



# BIRDS PREFER ENTERRAGRUBS™

Our preference studies prove that EnterraGrubs™ is an irresistible feed for wild birds.

In the summer of 2019, we conducted our first preference study to observe how birds engaged with EnterraGrubs™ vs generic mealworms. The results? A larger variety and quantity of birds visited the Black Soldier Fly (EnterraGrubs™) station over the mealworm feeder.

This encouraged us to continue testing wild birds' preference for Black Soldier Fly (BSF) grubs.

Here is our process for conducting these preference studies.

## The Question

Do birds really prefer EnterraGrubs™ over generic mealworms?



## The Process

We provide two identical platform feeders and a supply of dried mealworms and dried Black Soldier Fly grubs (EnterraGrubs™).

Our partners conducting the study hang the two feeders five feet above the ground and place them side by side, about 27.5" apart.

**One feeder: dried mealworms. The other feeder: dried EnterraGrubs™.**

The feeders are outdoors each day for about six hours, equidistant from primary perching points and our partners rotate them every morning, in order to avoid a specific location bias.

They weigh the volume of each bird feed in the morning and again at the end of the evening, with the total volume weight removed and recorded onto a database.

The preference study observers bring the feed in overnight to ensure nocturnal animals can't interfere with the study.

## The Answer

From what we've observed in our studies so far, it takes the birds time (around two weeks) to get used to the new feed product (EnterraGrubs™), and once they are familiar, here's what we typically find:

1. They flock to it twice as much as the mealworms.
2. They consume EnterraGrubs™ at a faster rate than the mealworms.

For bird lovers, this means more birds at their feeders. Which means more business for you.

➤ See the next page to observe all study results.



# BLACK SOLDIER FLY GRUBS CAN HELP YOU STAND OUT WITH WILD BIRD ENTHUSIASTS

## It's Nutritious

Calcium is critically important for bone strength and egg shell quality. Without it, bones become deformed and brittle, and eggshells are fragile.

EnterraGrubs™, in addition to being high in protein, also has up to 20x more calcium than mealworms.

Birds enjoy the benefits of the higher protein and calcium levels in BSF because, when compared to

mealworms, BSF also have a better ratio of calcium to phosphorus, which is important to ensure the efficient absorption of calcium:

BSF ratio	Mealworm ratio
1.5 - 2.5:1	0.12:1

## It's High Quality

Wild birds love eating insects, but the quality of available insect products can vary. But you can feel confident selling EnterraGrubs™ to your customers.

Three regulatory agencies are involved in the inspection and approval of our product:



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

## It's Sustainable



Our renewable insect ingredients have less impact on the environment than existing alternatives, helping to feed and care for the world more responsibly. EnterraGrubs™ satisfies customers who want sustainable solutions.

## It's Reliably Sourced

Produced in North America, EnterraGrubs™ are natural and sustainably developed. For buyers in North America, this means:

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

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

If you're interested in repacking EnterraGrubs™ and marketing it as a treat for wild birds, call 1-604-888-4327 or visit [enterra.com](http://enterra.com) for more information. Look for more updates as we continue our research in the world of wild birds.

