



Enterra

This Little Bag of Bugs is Going to Revolutionize the WBF!

Black soldier fly larvae, or BSFL for short, are shaping up to be a breakthrough in bird food for the reason most important to bird feeding hobbyists everywhere:

BSFL, more than mealworms, better fulfills every bird lovers' desire for more birds to visit their feeders.

As far as bird food goes, mealworms are okay, but they can't compete with BSFL's irresistible appeal to birds. And once bird lovers discover the higher quality, nutritional superiority, and reliable sourcing of BSFL, they'll find BSFL irresistible too.

Birds Can't Get Enough BSFL

The Riverwood Conservancy (TRC), a public garden, park, and nature preserve in Mississauga, Ontario, conducted a 22-day study to answer two questions:

- ❁ Would birds visit a feeder filled with BSFL more frequently than one filled with mealworms?
- ❁ Would birds eat more BSFL than mealworms?

The answer to both questions was a resounding Yes!

HERE'S WHAT THEY DID

Two identical feeders as well as a supply of dried mealworms and dried BSFL were supplied to TRC. The staff at TRC then hung the two feeders five feet above the ground and placed them side by side, about 27.5" apart.

TRC then filled one feeder with dried mealworms. The other they filled with dried BSFL.

They placed the feeders outdoors each day for six hours.

At the same time each day, observers would stay at a respectful distance and for one hour identify, count, and record any bird that came and fed from either feeder.

TRC brought the feeders in at the end of each six-hour period.

Once inside, TRC tallied and recorded the counts and measured the volume of mealworms and BSFL removed.

THE MATH DOESN'T LIE

What the researchers found was indisputable...

- ❁ The BSFL feeder had 50% more visits than the mealworm feeder.
- ❁ The birds consumed BSFL at a rate 48% faster than the mealworms.

These are nice numbers but what do they mean for you? In two words: More business.

A food product that is popular with the birds will be popular with bird feeding enthusiasts. And once you have a happy customer, all points along the supply chain benefit.



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Key Selling Points for BSFL

IT'S A HIGH-QUALITY PRODUCT

You've no doubt heard, "You are what you eat," which is why we feed our BSFL only the best foods. And it isn't just us who says so...

No less than three regulatory agencies are involved in the inspection and approval of our product:

- 🌱 The Canadian Food Inspection Agency (CFIA)
- 🌱 The U.S. Food and Drug Administration (FDA)
- 🌱 The American Association of Feed Control Officials (AAFCO)

On top of that, we regularly test our BSFL for microbes like salmonella and E. coli and for toxins including mycotoxins and heavy metals.

IT'S A NUTRITIONALLY SUPERIOR FOOD SOURCE

Calcium is critically important to keeping a bird's bones strong and the shells of their eggs thick. Without it, bones become deformed and brittle and eggshells are fragile.

BSFL, in addition to being high in protein, also have **50x more calcium** than mealworms.

Birds enjoy the benefits of the higher protein and calcium levels in BSFL because, when compared to mealworms, BSFL also have a better ratio of calcium to phosphorus. And phosphorus is important to the efficient absorption of calcium:

- 🌱 BSFL ratio is 2.5:1 – 3.5:1
- 🌱 Mealworm ratio is .07:1 – .33:1

IT'S RELIABLY SOURCED

Produced in North America, EnterraGrubs™ are our natural and sustainably developed BSFL. For buyers in the U.S. this means:

- 🌱 Reliable shipments
- 🌱 Less expensive transportation costs
- 🌱 No tariffs
- 🌱 No political pressures

DISCOVER MORE

Join us at the forefront of sustainably sourced, naturally nutritious foods that are simply better for wild birds, the planet, and your business.

Visit Enterra at www.enterrafeed.com and explore our BSFL and other products. Or call us at **1-604-888-4327** and we'll be happy to send you a **free copy** of the full TRC study and answer your questions.

NATURAL INGREDIENTS. SUSTAINABLY DEVELOPED.

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