

Sample

Business plan for [Brand Redacted] moat nectar feeder attachment.

Section 2: Business/Industry Overview

[Brand Redacted] is an ant moat nectar feeder attachment that prevents ants from entering nectar feeders. Ant moats are recommended by the National Bird-Feeding Society in their report, *The Basics of Bird Feeding: Getting Started in the backyard*¹ as the most practical means of preventing pests at a nectar feeder.

The market consists of any customer that has or intends to purchase a nectar feeder. Wild bird feeding as an industry market is monitored by the Wild Bird Feeding Industry Research Foundation (WBIRF)². The most recent publically available WBIRF data (2015) suggests that there is a large, growing market for wild bird feed, feeders, and related accessories. It also indicates that the [Brand Redacted] product would be well-received by the market, which cites pests as a concern.

WBIRF's *USA Wild Bird Feeding Industry Yearly Research 2015* report notes a 7.8% increase in households that participated in buying wild bird feed or feeders since their 2013 benchmark study. The average amount spent on wild bird feeders per household increased by 16.19% over the same period.

Year	Estimated Total Households	Households Buying Wild Bird Feed/Feeders	Average Amount Spent on Wild Birds' Feeders Per Household
2013 ³	118 MM	40.5 MM (34.3%)	\$32.60

¹ http://www.audubon.org/sites/default/files/documents/birdfeeding_basics.pdf, page 5

² <https://www.wbfi.org/>

³ http://www.ectownusa.net/wbfi/docs/WBFI_2013_US_and_Canada_Market_Research_presentation.pdf, WBFI USA & Canda Wild Bird Feeding Industry Benchmark Research 2013, page 2

2015 ⁴	125 MM	52.5 MM (42.1%)	\$37.88
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WBIRF's 2015 report recorded a variety of consumer responses to obtain an overview of the types of feeders households own, plan to purchase, and what motivates those purchases. More than 90% of wild bird feed purchasers buy feeders, but fewer than half of those purchasers buy at least one feeder a year (45%).⁵ Approximately 65% of surveyed households owned at least one nectar feeder, while 20% of survey respondents reported owning three or more nectar feeders. In 2015, 48% of survey respondents indicated they would purchase additional nectar feeders, 24% of which indicated that they would purchase three or more feeders over the course of the next 12 months.⁶

Survey respondents indicated sustained interest in feeding wild birds. Over one-third said they would increase their spending on wild bird feed and feeders in the upcoming year.⁷ Wild bird feeding is well distributed across all types of communities, but nearly half of people who feed wild birds live in suburban areas (48%), and over 40% report feeding wild birds as a family activity.⁸ Benchmark survey responses suggested that wild bird feeding is a lifelong habit. Only 10% of respondents said it was their first year of wild bird feeding, 44% indicated they had fed wild birds for 2-5 years, and 28% claimed they have fed wild birds for more than 10 years.⁹ We can assume most of these respondents are still feeding wild birds.

The 2013 benchmark study revealed something else telling about the wild bird feeding industry. Among those survey respondents that do not buy wild bird feed or feeders, half (50%) gave the reason they don't as "just never have". Reasons for not feeding bird varied, but the top three reasons cited were:

⁴ http://www.ectownusa.net/wbfi/docs/2015_WBFI__judy_final.pdf, WBFI 2015 USA Wild Bird Feeding Industry Yearly Research 2015, page 3

⁵ Ibid, page 20

⁶ Ibid, page 22-24

⁷ Ibid, page 33

⁸ Ibid, page 27-28

⁹ http://www.ectownusa.net/wbfi/docs/2015_WBFI__judy_final.pdf, page 39

- I have other pets: 22%
- The cost of feed: 11%
- **Bird feed attracts undesirable pests: 11%**

This suggests that education and attraction may motivate some non-purchasers to become purchasers.¹⁰ The 2015 report found that nearly 46% of non-purchasers would consider feeding birds in the future.¹¹

The [Brand Redacted] ant moat provides a solution to a common consumer problem within a growing industry. With appropriate consumer education and product marketing the [Brand Redacted] product will be well-received by the market.

¹⁰

http://www.ectownusa.net/wbfi/docs/WBFI_2013_US_and_Canada_Market_Research_presentation.pdf, page 36

¹¹ http://www.ectownusa.net/wbfi/docs/2015_WBFI__judy_final.pdf, page 31