

better for birds



Wild Bird DON'TS

DO NOT FEED BIRDS SALTY SNACKS, BREADS, AND PROCESSED FOODS



Just as we adhere to a healthy diet (free from table scraps) for our canine and feline friends, wild birds thrive best when the nutritional content of food mimics that of their natural diet. While conveniently on hand, salty snacks, breads and processed foods are not healthy for birds. Choose #betterforbirds.

According to our recent survey, 31% of American households have fed bread to birds in the last year (that's nearly 40 million households!). When we fill birds up on bread — bread that is too often processed with conditioners and preservatives — we leave less room for nutrient-rich foods like unsalted nuts, seeds and fresh fruit in their diet.

• AVOID PLACING INDOOR PLANTS DIRECTLY IN FRONT OF WINDOWS

Birds cannot see glass and approximately half of all home window collisions result in a fatality. We also recommend placing feeders within 3' or at least 30' away from windows, and adding reflective tape or decals to windows without screens. It is estimated that more than one billion birds lose their lives annually to collisions.

• DO NOT LIGHT UP THE NIGHT SKY

Reduce lighting in the evenings during bird migration (April-May and mid-August thru early November) including upward directed spot- and flood-lights, and roof-top lighting.

• DO NOT COMPETE FOR THE PERFECT YARD

Avoid chemicals in your home and garden including weed-killers, pesticides, and insecticides. End the wish to squish. Remember that most birds eat bugs, so you if spray chemicals to kill garden-gobbling insects, you may be harming birds too. More than 72 million wild birds die from poisoning each year in America. Please plant native trees and shrubs that provide food for wildlife, and cover from predators.

• DO NOT ALLOW YOUR CAT TO ROAM OUTDOORS

Cats are the #1 threat facing wild birds today. According to the U.S. Fish & Wildlife Service, cats kill up to 3.7 billion wild birds each year.

