

## Newsletter June 2018

### Wild Bird

The wild bird breeding season appears to have been successful again so don't forget to keep good stocks of Chopped Nuts, Hulled Sunflower and some of our high protein, high fat mixes such as All Seasons, Summer Feast & Premium.

### Pigeon

Summer is finally upon us and the pigeon racing season is in full swing. Make sure you don't miss out on the demand for racing mixes, stock up now and for at least the next 3 months. For some, the Moulting season also starts to take hold in July so, be prepared with our Moulting and Super Moulting plus mixes.

### Cleanliness and stock rotation



At this time of year especially when it is hot, it's easy for things to go off. This is why stock rotation, cleanliness and the correct storage area are so important.

Ensure the area where you store your goods is kept clean and any spilt product is removed straight away so it doesn't tempt any unwanted visitors. It must also be cool and away from sunlight.

When corn gets too hot it can get mite, so ensure you rotate your stocks as soon as you get new in and reduce items that are getting near to sell by date. Mite can spread quickly into your new stock, so it pays to be vigilant.

### Maple Peas

For all our pigeon food customers, here are some of our Mantara Maple Pea crop in flower, these are grown by our very own Martin Bartholomew in West Sussex. They are monitored for Pea Moth which can spoil the appearance if not effectively controlled.



### Meet the Team: - Russell Hellier, Sales Representative

My experience before joining Bartholomews was with "International Harvester" from 1956, and after various UK assignments I was eventually sent to Paris as a planning manager for parts of Europe for several years. On return to the UK, a friend told me about Bartholomews where I was lucky to get a job I enjoyed, especially meeting people and informing them about our products. I have now worked at Bartholomews for about 24 years.

My hobbies now are gardening, reading and walking. Earlier I sailed, and we travelled a lot. We used to have an aviary full of budgies, and a specially made dovecot full of white doves, plus we had canaries indoors.

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### Re-bagging of product reminder

Many people ask if they can re-bag our product to sell in smaller quantities. This is not a problem but there are a few simple rules that need to be followed to comply with regulations.

When re-bagging product to sell in smaller bags please remember **all** the details on the original bag label must be put on your bag. This must include description, all ingredients, batch numbers, expiry dates and any advice on the label ("Ensure there is water with food, not for human consumption and may contain traces of nuts"). This is for full traceability as bird food is now classed as an animal feed. We understand you won't always want our name and address on your label, so if you do put your address you must also include "Manufactured in the UK" and our GB Number: GB388251 on each bag.

Alternatively, rather than re-bagging, why not have a look at our pre-packed range of wild bird food.

This range consists of 7 products which are presented in eye catching colour coded packaging and are available in a variety of sizes, totalling 18 individual selling units.



### How can social media help your business?



Some of our customers use social media to promote their business, generally Facebook. It helps show customers your stocks and by paying for sponsored links it targets individuals in your area. Whether it is a quick post to say your new stocks of bird food have arrived, or a competition for a free bag of bird food for local customers, it does seem to get people in the door.

### Point of sale

We have recently updated our website and leaflets, you can see copies of these at [www.bartholomewsbirdfood.co.uk](http://www.bartholomewsbirdfood.co.uk).



If you would like anything on the website in paper form, a poster or any other point of sale, please contact your local representative or call us on 01243 784171 or email [birdfoodsales@bartholomews.co.uk](mailto:birdfoodsales@bartholomews.co.uk)