

# PEAK BEAK

OBERLAND   
agriscience



**HOW TO MERCHANDISE FOR  
MAXIMUM SELL-THROUGH**

# WHY PEAK BEAK DESERVES SHELF SPACE



Backyard flocks are one of the fastest growing pet and hobby markets.

## We surveyed 200+ backyard bird owners

- Black soldier fly larvae (BSFL) are already a repeat purchase category, driving consistent sales
- Customers are open to switching, creating opportunity for new products
- Egg quality is the top priority, increasing demand for calcium-rich options like BSFL
- Shoppers are driven by flock health and performance, not just price
- High demand but inconsistent satisfaction creates space for better options



# WHY CUSTOMERS CHOOSE PEAK BEAK



Peak Beak goes beyond typical bird treats, delivering functional nutrition with a sustainability story today's backyard flock owners value.



Source of Protein  
& Energy



Great for Foraging  
& Enrichment



Optimal Calcium to  
Phosphorus Ratio



Naturally Higher in  
Calcium Than Mealworms

## SUSTAINABLY PRODUCED IN CANADA

Peak Beak BSFL are raised on pre-consumer food waste, helping divert organic waste from landfill and reduce greenhouse gas emissions.

This creates a circular system:

- Foodwaste → BSFL → Nutritious treats
- Co-product (frass) → Organic fertilizer → Plants → Food



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[PeakBeak.ca](http://PeakBeak.ca)



# WHERE PEAK BEAK LIVES IN-STORE

Peak Beak performs best when merchandised as high-value treats, not a commodity.

## RECOMMENDED PLACEMENT ZONES

### Poultry & Bird Feed



### Poultry & Bird Supplies



### Eco-Friendly Endcap



### Farm & Homestead Products



# LET THE STORY DO THE SELLING



## Stand Display & Shelf Talkers

- Peak Beak Treats stands holds **12 units**
- Waterproof and sturdy for high-moisture retail spaces
- Built-in QR code linking to clear, step-by-step product directions with visuals
- Supports staff training and builds customer confidence



QR codes on label for verified sustainability data



**Treats POS**  
12 units



# CORE PLANOGRAM

Modular. Flexible. Scalable.

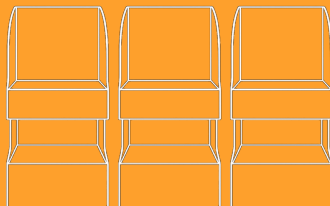
## OPTION 1: SINGLE SHELF

- Treats POS (12 units) 24"(W) x 48"(H) x 12.5"(D)
- Compact footprint for smaller retailers
- Built-in QR education



## OPTION 2: BRANDED BLOCK

- 2-3 displays side-by-side
- Strong visual impact



## OPTION 3: INTEGRATED SHELF SET (NO STAND REQUIRED)

- Display on existing shelving
- Block units together for impact
- Use shelf talkers for education



100%  
SOURCE OF  
PROTEIN & FAT

# CROSS-MERCHANDISING THAT BOOSTS BASKET SIZE

Sell More Than One Thing

## Pair Peak Beak With:

- Poultry feed
- Coop accessories
- Feeders and waterers

"Give your flock a nutritious treat alongside their daily feed."



## Seasonal Callouts

### Spring



*Calcium for laying season*

### Mid-Season



*Enrichment & flock health*

### Fall



*Flock engagement during molting*





# STAFF CHEAT SHEET

## How to Explain Peak Beak at the Register

*"They're a natural, high-protein treat made from black soldier fly larvae"*

*"They're packed with calcium, which is great for laying birds and strong eggshells"*

*"Naturally higher in calcium than mealworms"*

## WHEN TO RECOMMEND IT

- Buying chicken feed and/or accessories
- Asking for natural or sustainable options
- Looking to supplement their birds' daily diets





# PEAK BEAK MERCHANDISING CHECKLIST: SET IT. SELL IT.

## Placement

- Flock feed/treat section
- Placed near other bird care and homestead products
- Keep products grouped together where possible

## POP Displays

- Coroplast display installed (if applicable)
- Shelf talker visible (if integrated)
- QR code clearly accessible
- Sustainability and origin of product badges visible

## Cross Merchandising

- Poultry feed
- Paired with coop accessories, feeders, and waterers
- Seasonal callout updated (spring/fall)

## Planogram

- Single shelf or 2 shelves side-by-side for impact
- If integrated on existing shelving: block units together
- Clean, symmetrical presentation

## Education

- Staff aware of "What are BSFL?" explanation
- Staff cheat sheet printed or shared
- One-sentence explanation posted near shelf

## Maintenance

- Section faced weekly
- Signage clean and legible
- Units blocked neatly
- Out-of-stocks filled promptly

