

John's

## TIP OF THE MONTH

October 2015



### ***Fuel for Your Fall Soundtrack***

With its fantastic and colorful foliage, fall is a time to see nature at its best. As the soundtrack to this stunning visual display, some consumers enjoy the quiet falling of leaves and soft winds in their yards, while others take it up a notch by drawing wild birds to their yards.

At this time of year, wild birds are on the hunt for late-season food sources. Some consumers provide bird feeders and seed; many have discovered an easier way to attract songbirds with less mess. Its popularity continues to grow every year and the topic, of course, is suet!

#### **Instant Energy**

Many consumers ask, "What's the big deal with suet?" Do you know how to answer this question? In simple terms, suet is a bird food that replenishes storages of energy and nutrients, which help wild birds survive long, cold winters. Its core ingredient is rendered animal fat, which doesn't sound appetizing to us, but is very important to providing proteins and carbohydrates to wild birds.

Historically, suet was used in the late 1800s as a way to encourage wild birds to migrate and nest near habitats. Homesteaders re-purposed scraps of foods and meats to attract wild birds. Some suggest it was to provide an early warning system, when intruders (both human and animal) startled birds, which, in turn, alerted the settlers. Wild birds also occasionally served as a food source for the homesteaders, so keeping them well fed was mutually beneficial.

#### **A Buffet of Options**

Today's suet is formulated with many more ingredient options and processed to keep longer, without turning rancid to heat and sunlight. Some suet is processed using vegetable fat to reduce melting in the summer. Top manufacturers like **Pine Tree Farms** form suet into cakes, logs and suet balls.

Most birds that enjoy suet are "clingers," which is why many ornithologists suggest hanging suet on or near trees. We offer a range of different types of suet including fruits, berries, nuts, insects, peanut butter, birdseed and hot-pepper.

Consider selling suet cakes by multi-pack or volume sale. Most avid birders like to provide multiple feeding stations for suet with single cake, double cake and even bird feeders equipped with suet holders in their yards.

#### **Ready to Ship**

We stock many suet products from vendors like **Aspects**, and especially **Pine Tree Farms**. All are proudly made in the USA. Add some variety to your wild-bird feeding department by integrating new suet flavors and feeders to drive more interest—and more sales for fall and winter.

#### **Fantastic Reading**

For the first time, I also suggest some very good reading from the library or by purchase from your favorite bookstore. ***Feeding Wild Birds in America: Culture, Commerce, and Conservation*** written by Baicich, Barker and Henderson discusses the passionate hobby and history of wild-bird feeding. This decade-by-decade approach over the past 60 years offers many insights into the development and inventions of bird feeding. You'll be entertained and educated on the most practiced hobby in America, which surpassed the long-time favorite, gardening, a few years ago.

Good Selling!

John



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# Featured Products

## BUFFET WINDOW FEEDER WITH DOUBLE SEED TRAY

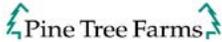
Two types of seed can be used in this feeder, both trays are easy to remove and clean. 1/2 qt. capacity



Item #	UPC	Vendor	Case	UOS	Retail
80480001-1446	026451113021	2	6	1	\$23.95

## NEVER MELT SUET BERRY CAKE

Ingredients: Peanuts, Corn, Rendered Beef Suet, Blueberry Flavoring, Dried Blueberries, Vitamins & Minerals. 12 oz



Item #	UPC	Vendor	Case	UOS	Retail
80450018-140	748884030118	3011	12	12	\$2.29

## FRUIT BERRY & NUT SUET CAKE

Ingredients: Chopped Almonds White Millet, Red Millet, Cracked Corn, Blueberries, Cherries, Dried Apples. 12 oz



Item #	UPC	Vendor	Case	UOS	Retail
80450006-169	748884011100	1202	12	12	\$2.99

## PEANUT BUTTER SUET CAKE

Ingredients: Chopped peanuts, Peanut Butter. 12 oz



Item #	UPC	Vendor	Case	UOS	Retail
80450002-143	748884011100	1110	12	12	\$2.49

## ORANGE SUET DOUGH

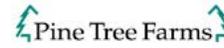
Ingredients: Ground Oranges, Papaya Bits, Ground Peanuts, Assorted Ground Grains. 12 oz.



Item #	UPC	Vendor	Case	UOS	Retail
80450005-140	748884001080	1080	12	12	\$2.29

## LOG JAMMER ADIRONDACK HORNBEAM HARDWOOD FEEDER

Made from hornbeam hardwood. Hand-crafted in New York's beautiful Adirondack region. For use with the Pine Tree Farms® Log Jammer Suet Plugs.



Item #	UPC	Vendor	Case	UOS	Retail
80450033-1052	748884050000	5000	4	4	\$17.49

## NEVER MELT SUET INSECT CAKE

Ingredients: Peanuts, Corn, Rendered Beef Suet Dried Meal Worms, Crickets, Vitamins & Minerals. 12 oz



Item #	UPC	Vendor	Case	UOS	Retail
80450021-140	748884030156	3015	12	12	\$2.29

## HI-ENERGY SUET CAKE

Ingredients: Sunflower Seed White Millet, Cracked Corn, Peanuts & Cashews. 12 oz



Item #	UPC	Vendor	Case	UOS	Retail
80450001-094	748884010905	1090	12	12	\$1.69

## LOG JAMMER PEANUT BUTTER SUET

Ingredients: Rendered Beef Suet, Black Oil Sunflower Seed, White Millet, Cracked Corn, Peanuts. 4 Plugs per Package. 12 oz.



Item #	UPC	Vendor	Case	UOS	Retail
80450037-140	748884050024	5002	12	12	\$3.99

