

NOVEMBER 13-15, 2013 • WBFI.ORG



WBFI



• 2013 ANNUAL MEETING •

SAN ANTONIO, TEXAS •



## LETTER FROM THE PRESIDENT



Welcome to the 2013 WBFI Annual Meeting in beautiful San Antonio! We are honored that you invested the time and resources to discuss the latest developments in the industry and network with your fellow industry representatives. The current WBFI membership roster includes ninety-nine diverse organizations, and half of which are represented at this meeting with over 120 individuals in attendance. Among us you'll find "mom and pop" retail shops, national retail chains, multi-national packagers, national feeder manufacturers, national suet manufacturers, commodities brokers, regional ingredients processors and so on. This is the single largest representation of wild bird feeding companies found anywhere in the world. Thank you for continuing to see value in what we do.

But the world is an ever-changing place, and with that constant change comes the challenge of maintaining relevance. This organization was founded 19 years ago, primarily comprised of packagers and commodities brokers. Since that time, WBFI has continued to evolve, and today is more relevant than ever as it embodies much more than the original founders could ever have imagined.

Some of WBFI's more significant accomplishments encompass development of national seed and feeder standards, shaping local, state and federal regulations and legislation, and creating strategic alliances with organizations like the Bird Education Network (BEN) and Cornell Laboratory of Ornithology.

The WBFI Research Foundation was also created by the WBFI and has become a very integral branch of this organization. The Foundation's accomplishments include completing the million-dollar PROJECT WILDBIRD® study, launching the MyBirdz™ social media campaign, and recently completing some very important consumer market research that will be shared for the first time at this meeting.

Our goal is to provide relevant information that will help you and your colleagues understand the evolving issues facing this industry. We recognize that it takes more than one meeting per year to accomplish that goal. As such, we are currently making plans to provide open forums of industry experts to address current issues as they happen via web meetings and conference lines. The newly formed "Pulse of the Industry Committee" has been charged with rolling out those plans in the near future, so stay tuned.

I want to thank all who have put in incredible effort to create this event: the members of Event Planning Committee; Sue Hays, WBFI's Executive Director and all of the meeting sponsors that have graciously contributed toward creating another successful and memorable event.

Lastly, I want every attendee to know that the WBFI truly values your feedback. Please take the time to fill out the surveys when invited throughout the event. I promise that you will be heard. Enjoy your time here in San Antonio and thank you for participating in this year's WBFI Annual Meeting.

Sincerely,  
Dave Netten, President (All Seasons Wild Bird Store, Retailer/Local)



## ANNUAL MEETING AGENDA



### SCHEDULE:

#### Wednesday, November 13:

4:00 – 6:00 p.m. Registration (Hotel Lobby)

5:00 – 7:00 pm - Manager's Reception/WBFI Opening Reception (Riverwalk Terrace, 3rd floor, outside)

6:45 pm - Bus departs for AT&T Center and San Antonio Spurs vs. Washington Wizards NBA game (Hotel Lobby)

7:30 pm - Spurs game begins

10:00 pm - Bus returns to Embassy Suites Hotel

#### Thursday, November 14: (Made-to-order breakfast available in the Atrium beginning at 6 am)

8:00 am - WBFI Annual Meeting Welcome – Dave Netten, WBFI President (Majestic A for all sessions)

8:05 am – 8:30 am - WBFI Annual Member Meeting (Election of Officers & Directors, financial report)

8:30 am – 9:30 am - "Is the bird feeding business a Rubik's Cube? Bird food solutions and feeder ideas that make cents"  
by John C. Robinson, On My Mountain

9:30 am – 10:30 am - "US and Canada Consumer Market Research Results" by Lev Mazin, AYTM

10:30 am – 10:45 am - Exit surveys, housekeeping and adjourn

11:00 am - Golfers depart for Silverhorn Golf Club of Texas (Hotel Lobby)

12:00 noon - Lunch for non-golfers and registered spouse/companions (Atrium)

1:15 pm - Bus departs for Natural Bridges Caverns and Zip Line (Hotel Lobby)

5:00 pm - Natural Bridges and Zip Line bus arrives back at Embassy Suites

5:30 pm - Golfers Bus arrives back at Embassy Suites

5:30 – 9:00 - Manager's Reception followed by INOC Dinner (Majestic B)

#### Friday, November 15: (Made-to-order breakfast available in the Atrium beginning at 6 am)

8:00 am - WBFI Welcome and overview of the day – Dave Netten, WBFI President (Majestic A for all sessions)

8:05 am – 8:30 am - "Expanding the hobby of wild bird feeding" – WBFI Research Foundation

8:30 am – 9:30 am - "Does bird feeding positively impact songbird survival?" – Dr. David Horn, Millikin University

9:30 am – 9:45 am - Break

9:45 am – 10:30 am - Regulatory update: "You Can't Spell Regulations without *Rats* or *Lions*" – Doug Alderman, The Scotts Co.; Lorri Chavez, Central Avian/Kaytee; Craig Brummell, Essex TopCrop

10:30 am – 11:00 am - Commodities Market Outlook – Dr. T. Randall Fortenbery, Washington State University

11:00 am – 11:45 am - Commodities panel discusses the overall health of the commodity markets – Rob Mann, All Star Trading, Distributor, Moderator; Dr. T. Randell Fortenbery, Washington State University; Jim Roberts, Central Avian/Kaytee, Packer; Bill Meadows, Mountain States Oilseeds, Processor

11:45 am – Noon - Housekeeping, exit surveys and adjourn

12:00 pm – 1:00 pm - Lunch for WBFI Members and registered spouse/companions (Atrium)

1:15 pm - Bus departs for Rio Cibolo Ranch (Hotel Lobby)

5:15 pm - Rio Cibolo bus arrives back at Embassy Suites Hotel

5:30 pm – 7:30 pm - Manager's Reception/WBFI Closing Reception (River Terrace, 3rd floor, outside)

Dinner on own





## ABOUT THE SPEAKERS



### LEV MAZIN, AYTM MARKET RESEARCH

Lev Mazin is the CEO & Co-founder of AYTM.com, the leading online Market Research solution with built-in access to 20MM+ consumers worldwide. AYTM works with brands and agencies around the world to gain valuable insights from their precise target markets. In the past 15 years of his professional career Lev had the pleasure of working with such brands as Samsung, Oracle, Adobe, NBC, Intuit, Zoho, Tiffany & Co, Maserati, Harry Winston, Whole Foods Market etc. in the spectrum of services from UI/UX to marketing and market research.



### DR. DAVID J. HORN

Dr. David J. Horn is an Associate Professor of Biology at Millikin University in Decatur, Illinois. Dr. Horn's research interests include wild bird feeding; the impact of windows, towers, and wind turbines on bird populations; and how habitat loss and fragmentation have impacted bird communities. Since his arrival at Millikin in fall 2005, David has received 21 external research grants or sponsored research projects, and he and his students have given 68 invited lectures or presentations at professional meetings, and had seven manuscripts published or accepted for publication in science journals.

For over 15 years, David has published numerous scientific articles and given dozens of presentations on wild bird feeding. He served as Principal Investigator for PROJECT WILD-BIRD®, a 3-year, \$1 million study funded by the WBF Research Foundation and hosted at Millikin University, and he and his colleague, Dr. Travis Wilcoxon, recently completed a one-year study examining how wild bird feeding influences the bird community and health of individual birds. His current research in bird feeding centers around product testing and development, and the creation of educational materials promoting the hobby.

Dr. Horn teaches a wide variety of courses. Among his favorite are a non-majors science course – Biology of Birds, and an upper-level course for biology majors – Ecology. Every other year he teaches a course that travels to the Galapagos Islands. David currently serves as a Coleman Entrepreneurship Fellow. Faculty fellows promote entrepreneurship activities across the disciplines, and he teaches a course titled "Creating a Scientific Business Venture."

Dr. Horn grew up in Bethesda, Maryland. He earned a B.A. in Biology at Hiram College in Hiram, Ohio, a M.S. in Biological Sciences from The University of Mississippi, and a Ph.D. in Ecology and Evolutionary Biology from Iowa State University.



WBFI



## ABOUT THE SPEAKERS



### **JOHN C. ROBINSON, ON MY MOUNTAIN, INC.**

A professional ornithologist, keynote speaker, and environmental consultant, John C. Robinson holds a B.S. degree in Biology from Iowa State University. He has published six books about nature and birds, including *An Annotated Checklist of the Birds of Tennessee* (1990), *Secret of the Snow Leopard* (1999), and *North American Bird Reference Book* (2004). He has also led professional birding and natural history tours to exotic and picturesque locations in Tennessee, Southeast Arizona, the upper Texas Coast, Mexico, Croatia, Bosnia-Herzegovina, and South Africa.

For over 30 years, John worked as an ornithological biologist for two important conservation agencies (the U.S. Fish and Wildlife Service and the U.S. Dept of Agriculture's Forest Service); and as the Chief Ornithologist with the Scotts Miracle-Gro® Company, where he was responsible for launching a number of highly successful mid-tier and premium wild bird food products, including Scotts Regional Blends.

John is an advocate for minorities in birdwatching and nature and has spent the last 13 years conducting research on how to connect our youth and young adults to nature through the magic of bird watching. He is currently on tour speaking about his most recent book, *Birding for Everyone: Encouraging People of Color to Become Birdwatchers*; and working with Toyota and National Audubon Society as a Together Green Fellow to help inspire 1000 children from underserved communities in Ohio and California to discover the world of nature and the great outdoors.

### **T. RANDALL FORTENBERY**

T. Randall Fortenbery is a Professor and Endowed Chair in Grain Economics in the School of Economic Sciences at Washington State University. He previously held the Renk Professorship of Agribusiness and was Director of the Renk Agribusiness Institute at the University of Wisconsin – Madison. In addition he was an Associate Director of the Wisconsin Bioenergy Initiative, a multi-campus, multi-disciplinary initiative focused on issues related to bioenergy development, production, and associated policy. His research has three main focuses: 1) price discovery and risk management in agricultural and energy markets, 2) issues related to the economics of bioenergy, and 3) issues related to agricultural production and trade. From 1998 through 1999 he served as the Director of Research for Frontier Risk Management in Chicago. Before joining the University of Wisconsin, Fortenbery was an Assistant Professor in the Department of Economics at North Carolina State University. He received a BS in Natural Resource Economics and an MS in Applied Economics from Montana State University. He received a Ph.D. in Agricultural Economics from the University of Illinois – Urbana/Champaign.





## BOARD OF DIRECTORS & SLATE OF NOMINEES



### **WILD BIRD FEEDING INDUSTRY: OFFICERS, DIRECTORS AND TERMS**

The following slate of Officers and Directors for 2013 and any additional nominations proposed in compliance with the WBF By-laws will be submitted to the membership for consideration on Thursday, November 14, 2013 during the Annual Member Meeting:

#### **OFFICERS: 2-YEAR TERM EXPIRES IN 2015**

Treasurer: Bob Yoder, Wagner's LLC, Packer/National

Secretary: Sue Hays, Executive Director

#### **DIRECTORS: 3-YEAR TERM EXPIRES IN 2016**

Craig Brummell, Essex Topcrop Sales Ltd., Packer/Multi-Regional, Immediate Past President

Keith Harrington, Central/Valley Bag & Supply Co., Associate

Chris Tribolet, Hawkeye Commodities, Distributor/National

Bob Yoder, Wagner's LLC, Packer/National

President Dave Netten and Vice-President Tom Lokitus were elected in 2012 for a 2-year term and thus these offices are not submitted to the membership for consideration this year.

#### **OFFICERS: 2-YEAR TERM EXPIRES IN 2014**

President: Dave Netten, All Seasons Wild Bird Store, Retailer/Local

Vice-President: Tom Lokitus, Lebanon Seaboard, Packer/Multi-Regional

#### **DIRECTORS: 3-YEAR TERM EXPIRES IN 2015**

Bill Meadows, Mountain States Oilseeds, Processor/Multi-Regional

Karen Burns, Cosmed Group, Processor/National

Crystal Hiatt, Hiatt Mfg., Feeder/National

Chris Teprovich, Harrold Terminal, Processor/Multi-Regional

Mike Wulf, D&D Commodities Ltd., Packer/National

Doug Alderman, The Scotts Co., Packer/National

Dave Whitley, Global Harvest Foods, Packer/National





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## BOARD OF DIRECTORS & SLATE OF NOMINEES



### DIRECTORS: 3-YEAR TERM EXPIRES IN 2014

- Todd Regan, Central Avian/Kaytee, Packer/National
- Marc Audet, Agritel Grain, Packer/Regional
- Jennifer Felten, Specialty Commodities, Distributor/National
- Roger Jaeger, Red River Commodities, Packer/National
- Jim Lesch, Wild Birds Unlimited Corporate Hdqtrs, Retailer/National
- Rob Mann, All Star Trading, Distributor/Multi-Regional
- George Petrides Jr., Wild Bird Centers of America, Retailer/Multi-Regional

### ADDITIONAL NOMINATIONS:

According to the WBFI By-laws Article VII Nominations for Directors and Officers, additional nominations for said offices may be made by any five Regular Members of the Institute who shall make such nominations in writing signed by them and filed in the office of the Secretary not less than 30 days prior to the date set for the Annual Meeting. The deadline for submission of additional nominations to WBFI Headquarters is 5:00 pm EDT Wednesday, October 10, 2012. WBFI legal counsel advises that no nominations will be accepted from the floor the day of the Annual Member Meeting, November 14, 2013.

## FORMER PRESIDENTS OF WBFI

- Cliff Peterson, Audubon Park (Founder)
- Virginia Duncan, Kaytee (Founder)
- Don Stein, Kellogg Inc. (Founder)
- Donald B. Hyde Jr., Hyde Bird Feeder Co. (Founder)
- Glenn Stoll, Hawkeye Commodities
- Robert Kramer, F.M. Browns
- John Donnelly, Red River Commodities

- Wayne Lindberg, Sunbird
- Ken Vander Vleuten, bi-pro Marketing
- Reggie Vanden Bosch, Heath Outdoor Products
- Lori Zimmerman, Lebanon Seaboard
- Reggie Vanden Bosch, Kaytee
- Craig Brummell, Essex Topcrop Sales
- Dave Netten, All Seasons Wild Bird Store



**WBFBI**



## THE WBFBI RESEARCH FOUNDATION PRESENTS:

An Executive Summary Of its Business Plan  
July 1, 2013 to June 30, 2014

Prepared by:  
Susan M. Hays, CBC  
Executive Director



### EXECUTIVE SUMMARY

#### BACKGROUND

The Wild Bird Feeding Industry (WBFBI) Research Foundation Inc. is an Illinois non-profit corporation which was established by the WBFBI trade association in 2005 to receive contributions and grants to fund relevant research and education initiatives that impact the industry which supports the hobby of wild bird feeding.

#### ENTITY

The WBFBI Trade Association is a 501c6 trade association incorporated in the state of Illinois. The organization is also a registered corporation in Canada. In addition, the WBFBI holds the trademark of the word Nyjer® in both the US and Canada, which the industry has adopted for the name of the bird feed *Guizotia abyssinica niger*.

#### MISSION

On February 28, 2006, WBFBI's Board of Directors adopted the following mission:

"The Wild Bird Feeding Industry Trade Association is an association dedicated to the progressive expansion of the wild bird and backyard wildlife feeding industry. As the voice of the industry, we accomplish this mission by serving the interests of our members through promoting responsible feeding, creating alliances, removing barriers, safeguarding gains and enhancing the experience of the consumer."

#### BUSINESS MODEL

The WBFBI Trade Association is a company membership based trade association which promotes and supports the commercial aspect of the wild bird feeding hobby across the United States and Canada. The leadership of the association is organized into a structural hierarchy with prescribed functional responsibility. The Association's Board of Directors convenes twice a year in person and sponsors an annual member meeting every November for its members and prospective members. There are six membership categories: processors; packagers; distributors; associates; retailers and bird feeder/accessories manufacturers. The membership is also categorized geographically as national, multi-regional, regional, and local.

#### Members are entitled to the following benefits:

1. Listing in the online directory
2. Access to the members only section of WBFBI.org, which is an extensive resource for industry news, Member Directory, and relevant topics such as Avian Flu, noxious weed seed issues, preference charts, national consumer market research data, labeling information
3. Invitation to attend the annual meeting in November
4. One WBFBI member meeting per year that provides the platform and opportunity to network with existing and potential customers and suppliers
5. Broadcasts of information about the industry and the pertinent issues
6. Market research that captures consumer data
7. Standards for the industry are adopted and the program is available only to WBFBI Members. A special logo tells your customers that the product they are purchasing meets industry standards.
8. Committee participation that enables members to influence the direction of the industry and the organization
9. Official WBFBI logo for use on products to indicate membership and a standard of quality
10. Government information, especially at the federal level, that is monitored to protect industry concerns

WBFBI charges annual dues ranging from \$325 to \$7450 per member company depending on the geographic span of the business and the company's business within the industry. Although ostensibly a reasonable fee, it can be a deterrent to small shops which, combating a stressful economic climate, are vigilant about reducing expenditures.





### **IN ADDITION TO THE MEMBERSHIP FEE, THE OTHER SOURCES OF REVENUE HAVE BEEN LIMITED TO:**

- Annual meeting registration fee, most of which covers the event overhead
- Sponsorships, 100% of which are used to produce the annual meeting
- \$150/year for participation in the WBFI Industry Standards Program, in which 37 members are enrolled

### **FINANCIAL SUMMARY**

As a company membership-based organization, the WBFI Trade Association relies on annual dues as their primary source of revenue. Dues for 112 members total approximately \$140,000 per year. The Board of Directors has held the dues amount steady since the 2010 fiscal year, with the current 2014 fiscal year being the fourth consecutive year for the current dues amounts.

### **BOARD OF DIRECTORS**

The WBFI Trade Association is governed by its Board of Directors. The Board meets as a group twice a year, in March and in November. Committees report out at those times. Membership and Event Planning Committees meet electronically ongoing. The Board, which is organized into a functional hierarchy, is comprised of 20 elected individuals who each serve a 2-year term.

### **KEY PERFORMANCE INDICATORS**

Key performance indicators are metrics used to gauge industry trends and to develop targets for tracking business performance. In the case of WBFI's industry, the actual statistics upon which key performance indicators are typically based have proven elusive. As the data isn't readily available or reliable, the effort to acquire industry statistics has been difficult. The most meaningful industry metrics would be:

- The total annual gross sales of wild bird seed as currently estimated by the Board of Directors
- Amount of seed sold annually is currently estimated by the Board of Directors to be 4 billion pounds
- Types of seeds, by percentage, that comprise the total pounds sold
- Dollar amount and or quantity of bird feeders sold annually

The lack of data can have the effect of undermining credibility, because the businesses are supposed to be experts. From a practical standpoint, the lack of reliable data makes it hard to see trends and make informed, fact-based decisions. To compensate for the lack of data, some businesses look at sunflower sales, which is a major component in most seed. However, the fact that other industries such as confectionary and food oils use sunflower, must be factored into any assumptions made.

In recent years, big box, garden centers and landscaping companies have assumed a more prominent role in selling bird seed and bird feeders, raising the questions of where they procure their birdseed and how this activity can be effectively measured. Many of the measures discussed within the industry relate to the bird feed with little or no discussion of the numbers of bird feeders being sold or distributed. It should be noted that any significant increase in the sale of bird feed will require an increase in the number of bird feeders available to consumers.

### **VALUES**

The WBFI Trade Association upholds the following values:

- **Cooperative Approach:** WBFI strives to create a worthwhile organization that is more impactful and productive than any of its members acting independently. There is strength in numbers.
- **Public Service:** Through its membership and its outcomes, WBFI endeavors to provide a form of direct service to its members as well as an indirect public service to consumers.
- **Integrity:** WBFI takes pride in the transparent, fair and honest manner in which it conducts its interactions, whether they are within the organization or externally focused.
- **Sustainability:** The WBFI believes that wild bird feeding provides home owners with one of the easiest ways to improve habitats and augment the nutrition of wild birds. Those individuals who are dedicated and committed to feeding wild birds are rewarded with an expanded awareness and appreciation of nature – which translates into a greater willingness to support efforts designed to sustain habitat for wild birds and to ensure that the abundance and diversity of avian species in North America remains constant or improves over time. The hobby of wild bird feeding serves as a natural bridge for understanding the linkage between the often-harsh commercial world and the need for habitat left undeveloped for wild birds to live in.
- **Cooperative Approach:** The WBFI seeks out and welcomes opportunities to cooperate and collaborate with other non-profit organizations to share resources and mutually promote the hobby of wild bird feeding.



## **PURPOSE**

The Research Foundation is committed to educating people about the value of wild bird feeding and its benefits to birds and humans. The organization fulfills its purpose of expanding the number of people engaged in the hobby of backyard wild bird feeding in two distinct ways: 1) by reminding current bird feeding enthusiasts to remain active by keeping their bird feeders filled; and 2) by cultivating the next generations of hobbyists through education on how to successfully engage in the hobby of bird feeding.

Comprised of dedicated and responsible people who fervently believe in the hobby of wild bird feeding, the WBFBI Research Foundation considers itself the primary body for conducting scientific, behavioral and market research that encourages and supports wild bird feeding in the United States and Canada.

## **SITUATIONAL ANALYSIS**

Each year, over 60.5 million Americans over the age of sixteen feed wild birds or other wildlife around their homes. According to the Foundation's research in 2012, hobbyist spend more than \$800 million in the US and \$80 million in Canada annually purchasing bird seed, feeders, supplies and accessories to support the pastime. This staggering sum represents a significant revenue source for manufacturers, retailers and other businesses that can be categorized as financial stakeholders in the long term success of bird feeding.

As an independent, yet interested, third-party, the WBFBI Research Foundation's sole member, the Wild Bird Feeding Industry (WBFBI) trade association, is comprised of packagers, processors, and distributors of bird feed, manufacturers of bird feeders and accessories, retailers of bird feed and bird feeders, and associates whose businesses support the industry. The trade association promotes responsible feeding, creates alliances, removes barriers, safeguards gains, and enhances the experience of the consumer in order to perpetuate the industry, foster the longevity of the wildlife itself, and enhance the experience of the bird feeding community.

According to one industry expert, 60% of the bird feeders owned by people who have already embraced this hobby are empty at any given time. If 100% of these feeders were filled, it is estimated that there would actually be a shortage of bird feed. It is also critical that current and future pursuers of this hobby use quality bird feed and supplies and use the appropriate feed to attract the species that they wish to observe. The continuity of the hobby itself and underlying economic benefits reaped by the manufacturers and retailers who make it viable can only be ensured through introducing future generations to the rewarding aspects of this pursuit.

The Research Foundation's focus has recently broadened from not only conducting pertinent research, documenting findings, negotiating intellectual property agreements, and performing other associated business activities, but also designing and launching educational campaigns under the My Birdz™ brand.

## **REVENUE STREAMS**

The Foundation's support to date has been through donations and contributions from industry sponsors. Additional income is derived through database access fees. However, in recognition of the precariousness of relying exclusively on these sources, the Research Foundation has begun to sell information products. Moving forward, the Research Foundation will ensure its own stability by creating additional small, but relevant, product offerings tied to the My Birdz brand to generate alternative revenue streams. The Foundation's sources of revenue include:

- WBFBI is the Research Foundation's #1 source of funding, both the association and its individual members
- My Birdz Network Traffic Catcher Page and access to the mobile app is \$50 per year
- Sale of industry size research
- Sale of consumer market research to the industry
- Voluntary 25% contributions to annual WBFBI dues

The Research Foundation's immediate goal is to assess how best to monetize potential product and service offerings by evaluating what the market wants and the extent of that demand, how the product or service can be developed, and how it can be marketed and sold. The outcome of a financial and commercial analysis will establish the priorities of the Foundation for the operational plan for product development and market penetration.

## **RISK PROFILE**

In recognition of the fact that all businesses are prone to risk, the Research Foundation is proactive in identifying such threats and making a determination, based on likelihood of occurrence and potential impact, as to whether to accept the risk, develop a mitigation plan or develop a contingency plan. Types of risks that are being evaluated include:



- Inability to raise funds commensurate with the financial demands of the organization
- Difficulty in determining the number of people engaged in the hobby at any point in time
- Imprecise methods for measuring the effectiveness of the Foundation's marketing campaign
- High price of commodities negatively affects two major areas: desire of the consumer to purchase the product and the profitability of stakeholders throughout the supply chain.
- Bird diseases discourage people from feeding
- Prohibitive regulations such as those imposed in the form of municipal statutes that disallow bird feeding (i.e. in high rise apartments)
- Dispel myths and counteract negative literature that describe the disadvantages of feeding birds (i.e. attract unwanted critters, feeding prevents birds from migrating, bird seed is bad for birds, etc.)
- Excise taxes in some states increase the cost of feed and discourage people from feeding birds

## **MARKETING MESSAGES OVERVIEW**

Rooted in science, the Research Foundation is in a strong position to present compelling facts, tempered with the emotional and human aspects of its mission, in a way that will appeal to people and generate a positive response.

The Research Foundation's focus is using consumer education in traditional and creative ways to augment the number of active bird feeding enthusiasts of all ages and improve the methods used, heighten awareness, and increase active participation. This objective will be accomplished by communicating with consumers of all ages using established social media channels that have been proven to engage the people we want to engage. The marketing strategy for the industry sector has yet to be developed, although it is critical to achieve the Foundation's overall revenue generation objectives.

## **BRAND IDENTITY**

As the Research Foundation evolves from a research-focused organization to include an educational component, building compelling brand identity plays a significant role in the organization's ability to command the desired scope and reach among its target audiences. A dynamic brand will expedite and intensify the power of a third party's voice to disseminate messages to consumers about the benefits of bird feeding and how to enjoy the hobby, ultimately resulting in the broadening of the field. To this end, the Foundation established the My Birdz brand in 2012 including a website ([mybirdz.org](http://mybirdz.org)) and presences on the major social media channels (Facebook, Twitter, YouTube, Pinterest, Google+). The brand awareness that has begun in the consumer sector with My Birdz needs to be continued and expanded into the industry sector.

## **KEY PERFORMANCE INDICATORS**

Key performance indicators are metrics that track business performance. The Foundation is monitoring metrics that explain the effect of its efforts. Such metrics include:

- Number of qualified and committed board members attracted and retained to effectively ensure the necessary leadership that the organization demands.
- Number of products and services developed
- Revenue derived from the sale of products and services
- Total dollar amount of donations, funding and contributions received in 2013
- Increased registration of industry stakeholders in the My Birdz Network Directory by 20% in calendar year 2013.
- Increased numbers of people across the United States and Canada engaged in the social media platforms. Specifically, the Foundation has the potential and the intent to make an impression on 15-20 million people with its message by exposing them to a broad range of touch points including websites, magazine articles, media coverage, social media activity and lecture and conference audiences.
- Average annual growth of selected product lines
- Quantity of Internet followers on social media sites such as Facebook and Twitter
- Percentage of target market group that actively pursues the hobby of wild bird feeding

For a reliable and meaningful set of key performance indicators to be developed and used, baselines must be established, data collection methods defined and goals identified.





## FUNDING NEEDS

As a non-profit organization, the Research Foundation relies almost exclusively on donations and contributions to sustain it and to fund its initiatives. The Foundation does offer a tax-exempt vehicle for people and companies to contribute to its research and education in order to expand the hobby of backyard wild bird feeding. To increase the influx of monies, the Foundation develops products available to generate revenue and has fund-giving mechanisms in place to make it easy for the general public to contribute at all times.

The Research Foundation has mapped its monetary needs for the twelve month period spanning July 1, 2013 through June 30, 2014. Based on preliminary analysis, and the inclusion of contingency funds and unplanned expenses, the Foundation's short term annual budgetary requirements range between \$125,000 - \$150,000.

CATEGORY	ANNUAL COST FORECAST	NOTES
<i>Consumer Education program maintenance</i>		
Fixed operational expenses	\$60,000	Includes necessary legal work Initial investment was \$40,000 Based on a widely accepted marketing principle that it requires 15%-20% of desired target revenue to attract that amount
Social Media My Birdz Educational campaign	\$20,000	
Fund Raising	\$20,000	
<i>Consumer and Industry Research</i>		
Consumer Research	\$20,000	
Size of Industry Research	\$5,000	

## MEMBERS OF THE BOARD OF TRUSTEES

### President

Robert Gunstone  
Armstrong Milling

### Vice-President

Michelle Mohilef  
Pacific Bird & Supply

### Foundation Treasurer

Paul Stefanic  
D&D Commodities

### Foundation Trustee At-Large

Ray David  
Birding Business Magazine

### Foundation Trustee At-Large

Ghislain Rompre  
The Scotts Co.

### Foundation Trustee At-Large

Judy Hoysak  
Woodstream



**WBFI**



## 2005-2013 WBFI RESEARCH FOUNDATION CONTRIBUTORS

### **Benefactor \$75,000 +**

WBFI  
Wild Bird Centers of Am.  
Central Avian/Kaytee  
Kaytee Avian Foundation  
D&D Commodities

### **Patron \$75,000 - \$77,999**

Percevia

### **Platinum \$15,000 - \$74,999**

Anderson Seed  
Erva Tool & Die  
Lebanon Seaboard  
Oilseeds International  
The Scotts Co.  
Wagner's LLC

### **Gold \$9000 - \$14,999**

All Seasons Wild Bird Store  
CHS Sunflower  
Droll Yankees  
Essex Topcrop Sales  
Heath Outdoor Products  
National Sunflower Assoc.  
Prince Corporation  
Red River Commodities

### **Silver \$3000 - \$8999**

All Star Trading  
All Treat Farms  
Armstrong Milling  
Backyard Nature Products  
Birding Business Magazine  
Bridgewell Resources  
Cereal By-Products  
Commodity Marketing  
Dick & Carole Hebert  
Duncraft  
Cosmed Group/ETO Sterilization  
Hawkeye Commodities  
High Country Mercantile  
Imports Sterilization

Keystone Grain  
Legumex Walker  
Northern Bag & Box  
Perry Bros. Seed  
Prinova  
Pumpnickel Press  
Scott Pet Products  
Sunbird  
Wild Birds Unlimited  
Woodstream

### **Bronze \$1500 - \$2999**

Birdola  
Bridgeway Trading  
Central Distributing  
FM Brown's Sons  
Mars UK  
Wild Bird Seeds & Such

### **Pioneer \$100 - \$1499**

3D Corporate Solutions  
Ace Hardware  
Advanced Sunflower  
Agway Dealer Network  
American Gardener  
Anchor Marketing  
Art-Line  
ASA Agrotech  
Beth Mohan  
Blain's Farm & Fleet  
Blue Seal Feeds/Kent Nutrition  
Bob Yoder  
Britton Transport  
Brome Bird Care  
BRT Group  
Cabin Fever Woodworking  
Canpulse Foods  
Cello-Poly  
Central City Marketing and Proc.  
Central/Valley Bag  
Chin Ridge Seed Processing  
Countryside Cooperative  
Co-operative Feed Dealers  
Crossroads Coop  
Cyber Graphics  
D&E Transport  
David Horn  
Denise Townsend  
Des Moines Truck Brokers

Diversified Ingredients  
E&J Commodities  
E. Cohen & Co. CPA  
Emerson Milling  
Empire Grain  
Essex Hybrid  
F&M Transport  
George Petrides  
Global Harvest  
Gro-Well Brands  
Heritage Farms  
Crystal Hiatt  
Hiatt Mfg.  
Industrial Fumigant  
Jean Cowden  
JB Global  
Jerry Heath  
Kalshea Commodities  
Kaylor of Colorado  
Knight Seed  
Leach Grain  
Lineage Logistics  
MGT Co. Sue Hays  
Mike & Linda Wulf  
Mountain States Oilseeds  
New Biz Vent  
North Central Companies  
North Star Packaging  
Nuts for Wildlife  
Pacific Bird & Supply  
Performance Seed  
Peterson Grain  
Pine Tree Farms  
Reggie Vanden Bosch  
Sam Crowe  
Sanimax Marketing Limited  
Scott Stinar  
Seed Factory  
Shapiro Packaging  
Sommer's Wild Bird Food  
Specialty Commodities  
Sunopta  
Tom Young  
Uncommon Carrier  
Vari-Crafts  
Watkins Grain  
Wayne Lindberg



**WBFI**



## QUALITY STANDARDS



### **WBFI MEMBERS ENROLLED IN THE WBFI QUALITY STANDARDS PROGRAM AS OF OCTOBER 21, 2013**

#### **PACKER**

Armstrong Milling Co. Ltd., Hagersville ON  
 Central Garden & Pet/Kaytee Products, Chilton WI\*  
 D&D Commodities, Stephen MN\*  
 Essex Topcrop, Essex ON\*  
 Kaylor of Colorado, Greeley CO\*  
 Lebanon Seaboard, Lebanon PA\*  
 Red River Commodities, Fargo ND\*  
 Seed Factory, Ceres CA\*  
 The Scotts Company, Marysville OH  
 Wagner's, LLC, Purchase NY\*

#### **PROCESSOR**

Cosmed Group/ETO Sterilization, Linden NJ\*

#### **DISTRIBUTOR**

American Distribution & Manufacturing Co., Cottage Grove MN  
 Commodity Marketing, Alpharetta GA\*  
 Co-operative Feed Dealers, Conklin NY  
 Essex Hybrid Seed, Windsor ON\*  
 Hawkeye Commodities, Grimes IA\*  
 High Country Mercantile, Cody WY\*  
 Prince Corporation, Marshfield WI\*  
 Sanimax Marketing, Guelph ON\*  
 SKE Midwestern, Fargo ND\*  
 Specialty Commodities, Fargo ND\*

#### **FEEDERS/ACCESSORIES**

Brome Bird Care, Knowlton QC\*  
 Droll Yankees, Danielson CT\*  
 Heath Outdoor Products, Coopersville MI\*  
 Woodlink Ltd., Mount Ayr IA

#### **RETAILER**

All Season Wild Bird Store, Bloomington MN\*  
 Duncraft, Concord NH\*  
 Wild Bird Centers of America, Glen Echo MD\*

#### **ASSOCIATE**

Central/Valley Bag, East Grand Forks MN\*  
 Prinova/Crest Flavor, Carol Stream IL\*  
 MGT Co. (Sue Hays), West End NC\*

*\* Indicates 2007 WBFI Quality Standards Charter Members*





# LIST OF ATTENDEES



COMPANY NAME	REPRESENTATIVE	PHONE NUMBER
ACJ International	Tracy Hocking	701-356-7056
Advanced Sunflower	Jarrid Graff Alicia Graff	605-554-1301
Agritel Grain	Marc Audet	204-266-2651
All Seasons Wild Bird Store	David Netten	612-803-4402
All Star Trading	Robert Mann Reid Barth	847-375-8675 419-731-4410
Anchor Marketing	Hal Halliday Kerry Heid	701-787-8230
Armstrong Milling	Ryan Zantingh Robert Gunstone	905-779-2473
ASA Agrotech	Prem Grover	91-712-2723479
AYTM.com	Lev Mazin	303-459-5664
Bridgewell Resources	Rick Hansen	503-806-5559
Central Avian/Kaytee Products	Jim Roberts Todd Regan	920-849-1890 925-948-2717
Central Life Sciences	Gerry Hutney	813-994-3250
Central/Valley Bag & Supply	Keith Harrington	218-773-1189
Cereal Byproducts	Timothy Thompson Joe Ignoffo	314-781-9600
CHS Sunflower	Pam Collins Glenn Kalsnes	315-628-0027 701-484-5313
Cosmed Group/ETO Sterilization	Chad McQuillan Karen Burns	908-862-7077
Crossroads Cooperative	Bob Burns Brenda George Virgil Schumacher Bill George Marcy Schumacher	308-254-4230



# LIST OF ATTENDEES



COMPANY NAME	REPRESENTATIVE	PHONE NUMBER
D&D Commodities	Jennifer Deere	218-478-3308
	Jerry Grochowski	
	Lori Steinmann	
	Mike Wulf	
	Paul Stefanic	
	Ken Johnson	
Droll Yankees	Betsy Puckett	860-779-8980
	Tom Puckett	
Emerson Milling	Jarrod Firlotte	204-373-2328
Encore Packaging Solutions	Daniel Bloedow	248-303-1423
Essex Hybrid Seed	Tom Pogue	519-254-7155
Essex Topcrop Sales	Craig Brummell	519-776-6411
	Debbie Brummell	
	Darryl Brummell	
	Diane Brummell	
F & M Logistics	Mark Flaagen	701-282-0476
Fusion Bag	Doug Edwards	574-343-2369
Global Harvest Foods	Dave Whitley	206-829-2366
	Sadie Whitley	
Harrold Terminal	Chris Teprovich	610-763-5500
Hawkeye Commodities	JD Schreurs	515-986-4441
	Chris Tribolet	
	Dennis Revis	
	Chris Cook	
Hiatt Manufacturing	Crystal Hiatt	800-942-5387
	Heather Kreier	
High Country Mercantile	Pam Connally	307-587-0537
	Laurie Ash	
	Ken Strausheim	
Howard & Howard	Chuck Semmelhack	888-839-1237
Imports Sterilization	John Mendel	410-327-4860
	Joi Griffin	
Industrial Fumigant	Chelle Hartzler	913-912-2383



# LIST OF ATTENDEES



<b>COMPANY NAME</b>	<b>REPRESENTATIVE</b>	<b>PHONE NUMBER</b>
Lebanon Seaboard	Tom Lokitus	800-532-0090
Legumex Walker	Joyce Lokitus	
	Julie Girouard	819-352-7111
	Bruce Wiebe	204-325-9555
	Beverly Wiebe	
Lineage Logistics	Jared Froese	
	Brent Stanford	478-781-6565
	David James	229-420-0566
Millikin University	David Horn	217-424-6392
Mountain States Oilseeds	Jason Godfrey	435-757-7829
	Chris Ravsten	
	Charles Jones	
	William Meadows	
Neogen Corp	Matt Nichols	517-372-9200
Northern Bag & Box	Mike Gillen	701-746-6764
	Donna Gillen	
	Charles Weingarten	
	Mary Weingarten	
Nuts for Wildlife	Mat Pope	804-314-9337
	Bobby Pope	
	Jeff Eggleston	
On My Mountain	John C. Robinson	707-688-2848
Pacific Bird & Supply	Michelle Mohilef	888-541-2473
Perry Brothers Seed	Gene Perry	970-246-3401
	Diann Perry	
Pestell Mineral & Ingredients	Christine Freeman	519-662-2777
PK Sunflower/Proseed	Dan Lovas	763-232-5730
Red River Commodities	Paul Gebeke	701-282-2600
	Roger Jaeger	
	Curtis Kuntz	
	Alissa Kuntz	
	Scott Hegge	





# LIST OF ATTENDEES



COMPANY NAME	REPRESENTATIVE	PHONE NUMBER
Safflower Technologies	John Brown	406-742-5401
	Donna Brown	
	Mike Bergman	517-719-5418
Sanimax	Danica Sabourin	204-453-6337
	Doug Ziegler	519-824-0235
Shapiro Packaging	Dwight Preston	616-742-7476
	Sheri Preston	
Specialty Commodities	Al Yablonski	
	Jennifer Felten	816-301-4221
	Sara Pfaff	701-282-8222
	Greg Pfaff	
	Dean Schwab	
	Nancy Schultz	
	Rob Schultz	
	Trevor Kukowski	
	Tiffany Kukowski	
Sunbird	Wayne Lindberg	952-544-5358
	Janis Lindberg	
SunOpta	Sterling Kuntz	218-643-8467
	Louis Paquin	
The Scotts Co.	Douglas Alderman	937-578-5924
	Ghislain Rompre	937-578-1445
Tradeco	Joe Diers	715-426-2661
United Pet Group	Jeremy Powers	513-337-0880
	Tim Edwards	
	Greg Van Eyk	
Wagner's	Robert Yoder	914-439-2162
Warner & Warner Packaging	James Kelly	847-650-4010
Washington State University	Randy Fortenbery	503-335-7637
Wild Birds Unlimited	Jim Lesch	317-571-7100
Woodlink	Jack Murray	847-395-3300



# WBFI COMMITTEES



## **WBFI Executive Committee thru Nov. 2014:**

President: Dave Netten, All Seasons Wild Bird Store

Vice-President: Tom Lokitus, Lebanon Seaboard

Vice-President: Doug Alderman, The Scotts Co.

Treasurer: Bob Yoder, Wagner's

Immediate Past President: Craig Brummell, Essex Topcrop

Secretary: Sue Hays, Executive Director

## **Membership Committee:**

Feeder: Mike Dunn, Duncraft

Packer: Roger Jaeger, Red River

Retailer: George Petrides Sr., WBCA

Retailer: Dave Netten, All Seasons Wild Bird Store

Packer: Mike Wulf, D&D Commodities

Packer: Craig Brummell, Essex Topcrop, Chairman

Processor: Monika Chrominski, Cosmed Group

## **Event Planning Committee:**

Karen Burns, Cosmed Group, Chairman

Debbie Brummell, Essex Topcrop

Mike Gillen, Northern Bag & Box

Chris Tribolet, Hawkeye Commodities

## **Pulse of the Industry Committee:**

Rob Mann, All Star Trading, Distributor, Co-Chair

Craig Brummell, Essex Topcrop, Packer, Co-Chair

Crystal Hiatt, Hiatt Mfg., Feeder

Tom Lokitus, Lebanon Seaboard, Packer

Jennifer Felten, Specialty Commodities, Distributor

## **Regulatory Committee Co-chairs:**

Karen Burns, Cosmed Group

Doug Alderman, The Scotts Co.

## **Standards Committee**

Co-Chairmen:

Dave Netten, All Seasons Wild Bird Store, Retailer

Karen Burns, Cosmed Group, Processor

## **Standards Committee Members:**

Mike Dunn, Duncraft, Feeder

Ken Johnson, D&D Commodities, Packer

Crystal Hiatt, Hiatt Mfg., Feeder



**WBFI**



## ANNUAL MEETING SPONSORS

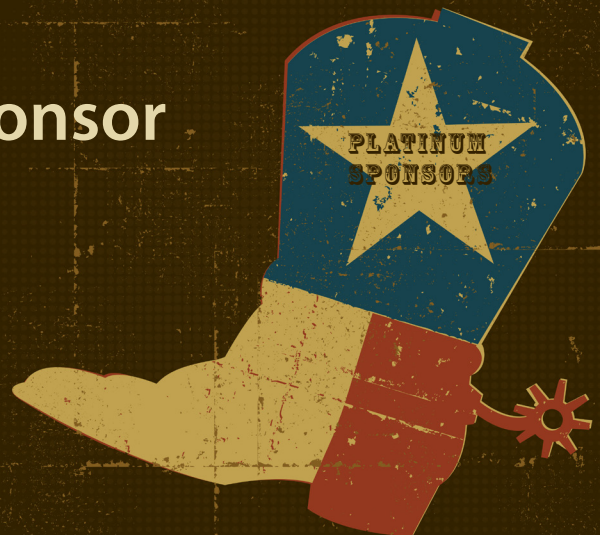


### Advanced Sunflower Closing Reception Sponsor

Attendees:  
Jarrid Graff  
Alicia Graff

### All Star Trading Opening Reception Sponsor

Attendees:  
Robert Mann  
Reid Barth



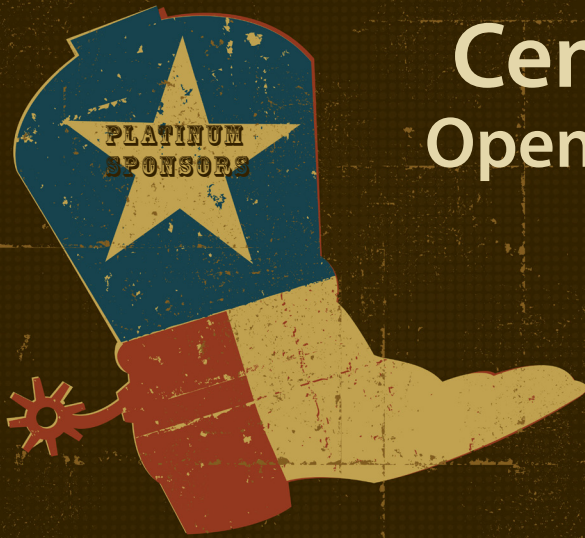




**WBFI**



## ANNUAL MEETING SPONSORS



### Central Avian/Kaytee Opening Reception Sponsor

Attendees:  
Jim Roberts  
Todd Regan

### Cosmed Group/ ETO Sterilization INOC Sponsor

Attendees:  
Karen Burns  
Bob Burns



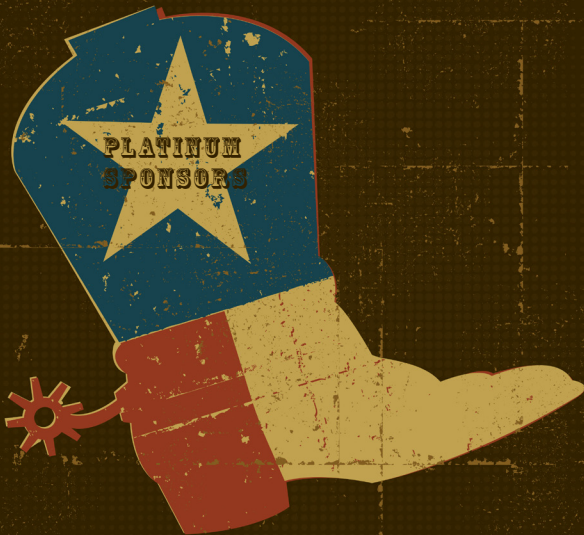




**WBFI**



## ANNUAL MEETING SPONSORS

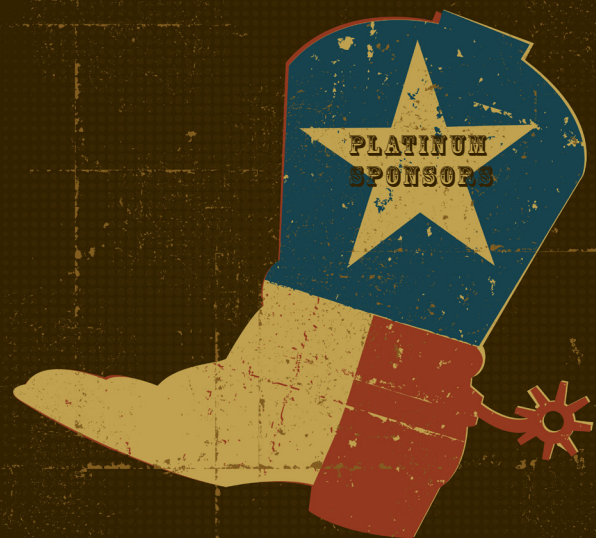


## D&D Commodities Opening Reception Sponsor

Attendees:  
Jennifer Deere  
Jerry Grochowski  
Lori Steinmann  
Mike Wulf  
Paul Stefanic  
Ken Johnson

## Essex Topcrop INOC Sponsor

Attendees:  
Craig Brummell  
Debbie Brummell  
Darryl Brummell  
Diane Brummell



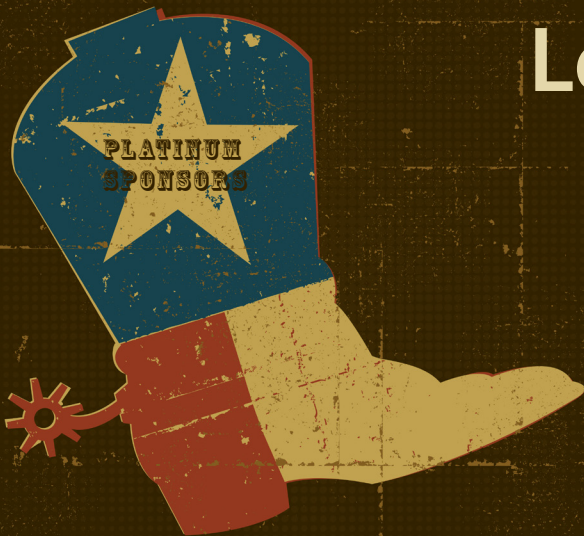




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## ANNUAL MEETING SPONSORS



### Lebanon Seaboard INOC Sponsor

Attendees:  
Tom Lokitus  
Joyce Lokitus

### Northern Bag & Box INOC Sponsor

Attendees:  
Mike Gillen  
Donna Gillen  
Charles Weingarten  
Mary Weingarten



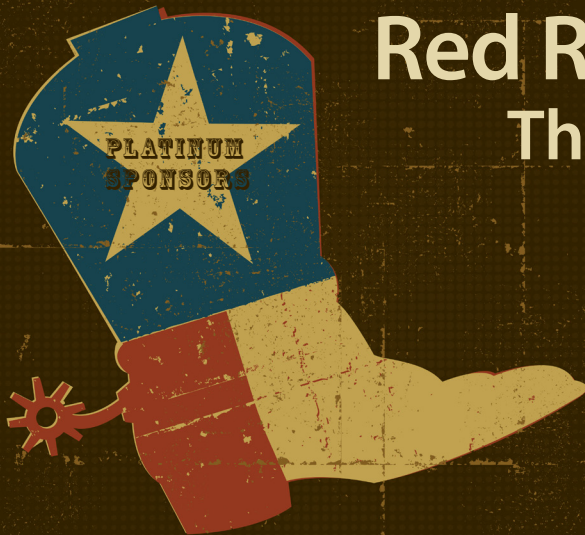




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## ANNUAL MEETING SPONSORS

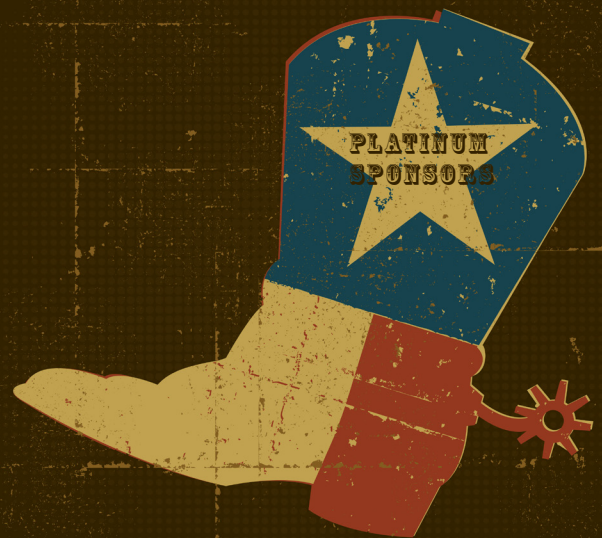


### Red River Commodities Thursday Lunch Sponsor

Attendees:  
Paul Gebeke  
Roger Jaeger  
Curtis Kuntz  
Alissa Kuntz  
Scott Hegge

### Sunbird Friday Lunch Sponsor

Attendees:  
Wayne Lindberg  
Janis Lindberg



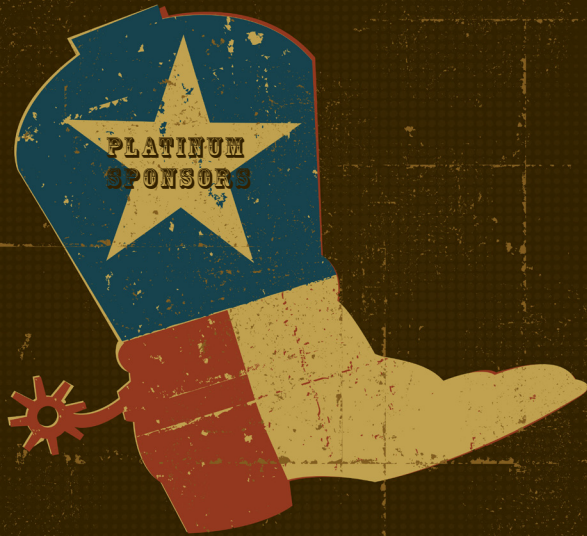




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## ANNUAL MEETING SPONSORS

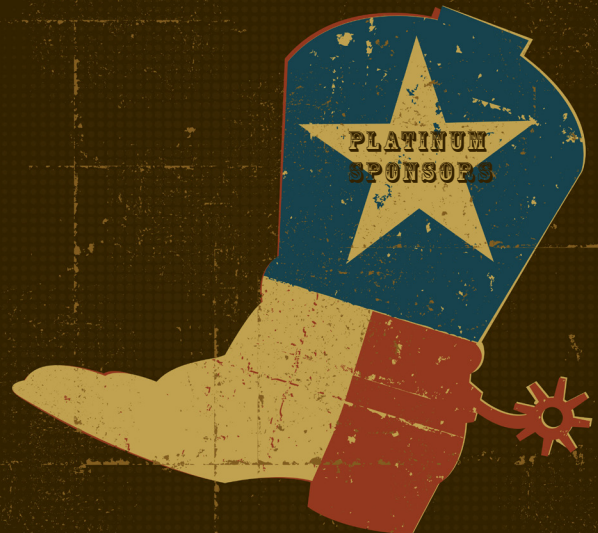


### SunOpta INOC Sponsor

Attendees:  
Sterling Kuntz  
Louis Paquin

### Wagner's General Sessions Breaks Sponsor

Attendees:  
Robert Yoder





# ANNUAL MEETING SPONSORS



**WBFI**



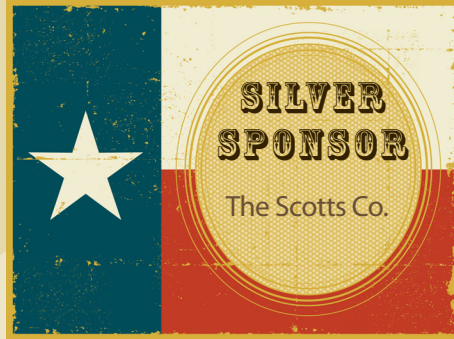
**GOLD  
SPONSORS**

## **Imports Sterilization**

Attendees: John Mendel, Joi Griffin



# ANNUAL MEETING SPONSORS



## BRONZE SPONSORS:

ACJ International  
Central/Valley Bag

CHS Sunflower  
F&M Logistics

Legumex Walker  
North Star Packaging

Shapiro Packaging  
United Pet Group





WBFI



## 2014 ANNUAL MEETING INFORMATION



Wednesday, November 12 through Friday, November 14  
WE LIKE IT SO MUCH, WE'RE GOING BACK!  
Naples Beach Hotel, Naples FL  
Registration begins after Labor Day in 2014.

Presentations and information from this year's meeting will be available for you in Member's Only.