

RETAIL STAFF GUIDE

What is **PEAK BEAK™** ?

Peak Beak™ offers natural treats for the whole flock made from nutrient-rich black soldier fly larvae (BSFL) that support enrichment, egg shell health, and overall wellbeing.



Quick Staff Pitch

"It's a natural treat made with black soldier fly larvae that supports overall flock health, encourages natural foraging, and is great for coop training and recall."

Nutrition that reaches new heights

DRIED BLACK SOLDIER FLY LARVAE TREATS

- High-protein treat to support overall health
- Encourages natural pecking and foraging behaviour
- Naturally higher in calcium than mealworms to support eggshell strength



Scan QR code on labels to view sustainability story and product benefits

Scan QR code on POS displays to see product "how to"



WHEN TO RECOMMEND IT

- Buying chicken feed and/or accessories
- Looking for high quality and trustworthy product from Canada
- Buying wild bird seed or feeders
- Asking for natural or sustainable options



WHO SHOULD UPGRADE TO THIS?

- Customers looking for a healthy flock treat
- Customers with laying birds
- Customers with molting birds
- Customers looking for enrichment or coop training
- Customers wanting natural, sustainable, and high-quality options



EASY ADD-ON SALE

Pair Peak Beak products with:

- Poultry and bird feed
- Coop supplies
- Flock health products

"Add Peak Beak to your coop routine for a healthy treat flocks love"



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"

HOW TO ANSWER FAQ'S



Who are these products for?

Peak Beak treats are great for all feathered friends, including chickens, ducks, geese, and even wild birds.

Do flocks like them?

Yes - flocks naturally forage for insects, making BSFL a highly palatable and enriching treat.

What are BSFL?

BSFL stands for black soldier fly larvae. These insects naturally transform food waste into highly nutritious protein and nutrients, making them a healthy, sustainable treat for all feathered friends.

How are BSFL different from mealworms?

Black soldier fly larvae are naturally higher in calcium than mealworms, making them a great treat to support egg and bone health.

How do I feed the treats to my flock?

Scatter the BSFL treats on the ground or place in feeders to encourage your flock's natural foraging instincts. Peak Beak does not replace feed, but instead supplements your flock's diet.

Can I use the treats for coop training?

Yes! The treats are great for training your flock to return to the coop or come when called.

