

# COMMODITY – A FOUR LETTER WORD

VALUE ADDING IN TODAY'S GLOBAL  
ECONOMY

Canary Seed used for Rodent Poison &  
Tame Bird Food

# SQUARE ONE

- MARKETING STUDY – very high importance
- UNIQUE CHARACTERISTICS – BEST 5 P's (aces)
  - Product - ingredients
  - Packaging - visible, features, attention grabbing
  - Promotions - ad dollars, discounts, shelf space
  - Price - high margin to retailers/distributors
  - Place – freight and labor costs, ease of business
- EXPERT WITNESS - TESTIMONIAL

# USEFUL TESTIMONIALS

Mississippi State UNIVERSITY Extension Service

- **Control Commensal Rodents In Poultry Houses**

**House mice prefer canary seed**

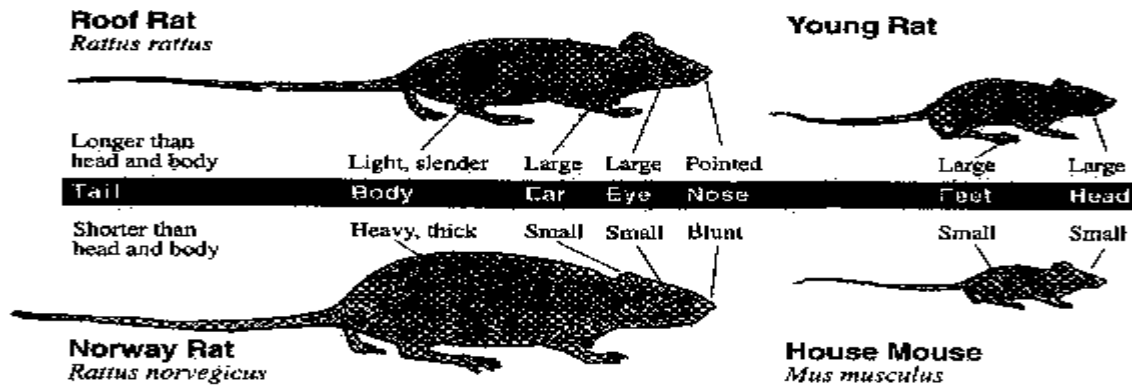
- **Adapted from a publication by Dr. Robert L. Haynes, retired Leader, Extension Poultry Science**

# RATKILL.COM



## YOUR RAT-HUNTING HEADQUARTERS

### Field Identification of Domestic Rodents



- **House Mouse Bait Preferences and Care**  
**- House mice prefer canary seed**

***Used By Permission***  
***Written By:***  
**Dr. Ralph Kamel**

# Berkshire & Basingstoke Pest Control

**Tel: 0118 9410291**

**Email: [services@pestuk.co.uk](mailto:services@pestuk.co.uk)**



When a mouse infestation already exists, some form of population reduction is almost always necessary. Reduction techniques include trapping and poisoning. Trapping will only reduce a mouse population, rarely eliminate it completely and as they breed so quickly elimination is the desired result. **Poison baiting is the quickest way to deal with a mouse infestation.**

**When we treat a mouse infestation it will be treated with a bait, (canary seed),** coated in the poisons CALCIFEROL (0.1%) and DIFENACOUM (0.0025%) or a ?Pasta? bait, that contains the poison DIFENACOUM (0.005%).? The brand name for the Pasta Bait ? is \*Neosorexa Pasta Bait. The Product code No. is: DIFE84430. The brand name for the canary seed type bait is \*SOREXA CD. The M.A.F.F. No. is: 03514.

# Sorex - Mouse Bait

Location: [Stable, Paddock & Yard](#) > [Pest Control](#)

## Sorex - Mouse Bait

A canary seed based bait purposely developed for the control of mice.

### Product Info

Contains two active ingredients, calciferol and difenacoum for greater efficacy.

Less than half a gram of bait is needed to kill an average mouse.

In 500g tub.

Price: £12.12

\$48.48/lb.



# GIULIANI DECLARES \$8 MILLION WAR ON RAT POPULATION GROUND ZERO:

Whatever his motivation, Mayor Rudolph W. Giuliani has declared war on the 28 million long-tailed vermin who outnumber New Yorkers 4-to-1.

Winter poisoning is more effective than summer baiting, and effective use of rodenticides requires acclimating the rats to bait stations and the carrier food source (boiled eggs, corn meal, canary seed, water, etc.)



# Volkman's Parakeet Super

## Volkman's Parakeet Super -

Contains white proso millet, canary grass seed, oat groats, red proso millet, flax seed, carrot granules, hemp seed, vitaminized oat groats & spinach flakes

**2 lb** \$4.40

**\$2.20/lb.**

**4 lb** \$6.00

**\$1.50/lb.**

**20 lb** \$19.99

**\$1.00/lb.**





# Volkman's Avian Science Canary Super

Contains canary grass seed, rape seed (canola), golden German millet, steel cut oat chips, flax seed, egg food (enriched wheat flour, dried whole eggs, barley malt, niacin, iron, thiamine (B1), riboflavin (B2), nyjer seed, fine sunflower chips, sesame seed, blue poppy seed, caraway seed), hemp seed, vitamized oat chips, carrot granules, oyster shell, spinach flakes, orange oil (vitamin C used as natural preservative).

<b>2 lb</b> \$4.50	<b>\$2.50/lb.</b>
<b>4 lb</b> \$6.50	<b>\$1.63/lb.</b>
<b>20 lb</b> \$22.99	<b>\$1.15/lb.</b>



# Lafeber NutriBerries Parrot 12 ounce

Lafeber's NutriBerries contain only nutritious natural ingredients -- **hulled canary seed**, cracked corn and safflower blended with savory peanuts, all rolled into berry-shaped pieces and coated with vitamins, minerals, carbohydrates and protein.

Manufacturer: [Lafeber](#)

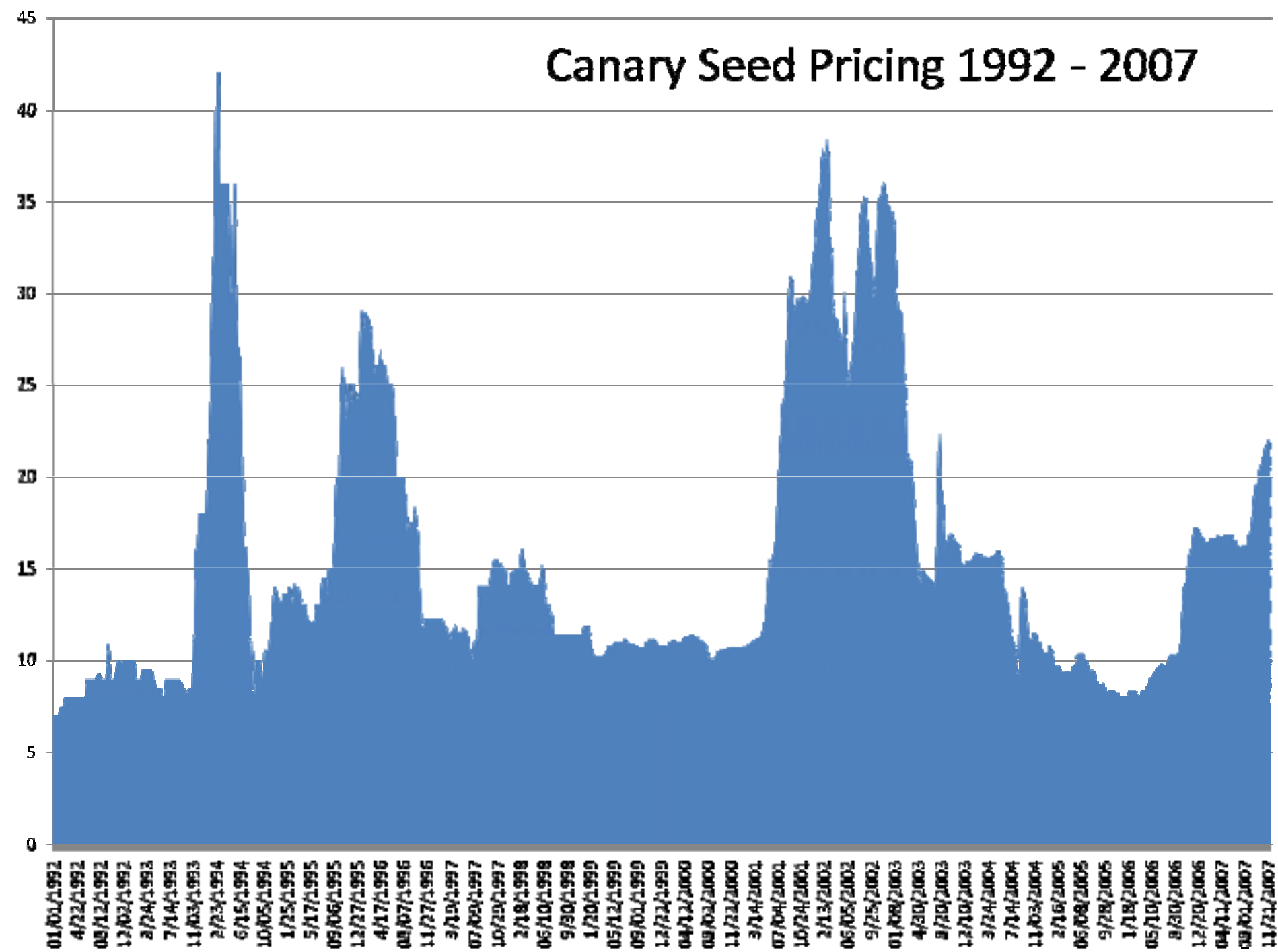
Lafeber NutriBerries Parrot 12 ounce

UPC: 041054816506



In-Store Price:	\$ 9.69	\$12.92/lb.
Online Price:	\$ 7.27	\$ 9.69/lb.

# Canary Seed Pricing 1992 - 2007



# PRICE SENSITIVITY

- Canary Seed as a commodity has a high degree of price sensitivity to demand and supply.
- \$.08/lb. - \$.44/lb. over the last 15 years
- If canary Seed is packaged as a product to a consumer & value occurs, there will be relatively no sensitivity to price changes.
- If the consumer wants it, they will buy it.
- Branding products = Customer loyalty

# TRADE SHOWS – PET FOOD



**H.H. Backer**  
Associates Inc.

**Backer's 20th Annual Pet Industry Spring  
Trade Show & Educational Conference  
Baltimore, MD  
Baltimore Convention Center  
May 16 - 18, 2008**

**SuperZoo 2008**

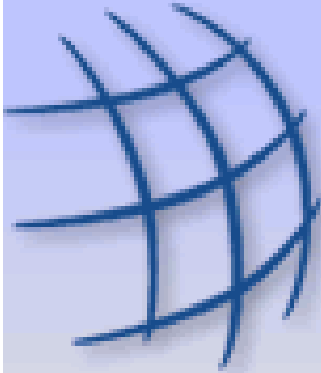
**Sept. 9-11, 2008**

**Mandalay Bay Convention Center,  
Las Vegas, Nevada**



# TRADE SHOWS – PET FOOD

APPMA and PIDA present



**Global  
Pet Expo™**

**February 14-16, 2008**

**San Diego Convention Center**

**San Diego, CA**



**Sunday, September 21, 2008**

**- 10:00 AM - 6:00 PM**

**Monday, September 22, 2008**

**- 10:00 AM - 5:00 PM**

**International Center, Hall 5**

**Mississauga, Ontario, Canada**

# TRADE SHOWS – RODENT POISON



**NATIONAL HARDWARE SHOW™**

**lawn & garden WORLD**

**Homewares**

**MAY 6 - 8, 2008**

**ALL IN ONE BUILDING AT THE LAS VEGAS CONVENTION CENTER**



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**National Hardware Show Canada™**

Toronto Congress Centre Toronto, Ontario Canada

**October 16<sup>th</sup> -17<sup>th</sup> 2007**

# CONCLUSIONS

## Adding value to a raw material can create:

- Added profit margins
- Value in a branded product = customer loyalty
- Consistent Sales & Income throughout the year
- Value in the company that sells the product