

Hi all,

I hope you have had a great summer – fingers crossed the warm weather continues for a few months yet. Harvesting of crops is in full swing on the farm here in Oamaru. A dry year saw a slow start for many crops however some late rain saved the day and we are expecting average yields but some high quality seed coming off our key Canary & Sunflower crops. We will have the freshly harvested product in the sheds ready for packing and sending soon.

As the summer ends and the days start to get colder & shorter we are gearing up for another big season on the Wild Bird front. This category continues to grow – check out our offers and advice on how you can capture some of this growth.

Interzoo 2016: Topflite plans to attend this major Pet Trade Fair in Germany later this year. We will be looking at possibilities for increasing the range of brands & if you are aware of specific products or international brands that you can see we are missing out on here in NZ then please let us know & we will do our best to find them & bring them in if we can.

Kind regards,
Greg Webster, General Manager



Our sunflower fields are at their peak right now

Autumn Specials

\$500 Wild Bird Starter Pack

This was very popular last year - we have developed a new & improved display stand this year to go with the pack.

For just \$500 you will receive a full Wild Bird range plus a high quality display stand & POS material at approximately **25% off standard wholesale**.

Freight free.
Limit one display stand per store.
Please contact us for more detailed information.



Triple Treat Feeder Pack Feeder & product deal

1 x Triple Treat wild bird feeder stuffed with product ready to sell. Includes: feeder, 1 pack Energy Truffles, 1 pack Wild Bird Seed, 1 pack Energy Pellets or Mealworms
All for just \$27.50!
More than 25% off standard wholesale.

more than **25% off!**

\$125 Wild Bird Taster Pack

Includes:

- 1 outer (12) x Energy Cakes
- 1 outer (6) x Energy Cake feeders
- 1 outer (6) x 1kg Wild Bird mix
- 2 x Seed Snackers (seed feeder)
- 1 outer (12) Wild Bird Bells (singles)
- 1 outer (6) Energy Coconuts

20% off!



*Special freight price: If this pack is the only item ordered then a freight charge of \$5 for the south and \$10 for the North Island will apply. If total order is > 200kg then no freight charge applies.



New product

Cuttlefish

Pre-packed in a resealable hang sell ready bag. \$2.50 per pack 75gm pack (5-8 pieces per pack) Available soon

75g pack
\$2.50 each
 (6/outer) +GST

Grow your Wild Bird Sales with Attractive Displays.

The market size for wild bird feed and feeders is growing.

- It's been proven that retail customers' sales boost significantly when they commit to off-shelf merchandising and display attractive wild bird sets. Set-up displays near the front entrance or even on the footpath to reach customers who don't typically travel to the bird seed aisle.
- Wild Bird feed sales peak during certain times of year, but it is a popular year-long activity, with 49% of wild bird feed purchasers buying regularly, at least every two to three months.



Get ready for another big Wild Bird season!

Bellbirds love nectar

- Education is important. Help customers buy the right product: Place educational POP material that directs consumers to the appropriate type of feed for the types of birds they hope to attract. Our Wild Bird feeding guide provides some good guidance on this.

NEWS & INFORMATION

- **Changes to outers:** We are reducing packs per outer on some items, see details below. Please note per unit prices will stay the same.

Code	Description	Previous Units per Outer	New Units per Outer
tfbudg1	Budgie Mix 1kg	12	6
tfcan1	Canary Seed 1kg	12	6
tfcanm1	Canary Mix 1kg	12	6
tfcock1	Cockatiel Mix 1kg	12	6
tffinc1	Finch Mix 1kg	12	6
tfparr1	Parrot Mix 1kg	12	6
wildc1	Wild Bird Coarse Mix 1kg	4	6
wbgh	Wild Bird Gourmet hanging treat	12	6
coctwin	Cockatiel twin pack bells	12	6
budtwin	Budgie twin pack bells	12	6
heatwin	Bird Health twin pack bells	12	6
rabtwin	Rabbit & GP nibble sticks twin pack	12	6
rattwin	Rat & Mouse nibble sticks twin pack	12	6

- The office will be closed for **Otago Anniversary**, Monday 23rd March
- **Easter dates:** Office closed Friday 25th and Monday 28th March
- To make sure you receive your orders prior to Easter, please have orders in by Thursday 17th March

This season's bag thread colour is **YELLOW**

Bert's corner

Benefits of bird ownership



Researchers have suggested that owning a pet can have a positive influence on a range of health issues from obesity, cardiovascular disease, hypertension, cholesterol, stress and psychological issues.

A few benefits of bird ownership are:

Intelligent - In the animal kingdom, birds rank near the top for smarts. Their ability for learning, especially a bird that has bonded with their owners constantly learn from that person's behaviour.

Companionship - Most companion birds



'Alex the Parrot' - identified as having intelligence on a par with dolphins & great apes*

have a long life span as compared to other pets and many parrot species can even outlive you!

Social Interaction - Recent studies show that keeping a bird encourages social interaction, which is good for your mental health.

Lower Stress - Playing with, petting and talking to your pet will lower your levels of stress and blood pressure. Just remember to pet gently against the lay of the feathers.

Nurturing - There is a basic instinct to nurture and take care of someone else, and pets fill that need. Birds are a good pet for this as they require a lot of personal attention and interact with you.

Empathy - Pets encourage empathy in children, and a pet who you can talk to, and who understands what you are feeling, makes it even easier to learn to understand someone's else's thoughts and feelings.



*Irene Pepperberg (1998), Talking with Alex: Logic and speech in parrots. Scientific American Retrieved on September 12, 2007