

Here's what *Pet Business* magazine had to say about D&D Commodities in the May 2006, issue. It just goes to show you that if you do good things, people will notice.

PROFILES

Redefining Pet Food

D&D Commodities Ltd. has spent two decades revolutionizing the indoor pet and fledgling outdoor pet food categories.

D&D Commodities Ltd. doesn't make bird food – they make outdoor pet food. That's because consumers who use any of D&D Commodities Ltd.'s three successful brands think of their feathered friends as more than just birds – they think of them as pets. That includes both wild birds who visit feeders and caged birds who live indoors, as well as furry friends like squirrels in the backyard and guinea pigs in the play room. In other words, D&D Commodities Ltd. is a success story based on a simple assumption: whether they are indoors or outdoors, people think of the birds and animals they feed as pets, and as such feel that it is important to offer them the very best nutrition available.

CHANGING THE RULES

By 1987, D&D Commodities Ltd.'s founder Dick Hebert had been in the agronomy and commodity business for 17 years. Much of that time was spent dealing with companies that made food for wild birds. Throughout his career, Hebert began

to recognize an empty spot in the market. No company was making or selling "premium" bird food. He also saw that the ingredients of bird food mixes were often inconsistent and even inappropriate for the birds they were meant to attract. The time was right for someone to start making bird food with higher standards. D&D Commodities Ltd. opened its doors that very year in Stephen, Minnesota, just a few miles from the family farm where Dick Hebert grew up.

Initially, D&D Commodities Ltd. simply mixed seed recipes, packaged them and sold them to retailers. In 1989, Hebert decided that he would build a seed-cleaning facility to better control his raw materials. This also allowed D&D Commodities Ltd. to buy seeds from local farmers.

Now, Hebert reckoned, it was time for the next step. Not knowing that it was "impossible" for a small company to connect with the decision makers themselves, Dick Hebert rolled up his sleeves and began to call on some of the nation's largest retailers.



1987 D&D opens in Stephen, Minn.

1992 D&D Commodities introduces 3-D brand premium pet foods.



1992 D&D Commodities introduces L'Avian Plus premium food for caged birds and small animals.



1993 D&D Commodities is the first to use chelated trace minerals in all nutritionally fortified products.

1995 D&D Commodities is the first domestic pet food maker to remove all added chemical preservatives from its formulations.

1996 D&D introduces Wild Delight Premium Outdoor Pet Food.



1996 D&D becomes the first company to add real fruit to its premium outdoor pet foods.



2002 D&D adds a new, state-of-the-art production facility in Greeley, Colo.

2004 As a founding member of the WBFI (Wild Bird Feeding Industry), D&D Commodities spearheads the introduction of new labeling and quality standards for the wild bird food industry.



2005 D&D Commodities meets the standards for the MN Safety and Health Achievement Recognition Program (MNSHARP).



PROFILES

It was complicated and time-consuming (but not impossible), and after multiple attempts, D&D Commodities Ltd. finally landed its 3-D Pet Products® line of products on the shelves of larger retailers in 1992. The timing was perfect. As some of its clients experienced rapid growth, D&D Commodities Ltd. counted its blessings and grew as well.

GOING WILD

As retailers across the country discovered how much consumers loved the products that D&D Commodities Ltd. offered, they began to ask for new recipes aimed at different backyard visitors. In one case, a large retailer asked if D&D Commodities Ltd. would consider making squirrel food. Always game for a new challenge, Hebert expand-

ed the company's selection of wild bird and animal food, coined the (now widely used) term "outdoor pets," and took the idea further by creating an entire product line (Wild Delight®) based solely on their care.

D&D Commodities Ltd. significantly improved its production capabilities in 2002 by adding a state-of-the-art facility in Greeley, Colorado. The company also acquired a bulk processing facility in nearby Pierce, Colorado. It all

added up to put D&D Commodities Ltd. on the path toward future growth and success.

"People who feed wild birds in their backyard call them 'my birds,'" Hebert says. "It made sense to take the next step." As always, Wild Delight® was created and positioned as a scientifically created, clean, premium product.



D&D Commodities Ltd. has a production facility in Greeley, CO.

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