



A good Spring Clean has revealed a few historic family business gems including this picture of our GM Greg helping out his dad Jock who founded TopFlite back in 1977.



Click on [this link](#) to watch TV3's 'Newsworthy' coverage of this year's TopFlite National Bird Show.

Hello Everyone.

We gladly farewell what has been a very cold Winter right across the country. The cold weather has contributed to massive growth in sales of wild bird food. We expect this growth to continue into Spring and Summer as interest in caring for New Zealand's wild bird population reaches new levels.

Winter also brought the annual TopFlite National Bird Show held in Auckland. This was the first year that TopFlite had featured as the headline sponsor. It was a successful weekend with more than 5,000 general public streaming through over the 3 days and many birds sold, showing there is still strong interest in keeping birds as a hobby. Once again TopFlite fed birds dominated the awards, with more than 90% of medal winners fed on TopFlite seed.

Hopefully you have all had a chance to have a look at our upgraded website. This includes a full shopping cart with a 'quick order' feature to help make placing and keeping track of your orders a breeze. You should have all received a username and request to set your password. If you haven't or need help to sign up then give our Customer Relationship Manager Lisa a call on: 0800 109 244 or [lisa@topflite.co.nz](mailto:lisa@topflite.co.nz).

As we come into Spring and breeding season it will be a busy time for all animals. It's also a time when quality nutrition is vital. See our Spring specials for some great seasonal offers on quality TopFlite products.

Kind regards,

Greg Webster  
General Manager.

## PRODUCT OF THE SEASON

*scratch & lay*

Scratch & Lay has been one of our top sellers over the last few years and as we come into peak season for Chooks we expect this to continue. Scratch & Lay is a free flowing mixture of interesting bits that chooks love. Make sure you have some in stock!




Ingredients: barley, canary seed, wheat, oats, kibbled maize, kibbled peas, poultry pellets, sunflower seeds, grit.

Available in 20kg, 10kg & 5kg bags.

## Soft Food

 Kiwi Conditioning & Rearing  
20kg, 5kg, 1kg

 Egg & Biscuit (Dutch Formula)  
20kg, 1.5kg, 500g



**Buy 3  
get one  
free!**

\* Free item must be of same size & variety. Deal ends 30th November 2015.

Ask us about our 20+ 20kg discount pricing

 **Spring Specials** Continue over the page...

## NEWS & INFORMATION

- › Closed for Labour Day - Monday 26<sup>th</sup> October.
- › Christmas: TopFlite will be open for business 29<sup>th</sup>, 30<sup>th</sup> & 31<sup>st</sup> December (8am - 12.30pm)
- › The next TopFlite National New Zealand Bird Show will be held in Fielding: 28<sup>th</sup> - 31<sup>st</sup> July 2016 (hosted by Palmerston North Bird Club).

To help with your stock rotation, we change the colour of the sewing thread on our 10/20kg bags every 3-4 months. Every newsletter will now have this box coloured to update you every quarter:

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

# Spring Specials

## NEW PRODUCT SPECIAL

**Triple Treat Feeder Combo Pack** \$120 plus GST

**save \$26.80**

### Triple Treat Feeders

Individual price \$23 + GST

Items included in the Pack:

**2 x Triple Treat Feeders**



New to our range, these feeders pack a punch! Measuring 34cm high x 24cm wide and with three separate compartments, these feeders comfortably hold a large volume of three different types of feed.

**1 x Berry Truffles outer (x6)**



**1 x Mealworms outer (x6)**



**1 x Wild Bird Mix outer (2kg bags x4)**



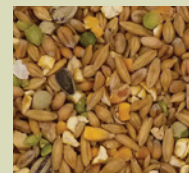
## Soak & Sprout

Want to know why it's my favourite feed at this time of year?...

### Bert's corner



- \* Providing birds with a nutritionally dense 'raising plain of nutrition' prior to laying season will help to boost reproduction numbers & quality.
- \* Sprouted seeds give the most concentrated natural source of vitamins, minerals, enzymes & amino acids.



Dry Soak & Sprout mix



Sprouted mix

- \* Sprouted seeds aid 'The Flushing Effect'. This means increased nutrition stimulates fertility for better breeding results.
- \* When sprouting seed, follow the instructions carefully and ensure you dispose of any uneaten sprouts before spoiling. During hot summer months it is especially important to remove sprouted seed before airborne bacteria and mould develops.

## Chicken Specials

**10% off**



### Chick Starter

Available in:



### Pullet Grower Mash

Available in:



## Dog & Cat Retail Pack Offer

**\$500** plus GST

**save \$150**

Pack includes...

### A La Carte Dog Food

- 1 x All Life Stages Lamb & Rice (18kg)
- 1 x Adult Chicken & Rice (18kg)
- 1 x Adult Salmon & Potato (18kg)
- 2 x All Life Stages Lamb & Rice (5kg)
- 2 x Adult Chicken & Rice (5kg)
- 2 x Adult Salmon & Potato (5kg)



### A La Carte Cat Food & Flax Seed Oil

- 1 x Chicken & Rice Cat Food (15kg)
- 6 x Chicken & Rice Cat Food (1.5kg) - 1 outer
- 8 x Flax oil (500ml) - 1 outer

