



Wild Birds Unlimited®
save the
song birds®



The North American bird population has decreased by 2.9 billion breeding adults, a net loss of 29% over the last half-century.* Scientists have identified habitat loss as the biggest reason for the decline.

Wild Birds Unlimited is proud to be the Champion for the National Wildlife Federation Certified Wildlife Habitat program, whose goal is to inspire everyone to create a haven for wildlife in their yard.

Visit your local Wild Birds Unlimited Store to learn more about certifying your yard.

*www.3billionbirds.org/findings

CERTIFY YOUR YARD

www.wbu.com/certify-your-yard • www.wbu.com/save-the-song-birds

Creating a wildlife habitat is fun, rewarding and makes a big difference. It's easier than you might think. Here is what your wildlife habitat should include:



Food

Include native plants in your yard to provide song birds with natural food sources. You also can attract a greater number and variety of birds by offering a consistent, reliable supplemental food source in the form of a bird feeder filled with a quality seed blend. Creating a bird feeding station with a variety of foods and various bird feeders will bring you many hours of bird watching enjoyment.



Water

Birds need clean, reliable water sources for drinking and bathing throughout the year. Water can attract as many birds to your yard or patio as a food. Often, you will attract birds that do not normally visit your bird feeders.



Cover

Birds need protective cover for times of rest, social interaction and as a retreat from foul weather and predators. Landscaping for the ideal wildlife habitat should use a variety of native plants ranging in size and density.



A Place to Raise Young

The same native plants that provide food and shelter can provide safe areas for many species of wildlife to mate, build nests and raise their families. But, with the increased loss of natural habitat, many cavity-nesting birds are having trouble finding homes. By providing bird houses, you will encourage these birds to raise their young in your yard.



Sustainable Practices

The idea of a flawless lawn may be a thing of the past. A few weeds and insects are a small price to pay — better for the environment and the birds. Maintaining your landscape in a sustainable, environmentally-friendly way ensures that the soil, air and water that native wildlife (and people) rely upon stay clean and healthy.

WBU Blends Are a Better Value

100%
Seeds birds will eat



Only
27%
Seeds birds will eat

73% Filler Seeds
such as milo, wheat and other grains

Birds kick filler seeds to the ground to get to the good stuff.

Brand X
Bird Seed Mix*

*Actual analysis of a bird seed mix commonly sold in major chain stores.



Keeping Bird Food Fresh and Healthy

www.wbu.com/keeping-bird-food-fresh

- Store bird seed in rodent- and insect-proof containers in a cool and dry location outside of your home.
- Never mix old seed with new seed.
- Keep bird feeders filled with a few days' supply of seed to ensure it is eaten quickly and stays fresh.
- Discard moldy, rancid or foul-smelling seed, because it can be a health hazard to birds.

Keeping Bird Feeders Clean and Sanitized

www.wbu.com/bird-feeder-care-cleaning

- Clean and sanitize bird feeders regularly with a solution of one part bleach and nine parts water.
- Use a brush to remove any mold or debris.
- Rinse well and allow to dry completely before refilling with fresh bird food.



JIM'S BIRDACIOUS[®] BARK BUTTER[®]

150 Bird Species Love It (& Counting)

Jim Carpenter is the founder of Wild Birds Unlimited and the creator of Jim's Birdacious[®] Bark Butter[®], the food that has attracted more species of birds than any other.

Available only at Wild Birds Unlimited, now there are multiple ways to treat your birds with Bark Butter, including Bark Butter Bits and Bugs & Bits[®]. No matter where you like to feed the birds, we have a Bark Butter product your birds will love.



Bugs & Bits



Bark Butter

For more information, visit www.barkbutter.com.



Most of our Bark Butter products are available in our original formula or with hot pepper, to help deter critters you would rather not feed.



Downy Woodpecker
Black-capped Chickadee



Scan to watch a video about the history of Bark Butter.

Hot Pepper Bird Foods

Feed the Birds, Not the Squirrels



Keep Critters Away from Any Feeder

The days of using baffles and cages to protect your bird feeders from squirrels and other critters are now a thing of the past! With our hot pepper bird foods, available exclusively from Wild Birds Unlimited, you can use hopper feeders, trays - most any feeder and watch the critters pass on by. Birds readily eat foods containing hot pepper, but critters like squirrels, rodents and raccoons...not so much.

Our Fiery Feast® and SunFire® Chips work in any type of feeder. Each comes in a convenient, pour spout bag.

Or try offering suet, seed cylinders or Bark Butter® with hot pepper. All of these foods allow you to feed the birds almost anywhere, while telling the critters to take a hike!



Hot Pepper Seed Cylinder
Downy Woodpeckers



Hot Pepper Stackables®
Carolina Wren &
Eastern Bluebird



Hot Pepper Suet Cakes
Carolina Chickadee &
White-breasted Nuthatch



Hot Pepper No-Melt Suet Cylinder
Carolina Chickadee &
Downy Woodpecker

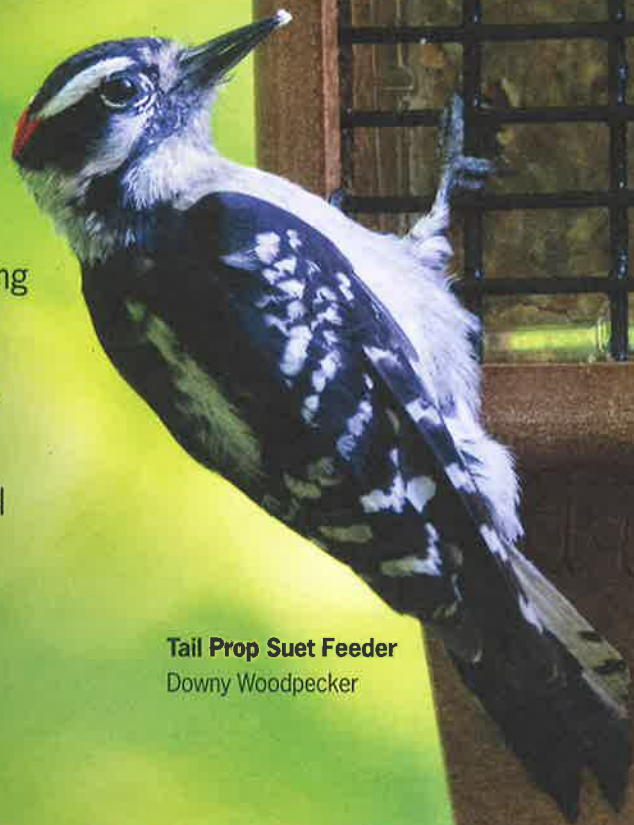
SuperSuet[®]

SuperFood for your birds

For the birds in your backyard, suet equals energy! Now you can give them a super-boost with SuperSuet, available exclusively at Wild Birds Unlimited.

With our highest levels of protein and fat, SuperSuet includes calcium to support the birds' nutritional needs especially during nesting season. And they're loaded with mealworms, peanuts and tree nuts for year-round nutrition.

We even offer Hot Pepper SuperSuet, an ideal solution to keep squirrels away. Birds love it, but squirrels and other critters will shy away.



Tail Prop Suet Feeder
Downy Woodpecker



SuperSuet



Hot Pepper SuperSuet



No-Melt SuperSuet
Cylinder Also Available



Hot Pepper No-Melt SuperSuet
Cylinder Also Available

Seasonally Savvy Foods

Being “seasonally savvy” means that you adjust your feeding program to suit the behavior of the birds over the course of the changing seasons.



Carolina Chickadee

During winter season, you can help by providing your birds with a super-boost of the fat and protein they need. Even when winter weather is warm, birds need high fat foods for essential energy to endure extended hours of darkness. Our exclusive Winter SuperBlend® and Winter SuperBlend Seed Cylinders are packed with the nutrition birds need to survive the winter season.



Scan to watch a video about the benefits of Nesting SuperBlend.



During nesting season, you can help by providing birds a super-boost of the protein and calcium they need. The demand for protein and calcium is highest between the time they hatch until they reach their full adult size. Even as birds go through their post-nesting molt, our Nesting SuperBlend® and Nesting SuperBlend Seed Cylinders provide the nutrition birds need to grow strong feathers.

