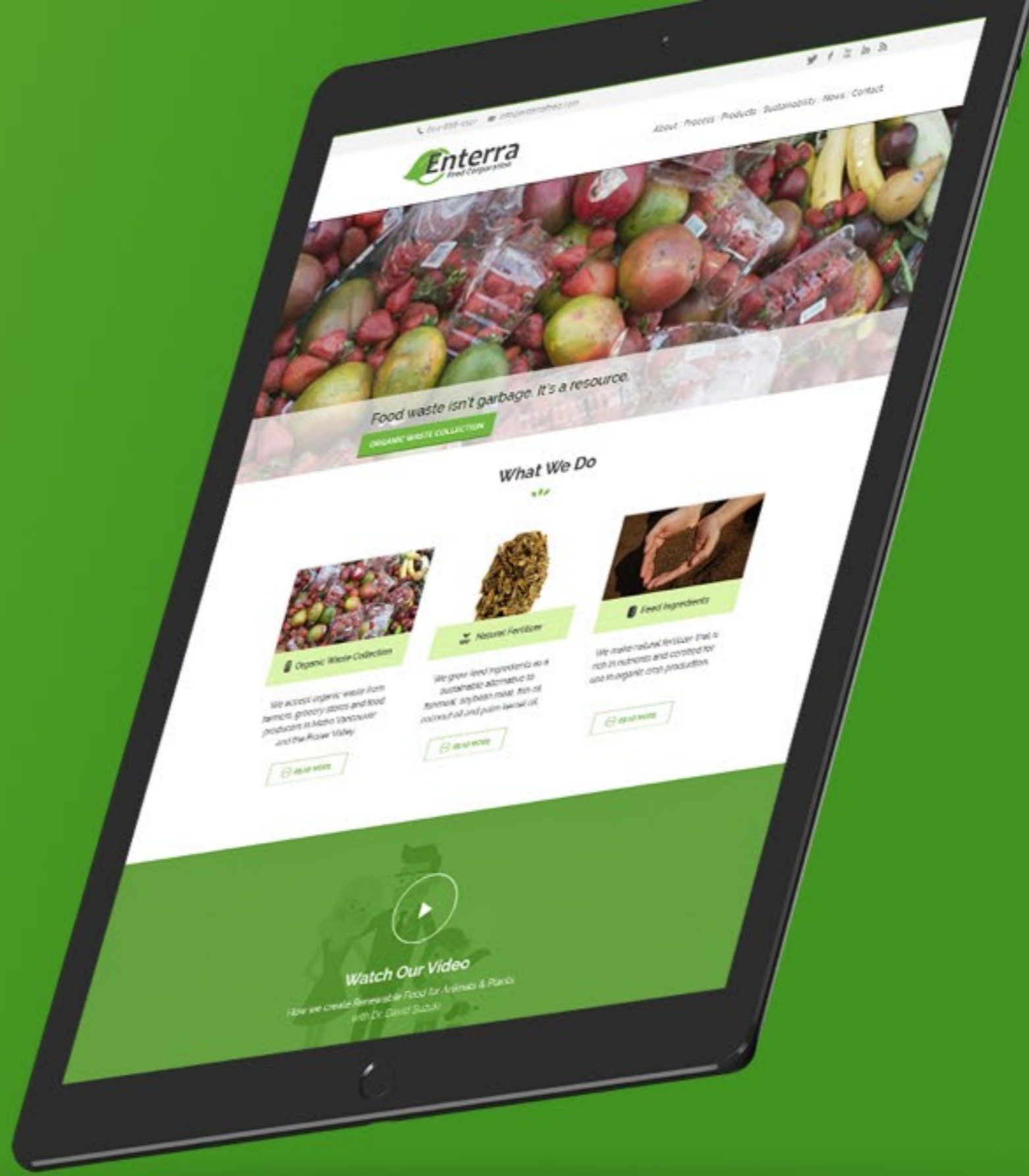


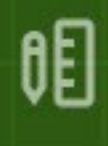
WEBSITE DESIGN

# ENTERRA FEED

FEBRUARY 2015



Enterra's focus on recycling renewable food waste allowed NIFTIT to develop an engaging site, rich with imagery, infographics and multimedia content explaining many aspects of the company operations.



### Design & Branding

NIFTIT Creative coordinated with Enterra Feed Corporation to strengthen their branding and reinvigorate their company homepage with new multimedia content and a reconfigured content management system.



### Embedded Video Content

A short animated video that details more about the company was embedded in to company homepage. The styling was created to blend well with the site, to avoid being obtrusive to business users or repeated visitors.



#### What We Do

- Organic Waste Collection**  
We accept organic waste from farmers, grocery stores and food processors in Metro Vancouver and the Fraser Valley.
- Natural Fertilizer**  
We grow feed ingredients as a sustainable alternative to synthetic. Coproducts include coconut oil and palm kernel oil.
- Feed Ingredients**  
We make natural fertilizer that is rich in nutrients and certified for use in organic crop production.

### Custom Digital Brochure Design

By identifying the key processes and products Enterra wanted to project to site visitors, we created attractive elements to encourage user engagement.

#### Watch Our Video

How we create Renewable Food for Animals & Plants with Dr. David Ducrocq

#### Sustainability

- Organic Waste Collection**  
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- Natural Fertilizer**  
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- Feed Ingredients**  
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### Meet Nature's Nutrient Renewal Expert

This is a black soldier fly (BSF), or Hermetia illucina, a local beneficial insect that can be found all over North America and around the world.

The adult black soldier fly does not eat, sting or bite — which means it's not a pest or a vector for disease. All it does as an adult is mate and reproduce. The females lay eggs that hatch into larvae which naturally feed on decaying organic matter. BSF larvae are voracious eaters as they need to consume enough energy to sustain the entire adult stage of their lifecycle.

At Enterra, we feed pre-consumer food waste to BSF larvae under controlled conditions. These industrious insects then do what comes naturally — they regularly transform the waste food into protein, fat and natural fertilizer. The larvae are harvested and processed into animal feed ingredients while their excrement becomes a nutrient-rich fertilizer.

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### jQuery Controller UI Elements

Where large volumes of body copy exist, smart decisions on where to apply extendible and repeatable UI elements improve the overall user experience.

#### Interested in learning more? Here are some FAQs about this unique species.

- Q: What is a Black Soldier Fly and why did you pick them?**  
**A: ANSWER**
- Q: Why don't we normally see them flying around our backyard?**  
**A: ANSWER**
- Q: If the Black Soldier Flies escape, will they lay eggs in the wild in Langley and if so, will the eggs hatch or will they get consumed by the local birds and other insects?**  
**A: ANSWER**
- Q: Is the Black Soldier Fly an invasive species? How do you recognize the possible release of them from your farms into our ecosystems, with your sustainable goals?**  
**A: ANSWER**
- Q: If there is lots of decomposing organics in the area and it is particularly warm in the summer, could we expect the Black Soldier Fly to reproduce and dominate the local area for some time?**  
**A: ANSWER**

REFERENCES:  
1. BSF (Hermetia illucina)  
2. Technology and Risk Management, Iowa State University, entomologist Larry Pedigo and his team's research.

#### Q: What is a Black Soldier Fly and why did you pick them?

**A: ANSWER**

The Black Soldier Fly (Hermetia illucina) is a local beneficial insect, commonly found in 20 and 30 tropical climate areas around the world. They occur naturally in forests, parks, and backyards.

At Enterra, we have used the life cycle of this beneficial insect species to mimic its role as a natural nutrient expert. Our Black Soldier Fly production originates from regulated countries in Canada and the US and there has been no genetic modification introduced.

In nature, adult Black Soldier Flies lay their fly eggs in dry places near land food sources. The eggs hatch into larvae, which move into the environment to consume a variety of organic waste sources, like over-ripe fruits and vegetables as well as fish after they have spawned, up-cycling the waste to produce a protein-rich product, animal feed, and fertilizer. The larvae provide an exceptional source of animal protein and they will also clean up the surface of tanks, fish, reptiles and animals, after they finish cleaning food buckets from waste organic. It is important to note that the Black Soldier Fly larvae eliminate harmful bacteria like E. coli and Salmonella.

The adult fly, which has a life span of only 7 days, does not sting or bite. In fact, the Black Soldier Fly does not eat as an adult fly. For this reason the larvae are safe to handle to provide all of the protein, fat, and energy for the adult fly cycle. It is a natural source of food for birds, reptiles, fish and animals, providing an important source of nutrients and protein in the ecosystem. Because the adult fly does not eat and does not lay its eggs in decomposing materials, it is not a pest or a vector for disease, which we know with other fly species.

The larvae, similar to worm castings, are part of the natural fertilizer cycle in the wild. The castings provide an important source of natural nutrients and microorganisms for plant growth, and animal waste defecator for more fungi and pellets seen in farming and greenhouse operations.

Enterra has engineered a system to farm Black Soldier Fly larvae under controlled conditions. Our products — animal feed and organic fertilizer — are Renewable Food for Animals and Plants, and provide a renewable source of nutrients for the human food chain, much like the naturally occurring cycle found in nature.

**For further background:**  
The BSF is a commercial backyard rearing system for attracting native Black Soldier Flies. These systems are used by small scale farmers throughout BC and Canada. In addition, Black Soldier Fly larvae is currently released to their trade name Phormo Worms are available for sale throughout Canada and are not watched.

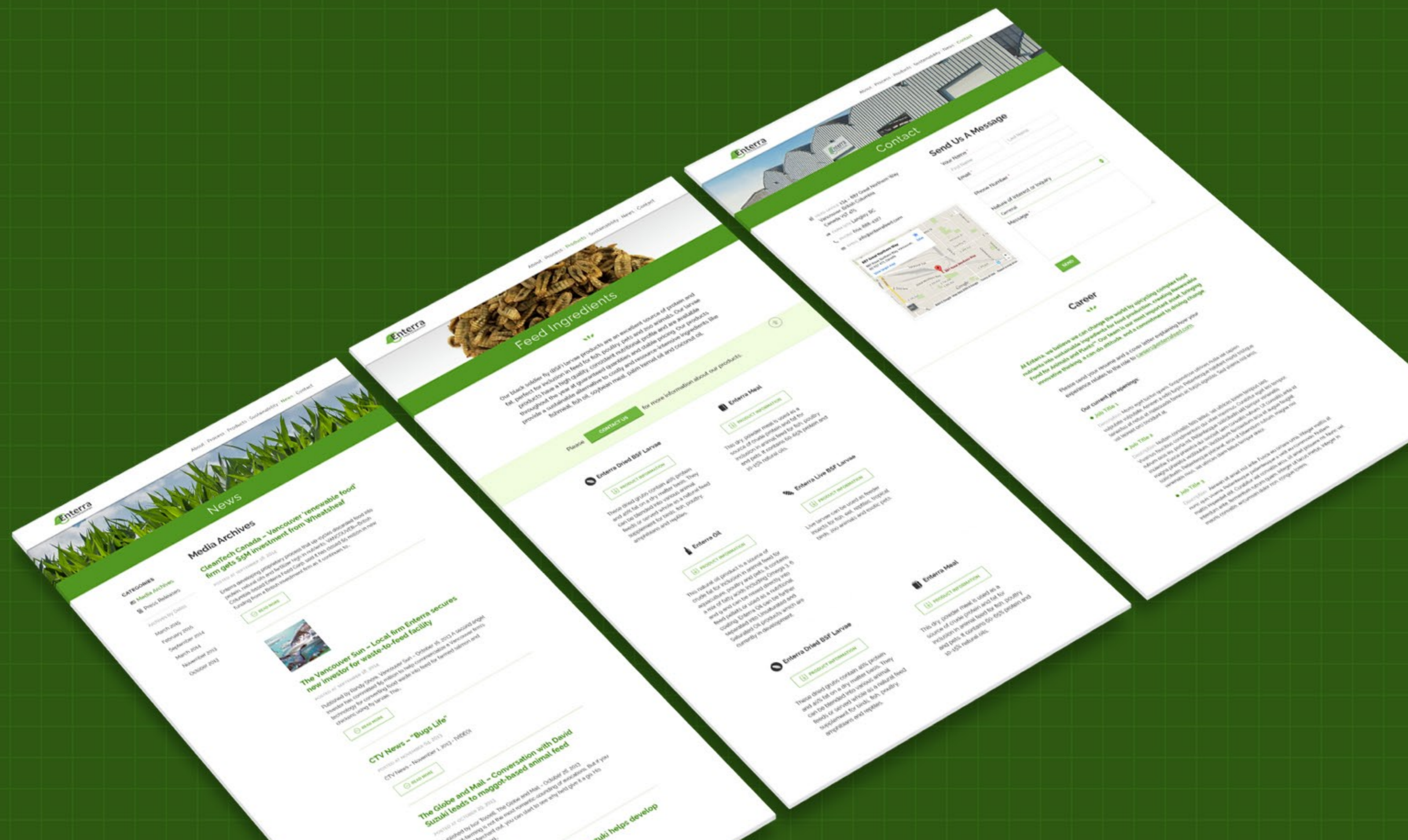
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### INTERIOR PAGES

Updatable and Extendible Content & Imagery

Company Branding Respected and Extended

Contact Form & Integrated Google Maps API



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