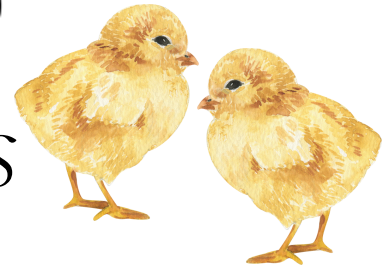




CHICK *Displays*



Spring is here, and with it comes the arrival of baby chicks! Now is the time to make your store the destination for customers looking to bring home new feathered friends. Here are some tips to help you create a memorable experience for your customers and maximize your sales this chick season.

Chicken Products for Display

Here's a quick list of products to feature alongside your chicks:

- Waterers & Feeders
- Feed Scoops (for handling large bags of chick feed)
- Egg Cartons & Baskets (great for customers with egg-laying hens)
- Heat Lamps & Bulbs
- Electrolyte Packets (perfect for transitioning chicks)
- Feed (Purina® Start & Grow, either medicated or non-medicated)
- Pine Shavings (ideal for the bottom of the chick tank)

1. ANNOUNCE THE ARRIVAL OF BABY CHICKS

Make sure to spread the word about your new chick arrivals. A well-crafted social media post can help you attract customers and stand out from the competition.

Pro Tip: Run a giveaway for the first 5 customers who purchase chicks. Offer a free item, such as a waterer, feeder, or small bag of starter feed, to incentivize early visits.



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2. CREATE EYE-CATCHING DISPLAYS

Your display should be eye-catching and well-organized to draw in customers. Here are some display tips:

- *Stack Bags Neatly: Ensure all bags of feed are stacked neatly in even rows.*
- *Decorate: Dress up your chick tanks with themed decorations to make the display feel inviting.*
- *Pop-up Displays: Place promotional displays near your chick tanks to encourage customers to browse other related items.*
- *Keep the Tanks Clean: Fresh shavings, constant food and water refills, and a clean environment will enhance the customer experience.*
- *Prominent Signage: Bright, clear signage should clearly communicate promotions, products, and essential information. Use large, visible labels for pricing and offers.*

3. ENSURE SAFETY & ORGANIZATION

Safety and organization are key to providing a positive customer experience:

- *Signage: Place a sign that says "Don't Touch Chicks – Staff Only" to prevent any accidents. It's crucial that customers don't handle the chicks themselves, especially children.*
- *Chick Boxes: Place chick boxes near the display to make it easy for customers to transport their new pets home safely.*
- *Identify Pullets & Roosters: Clearly label the chicks as pullets (female) or roosters (male). Roosters are less popular, so using colored rubber bands on their feet can help your staff quickly identify them for customers.*



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4. PROMOTE ESSENTIAL PRODUCTS

Encourage customers to purchase products they will need to care for their new chicks. Consider creating a special offer on a starter kit, or promote essential items like:

- *Waterers & Feeders: Key items that every chick owner will need.*
- *Feed Scoops: Perfect for handling large bags of chick feed.*
- *Egg Cartons & Egg Baskets: Customers who raise chickens will need these for collecting eggs.*
- *Heat Lamps & Bulbs: Chicks need warmth, and heat lamps are crucial for their health.*
- *Electrolyte Packets: Help customers mix water for chicks during their transition home.*

5. TRAIN YOUR TEAM

A team member who can help customers choose the right supplies and answer their questions will increase customer confidence and sales.

Pro Tip: Train your staff to ask simple questions like, “Do you have feed ready for your chicks?” to encourage additional purchases.

6. MAXIMIZE YOUR SPACE

Be sure to use your store’s layout effectively:

- *Floor Displays: Ensure floor displays are neat and organized, with clear signage that catches attention.*
- *Keep the Brooder Clean: If you have a brooder, keep it clean and properly labeled.*
- *Flock Accessories: Place bags of hen treats and flock blocks for customers who already have chickens.*