit (PWDK0250)
- 50 Consumer Product Guides (PWDMC0500)
- Consumer Product Guide Holder (P342000)

Signature Required:

By signature below, retailer named agrees to accept, install and display the fixture ordered and further agrees that no other product (other than Wild Delight® products) will be stacked or displayed on this fixture for a period of one (1) year from the date of this order shown below. Retailer agrees to reimburse D & D Commodities Ltd. for the value of the fixture as shown, should the terms of this agreement be violated. Delivery of product subject to verification. Failure to provide copy of invoice upon request showing delivery of required products voids the program, and retailer will be billed for the total cost of fixtures and free products.

Signature _____

Date _____

Approved by Distributor Sales Manager _____

Date _____

Distributor Order/Invoice Number _____



Wild Delight
Premium Nutrition For Outdoor Pets
Four-Foot Planogram Program





FOUR-FOOT (PACKAGED GOODS ONLY) PLANOGRAM PROGRAM

May not be combined with other programs, promotions or discounts.
No substitutions. One (1) per retail store location. NEW RETAILERS ONLY.

Step 1 -

Retailer Name: _____

Street Address: _____

City, State, ZIP: _____

Contact: _____

Phone: _____

Fax: _____

Email: _____

Distributor: _____

Distributor Salesperson: _____

D & D Salesperson: _____

Step 2 - Point Of Sale - FREE:

Yes, this retailer will install all required and available POS materials. Please have D & D Customer Service send the Wild Delight® Point-Of-Sale Starter Kit (PWDKT2050) to the contact name and address above.

Send _____ Wild Delight® Product Guides for consumers and store reference. (How many?) (PWDMC0500)

Step 3 - Introductory Promotion:

Describe introductory store promotion:

Approved by Distributor Sales Manager

Date

Distributor Order/Invoice Number _____

Step 4 - Order Product:

Order from products listed below. No substitutions allowed. Limit one (1) FREE case per item ordered. Order must be for a minimum of 12 different items and must include a minimum of six (6) different items marked with an asterisk (*). Case lots only.

ITEM#	ITEM	ITEM SIZE	CASES ORDERED	FREE UNIT	TOTAL CASES
364050	Woodpecker, Nuthatch N' Chickadee® Food*	6/5 lb.	_____	+ 1 =	_____
364200	Woodpecker, Nuthatch N' Chickadee® Food	1/20 lb.	_____	+ 1 =	_____
368080	Gourmet Food*	4/8 lb.	_____	+ 1 =	_____
376070	Cardinal Food*	4/7 lb.	_____	+ 1 =	_____
376150	Cardinal Food	1/15 lb.	_____	+ 1 =	_____
377080	Songbird Food*	4/8 lb.	_____	+ 1 =	_____
377200	Songbird Food	1/20 lb.	_____	+ 1 =	_____
365080	Fruit N' Berry™*	4/8 lb.	_____	+ 1 =	_____
365200	Fruit N' Berry™	1/20 lb.	_____	+ 1 =	_____
367050	Total Cuisine®* (Zero-Waste™)	6/5 lb.	_____	+ 1 =	_____
367200	Total Cuisine® (Zero-Waste™)	1/20 lb.	_____	+ 1 =	_____
366050	Nut N' Berry®*	6/5 lb.	_____	+ 1 =	_____
366200	Nut N' Berry®	1/20 lb.	_____	+ 1 =	_____
374050	Deck, Porch N' Patio®* (Zero-Waste™)	6/5 lb.	_____	+ 1 =	_____
374200	Deck, Porch N' Patio® (Zero-Waste™)	1/20 lb.	_____	+ 1 =	_____
390105	Less Mess® Cardinal Food	6/5 lb.	_____	+ 1 =	_____
390205	Less Mess® Songbird Food	6/5 lb.	_____	+ 1 =	_____
390305	Less Mess® Gourmet	6/5 lb.	_____	+ 1 =	_____
390405	Less Mess® Fruit N' Berry™	6/5 lb.	_____	+ 1 =	_____
373050	Golden® Finch Food	6/5 lb.	_____	+ 1 =	_____
381050	Special Finch™ Food*	6/5 lb.	_____	+ 1 =	_____
381200	Special Finch™ Food	1/20 lb.	_____	+ 1 =	_____
388070	Corn On The Cob*	4/7 lb.	_____	+ 1 =	_____
376042	Less Mess® Cardinal Food (Jar)	6/4.25 lb.	_____	+ 1 =	_____
374045	Deck, Porch N' Patio® (Jar)	6/4.5 lb.	_____	+ 1 =	_____
364040	Woodpecker, Nuthatch N' Chickadee® Food (Jar)	6/4 lb.	_____	+ 1 =	_____
366040	Nut N' Berry® Food (Jar)	6/4 lb.	_____	+ 1 =	_____
381040	Special Finch™ Food (Jar)	6/4 lb.	_____	+ 1 =	_____
389011	Gourmet Goodies® Suet*	12/11 oz.	_____	+ 1 =	_____
389311	Deck, Porch N' Patio® Party® Suet*	12/11 oz.	_____	+ 1 =	_____
389211	Woodpecker Picnic® Suet*	12/11 oz.	_____	+ 1 =	_____
389411	Fruit N' Berry™ Smoothie® Suet*	12/11 oz.	_____	+ 1 =	_____
389111	Nut N' Berry® Parfait® Suet*	12/11 oz.	_____	+ 1 =	_____
388540	Suet Basket	12/case	_____	+ 1 =	_____
383010	Finch Sock (Full)*	12/13 oz.	_____	+ 1 =	_____
388490	Woodpecker And Wild Bird Nut Block	10/13 oz.	_____	+ 1 =	_____
388330	Fruit N' Berry™ Outdoor Pet Food Block	10/10 oz.	_____	+ 1 =	_____
388350	Nut N' Berry® Outdoor Pet Food Block	10/13 oz.	_____	+ 1 =	_____
388380	Deck, Porch N' Patio® Outdoor Pet Food Block	10/14 oz.	_____	+ 1 =	_____
388360	Squirrel Outdoor Pet Food Block	10/13 oz.	_____	+ 1 =	_____
388370	Special Finch™ Outdoor Pet Food Block	10/13 oz.	_____	+ 1 =	_____

TOTAL CASES ORDERED

Step 5 - Signature Required:

By signature below, retailer named agrees to place Wild Delight® products ordered in a prominent high-traffic store location and maintain this retail product display for a period of six months. Shelf inventory must be maintained at all times. Point-of-sale materials ordered in Step 2 must be installed immediately upon receipt. Delivery of product subject to verification. Failure to provide copy of invoice upon request showing delivery of required products voids the program, and distributor will be billed for the total cost of fixtures and free products.

Signature _____

Date _____

FREE!

Gravity Bins

With Qualifying Order

**Make it easier for customers
to buy Wild Delight®, and
they'll buy more!**

Three-, five- and 12-gallon bins available.
See order form PWDFM2650, or ask your
sales representative for more information.



**Wild
Delight**
Premium Nutrition For  Outdoor Pets

**Use This Order Form
To Get Yours Today!**

FOUR-FOOT BULK PLANOGRAM PROGRAM

May not be combined with other programs, promotions or discounts.

No substitutions allowed. This form must be completed in full and signed. Please print clearly.

Step 1 -

Retailer Name: _____

Street Address: _____

City, State, ZIP: _____

Contact: _____

Phone: _____

Fax: _____

Email: _____

Distributor: _____

Distributor Salesperson: _____

D & D Salesperson: _____

Step 2 - Choose Bin Sizes And Styles:



(K314500)

(K315000)

(K316000)

Style 3G	Style 5G	Style 12G
3 Each -	3 Each -	2 Each -
3 Gallon Bins*	5 Gallon Bins*	12 Gallon Bins*
(Value \$300)	(Value \$300)	(Value \$300)
<i>Approx. 20 lb.</i>	<i>Approx. 30 lb.</i>	<i>Approx. 50 lb.</i>

*NOTE: PBS Shelf Catch Trays are available for 3G, 5G and 12G. 3 & 5 gal. bins = 9 per 2 catch trays. 12 gal. bin = 5 per 2 catch trays.

*All styles come with 1 FREE Poly Bag Dispenser, roll of poly bags and bin tags. Limit one per retail location.

Please Send At No Charge:

Yes, this retailer will install all required and available POS materials. Please have D & D Customer Service send the Wild Delight® Point-of-Sale Starter Kit (PWDKT2050) to the contact and address above.

_____ Wild Delight® Product Guides (Indicate How Many) (PWDMC0500)

Approved by Distributor Sales Manager _____

Date _____

Distributor Order/Invoice Number _____

Step 5 - Please Read And Sign:

By signature below, retailer named above agrees to set a single 4-foot section of Wild Delight® products in a prominent retail store location. Retailer agrees that free bulk bins provided under this agreement shall be used exclusively for Wild Delight® products for a period of 1 full year from the date shown below and that the correct bin tags will be in place at all times. Should the retailer remove the 4' section or use the bulk bins for any other purpose within

the first year as stated, retailer agrees to reimburse D & D Commodities Ltd. for the value of the bins as shown. Delivery of product subject to verification. Failure to provide a copy of invoice upon request showing delivery of required products voids the program and retailer will be billed for total cost of fixtures and free product.

Retailer Signature _____

Date _____

Step 3 - Order Packaged Product:

Order must be for 15 cases. A minimum of 10 different items (SKUs) must be selected, and a minimum of 5 of those items must be from items marked(*).

ITEM#	ITEM	UNIT SIZE	UNITS/ CASES	CASES ORDERED
364050	Woodpecker, Nuthatch N' Chickadee® Food*	5 lb.	6	_____
376070	Cardinal Food*	7 lb.	4	_____
376150	Cardinal Food*	15 lb.	1	_____
377080	Songbird Food*	8 lb.	4	_____
368080	Gourmet Outdoor Pet Food*	8 lb.	4	_____
365080	Fruit N' Berry™*	8 lb.	4	_____
367050	Total Cuisine® (Zero-Waste™)*	5 lb.	6	_____
366050	Nut N' Berry®*	5 lb.	6	_____
374050	Deck, Porch N' Patio® (Zero-Waste™)*	5 lb.	6	_____
378080	Squirrel Food*	8 lb.	4	_____
373050	Golden® Finch Food	5 lb.	6	_____
381050	Special Finch™ Food	5 lb.	6	_____
389011	Gourmet Goodies® Suet*	11 oz.	12	_____
389311	Deck, Porch N' Patio® Party® Suet*	11 oz.	12	_____
389211	Woodpecker Picnic® Suet*	11 oz.	12	_____
389411	Fruit N' Berry™ Smoothie® Suet*	11 oz.	12	_____
389111	Nut N' Berry® Parfait® Suet*	11 oz.	12	_____
385080	Fine Sunflower Chips	5 lb.	6	_____
383050	Nyjer® Seed	5 lb.	6	_____
388070	Corn On The Cob	7 lb.	4	_____
386080	Safflower Seed	8 lb.	4	_____
375050	Outdoor Finch™ Food	5 lb.	6	_____
361050	Black Oil Sunflower Seed	5 lb.	6	_____
361100	Black Oil Sunflower Seed	10 lb.	3	_____
363050	Striped Sunflower Seed	5 lb.	6	_____
383010	Finch Sock Feeder (Full)*	13 oz.	12	_____
380050	Shelled Peanuts	10 lb.	4	_____
379050	Inshell Peanuts	5 lb.	4	_____
388490	Woodpecker And Wild Bird Nut Block*	13 oz.	10	_____
388330	Fruit N' Berry™ Outdoor Pet Food Block*	10 oz.	10	_____
388350	Nut N' Berry® Outdoor Pet Food Block*	13 oz.	10	_____
388360	Squirrel Outdoor Pet Food Block*	13 oz.	10	_____
388370	Special Finch™ Outdoor Pet Food Block*	13 oz.	10	_____
388380	Deck, Porch N' Patio® Outdoor Pet Food Block*	14 oz.	10	_____

TOTAL CASES THIS ORDER

Step 4 - Order Larger Bags For Bins:

You must order a different product for each bin ordered in Step 2. Order from list below. No substitutions. Buy 1, Get 1 FREE. (Limit 1 free bag of each item).

ITEM#	ITEM	UNITS ORDERED	FREE UNIT	TOTAL UNITS
376350	Cardinal Food	35 lb. _____	+ 1 =	_____
377200	Songbird Food	20 lb. _____	+ 1 =	_____
368200	Gourmet Outdoor Pet Food	20 lb. _____	+ 1 =	_____
365200	Fruit N' Berry™	20 lb. _____	+ 1 =	_____
367200	Total Cuisine®	20 lb. _____	+ 1 =	_____
366200	Nut N' Berry®	20 lb. _____	+ 1 =	_____
378200	Squirrel Food	20 lb. _____	+ 1 =	_____
381200	Special Finch™ Food	20 lb. _____	+ 1 =	_____
364200	Woodpecker, Nuthatch N' Chickadee® Food	20 lb. _____	+ 1 =	_____
374200	Deck, Porch N' Patio® (Zero-Waste)	20 lb. _____	+ 1 =	_____

FREE!

Red Hot Box

With Qualifying Order

Its bright red color is visible from across the store. It will drive traffic to Wild Delight® products, and increase your sales and profits.

See order form PWDFM2725, or ask your sales representative for more information.



Wild Delight
Premium Nutrition For Outdoor Pets

**Use This Order Form
To Get Yours Today!**



FREE DISPLAY BOX

May not be combined with other programs, promotions or discounts.
 No substitutions. One (1) per retail store location.
 This form must be completed in full and signed.

Step 1 — Enter Retailer Information:

Retailer Name: _____
 Street Address: _____
 City, State, ZIP: _____
 Contact: _____ Title: _____
 Phone: _____ Fax: _____
 Email: _____
 Distributor: _____
 Distributor Salesperson: _____
 D & D Salesperson: _____



Dimensions:
 24" W x 20" D x 42" H
Item #: A741050

Step 2 — Order Product:

Order from products listed below. No substitutions allowed. Case lots only.

WD Item #	Item Description	Case Pack	Display Box Capacity (Cases)	Minimum Order Per Display Box (Eaches)	Order Quantity (Eaches)	Box Quantity (Eaches)
364050	Woodpecker, Nuthatch, N' Chickadee® Food	6/5 lb.	10	60	_____	_____
364200	Woodpecker, Nuthatch, N' Chickadee® Food	1/20 lb.	15	15	_____	_____
376070	Cardinal Food	4/7 lb.	8	32	_____	_____
376150	Cardinal Food	1/15 lb.	14	14	_____	_____
377080	Songbird Food	4/8 lb.	6	24	_____	_____
377200	Songbird Food	1/20 lb.	9	9	_____	_____
368080	Gourmet WBF	4/8 lb.	8	32	_____	_____
368200	Gourmet WBF	1/20 lb.	14	14	_____	_____
365080	Fruit N' Berry™	4/8 lb.	7	28	_____	_____
365200	Fruit N' Berry™	1/20 lb.	11	11	_____	_____
367050	Total Cuisine®	6/5 lb.	10	60	_____	_____
367200	Total Cuisine®	1/20 lb.	15	15	_____	_____
366050	Nut N' Berry®	6/5 lb.	10	60	_____	_____
366200	Nut N' Berry®	1/20 lb.	14	14	_____	_____
374050	Deck, Porch N' Patio®	6/5 lb.	10	60	_____	_____
374200	Deck, Porch N' Patio®	1/20 lb.	15	15	_____	_____
378080	Squirrel Food	4/8 lb.	10	40	_____	_____
378200	Squirrel Food	1/20 lb.	16	16	_____	_____
388410	Dove & Quail Food	4/10 lb.	8	32	_____	_____
388420	Dove & Quail Food	1/20 lb.	14	14	_____	_____
387100	Cracked Corn	4/10 lb.	7	28	_____	_____
388070	Corn on the Cob	4/7 lb.	6	24	_____	_____
388200	Corn on the Cob	1/20 lb.	8	8	_____	_____
379050	Inshell Peanuts	4/5 lb.	6	24	_____	_____
379130	Inshell Peanuts	1/13 lb.	9	9	_____	_____
380050	Shelled Peanuts	4/10 lb.	8	32	_____	_____
380250	Shelled Peanuts	1/20 lb.	16	16	_____	_____
371050	Feast™ For Wild Birds	8/5 lb.	10	80	_____	_____
371200	Feast™ For Wild Birds	1/20 lb.	16	16	_____	_____
391050	Buffet™ For Wild Birds	8/5 lb.	10	80	_____	_____
391100	Buffet™ For Wild Birds	4/10 lb.	8	32	_____	_____
391200	Buffet™ For Wild Birds	1/20 lb.	16	16	_____	_____
375050	Outdoor Finch™ Food	6/5 lb.	11	66	_____	_____
375200	Outdoor Finch™ Food	1/20 lb.	14	14	_____	_____
373050	Golden® Finch Food	6/5 lb.	11	66	_____	_____
381050	Special Finch™ Food	6/5 lb.	11	66	_____	_____
381200	Special Finch™ Food	1/20 lb.	14	14	_____	_____
383050	Nyjer® Seed	6/5 lb.	11	66	_____	_____
383200	Nyjer® Seed	1/20 lb.	14	14	_____	_____
385080	Fine Sunflower Chips	6/5 lb.	9	54	_____	_____
385200	Fine Sunflower Chips	1/20 lb.	13	13	_____	_____
384200	Med. Sunflower Chips	1/20 lb.	13	13	_____	_____
361050	Black Oil Sunflowers	6/5 lb.	7	42	_____	_____
361100	Black Oil Sunflowers	3/10 lb.	7	21	_____	_____
361200	Black Oil Sunflowers	1/20 lb.	10	10	_____	_____
363050	Striped Sunflower	6/5 lb.	7	42	_____	_____
363150	Striped Sunflower	1/15 lb.	12	12	_____	_____
386080	Safflower Seed	4/8 lb.	7	28	_____	_____
386200	Safflower Seed	1/20 lb.	12	12	_____	_____

Total Wild Delight® Display Boxes Ordered

Step 3 — Select Box Delivery Method*:

- Ship display boxes with direct order from D & D Commodities Ltd.
- Ship display boxes with order from authorized Wild Delight® distributor.

*To allow for more flexible display options, display boxes are shipped flat. Display boxes are not shipped pre-packed.

Step 4 — Signature Required:

By signature below, retailer agrees to accept, install and display the fixture ordered and further agrees that no other product (other than Wild Delight® products) will be displayed in this fixture.

Signature _____ Date _____
 Title: _____

Approved by Distributor Sales Manager _____

_____ Date _____
 Distributor Order/Invoice Number _____

FREE!

Apple Crate Display

With Qualifying Order

This charming wood display looks great anywhere in retail stores. It will stand out to consumers and boost your Wild Delight® sales.

Actual size 26.5" W x 17" D x 7.75" H.
See order form PWDFM2625, or ask your sales representative for more information.



Wild Delight
Premium Nutrition For Outdoor Pets

Use This Order Form
To Get Yours Today!

FREE APPLE CRATE DISPLAY SYSTEM
May not be combined with other programs, promotions or discounts.
No substitutions. One (1) per retail store location.
This form must be completed in full and signed.

Step 1 — Information

Retailer Name: _____
Street Address: _____
City, State, ZIP: _____
Contact: _____
Phone: _____
Fax: _____
Email: _____
Distributor: _____
Distributor Salesperson: _____
D & D Salesperson: _____

Step 2 — Select One Display System:

K815000



Value of Crate Display: \$175

Ship rolling castors with display?

Step 3 — Order Packaged Product:

Order must be for 12 cases. A minimum of 3 different items (SKUs) must be selected, and a minimum of 2 of those items must be from items marked (*).

ITEM#	ITEM	UNIT	UNITS/ SIZE	CASES ORDERED
364050	Woodpecker, Nuthatch N' Chickadee® *	5 lb.	6	_____
376070	Cardinal Food*	7 lb.	4	_____
377080	Songbird Food*	8 lb.	4	_____
368080	Gourmet Outdoor Pet Food*	8 lb.	4	_____
365080	Fruit N' Berry™ *	8 lb.	4	_____
367050	Total Cuisine® (Zero-Waste™)*	5 lb.	6	_____
366050	Nut N' Berry®*	5 lb.	6	_____
374050	Deck, Porch N' Patio® (Zero-Waste™)*	5 lb.	6	_____
378080	Squirrel Food*	8 lb.	4	_____
373050	Golden® Finch*	5 lb.	6	_____
381050	Special Finch™*	5 lb.	6	_____
385080	Fine Sunflower Chips	5 lb.	6	_____
383050	Nyjer® Seed	5 lb.	6	_____
388070	Corn On The Cob	7 lb.	4	_____
386080	Safflower Seed	8 lb.	4	_____
375050	Outdoor Finch™ Food	5 lb.	6	_____
361050	Black Oil Sunflower Seed	5 lb.	6	_____
363050	Striped Sunflower Seed	5 lb.	6	_____
380050	Shelled Peanuts	10 lb.	4	_____
379050	Inshell Peanuts	5 lb.	4	_____

TOTAL CASES THIS ORDER

Approved by Distributor Sales Manager _____

_____ Date

Distributor Order/Invoice Number _____

Step 4 — Signature Required:

By signature below, retailer named agrees to accept, install and display the fixture ordered and further agrees that no other product (other than Wild Delight® products) will be stacked or displayed on this fixture for a period of one (1) year from the date of this order shown below. Retailer agrees to reimburse D & D Commodities Ltd. for the value of the fixture as shown, should the terms of this agreement be violated.

Delivery of product subject to verification. Failure to provide copy of invoice upon request showing delivery of required products voids the program, and retailer will be billed for the total cost of fixtures and free products.

Signature

Date

FREE!

Display Box For *Outdoor Pet Food Blocks*

With Qualifying Order

Comes stocked with 24 blocks in six different flavors and is easy to set up. Its compact size makes it easy to display on an endcap or anywhere space is limited! This colorful box also includes a \$1.00 bounce-back coupon that can be used on any Wild Delight® product (excluding trial size).

Actual size 20" W x 15" D x 48" H.
See order form PWDFM0750, or ask your sales representative for more information.



Wild Delight
Premium Nutrition For Outdoor Pets

Ref. # 388400. To order, see page 59 & 60.

FREE!

Display Box For *Finch Socks*

With Qualifying Order

This bright yellow display box is easy to assemble, move and, most importantly, display. Stocked with 36 Wild Delight® Finch Socks.

Actual size 20" W x 15" D x 48" H.
See order form PWDFM0750, or ask your sales representative for more information.

Wild Delight
Premium Nutrition For Outdoor Pets



Ref. # 382900. To order, see page 59 & 60.

FREE!

Suet Revolution Floor Display

With Qualifying Order

The Suet Revolution display box comes stocked with Wild Delight's® entire line of premium-quality, hot-selling suet: Nut N' Berry® Parfait®, Gourmet Goodies®, Woodpecker Picnic®, Deck, Porch N' Patio® Party® and Fruit N' Berry™ Smoothie®. In addition, it includes Wild Delight® special Suet Feeders, creating a powerful combination of hot-selling products all in one place.

Actual size 17" W x 13" D x 56" H.
See order form PWDFM0750, or ask your sales representative for more information.

Includes the following:

- 10 Nut N' Berry® Parfait® Suet
- 10 Gourmet Goodies® Suet
- 10 Woodpecker Picnic® Suet
- 10 Deck, Porch N' Patio® Party® Suet
- 10 Fruit N' Berry™ Smoothie® Suet
- 6 Wild Delight® Suet Feeders

Wild Delight
Premium Nutrition For Outdoor Pets



Ref. # 389500. To order, see page 59 & 60.



Fax Your Order Toll-Free: (800) 897-1331

Page: _____ of _____

Questions: (800) 543-3308

Date: _____

PO #: _____

Customer: _____

Contact: _____

Address: _____

Phone: _____ Fax: _____

City: _____ State: _____ Zip: _____

PLEASE ORDER BELOW IN EACHES

WILD DELIGHT® ADVANCED FORMULA® OUTDOOR PET FOODS

Item No.	Description		Eaches Cases/ Ordered Pallet
373050	Wild Delight® Golden® Finch Food	Barrier 6 X 5 lb	56
374050	Wild Delight® Deck, Porch N' Patio®	Barrier 6 X 5 lb	56
374200	Wild Delight® Deck, Porch N' Patio®	Barrier 1 X 20 lb	50
364050	Wild Delight® Woodpecker, Nuthatch N' Chickadee® Food	Barrier 6 X 5 lb	56
364200	Wild Delight® Woodpecker, Nuthatch N' Chickadee® Food	Barrier 1 X 20 lb	50
376070	Wild Delight® Cardinal Food	Barrier 4 X 7 lb	56
376150	Wild Delight® Cardinal Food	Barrier 1 X 15 lb	50
376140	Wild Delight® Cardinal Food	Pail 1 X 3.5 lb	48
376300	Wild Delight® Cardinal Food **NEW SIZE AND BAG**	Poly Wov 1 X 30 lb	60
377080	Wild Delight® Songbird Food	Barrier 4 X 8 lb	56
377200	Wild Delight® Songbird Food	Barrier 1 X 20 lb	50
368080	Wild Delight® Gourmet Outdoor Pet Food	Barrier 4 X 8 lb	56
368200	Wild Delight® Gourmet Outdoor Pet Food	Barrier 1 X 20 lb	50
368400	Wild Delight® Gourmet Outdoor Pet Food	Paper 1 X 40 lb	60
365080	Wild Delight® Fruit N' Berry™	Barrier 4 X 8 lb	56
365200	Wild Delight® Fruit N' Berry™	Barrier 1 X 20 lb	50
367050	Wild Delight® Total Cuisine®	Barrier 6 X 5 lb	56
367200	Wild Delight® Total Cuisine®	Barrier 1 X 20 lb	50
366050	Wild Delight® Nut N' Berry®	Barrier 6 X 5 lb	56
382316	Wild Delight® Nut N' Berry® Pail	Pail 1 X 16 lb	48
366200	Wild Delight® Nut N' Berry®	Barrier 1 X 20 lb	50
381050	Wild Delight® Special Finch™ Food	Barrier 6 X 5 lb	56
381200	Wild Delight® Special Finch™ Food	Barrier 1 X 20 lb	50

WILD DELIGHT® ADVANCED FORMULA® SUET CAKES

Item No.	Description		Eaches Cases/ Ordered Pallet
389500	Wild Delight® Suet Revolution Floor Display	Display 1.0 X 1 cs	32
388540	Wild Delight® Suet Feeder	Shrink 12 X 1 ea	192
389311	Wild Delight® Deck, Porch N' Patio® Party® Suet	Tray 12 X 11 oz	200

WILD DELIGHT® ADVANCED FORMULA® SUET CAKES

Item No.	Description		Eaches Cases/ Ordered Pallet
389211	Wild Delight® Woodpecker Picnic® Suet	Tray 12 X 11 oz	200
389411	Wild Delight® Fruit N' Berry™ Smoothie® Suet	Tray 12 X 11 oz	200
389111	Wild Delight® Nut N' Berry® Parfait® Suet	Tray 12 X 11 oz	200
389011	Wild Delight® Gourmet Goodies® Suet	Tray 12 X 11 oz	200

WILD DELIGHT® OUTDOOR PET FOOD BLOCKS

Item No.	Description		Eaches Cases/ Ordered Pallet
388380	Wild Delight® Deck, Porch N' Patio® Block	Block 10 X 14 oz	220
388490	Wild Delight® Woodpecker & Wild Bird Nut Block	Block 10 X 13 oz	220
388330	Wild Delight® Fruit N' Berry™ Block	Block 10 X 10 oz	220
388350	Wild Delight® Nut N' Berry® Block	Block 10 X 13 oz	220
388360	Wild Delight® Squirrel Block	Block 10 X 13 oz	220
388370	Wild Delight® Special Finch™ Block	Block 10 X 13 oz	220
388400	Wild Delight® Outdoor Pet Food Block Floor Display 24 ct	Display 1.0 X 1 cs	42
388470	Wild Delight® Block Feeder	Shrink 4 X 1 ea	162

WILD DELIGHT® LESS MESS OUTDOOR PET FOODS

Item No.	Description		Eaches Cases/ Ordered Pallet
390105	Wild Delight® Less Mess® Cardinal Food	Stand-Up 6 X 5 lb	56
390205	Wild Delight® Less Mess® Songbird Food	Stand-Up 6 X 5 lb	56
390305	Wild Delight® Less Mess® Gourmet	Stand-Up 6 X 5 lb	56
390405	Wild Delight® Less Mess® Fruit N' Berry™	Stand-Up 6 X 5 lb	56

WILD DELIGHT® ADVANCED OUTDOOR FORMULA® PET FOOD JARS

Item No.	Description		Eaches Cases/ Ordered Pallet
374045	Wild Delight® Deck, Porch N' Patio®	Jar 6 X 4.5 lb	60
364040	Wild Delight® Woodpecker, Nuthatch N' Chickadee® Food	Jar 6 X 4 lb	60
366040	Wild Delight® Nut N' Berry®	Jar 6 X 4 lb	60
381040	Wild Delight® Special Finch™ Food	Jar 6 X 4 lb	60
376042	Wild Delight® Less Mess® Cardinal Food	Jar 6 X 4.25 lb	60

WILD DELIGHT® WILDLIFE FORMULA OUTDOOR PET FOODS

Item No.	Description		Eaches Cases/ Ordered Pallet
378080	Wild Delight® Squirrel Food	Barrier 4 X 8 lb	56
378200	Wild Delight® Squirrel Food	Barrier 1 X 20 lb	50

Revision Date: 9/28/2011

FORM #: PWDFM0750





Fax Your Order Toll-Free: (800) 897-1331

Page: _____ of _____

Questions: (800) 543-3308

Date: _____

PO #: _____

Customer: _____

Contact: _____

Address: _____

Phone: _____ Fax: _____

City: _____ State: _____ Zip: _____

PLEASE ORDER BELOW IN EACHES

WILD DELIGHT® WILDLIFE FORMULA OUTDOOR PET FOODS

Item No.	Description		Eaches	Cases/ Ordered	Pallet
388410	Wild Delight® Dove & Quail Food	Poly	4 X 10 lb	_____	56
388420	Wild Delight® Dove & Quail Food	Barrier	1 X 20 lb	_____	50
387100	Wild Delight® Cracked Corn	Poly	4 X 10 lb	_____	56
388070	Wild Delight® Corn On The Cob	Poly	4 X 7 lb	_____	56
388200	Wild Delight® Corn On The Cob	Barrier	1 X 20 lb	_____	80
379050	Wild Delight® Inshell Peanuts	Poly	4 X 5 lb	_____	49
379130	Wild Delight® Inshell Peanuts	Barrier	1 X 13 lb	_____	50
380050	Wild Delight® Shelled Peanuts	Poly	4 X 10 lb	_____	56
380250	Wild Delight® Shelled Peanuts	Barrier	1 X 20 lb	_____	50

WILD DELIGHT® NATURAL FORMULA OUTDOOR PET FOODS

Item No.	Description		Eaches	Cases/ Ordered	Pallet
384200	Wild Delight® Medium Sunflower Chips	Barrier	1 X 20 lb	_____	50
361050	Wild Delight® Black Oil Sunflower Seeds	Poly	6 X 5 lb	_____	56
361100	Wild Delight® Black Oil Sunflower Seeds	Poly	3 X 10 lb	_____	56
361200	Wild Delight® Black Oil Sunflower Seeds	Barrier	1 X 20 lb	_____	50
363050	Wild Delight® Striped Sunflower Seeds	Poly	6 X 5 lb	_____	56
363150	Wild Delight® Striped Sunflower Seeds	Barrier	1 X 15 lb	_____	50
386080	Wild Delight® Safflower Seed	Barrier	4 X 8 lb	_____	56
386200	Wild Delight® Safflower Seed	Barrier	1 X 20 lb	_____	50

WILD DELIGHT® NATURAL FORMULA OUTDOOR PET FOODS

Item No.	Description		Eaches	Cases/ Ordered	Pallet
371050	Wild Delight® Feast™ for Wild Birds	Poly	8 X 5 lb	_____	56
371200	Wild Delight® Feast™ for Wild Birds	Barrier	1 X 20 lb	_____	50
371500	Wild Delight® Feast™ for Wild Birds	Paper	1 X 40 lb	_____	60
391050	Wild Delight® Buffet™ Wild Bird Food	Poly	8 X 5 lb	_____	56
391100	Wild Delight® Buffet™ Wild Bird Food	Poly	4 X 10 lb	_____	56
391200	Wild Delight® Buffet™ Wild Bird Food	Barrier	1 X 20 lb	_____	50
391500	Wild Delight® Buffet™ Wild Bird Food	Paper	1 X 40 lb	_____	60
375050	Wild Delight® Outdoor Finch™ Food	Poly	6 X 5 lb	_____	56
375200	Wild Delight® Outdoor Finch™ Food	Barrier	1 X 20 lb	_____	50
383010	Wild Delight® Finch Sock w/Nyjer® Seed	Box	12 X 13 oz	_____	126
382520	Wild Delight® Large Finch Sock w/Nyjer® Seed **NEW ITEM**	Box	8 X 25 oz	_____	120
383000	Wild Delight® Empty Finch Sock	Card	24 X 1 ea	_____	126
382900	Wild Delight® Finch Sock Floor Display 36x13oz	Display	1.0 X 1 cs	_____	42
383050	Wild Delight® Nyjer® Seed	Barrier	6 X 5 lb	_____	56
383200	Wild Delight® Nyjer® Seed	Barrier	1 X 20 lb	_____	50
385080	Wild Delight® Fine Sunflower Chips	Barrier	6 X 5 lb	_____	56
385200	Wild Delight® Fine Sunflower Chips	Barrier	1 X 20 lb	_____	50

Revision Date: 9/28/2011

FORM #: PWDFM0750

Point-Of-Sale Guide

Point-Of-Sale Starter Kit

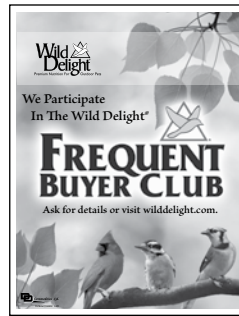


The Wild Delight® Point-Of-Sale Starter Kit puts our powerful promotional materials to work for you – drawing attention, providing information and building sales. This kit has everything you need to make your Wild Delight® products stand out!

This kit contains...



Frequent Buyer Club Envelopes And Holder



Frequent Buyer Sign
8.5" x 11" Easel Back Sign



Wild Delight® Counter Sign
8.5" x 11" Easel Back Sign



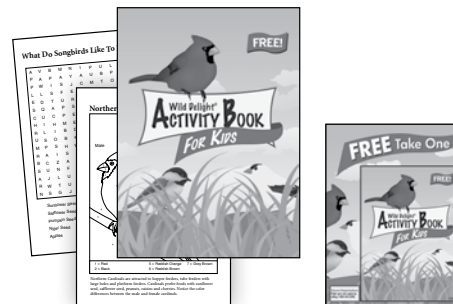
Product Information Shelf Talkers With Holder



PROJECT WILDBIRD® Feeding Chart
8.5" x 11" Laminated, Double Sided



Product Guides With Holder
3.8" x 8.5" Booklet



Kids Activity Kit
20 - 6" x 8.5" Activity Books
Display Case
Counter Sign

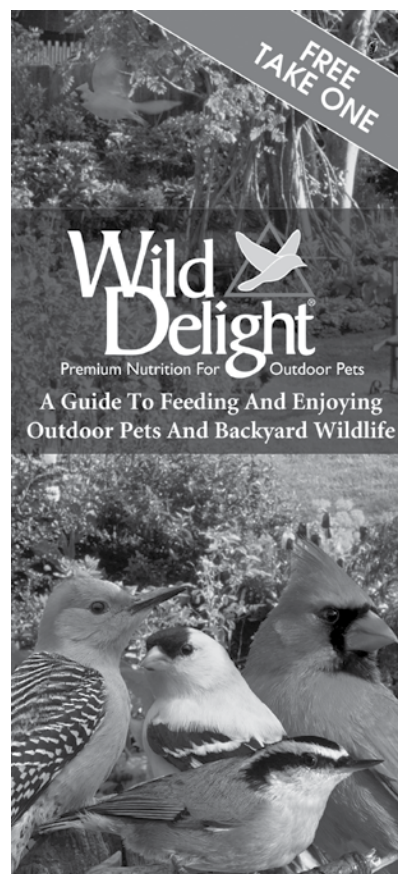
Point-of-Sale Starter Kit Ref. # PWDKT2050

Use The Wild Delight® Point-Of-Sale Supply Order Form Located On Page 74 To Order.



Use this guide to help educate customers on wild birds and backyard wildlife. This turns retailers into perceived experts and keeps customers coming back for more Wild Delight®!

- PROJECT WILDBIRD® Results
- Tips On Attracting More Birds
- Bird Feeder Information
- Birdhouse Information
- Nutrition Information
- Product Information
- Frequently Asked Questions
- Bird Watching Diary



3.8" x 8.5"
Booklet

Product Guide

Ref. # PWDMC0500

Display Option 1



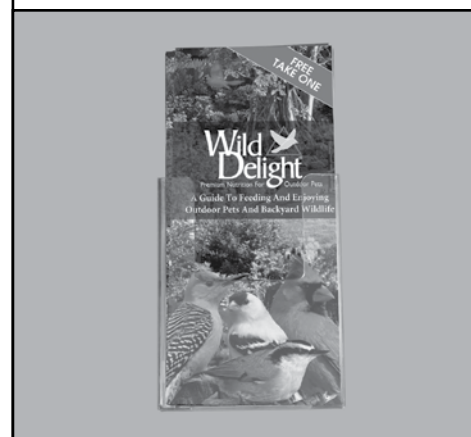
- Product Guide Holder (Ref. # P342000) Fits In Shelving Channel To Be Placed Near Products
- Use With Spider Clip Ref. # P343000

Display Option 2



- Place In Holder (Ref. # P342000) On Shelving Near Products
- Place Near The Register

Display Option 3



- Nail Product Guide Holder (Ref. # P342000) To The Wall Or Counter



This colorful, easy-to-read outdoor pet feeding guide (based on the results of PROJECT WILDBIRD®) will help customers choose which food will help them attract the birds they desire.



**8.5" x 11" Laminated,
 Double-Sided PROJECT WILDBIRD® Feeding Chart**
 Ref. # PWDBR0380

Display Options

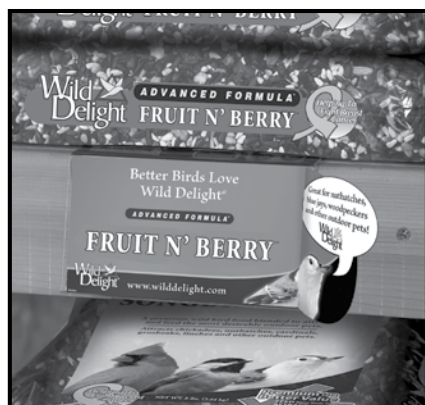


- Laminated Chart Is Easily Chained To Shelving, Wooden Arbors And Wire Racks
- Chaining The Chart Prevents Loss Or Theft



Shelf talkers are a great way to help customers learn about which products feed which outdoor pets.

- Color Coded To Product Packaging
- Clearly Identifies Birds Attracted
- Set Includes All Product Versions
- Full Set Of Shelf Talkers Ref. # 931600



Shelf Talker Holder For
Wooden Arbors
Ref. # P111000



Shelf Talker Holder For
Shelving Channels
Ref. # P101000

Use The Wild Delight® Point-Of-Sale Supply Order Form Located On Page 74 To Order.



The signs on this page are 8.5" x 11" cardboard with an easel backing. They can be set up on the counter near the register or product, hung on the wall using double-face tape or hung from the ceiling.



Frequent Buyer Sign
Ref. # 931000



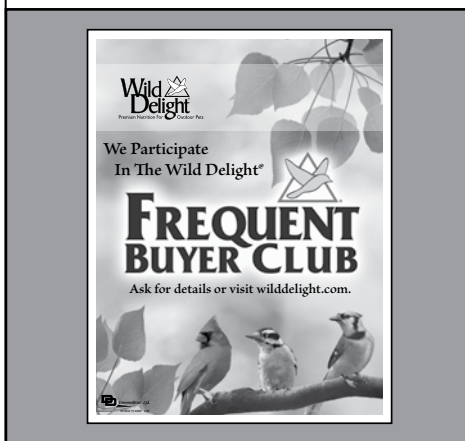
Wild Delight® Counter Sign
Ref. # P204000

Display Option 1



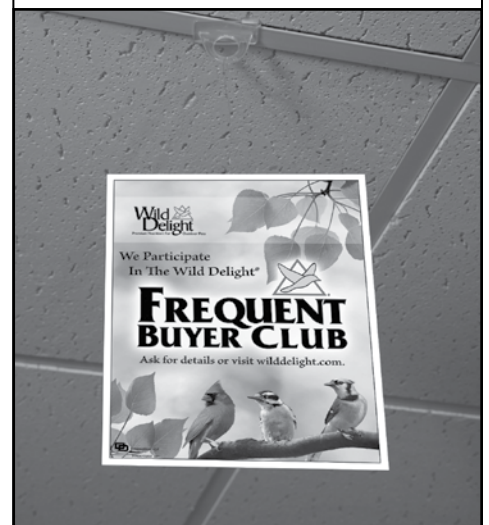
- Set On Shelves Near Product
- Place Near Register

Display Option 2



- Nail Or Tape To The Wall Or Counter

Display Option 3



- Tape Two Signs Back To Back & Hang From The Ceiling



5' x 3' Flexible Vinyl • **Banner** • Ref. # P661100

This large, flexible banner can be hung indoors or outdoors.

Display Option 1



- Use Ropes Or Nails To Hang Banner Indoors

Display Option 2



- Use Ropes Or Fasteners To Hang Banner Outdoors



36" x 18" Rigid Styrene
Wild Delight® Endcap Sign
 Ref. # P207000

These signs can be used on an endcap, on the wall or hung from the ceiling using a magnetic clip or adhesive sign holder.

Display Option 1



- Use On An Endcap
- Place On Top Of Shelving With Wild Delight® Products

Display Option 2



- Nail Or Tape To The Wall Or Counter

Display Option 3



- Hang From The Ceiling



Wild Delight® double-faced window decals are easy to apply. They contain a temporary adhesive that secures signage but is still easy to remove when needed. These decals are double faced and are perfect for glass windows and doors!



6" x 4.5" Wild Delight® Window Decal
Ref. # PWD1050

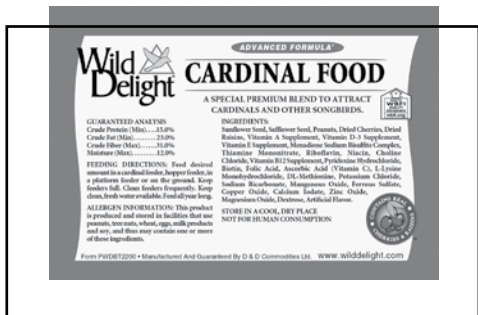
Point-Of-Sale Guide

Gravity Bin Tags



Wild Delight® gravity bin tags make identifying and buying foods a breeze for customers!

These colorful tags easily slide into a pocket on the front of each bin.



Gravity Bin Tags
Ref. # PWDP0310

Use The Wild Delight® Point-Of-Sale Supply Order Form Located On Page 74 To Order.



Order On The Following Page Or Use The Point-Of-Sale Supply Order Form On Page 74.

Make Kids And Parents Into Bird Lovers – And Wild Delight® Customers!

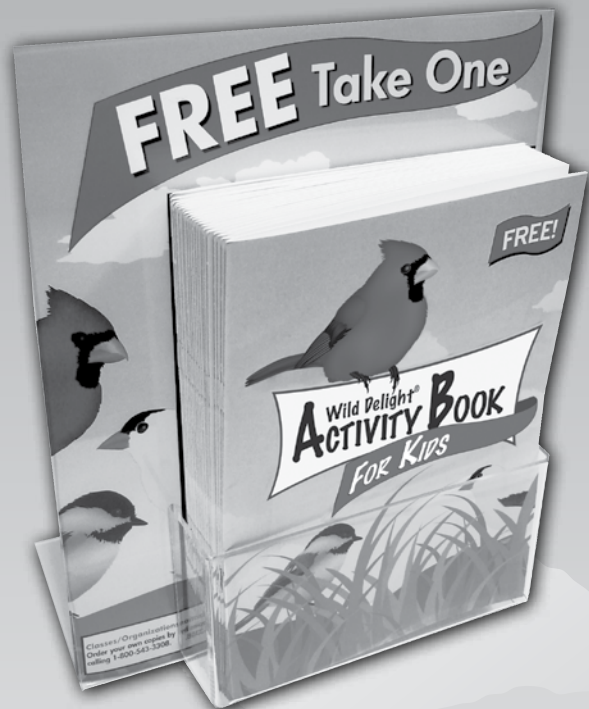
Wild Delight® Kids Activity Books are filled with fun activities for kids and a Wild Delight® coupon for their parents.

Display the books on the counter, hand them out to area schools or use them for kids-day promotions – there are endless ways to promote the Wild Delight® Kids Activity Books and build bigger sales for you!

Free kits include:

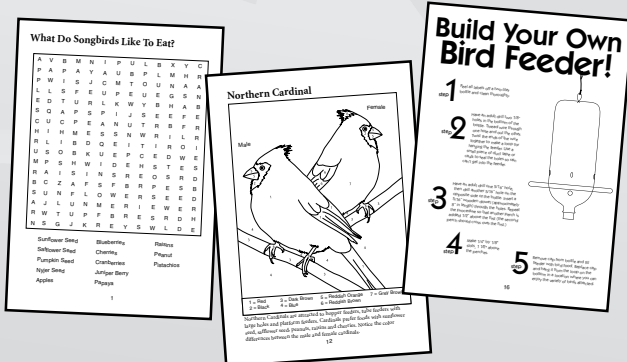
- 20 Activity Books
- Sturdy display case for books
- Attention-grabbing point-of-sale materials

Displaying the kits is easy! The eye-catching counter sign and colorful activity books can be placed in the handy plastic dual display, then placed on a shelf, a counter or, better yet, near the checkout.



Plastic Dual Display

Creating new customers has never been this easy – or this fun! Order yours now, and start encouraging new bird lovers today.



Activity Sheets



Step 1: Customer Information

Retail Name: _____ Phone: (____) _____ Fax: (____) _____
 Street Address: _____ Email: _____
 City, State, ZIP: _____ Distributor: _____
 Contact: _____ Distributor Salesperson: _____
 Title: _____ D & D Salesperson: _____

Step 2: Order FREE Activity Books



Counter Sign



Activity Book

Need A Kit For Your Store?

Wild Delight[®] Activity Kit

Includes counter sign,
plastic dual display and 20 Activity Books.

Ref. # PWDKT3000 _____

**Need More Books
To Put In Your Kit?**

Activity Books

20 Activity Books fit in the plastic display.

Ref. # PWDP A0400 _____

Fax form to: 218-478-3533 or mail to: Wild Delight[®], PO Box 359, Stephen, MN 56757



The Wild Delight®

FREQUENT BUYER PROGRAM

A SPECIAL CLUB FOR YOUR CUSTOMERS

Loyal customers get a free Wild Delight® product for every 10 of those products they buy! It's simple, and it keeps your customers coming back to you! Best of all, it's free, and there is no obligation to retailers!

This program is available to full-line Wild Delight® retailers that wish to participate. This application must be completed and returned to D & D Commodities Ltd. (directly or through the authorized Wild Delight® distributor). When completed forms are received and approved by D & D Commodities Ltd., the Wild Delight® Frequent Buyer Program Kits will be sent directly to the participating retailer.

Index Cards

Retailers receive a free supply of Wild Delight® Frequent Buyer Club cards for their customers. Retailers then complete these cards as customers purchase Wild Delight® products. Customers are entitled to one (1) free after the purchase of ten (10) of the same product. The retailer then turns the completed card into their Wild Delight® supplier and receives replacement merchandise or credit. This program applies to all Wild Delight® purchases – any product, any size! As consumers purchase products, store employees complete the information on the card (including date and time of purchase). Please use one card for each SKU purchased. When the card is complete (10 purchases made), retailers simply give the customer the free merchandise and indicate so on the card itself (in the space provided). Finally, retailers turn the completed card into their Wild Delight® distributor, who will replace the free product at no cost to the retailer. Additional cards are available at any time, so customers can always be earning (and buying) more great Wild Delight® products!

Wild Delight® Frequent Buyer Program		Customer Name		Purchase Number		Purchase Date	
Address:		City, State, Zip:		10		FREE	
Purchase Number	Date	Purchase Number	Date				
1		9					
2		8					
3		7					
4		6					
5		5					
6		4					
7		3					
8		2					
9		1					

Ref# PWDFM2020

Envelope

With this method, retailers simply offer a Wild Delight® Frequent Buyer Program envelope to their customers. As in the method above, customers are entitled to one (1) free product after the purchase of ten (10) of the same product. After the customer has collected 10 Wild Delight® UPC codes, he or she simply seals them into the envelope and mails it directly to D & D Commodities. In turn, we will mail him or her a voucher to use in your store. This program applies to all Wild Delight® purchases – any product, any size!

FREQUENT BUYER CLUB

1. Collect 10 UPC codes from your favorite Wild Delight® product. For every ten (10) UPC codes you send to us in this envelope, we will sponsor a voucher to mail you a free product. (10 FREE bags of your favorite product UPC codes must be 10 of the same product and size.)

2. Place 10 UPC codes in this envelope. Fill in your name and address in the space provided. Then simply drop it into the mailbox.

Name: _____ Address: _____

Wild Delight® Premium Nutrition For Outdoor Pets

1.800.543.3368 • www.wilddelight.com

Ref# PWD6000

Web Site

For added convenience, retailers can direct their customers to wilddelight.com, where consumers can download a Wild Delight® Frequent Buyer Club form (very similar to the envelope method). Customers just need to purchase 10 Wild Delight® products (of the same size and recipe) and save the UPC codes from the packages. Next, they download and complete a short form from wilddelight.com and mail it, along with the 10 UPC codes, to D & D Commodities Ltd. (address is included on the form). Finally, we'll send them a voucher to bring them back to your store for free product.





Premium Nutrition For Outdoor Pets

Q: What does it cost to register?

A: Nothing. Registration is FREE, and complete store kits will be sent along with any POS materials the retailer orders.

Q: How does the retailer participate?

A: It's simple. Just complete this application and mail or fax to D & D Commodities Ltd. Once received, the retailer will receive complete information and supplies.

Q: Can any retailer participate?

A: Yes, but the retailer must sign the application indicating that the retailer named is a "full line" Wild Delight® retailer and will participate according to the terms stated.

Q: How long will this Wild Delight® Frequent Buyer Program run?

A: It is an ongoing program and has no time limit. Of course, D & D Commodities Ltd. may at some time decide to discontinue the program, but even then, outstanding vouchers and coupons will still be valid until their expiration date.

(Please print clearly or type one application for each retail location.)

Distributor Name: _____

Location: _____

Distributor Salesperson: _____

Retail Store Name: _____

Address: _____

City, State, ZIP: _____

Telephone: _____ Fax: _____

Owner/Manager Name: _____

Signature _____ Date ___/___/___

Frequent Buyer Program:

Please Send Me

- Index Cards Envelopes
- Ref# PWDFM2020 Ref# PWD6000

Indicate Product Categories Carried:

Wild Delight® Products

- Packaged Bulk Wild Delight® Bins Other Bulk Bins

I understand that this program applies only to Wild Delight® labeled products and purchase cards must be completed accurately and in full. Photocopies or other reproductions of member cards will not be accepted. Free product given to consumers on the terms of this program will be replaced with like product as indicated on completed cards. No other term of payment or credit is allowed. Responsibility of completing and submitting cards for product replacement is that of the retailer shown on the application. Program is subject to change, modification and cancellation. Program is valid only for retailers completing the retailer application. Any use of this program other than expressed or implied herein will cause the program to be terminated without notice. This program may not be combined with any other Wild Delight® programs.

Fax To: Wild Delight® Frequent Buyer Program, 800-897-1331

Mail To: Wild Delight® Frequent Buyer Program, PO Box 359, Stephen, MN 56757

In addition, please check the following point-of-sale materials that you have or need:

	Have	Need
Banner – 5' x 3' (P661100).....	<input type="checkbox"/>	<input type="checkbox"/>
Wild Delight® End Cap Sign – 36" x 18" (P207000).....	<input type="checkbox"/>	<input type="checkbox"/>
Finch End Cap Sign – 36" x 18" (PWD8850).....	<input type="checkbox"/>	<input type="checkbox"/>
Deck, Porch N' Patio® Floor Decal – 26" x 22" (PWD1000).....	<input type="checkbox"/>	<input type="checkbox"/>
Wild Delight® Counter Sign – 8.5" x 11" (P204000).....	<input type="checkbox"/>	<input type="checkbox"/>
Frequent Buyer Counter Sign – 8.5" x 11" (931000).....	<input type="checkbox"/>	<input type="checkbox"/>
Shelf Talker Kit – (931600).....	<input type="checkbox"/>	<input type="checkbox"/>
Finch Products Hanging Shelf Talker – (PWD8825).....	<input type="checkbox"/>	<input type="checkbox"/>
Wild Delight® Window Decal – 6" x 4.5" (PWD1050).....	<input type="checkbox"/>	<input type="checkbox"/>
Laminated Project Wildbird® Feeding Chart – 8.5" x 11" (PWDBR0380).....	<input type="checkbox"/>	<input type="checkbox"/>
Consumer Product Guides (PWDMC0500).....	<input type="checkbox"/>	<input type="checkbox"/>



Marketing Guide POS Supply Order Form

D & D Commodities Ltd. • P.O. Box 359 • Stephen, MN 56757

Phone: 1-800-543-3308 • Fax: 1-218-478-3533

Toll Free Fax: 1-800-897-1331

Requested By:	Shipping To:	How to Ship:	Current:
Requested By: _____ Date Requested: _____ Ship By: _____ Cust. Needs by: _____ cc: Sales Agent (name): _____ cc: _____	Attention : _____ Company : _____ Address 1 : _____ Address 2 : _____ City : _____ State : _____ ZIP + 4: _____ Phone : _____ Fax : _____	<input type="checkbox"/> Mail <input type="checkbox"/> Priority Mail <input type="checkbox"/> UPS - Ground <input type="checkbox"/> UPS - Overnight <input type="checkbox"/> UPS - 2 Day <input type="checkbox"/> UPS - 3 Day <input type="checkbox"/> With Load <input type="checkbox"/> _____ <input type="checkbox"/> _____	<input type="checkbox"/> D & D Salesperson <input type="checkbox"/> Distributor <input type="checkbox"/> Chain <input type="checkbox"/> Retailer <input type="checkbox"/> Vendor <input type="checkbox"/> Other - Explain <hr/> Potential: <input type="checkbox"/> Distributor <input type="checkbox"/> Chain <input type="checkbox"/> Retailer <input type="checkbox"/> Broker/Rep <input type="checkbox"/> Vendor <input type="checkbox"/> Other - Explain

Ref. #	Description	Number Ordered	Ref. #	Description	Number Ordered
<u>SALES SHEETS</u>			<u>Store Signs</u>		
PDDMC0750	D&D Commodities Ltd. Company Profile	_____	P661100	5'x3' Flexible Vinyl Banner	_____
PWDFM0380	Wild Delight® Features/Benefits Sales Sheet	_____	P207000	36"x18" Rigid Styrene Endcap Sign	_____
PWDFM0575	WBFI Survey Result #1 Sales Sheet	_____	PWD8850	36"x18" Finch Endcap Sign	_____
PWDFM0720	WBFI Survey Result #2 Sales Sheet	_____	931000	Frequent Buyer Counter Sign	_____
PWDFM2350	Cardinal Food Pail Sales Sheet	_____	P204000	WD Counter Sign	_____
PWDFM3850	American Cancer Society® Collaboration Sales Sheet	_____	PWD9800	Less Mess® Header Sign	_____
PWDFM3900	Wild Delight®2011 Ad Campaign Sheet	_____	PWD8925	Jar Rack Header Sign	_____
PWDFM4025	Smart & Good Looking Sales Sheet	_____	PWD8975	ACS Counter Sign	_____
PWD2500	wilddelight.com Web Site Sales Sheet	_____	<u>Shelf Talkers</u>		
PWD7100	Advanced Formula® Line Sales Sheet	_____	931600	Shelf Talker Full Set	_____
PWD7175	Market Research & Consumer Results Sales Sheet	_____	<u>Bin Tags and Feeding Charts</u>		
PWD8350	Bird Feeding Growth Sales Sheet	_____	PWDPA0310	Gravity Bin Tag Set	_____
PWD8300	Wild Delight® Sales Growth Sales Sheet	_____	PWDBR0275	Better Bird Chart - Non-Laminated	_____
PWD8550	Less Mess® Packaging Award Sales Sheet	_____	PWDBR0380	Project Wild Bird Chart - Laminated	_____
PWD9990	Deck, Porch N' Patio® Awards Sales Sheet	_____	<u>Guides and Holders</u>		
PWD8700	Wild Delight® Award Sales Sheet	_____	PWDMC0500	Consumer Product Guide	_____
PWD8450	Wild Delight® Activity Kit Sales Sheet	_____	P342000	Product Guide Holder	_____
<u>PROGRAM FORMS</u>			P343000	Spider Clip w/Adhesive	_____
PWDFM2600	Free Store Display System Form	_____	955000	WD Retail Sales Guide	_____
PWDFM2625	Apple Crate Display Form	_____	<u>ORDER FORMS</u>		
PWDFM2650	Four-Foot Bulk Planogram Program	_____	PWDFM3650	Point-of-Sale Supply Order Form	_____
PWDFM2700	Four-Foot Packaged Planogram Program	_____	PWDFM0750	WD Product Order Form	_____
PWDFM9875	Free Less Mess Display System Form	_____	PWDFM0600	WD General Product Information	_____
PWDFM2740	Free Jar Display Form	_____	PWDFM2750	WD Activity Books & Kits Order Form	_____
PWDBR0150	Frequent Buyer Program	_____	<u>KITS</u>		
PWDFM2735	Finch Endcap Promotion	_____	PWDKT2050	WD POS Starter Kit	_____
PWDFM2725	Free Display Box Form	_____	PWDKT0200	WD Frequent Buyer Index Card Kit	_____
<u>Decals</u>			PWDKT0250	WD Frequent Buyer Envelope Kit	_____
PWD1050	Wild Delight® Decal 6"x4.5"	_____	PWDKT3000	WD Activity Kit	_____
<u>POINT-OF-SALE MATERIAL</u>			<u>Refills:</u>		
<u>Fasteners & Sign Holders</u>			PWDFM2020	WD Frequent Buyer Index Cards	_____
P115000	Magnetic Sign Holder	_____	PWD6000	WD Frequent Buyer Envelopes	_____
P114000	Clip Sign Holder	_____	PWDPA0400	WD Activity Books	_____
P113000	Adhesive Sign Holder	_____			
P111000	Shelf Talker Holder Flush Mount (Arbors)	_____			
P111500	Shelf Dart Clip	_____			

Shipped _____ Packages _____ Shipped By _____ Date ____/____/____

Form #: PWDFM3650
Revised: 1/10/11

Notes

With Wild Delight® The Benefits Are Clear

Real Fruits & Nuts
Attracts a wider variety of birds for an enhanced feeding experience

Cleaner Feeding/Virtually Dust-Free
Cleaner feeding experience with fewer clogged feeders

Barrier Bags
Reduce infestation

See the other side for even more!

Locked Formula
Consumers receive the same product with every purchase

Naturally Preserved
No added chemicals

Frequent Buyer Program
Receive free products

Nutritionally Fortified With Added Supplement
May help support overall bird health

**The bottom line is this:
A better bird feeding experience.**

Wild Delight **ADVANCED FORMULA**
NUT N' BERRY

PRIMARY BIRDS

Attracts and feeds songbirds, finches, woodpeckers, cardinals, nuthatches, jays, titmice, grosbeaks, buntings, chickadees and other outdoor pets.

FEEDING DIRECTIONS



Feed desired amount in a (1) hopper feeder, (2) tube feeder with large holes, (3) platform feeder or on the ground. Keep feeders full. Clean feeders frequently. Keep clean, fresh water available.

It is important to feed birds all year long.

GUARANTEED ANALYSIS

Crude Protein (Min).....16.0%
Crude Fat (Min).....35.0%
Crude Fiber (Max).....18.0%
Moisture (Max).....12.0%

INGREDIENTS

Sunflower Kernels, Peanuts, Sunflower Seed, Safflower Seed, Hulled Pumpkin Seed, Dried Raisins, Dried Cranberries, Vitamin A Supplement, Vitamin D-3 Supplement, Vitamin E Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, Riboflavin, Niacin, Choline Chloride, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Biotin, Folic Acid, Ascorbic Acid (Vitamin C), L-Lysine Monohydrochloride, DL-Methionine, Potassium Chloride, Sodium Bicarbonate, Manganous Oxide, Ferrrous Sulfate, Copper Oxide, Calcium Iodate, Zinc Oxide, Magnesium Oxide, Dextrose, Artificial Flavor.

ADVANCED FORMULA

Wild Delight® Advanced Formula™ products are blended with premium ingredients, like real fruits and nuts, selected for their high nutrient content. They're nutritionally fortified with an added supplement. Wild Delight® products are designed to provide premium nutrition to help outdoor pets thrive. The Advanced Formula™ mixes attract more of the colorful songbirds that you love to watch.

Earn free Wild Delight® with our Frequent Buyer Club! Find out more at www.wilddelight.com.

Manufactured and Guaranteed by:
Wild Delight, Inc.
Box 139 • Stephen, MN 56757
763-441-3309 • www.wilddelight.com
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What Is The WBFI?

Founded in 1996, the Wild Bird Feeding Industry (WBFI) is a trade association that unites a diverse group of businesses and retailers who have come together with a common purpose - to enhance the outdoor bird feeding experience for consumers.



ALLERGEN INFORMATION: This product is produced in facilities that use peanuts, tree nuts, wheat, eggs, and soy and thus may contain one or more of these allergens.


STORE IN A COOL, DRY PLACE.
KEEP OUT OF REACH OF CHILDREN.
SEE BACK PANEL FOR FULL CONSUMPTION INFORMATION.



PROJECT WILDBIRD® data are the sole property of the WBF Research Foundation and the WBF Research Foundation Canada.

Blue Jays



Most Desired Seed: Peanuts
Least Desired Seed: Nyjer** Seed
Preferred Feeder: Platform Feeder 
Recommended Wild Delight® Products:
Nut N' Berry® • Total Cuisine®
Shelled Peanuts



Juncos



Most Desired Seed:
White Proso Millet
Least Desired Seed: Peanuts
Preferred Feeder: Hopper Feeder 
Recommended Wild Delight® Products:
Less Mess® Gourmet • Golden® Finch Food
Outdoor Finch™ Food



Pine Siskins




Most Desired Seed:
Nyjer** Seed
Least Desired Seed: Red Milo 
Preferred Feeder: Tube Feeder 
Recommended Wild Delight® Products:
Golden® Finch Food • Special Finch™ Food
Nyjer** Seed



Northern Cardinals



Most Desired Seed:
Black Oil Sunflower Seed
Least Desired Seed: Nyjer** Seed
Preferred Feeder: Hopper Feeder 
Recommended Wild Delight® Products:
Cardinal Food • Less Mess® Cardinal Food
Songbird Food • Less Mess® Songbird Food
Black Oil Sunflower Seed



Mourning Doves



Most Desired Seed: White Proso Millet
Least Desired Seed: Peanuts
Preferred Feeder: Platform Feeder 
Recommended Wild Delight® Products:
Dove & Quail Food • Buffet™ For Outdoor Pets
Feast™ For Outdoor Pets



Tufted Titmice




Most Desired Seed:
Peanuts
Least Desired Seed: Red Milo
Preferred Feeder: Platform Feeder 
Recommended Wild Delight® Products:
Nut N' Berry® • Deck, Porch N' Patio®
Shelled Peanuts



Indigo Buntings



Most Desired Seed:
White Proso Millet
Least Desired Seed: Cracked Corn
Preferred Feeder: Hopper Feeder 
Recommended Wild Delight® Products:
Outdoor Finch™ Food • Gourmet Outdoor
Pet Food • Less Mess® Gourmet • Golden®
Finch Food



Evening Grosbeaks



Most Desired Seed: Black Oil Sunflower Seed
Least Desired Seed: Red Milo
Preferred Feeder: Hopper Feeder 
Recommended Wild Delight® Products:
Deck, Porch N' Patio® • Songbird Food
Fruit N' Berry™ • Less Mess® Fruit N' Berry™
Black Oil Sunflower Seed



Chickadees



Most Desired Seed:
Black Oil Sunflower Seed
Least Desired Seed: Cracked Corn
Preferred Feeder: Hopper Feeder 
Recommended Wild Delight® Products:
Woodpecker, Nuthatch N' Chickadee®
Fruit N' Berry™ Smoothie® Suet
Deck, Porch N' Patio® Block
Black Oil Sunflower Seed




Woodpeckers

Most Desired Seed:

Sunflower Kernels

Least Desired Seed: Nyjer** Seed

Preferred Feeder: Hopper Feeder 

Recommended Wild Delight® Products:

Woodpecker, Nuthatch N' Chickadee®

Woodpecker, Nuthatch N' Chickadee® Block


Woodpecker Picnic® Suet • Fine Sunflower Chips



White-breasted Nuthatches

Most Desired Seed: Peanuts

Least Desired Seed: Red Milo

Preferred Feeder: Hopper Feeder 

Recommended Wild Delight® Products:

Nut N' Berry® • Deck, Porch N' Patio®

Woodpecker, Nuthatch N' Chickadee®

Shelled Peanuts



Red-breasted Nuthatches

Most Desired Seed: Black Oil Sunflower Seed

Least Desired Seed: White Proso Millet

Preferred Feeder: Platform Feeder 

Recommended Wild Delight® Products:

Songbird Food • Nut N' Berry® Block

Fruit N' Berry™ Smoothie® Suet

Black Oil Sunflower Seed



American Goldfinches

Most Desired Seed: Nyjer** Seed

Least Desired Seed: Peanuts

Preferred Feeder: Tube Feeder 

Recommended Wild Delight® Products:

Golden® Finch Food • Special Finch™ Food

Finch Sock Feeder • Nyjer** Seed



House Finches

Most Desired Seed:

Black Oil Sunflower Seed

Least Desired Seed: Peanuts

Preferred Feeder: Tube Feeder 

Recommended Wild Delight® Products:

Golden® Finch Food • Special Finch™ Food

Black Oil Sunflower Seed



Rose-breasted Grosbeaks

Most Desired Seed:

Black Oil Sunflower Seed

Least Desired Seed: Cracked Corn

Preferred Feeder: Hopper Feeder 

Recommended Wild Delight® Products:

Songbird Food • Less Mess® Songbird Food

Black Oil Sunflower Seed



Black Oil Sunflower Seed



Safflower Seed



Peanuts



Medium Sunflower Chips



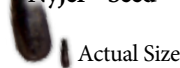
Striped Sunflower Seed



Cracked Corn



Nyjer® Seed



White Proso Millet



Red Milo



Fine Sunflower Chips



How To Avoid Nuisance Birds

Thanks to PROJECT WILDBIRD®, we now know what seeds and feeders to use to attract the desirable birds we love, but how do you avoid attracting those pesky, undesirable birds? Here are a few tips on keeping starlings, grackles, crows and other nuisance birds away:

1. Remove foods with milo or corn. These types of foods attract nuisance birds (plus, desirable birds don't prefer them).
2. Avoid feeding on the ground. Keep in mind this might deter some of the bigger desirable birds that prefer to feed this way. You can offer them hanging platform feeders instead.
3. Use a zero-waste or Less Mess® product. This will help ensure that there is less leftover seed spilled on the ground for nuisance birds to feast on.

For more information, visit www.wilddelight.com!

*Nyjer® has been sterilized to help prevent germination.
Nyjer® is a registered trademark of the Wild Bird Feeding

Wild Delight®
Premium Nutrition For Outdoor Pets

Wild Delight® Is Putting Its Marketing Dollars To Work In Big Ways For Retailers.



We are driving retail shoppers to the bird category. Get ready by:

- Stocking up on Wild Delight®
- Building off-shelf displays of Wild Delight® that shoppers can easily see

Our Consumer Marketing Plan includes:

Television Advertising

- “Together For A Cure” TV commercial is running during February (National Bird Feeding Month) and October (Breast Cancer Awareness Month).
- Commercial is airing on HGTV, the Cooking Channel and *The Martha Stewart Show* on the Hallmark Channel.

Print Advertising

- Eye-catching, full-color ad is appearing in the April, August and December issues of *Birds & Blooms*.
- *Birds & Blooms* is read by more than 1.7 million passionate readers who love outdoor pets.

Facebook

- Ads will reach millions of outdoor pet lovers.
- Facebook’s core demographic is almost a perfect fit for Wild Delight®.
- New Facebook page will interact with Wild Delight® fans and help them find a retail store near them. Includes a \$2.00 coupon.

Google Pay-per-click Advertising

- Wild Delight® will appear prominently in online searches – in fact, our “Where To Buy” link is the most clicked-on link on our web site.

Raising Breast Cancer Awareness

- Wild Delight® is continuing its collaboration with the American Cancer Society®.
- Packaging and advertising will include a recognizable pink ribbon.

Talk to your Wild Delight® representative today to learn more.

VIEW THE COMMERCIAL ON www.wilddelight.com



1.800.543.3308 • www.wilddelight.com

Ref. # PWDFM3900



We are a family-owned business,

and our livelihood depends on building a strong following of satisfied customers. To achieve this goal, we are focused on satisfying the consumers – your customers. We’re confident that we will be successful by providing the consumer with the finest nutritional pet products possible – high-quality products that are in demand.

We continue to improve our products and packaging to ensure that outdoor pets receive the freshest foods and treats made from high-quality, dust-free ingredients. The Wild Delight® research and development department is responsible for a number of “firsts” in the industry.

We were:

- The first to remove chemical preservatives from our products – even before the FDA sent out the alert notice.
- The first to lock our formulas so that consumers’ outdoor pet food does not change just because certain ingredient costs go up or down.
- The first to develop a unique cleaning process that removes virtually all the dust from product ingredients.
- The first to add essential amino acids and electrolytes to outdoor pet foods and treats, in addition to vitamins and minerals.

Our marketing department has

developed a variety of innovative programs, including:

- Frequent Buyer Programs – Provide Free Products for Frequent Purchasers
- Merchandising – Arbor and Rack Displays
- Retail Bulk Delivery Systems – for Bulk Purchasers
- Complete Point-of-Sale Materials – Increase Awareness at the Shelf Level
- Feeding Guide and Bird ID Charts – Help Educate Consumers
- National Consumer Advertising Campaigns – Increase Brand Awareness

Our products and programs are designed to satisfy consumers’ needs, generate consumer brand loyalty and, with it, increased sales and profits for you.

Our pledge

We pledge to make the finest products possible and continually explore new ways of improving nutrition levels for birds and other wildlife – consumers’ backyard pets. We believe that by providing your consumers with the best products and you with the best programs, we can ensure our continued success.

Thank you for your business,
Dick Hebert

Available from:

