

NutraSaff Safflower™

now being offered to bird feed markets

An amazing new birdfeed, NutraSaff safflower, has recently been released for sale to the public and is being offered to wholesalers and distributors by Safflower Technologies International.

Scientists in the world's largest safflower breeding program developed NutraSaff especially for bird feeder markets.

Preliminary findings show birds prefer NutraSaff traditional safflower 2:1.

What's so great about NutraSaff™?

- NutraSaff has an extremely thin outer hull – 40% thinner than traditional safflower
- NutraSaff has 15% more oil content than traditional safflower
- NutraSaff has 25% higher protein than traditional safflower
- NutraSaff has 30% higher fat content (energy) than traditional safflower
- All NutraSaff products are non-GMO
- NutraSaff is available in bulk, bagged, and as organic, “chemical free” feed



What does NutraSaff™ offer my customers?

- Wild birds will have an easier time digesting and extracting the meal from NutraSaff safflower seeds
- NutraSaff provides higher energy sources with less waste than any other bird feed seed on the market
- Desirable birds will flock to feeders but the squirrels will stay away
- NutraSaff has been trading 5,000,000 to 10,000,000 pounds of sales per year for the past 5 years and is an excellent opportunity to provide a new product offering that can differentiate your company from competitors.
- NutraSaff has been increasing sales annually and is being marketed by brokers, manufacturers, distributors and others with 100% satisfaction. AND THE BIRDS LOVE IT!!

*“The birds absolutely love NutraSaff!
They prefer it over the black oil
sunflower. Customers love that it is a
clean feed that does not clog their
feeders.”*

-Kathy Wild Birds Unlimited

*“NutraSaff is an easy product to sell due to the
nutritional value compared to white safflower. We
have seen that it attracts a wider variety of birds.
NutraSaff's great value pricing has allowed us to
completely switch from white safflower to
NutraSaff taking over 100% of the saff market”*

-Tom Lyric Wild Bird Food

*“I have NutraSaff in my feeders, and I am sold! I have more bird species frequenting
my feeders than I did with black oil sunflower seed and as an added bonus, the
squirrels are not attracted to it at all! I highly recommend this seed if you like less
mess at your feeder.”*

~Kim Eaton Rapids, MI

NutraSaff™

NEW

Golden Safflower™

NEW

Attributes/Benefits

- ◆ **15% Higher Seed Oil Content**
- ◆ **25% Higher Protein**
- ◆ **30% Higher Energy Content**
- ◆ **Higher Digestibility**
- ◆ **Less Mess at Bird Feeder**
- ◆ **Birds Love Golden Safflower**



“NutraSaff is easier for the birds to digest and offers more energy sources with less mess.”

-Louise JJ Cardinals

“Customers love the higher energy content and exclusivity of this product not being sold in the big box stores. NutraSaff is also a great feed for non-wild birds like homing pigeons. Sales in the past 5 years have increased to 1-2 loads per month with very little competition.”

-Stan Des Moines Feed Co.