



Wild  Delight[®]
Premium Nutrition For **Outdoor Birds**

Retail Sales Guide



www.wilddelight.com

Wild Delight®: The Brand That

Advanced Formula®



Sizzle N' Heat®



Deck, Porch N' Patio®



Special Finch® Food



Cardinal Food



Woodpecker, Nuthatch N' Chickadee®



Zero-Waste® Fruit Blend

Pioneered Premium



Bugs N' Berries®

Bugs For Birds

Mealworms

Golden® Finch Food



Fruit N' Berry™



Nut N' Berry®



Songbird Food



Gourmet Outdoor Bird Food

Natural Formula



Buffet® For Outdoor Birds



Outdoor Finch Food



Feast® For Outdoor Birds



Nyjer® Seed



Safflower Seed



Fine Sunflower Chips



Black Oil Sunflower Seed



Striped Sunflower Seed



Finch Sock Feeder And Display



Corn On The Cob



Crunch N' Nut® Squirrel Food



Dove & Quail Food



Inshell Peanuts



Shelled Peanuts



Arbor 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 — Complete Company Information:

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**
Actual size 41.25"W x 19"D x 75"H Actual size 48"W x 31.5"D x 83"H

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 (PWDKT6000) to the contact name and address above.

Approved by Distributor Sales Manager

Date _____
Distributor Order/Invoice Number _____

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	UNITS/ORDERED	UNIT SIZE	CASES
367816	Mealworms	6	16oz	_____
367866	Bugs for Birds	6	16oz	_____
367845	Bugs N' Berries**	6	4.5lb	_____
367914	Bugs N' Berries®	3	14lb	_____
372050	Sizzle N' Heat**	6	5lb	_____
372140	Sizzle N' Heat®	3	14lb	_____
373050	Golden® Finch Food*	6	5lb	_____
374050	Deck, Porch N' Patio**	6	5lb	_____
374200	Deck, Porch N' Patio®	1	20lb	_____
364050	Woodpecker, Nuthatch N' Chickadee® Food*	6	5lb	_____
364200	Woodpecker, Nuthatch N' Chickadee® Food	1	20lb	_____
376070	Cardinal Food*	4	7lb	_____
376150	Cardinal Food	1	15lb	_____
376300	Cardinal Food	1	30lb	_____
377080	Songbird Food*	4	8lb	_____
377200	Songbird Food	1	20lb	_____
368080	Gourmet Outdoor Bird Food*	4	8lb	_____
368200	Gourmet Outdoor Bird Food	1	20lb	_____
365050	Fruit N' Berry™**	6	5lb	_____
365200	Fruit N' Berry™	1	20lb	_____
360050	Zero Waste® Fruit Blend*	6	5lb	_____
360200	Zero Waste® Fruit Blend	1	20lb	_____
366050	Nut N' Berry**	6	5lb	_____
366100	Nut N' Berry®	4	10lb	_____
366200	Nut N' Berry®	1	20lb	_____
381050	Special Finch® Food*	6	5lb	_____
381200	Special Finch® Food	1	20lb	_____
372175	Sizzle N' Heat® Suet	12	11.8oz	_____
388310	Bugs N' Berries® Block	10	12oz	_____
388490	Woodpecker Block	10	13oz	_____
388320	Sizzle N' Heat® Block	10	12oz	_____
388380	Deck, Porch N' Patio® Block	10	14oz	_____
388350	Nut N' Berry® Block	10	13oz	_____
362080	Crunch N' Nut®	4	8lb	_____
362200	Crunch N' Nut®	1	20lb	_____
388410	Dove & Quail Food	4	10lb	_____
388420	Dove & Quail Food	1	20lb	_____
388070	Corn On The Cob	4	7lb	_____
388200	Corn On The Cob	1	20lb	_____
379050	Inshell Peanuts	4	5lb	_____
379130	Inshell Peanuts	1	13lb	_____
380050	Shelled Peanuts	4	10lb	_____
380250	Shelled Peanuts	1	20lb	_____
388470	Block Feeder	4	1	_____
383040	Finch Sock w/Nyjer Feeder	12	13oz	_____

TOTAL CASES THIS ORDER

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 _____

BIG BAG BOOSTER

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 — Display System:

K990000



Value of Display: \$225

Step 3 — Order Packaged Product:

Order must be for a minimum of 15 large Wild Delight® bags (10 lbs. or more). Sizzle N' Heat® and Bugs N' Berries® cases include 3 bags and must be for a minimum of 5 cases. Nut N' Berry® 10lb cases include 4 bags and must be for a minimum of 7 cases. All other products listed below include 1 bag per case.

ITEM#	ITEM	UNIT SIZE	UNITS/ ORDERED	CASES
372140	Sizzle N' Heat®	14 lb.	3	_____
367914	Bugs N' Berries	14 lb.	3	_____
376150	Cardinal Food	15 lb.	1	_____
377200	Songbird Food	20 lb.	1	_____
368200	Gourmet Outdoor Bird Food	20 lb.	1	_____
365200	Fruit N' Berry™	20 lb.	1	_____
360200	Zero-Waste® Fruit Blend	20 lb.	1	_____
366100	Nut N' Berry®	10 lb.	4	_____
366200	Nut N' Berry®	20 lb.	1	_____
378200	Crunch N' Nut® Squirrel Food	20 lb.	1	_____
381200	Special Finch® Food	20 lb.	1	_____
364200	Woodpecker, Nuthatch N' Chickadee®	20 lb.	1	_____
374200	Deck, Porch N' Patio®	20 lb.	1	_____

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

Introductory Stocking Program





Introductory Stocking Program

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

Step 1 - Complete Company Information

Retailer Name: _____

Street Address: _____

City, State, ZIP: _____

Contact: _____

Phone: _____

Fax: _____

Email: _____

Distributor: _____

Distributor 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 (PWDKT600) to the contact name and address above.

Step 4 – 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 _____

Step 3 - Order Product:

Order from products listed below. No substitutions allowed. Limit one (1) FREE case per item ordered. Order must include at least six (6) of the items marked with an asterisk (*). 20 lb. bags: Must buy 2 eaches to get 2 eaches (†).

ITEM#	ITEM	ITEM SIZE	CASES ORDERED	FREE UNIT	TOTAL CASES
360050	Zero-Waste® Fruit Blend*	6/5 lb.	_____	+ 1 =	_____
360200	Zero-Waste® Fruit Blend	1/20 lb.†	_____	+ 2 =	_____
364050	Woodpecker, Nuthatch N' Chickadee®*	6/5 lb.	_____	+ 1 =	_____
364200	Woodpecker, Nuthatch N' Chickadee®	1/20 lb.†	_____	+ 2 =	_____
365050	Fruit N' Berry™*	6/5 lb.	_____	+ 1 =	_____
365200	Fruit N' Berry™	1/20 lb.†	_____	+ 2 =	_____
366050	Nut N' Berry®*	6/5 lb.	_____	+ 1 =	_____
366100	Nut N' Berry®*	4/10 lb.	_____	+ 1 =	_____
366200	Nut N' Berry®	1/20 lb.†	_____	+ 2 =	_____
367845	Bugs N' Berries®*	6/4.5 lb.	_____	+ 1 =	_____
367914	Bugs N' Berries®*	3/14 lb.	_____	+ 1 =	_____
368080	Gourmet Outdoor Bird*	4/8 lb.	_____	+ 1 =	_____
368200	Gourmet Outdoor Bird*	1/20 lb.	_____	+ 2 =	_____
372050	Sizzle N' Heat®*	6/5 lb.	_____	+ 1 =	_____
372140	Sizzle N' Heat®	3/14 lb.	_____	+ 1 =	_____
372175	Sizzle N' Heat® Suet	12/11.75 oz.	_____	+ 1 =	_____
373050	Golden® Finch Food*	6/5 lb.	_____	+ 1 =	_____
374050	Deck, Porch N' Patio®*	6/5 lb.	_____	+ 1 =	_____
374200	Deck, Porch N' Patio®	1/20 lb.†	_____	+ 2 =	_____
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.†	_____	+ 2 =	_____
381050	Special Finch® Food*	6/5 lb.	_____	+ 1 =	_____
381200	Special Finch® Food	1/20 lb.†	_____	+ 2 =	_____
362080	Crunch N Nut	4/8 lb.†	_____	+ 1 =	_____
362080	Crunch N Nut	1/20 lb.†	_____	+ 2 =	_____
367816	Mealworms	6/16 oz.	_____	+ 2 =	_____
367866	Bugs For Birds	6/16 oz.	_____	+ 1 =	_____
38304 ⁰	Finch Sock w/Nyjer® Feeder	12/13 oz.	_____	+ 1 =	_____
388310	Bugs N' Berries® Block	10/12 oz.	_____	+ 1 =	_____
388320	Sizzle N' Heat® Block	10/12 oz.	_____	+ 1 =	_____
388350	Nut N' Berry® Block	10/13 oz.	_____	+ 1 =	_____
388380	Deck, Porch N' Patio® Block	10/14 oz.	_____	+ 1 =	_____
388470	Block Feeder	4x1 ea.	_____	+ 1 =	_____
388490	Woodpecker, Nuthatch N' Chickadee® Block	10/13 oz.	_____	+ 1 =	_____

Total Cases Ordered

Approved by Distributor Sales Manager _____ Date _____

Distributor Order/Invoice Number _____



Frequent Buyer Program

Loyal customers get a free Wild Delight® product for every 10 of those products (same item, same size) 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. 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 product after the purchase of ten (10) of the same product (same item, same size). 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!



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 (same item, same size). 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 Ltd. 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!



Website

For added convenience, retailers can direct 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 a free product.



Point of Sales Kit Instructions

To re-order materials in this kit, please use the POS Supply Order Form.

3-Tier Literature Kit Holder:

Please display holder with kids activity books, consumer guides, and Frequent Buyer Club envelopes on shelf in prominent area of Wild Delight section. Please see image for illustration. Holders are securely fastened together with connectors (included).



P350000
3-Tier Literature Holder



PWD6000
Frequent Buyer Club Envelope

PWDFM2020
Frequent Buyer Club Card



PWDPA0400
Kids Activity Book



PWDMC0500
Consumer Guide

Laminated Feeding Chart:

Hang with provided chain to shelf in prominent area of Wild Delight® section.



PWDBR0380
Laminated Feeding Chart



Shelf Talkers:

Place individual shelf talker in sleeve (P111000) provided and affix to shelf directly below corresponding product in prominent area of Wild Delight section. For placement on gondola shelving, please use included shelf darts to affix sleeve to shelf.

4.5' x 2.5' Flexible Vinyl Banner

This large, flexible banner can be hung indoors or outdoors. Use ropes or nails to hang banner indoors or use ropes or fasteners to hang banner outdoors.

Ref. # P661100



THE DIFFERENCE IS IN THE BAG



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:

Requested By: _____
 Date Requested: _____
 Ship By: _____
 Cust. Needs by: _____
 cc: Sales Agent (name): _____
 cc: _____

Ref. #	Description	Number Ordered
--------	-------------	----------------

ORDER FORMS

PWDFM3650	POS Supply Order Form	_____
PWDFM0750	Product Order Form	_____
PWDFM0600	General Product Information Form	_____

POINT-OF-SALE MATERIAL

Fasteners & Sign Holders

P111500	Shelf Darts To Hold Shelf Talker To Gondola Shelving (Bag Of 20 Darts To Hold Set Of 10 Talkers)	_____
P111000	Shelf Talker Holder Flush Mount (Arbors)	_____

Store Signs

P661100	4.5'x2.5' Flexible Vinyl Banner	_____
---------	---------------------------------	-------

Shelf Talkers

PWD0710	Advanced Formula /Freq. Buyer	_____
---------	-------------------------------	-------

Guides, Holders & Charts

PWDMC0500	Consumer Guide	_____
955000	Retail Sales Guide	_____
PWDPA0400	Kids Activity Book	_____
P360000	3-Tier Holder	_____

Kits

PWDKT6000	POS Starter Kit	_____
-----------	-----------------	-------

Refills:

PWD6000	Frequent Buyer Envelopes	_____
PWDFM2020	Frequent Buyer Cards	_____
PWDBR0380	PROJECT WILDBIRD® Chart - Laminated	_____

Shipping To:

Attention: _____
 Company: _____
 Address 1: _____
 Address 2: _____
 City: _____
 State: _____
 ZIP+4: _____
 Phone: _____
 Fax: _____

How to Ship:

<input type="checkbox"/> Mail	<input type="checkbox"/> UPS - 1 Day	<input type="checkbox"/> With Load
<input type="checkbox"/> Priority Mail	<input type="checkbox"/> UPS - 2 Day	<input type="checkbox"/> _____
<input type="checkbox"/> UPS Ground	<input type="checkbox"/> UPS - 3 Day	<input type="checkbox"/> _____

Current:

Potential:

<input type="checkbox"/> D & D Salesperson	<input type="checkbox"/> Distributor
<input type="checkbox"/> Distributor	<input type="checkbox"/> Chain
<input type="checkbox"/> Chain	<input type="checkbox"/> Retailer
<input type="checkbox"/> Retailer	<input type="checkbox"/> Broker/Rep
<input type="checkbox"/> Vendor	<input type="checkbox"/> Vendor
<input type="checkbox"/> Other - Explain	<input type="checkbox"/> Other - Explain

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

Form #: PWDFM3650
 Revised: 01/05/2023



Commodities Ltd.



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

Email Your Order: orders@ddcommodities.com

Questions: (800) 543-3308

Page: ____ of ____

Date: _____

PO #: _____

Customer: _____ Contact: _____

Address: _____ Phone: _____ Fax: _____

City: _____ State: _____ Zip: _____

PLEASE ORDER BELOW IN EACHES

ADVANCED FORMULA® OUTDOOR BIRD FOODS

Item No.	Description	Eaches Ordered	Cases/Pallet
367816	Mealworms	Stand- 6x16 oz	56
367866	Bugs for Birds	Stand- 6x16 oz	56
367845	Bugs N' Berries®	Barrier 6X4.5lb	56
367914	Bugs N' Berries®	Barrier 3X14 lb	56
372050	Sizzle N' Heat®	Barrier 6X 5 lb	56
372140	Sizzle N' Heat®	Poly 3X14lb	42
373050	Golden® Finch Food	Barrier 6X 5 lb	56
374050	Deck, Porch N' Patio®	Barrier 6X 5 lb	56
374200	Deck, Porch N' Patio®	Barrier 1X20lb	50
364050	Woodpecker, Nuthatch N' Chickadee® Food	Barrier 6X 5 lb	56
364200	Woodpecker, Nuthatch N' Chickadee® Food	Barrier 1X20lb	50
376070	Cardinal Food	Barrier 4X 7 lb	56
376150	Cardinal Food	Barrier 1X15lb	50
376300	Cardinal Food	Poly W 1X30lb	60
377080	Songbird Food	Barrier 4X 8 lb	56
377200	Songbird Food	Barrier 1X20lb	50
368080	Gourmet Outdoor Bird Food	Barrier 4X 8 lb	56
368200	Gourmet Outdoor Bird Food	Barrier 1X20lb	50
365050	Fruit N' Berry™	Barrier 6X 5 lb	56
365200	Fruit N' Berry™	Barrier 1X20lb	50
360050	Zero Waste® Fruit Blend	Barrier 6X 5 lb	56
360200	Zero Waste® Fruit Blend	Barrier 1X20lb	50
366050	Nut N' Berry®	Barrier 6X 5 lb	56
366100	Nut N' Berry®	Barrier 4X10lb	49
366200	Nut N' Berry®	Barrier 1X20lb	50

ADVANCED FORMULA® OUTDOOR BIRD FOODS

Item No.	Description	Eaches Ordered	Cases/Pallet
381200	Special Finch® Food	Barrier 6X 5 lb	56
381200	Special Finch® Food	Barrier 1X20lb	50

ADVANCED FORMULA® SIZZLE N' HEAT® SUET CAKES

Item No.	Description	Eaches Ordered	Cases/Pallet
372175	Wild Delight® Sizzle N' Heat® Suet	Tray 12X12 oz	200

OUTDOOR BIRD FOOD BLOCKS

Item No.	Description	Eaches Ordered	Cases/Pallet
388380	Deck, Porch N' Patio® Block	Block 10X14 oz	220
388350	Nut N' Berry® Block	Block 10X13 oz	220
388310	Bugs N' Berries® Block	Block 10X12 oz	220
388320	Sizzle N' Heat® Block	Block 10X12 oz	220
388490	Woodpecker Block	Block 10X12 oz	220
388470	Block Feeder	Shrink 4X 1 ea	162

WILDLIFE FORMULA OUTDOOR BIRD FOODS

Item No.	Description	Eaches Ordered	Cases/Pallet
362080	Crunch N' Nut®	Barrier 4X 8 lb	56
362200	Crunch N' Nut®	Barrier 1X20lb	50
388410	Dove & Quail Food	Poly 4X10lb	56
388420	Dove & Quail Food	Barrier 1X20lb	50
388070	Corn On The Cob	Poly 4X 7 lb	56
388200	Corn On The Cob	Barrier 1X20lb	80
379050	Inshell Peanuts	Poly 4X 5 lb	49
379130	Inshell Peanuts	Barrier 1X13lb	50
380050	Shelled Peanuts	Poly 4X10lb	56
380250	Shelled Peanuts	Barrier 1X20lb	50

NATURAL FORMULA OUTDOOR BIRD FOODS

Item No.	Description	Eaches Ordered	Cases/Pallet
371050	Feast®	Poly 8X 5 lb	56



Commodities Ltd.



Fax Your Order Toll-Free: (800) 897-1331
Email Your Order: orders@ddcommodities.com
Questions: (800) 543-3308

Page: ___ of ___

Date: _____

PO #: _____

Customer: _____ Contact: _____

Address: _____ Phone: _____ Fax: _____

City: _____ State: _____ Zip: _____

PLEASE ORDER BELOW IN EACHES

NATURAL FORMULA OUTDOOR BIRD FOODS				Eaches Cases/ Ordered Pallet
Item No.	Description			
371200	Feast®	Barrier	1X20 lb	50
391100	Buffet®	Poly	4X10 lb	56
391200	Buffet®	Barrier	1X20 lb	50
375050	Outdoor Finch Food	Poly	6X5 lb	56
375200	Outdoor Finch Food	Barrier	1X20 lb	50
383040	Finch Sock w/Nyjer® Seed	Box	12X13 oz	126
382950	Finch Sock Floor Display 36x13oz	Display	1X1 cs	42
383050	Nyjer® Seed	Barrier	6X5 lb	56
383200	Nyjer® Seed	Barrier	1X20 lb	50
385080	Fine Sunflower Chips	Barrier	6X5 lb	56
385200	Fine Sunflower Chips	Barrier	1X20 lb	50
361050	Black Oil Sunflower Seeds	Poly	6X5 lb	56
361200	Black Oil Sunflower Seeds	Barrier	1X20 lb	50
363150	Striped Sunflower Seeds	Barrier	1X15 lb	50
386080	Safflower Seed	Barrier	4X8 lb	56
386200	Safflower Seed	Barrier	1X20 lb	50



PROJECT WILDBIRD® data are the sole property of the WBFJ Research Foundation and the WBFJ 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® • Zero-Waste® Fruit Blend
Shelled Peanuts • Sizzle N' Heat®



Juncos



Most Desired Seed:
White Proso Millet

Least Desired Seed: Peanuts

Preferred Feeder: Hopper Feeder 

Recommended Wild Delight® Products:
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 • 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 • Sizzle N' Heat® • Bugs N'
Berries®



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 • 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
Bugs N' Berries® • 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® Deck,
Porch N' Patio® Block • Black Oil Sunflower Seed
Sizzle N' Heat®



Woodpeckers



Most Desired Seed:

Sunflower Kernels

Least Desired Seed: Nyjer** Seed

Preferred Feeder: Hopper Feeder 

Recommended Wild Delight® Products:

Woodpecker, Nuthatch N' Chickadee®

- 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

Black Oil Sunflower Seed • Sizzle N' Heat®



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 • Bugs N' Berries®



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 • Black Oil Sunflower Seed

• Sizzle N' Heat® • Bugs N' Berries®



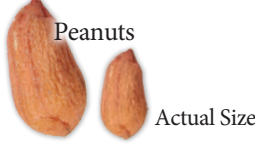
Black Oil Sunflower Seed



Safflower Seed



Peanuts



Medium Sunflower Chips



Striped Sunflower Seed



Cracked Corn



Nyjer** Seed



White Proso Millet



Red Milo



Fine Sunflower Chips



Wild Delight® Products are Packed With The Ingredients Birds Prefer!

PROJECT WILDBIRD® data supports what we've known all along here at Wild Delight: Better ingredients attract better birds! That's why more and more birds flock to Wild Delight® bird food!

What was PROJECT WILDBIRD®?

PROJECT WILDBIRD® was the inaugural study of the WBF (Wild Bird Feeding Institute) Research Foundation. This three-year, \$1 million project studied seed and feeder preferences of wild birds in the United States and Canada.

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



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.

For more information, visit www.wilddelight.com!

*Nyjer® has been sterilized to help prevent germination. Nyjer and Project Wild Bird are registered trademarks of the Wild Bird Feeding Institute. All other trademarks are property of D & D Commodities, Limited.



NOTES



NOTES



Turning Social Media Users Into Wild Delight Fans

D & D Commodities is utilizing social media to build a strong platform with which to engage outdoor bird lovers. Not only do we provide interesting information about outdoor birds, their behavior and the products they prefer, we give customers the ability to share tips and stories, interacting with one another in a way that benefits us all.

We support retailers through social media, and in turn, wild bird enthusiasts support them as well. Engaged consumers are more educated and more loyal, and that's good news for all of our partners.



The **Cornell** Lab of Ornithology

Inspire kids to feed birds!

The Cornell Lab of Ornithology and D & D Commodities Ltd. are working to motivate kids to feed birds and appreciate them. As a world leader in the study and conservation of birds, the Cornell Lab is a trusted source for educational resources and citizen-science programs.



INSPIRING YOUNG PEOPLE

With D&D's support, 11,000 educators have received Cornell Lab educational materials, reaching more than 660,000 students.

FEEDING BIRDS AT SCHOOL

Thousands of educators have received free bags of bird seed to help them set up school bird feeders.

BENEFITS FOR YOUR BUSINESS

Encouraging people to engage in citizen science can be good for business. Research shows that the 400,000 people who participate in the Cornell Lab's citizen-science programs purchase more bird seed and bird feeders than the general population.

FREE RESOURCES FOR YOU AND YOUR CUSTOMERS

The Cornell Lab provides a wealth of free resources including bird-feeding tips, identification guides, and information on bird-friendly gardens. These resources help store owners engage customers more deeply in bird feeding and understanding birds.



For more information, visit
birds.cornell.edu or
birdsleuth.org



Wild Delight®

Premium Nutrition For Outdoor Birds

D & D Pioneered The Premium Category In Wild Bird Food Manufacturing.

By removing industry standards such as milo and cracked corn and replacing these low-cost ingredients with bird-attracting sunflower kernels, pistachios and fruits, among other favorites, we offered products never before seen. Along with our Premium quality mixes, retailers loved the cleanliness of our blends as well as our packaging and merchandising displays. To this day, our products are regarded as the upscale option in our customers' wild bird food departments.

Industry Milestones

Here are just a few of the industry "firsts" that D & D has achieved:

1. Studying the new nutritional needs of wild birds and wildlife and adding needed nutrients including vitamins, minerals, essential amino acids and electrolytes to Wild Delight® Advanced Formulas® products.
2. Guaranteeing "locked formulas" so that consumers receive the same product with every purchase.
3. Adding real fruit (cherries, cranberries, raisins, papaya, etc.) to its wild bird and wildlife formulations such as its Wild Delight® Nut N' Berry® blend, a product that pioneered the wild bird food industry more than 20 years ago.
4. Introducing and providing support for consumer frequent buyer programs.



Wild Delight Outdoor Bird Products

P.O. Box 359, Stephen, MN 56757-0359 USA

(800) 543-3308 • www.wilddelight.com

© 2019, 2022 D & D Commodities Ltd.

Advanced Formula; Bird in Flight in a Triangle design; Buffet; Bugs N' Berries; Crunch N' Nut; Deck, Porch N' Patio; Feast; Fruit N' Berry; Golden; Less Mess; Nut N' Berry; Sizzle N' Heat; Special Finch; Wild Delight; Woodpecker, Nuthatch N' Chickadee; and Zero-Waste are trademarks of D & D Commodities, Ltd. Nyjer and Project Wildbird are registered trademarks of Wild Bird Feeding Institute.



Ref. # 955000
Rev. 01/05/23