



Betty York's birds bred much better when she started using The Birdcare Company's products as directed. See page 2.

Better health, better breeding and better behaviour

Whether you keep canaries, finches, hookbills or softbills. Whether you are a breeder or pet owner. Whether your bird keeping is a business or you keep them as a hobby, supplements from The Birdcare Company are likely to improve the health, behaviour and productivity of your birds.

This little booklet will tell you about the experiences of others, how to use our unique and exciting products and where to get them in North America.

For more information and free personalised advice contact your reseller (see back cover) or use our free advice services:
advice@BirdcareCo.com or www.BirdcareCo.com.



Leading the way - naturally

Most breeders want to produce more, better quality chicks every year. Many people suffer a number of disappointing seasons just for the joy of the occasional good one. But a series of poor years is often enough to encourage beginners to leave the fancy. Even experienced champions have sold their birds recently.

Yet many other breeders have banished poor years from their memory. The unusual weather, that used to cause breeding disasters, has little effect on birds that are well housed and well fed. Diseases don't thrive in flocks of birds given modern herbal nutrines combined with easy-to-absorb nutrients. Clutch sizes increase, fertility rises, hatching rates improve and healthy chicks don't die. Young birds grow into strong healthy adults and the cycle of

success continues.

The story is very similar for pet birds. In the short term, many dietary imbalances lead to behavioural problems from biting to feather plucking. In the longer term they lead to illness and premature death. Most bird vets would agree that 70% -90% of their case load comes from nutritionally deficient birds.

To join the thousands of happy bird keepers around the world, read on!

Malcolm Green

Technical Director



Malcolm Green is the company's director responsible for product development



Betty uses CalciBoost, Daily Essentials3, ProBoost SuperMax, Flourish, Potent Brew and Saniclens in the quantities determined by our computerised supplements plan. Get your free plan from our web site: www.birdcareco.com and click on 'Free feeding plans'.

Dear Malcolm,
I just had to write to thank you for years of good advice and friendly service. A few years ago I had a chat with you about loosing hens in the Winter. This happened every year and good pairs of birds were lost. I did use Essentials3 daily and calcium once a week, but only at breeding time. You told me to give calcium once a week through out the year and more at breeding time and I haven't lost a hen since. Recently I had another chat with you about clear eggs. You worked a program out for me which I followed to the letter. This year I have had a very good year for chicks. My Blue Fronts which had gone two years without chicks had a 100% hatch. A pair of Timmehs, a pair of Greys and a pair of Yellow Streaked Lories all had chicks for the first time. I had used your products for years but only at breeding time. I am so glad I followed your plan. All my baby chicks which we hand rear get vitamin, probiotics and calcium on their fruit and veg when they are weaning and as you can see from the photo they grow into beautiful big birds.
Many Thanks.

Betty York

Help for sick birds

Most bird vets would agree that between 70% and 90% of the cases they see are ill because their diet is less than ideal. Of course the reverse is also true - healthy diets stop disease getting a hold. For most birds just three products - Daily Essentials3, Feast (Gold Label or Insectivorous) and CalciBoost - are all that is required to maintain birds in excellent health.

We start this booklet with the most up-to-date support for your sick birds.

If any of your birds are ill we would always suggest that you phone your preferred reseller (see back page) or e-mail our free advice service (advice@BirdcareCo.com). If you have access to the internet it is even better to use our web based system (www.BirdcareCo.com and click the "BirdVet Online" logo). This provides a form to fill in that ensures we get all the necessary background information. Remember - these advice services are all free!



Bear in mind that we are clearly unable to make a diagnosis - this is a job for an experienced avian vet - but we can discuss the most likely problems with you and advise you on where to find a vet if that is the best course of action. We will also be happy to offer you the most appropriate first aid products to give your birds the best chance of recovery.

First aid

Since most sick birds also have nutritional problems we nearly always advise bird keepers to use our 'foundation' products CalciBoost, Daily Essentials3 and Feast (or Flourish) with both their sick and healthy birds. Then we use special products to help with specific conditions. We believe that **Guardian Angel** is the most sophisticated, water soluble health product we can design.

So Guardian Angel is the primary first aid product. This is the product to have in the cupboard for emergencies. It is very versatile. It

can be put in the drinking water (do not use at more than the recommended level) or it can be added to eggfoods or fresh foods. If adding to food ensure that plenty of fresh water is available.

Guardian Angel is useful for so many situations because it is so comprehensive. It contains the energy and electrolytes from Energise, our revolutionary new "white cell support system" (see page 4), our comprehensive "Essentials" vitamins and Rapisorb minerals, the probiotics and herbal prebiotics from BioPlus and a powdered version of CalciBoost.

Rapid weight loss

For those birds that are losing weight rapidly, **Survive** is the product of choice. Survive is a complete food in a highly bio-available form designed to stop the bird (or animal) starving. This too has been upgraded with the "white cell support system"

and our Flourish herbs making it a truly world leader product.

To avoid potential conflict with any antibiotics your vet may be prescribing we have not included any probiotic bacteria in Survive. If probiotics are required Survive can be used in conjunction with **BioPlus** or **Potent Brew**.

The importance of calcium

You would be amazed how many birds are suffering from inadequate calcium intake. Both Guardian Angel and Survive contain maintenance levels of calcium. But if you are in any doubt we would advise extra CalciBoost five days a week for a month.

Behavioural problems, droopy wings, fluffed appearance, poor perching and clumsy flying, shaking, fear, aggression, self mutilation and difficulty laying an egg are all indicators of calcium problems.

Calcium is the number one problem in bird keeping. If in doubt give our CalciBoost.

Supporting the immune system

The immune system consists of a very complex set of defences that the body uses to fight infections. A whole range of vitamins and minerals are involved in its effective functioning but modern nutritional ingredients enable us to provide even better support.

Unique white cell support system

Recent Birdcare Company development work has focused on the white blood cells. These are the immune system's "Rapid Reaction Force". When invaded by an infectious germ like a virus or bacteria the immune system makes huge quantities of white blood cells that rapidly spread through the blood system and kill the invaders.

Any of you who have worked in a factory will know that, when there is a sudden large demand for a particular product, you inevitably can't make it because you are short of stocks of at least one raw material. This can and does occur in the body as well, and limits its ability to produce those extra white blood cells.

In addition, white blood cells use large quantities of fats to power themselves as they go about attacking invaders. Fats are burned in the cells' "boiler houses" (called mitochondria) and a special vitamin-like substance is used to get the fats into the mitochondria. Again this material can be rapidly depleted in the face of a hostile enemy.

So, by adding the special nutrients most in demand for rapid white cell production and by adding the special vitamin-like substance, the bottlenecks can be prevented and the immune system can work at full power.

Our new product, **Guardian Angel**, is based around these two revolutionary new concepts. In order to make the use of this product as simple as possible we have also included many of our other unique nutritional ingredients. So Guardian Angel contains the vitamins and unique Rapisorb minerals

normally found in the "Essentials" products. It contains the beneficial probiotic bacteria and herbs from BioPlus and the highly bio-available minerals found in ProBoost SuperMax. A maintenance level of calcium is provided and this has been developed from CalciBoost.

Finally the whole package is mixed in with the electrolytes, extra vitamin C and long term energy found in Energise. Like Energise, Guardian Angel is 100% active ingredients.

So Guardian Angel, used as a single supplement to a normal diet, should meet all of the patient's nutritional supplement needs as well as providing unprecedented immune system support. This means that Guardian Angel is both easy and economical to use. Sometimes, if you think extra calcium would be of value extra CalciBoost can be used.

Guardian Angel is designed to be applied either in the drinking water or on suitable fresh foods and eggfoods.

The white cell support system has also been added to **Survive** making this the most sophisticated emergency food on the world market.

Other immune support

Many Birdcare products contain a variety of ingredients (such as our Flourish herbs) that support the immune system.

These herbal ingredients are mostly used to keep healthy birds fit. Flourish herbs are used in Survive, Feast (Gold Label and Insectivorous), Special Needs Diet and Flourish supplement. Our Formula Plus (to add to commercial hand rearing foods) contains both Flourish herbs and the "white cell support" system.

Need advice with sick birds?

www.BirdcareCo.com

advice@BirdcareCo.com

POTENT BREW

New

THE MOST EXCITING NEW PRODUCT TO HIT NORTH AMERICA FOR YEARS!

Ever since 1996 British bird keepers have raved about *Potent Brew*. In those days it was a nasty smelling liquid with a very short shelf life (something we have put right - see below).

Birds that get Potent Brew in their soft food demand to be fed and, when they have stuffed themselves, they rush off to feed their chicks. An end to the chore of top-up feeding struggling youngsters!

Look at these huge benefits this product can bring you:

1. Helps bring birds into breeding condition
2. Improves fertility
3. Improves hatchability
4. Better chick disease resistance
5. Faster early growth rates
6. Fewer hens that feed poorly
7. Stronger 'day one' chicks
8. Cleaner nests
9. Better start for hand reared birds
10. Dramatic reduction in slow crop when hand rearing
11. Fantastic treatment for birds with digestive problems
12. Amazing anti-plucking properties
13. Better stress resistance

As the result of long term development work the shelf life of Potent Brew has recently been extended. All product will be sent to the USA by air in small, regular shipments. Expect at least 4 months when you buy.

What is Potent Brew?

Potent Brew is a very unusual probiotic and enzyme product. It contains many different strains of beneficial bacteria including avian varieties. But most important is the planktonic state of these bacteria and the ability this gives them to do their job incredibly effectively.

Traditional powder probiotics work in the

lower gut. Potent Brew works both in the crop and the lower gut.

The bacteria in Potent Brew are swimming around in a nicely acidic liquid. In contrast to powdered probiotics, they start to work in the crop creating the acid environment that yeasts and fungi hate - so preventing sour crop in babies. When they reach the very acidic part of the gut they get to work exceedingly quickly. Their action creates an attractive environment for the hundreds of strains of naturally occurring beneficial bacteria in the gut.

So if you already like conventional probiotics you will love Potent Brew! If probiotics have disappointed you in the past then try this new approach and be prepared to be delighted.

By maximising digestive function Potent Brew really does have a dramatic effect. The list of benefits earlier in this article are all gleaned from field trials by scientific bodies or feedback from customers.

There are four main uses for Potent Brew:

1. In conjunction with Daily Essentials3, CalciBoost, ProBoost SuperMax and Gold Label or Insectivorous Feast it performs a major role as a breeder stimulant.
2. It ensures rapid, healthy growth in chicks reducing young bird losses substantially.
3. Treats or prevents acute digestive illness from crop to lower gut infections.
4. Use on plucking pet parrots (in conjunction with Daily Essentials3 and CalciBoost) especially those who are plucking as a result of stress. It really does have a dramatic effect in many cases.

Insectivorous Feast already helping endangered species



Photo: Tony Tilford

Tony Blackler, from the UK, has been having trouble raising Bali starlings to maturity. But as soon as he used *Insectivorous Feast* he produced his first fully weaned chick.

We are particularly pleased with this since Tony is the only UK breeder to have had this product prior to its launch! *Insectivorous Feast* is a low iron product containing lots of lovely insects and crustaceans, all the unique nutrients of our other Feast products including the health promoting Flourish herbs.

Another innovative product from *The Birdcare Company* that really does make a difference.



Germany's Hoeveler brothers have been raising Parson finches and other small seedeaters without livefood but using *Insectivorous Feast*.



After eight months of problems I called The Birdcare Company for advice on 'Alice Cooper', my African grey. He had been looking a bit under-the-weather and chewing his feathers. We started adding **Daily Essentials** and **CalciBoost** to his drinking water. He improved a bit but was still not right. His droppings were becoming watery.

So, following more advice, he was placed on **Potent Brew**. The effect has been wonderful. His droppings are now perfect. He is perkier and talking more. He has stopped feather chewing. Even his beak has changed colour from pale grey to a strong dark grey colour.

Thank you for your advice and wonderful products.

Coral Bratly, UK

Editor's note: The pictures are not Alice Cooper but an American bird with similar problems.

New pack sizes for Feast

Due to popular demand from our customers we have introduced 5 kg (11lbs) bags for our Feast soft foods. This is in addition to our regular 1 kg (2.2lb) packs.

All Feast products contain our unique Flourish herbal supplements to help maintain good digestive health and a strong immune system.

Gold Label Feast - For all seedeaters from waxbills and canaries through budgies to parrots. Pre-moistened (doesn't spoil in the cage during the day), anise flavoured.

Insectivorous Feast - for insect eating softbills and finches. Pre-moistened (doesn't spoil in the cage during the day), natural flavoured.

New

Managing stress - shows, sales, travel and trips to the vet

Stress is a normal, healthy reaction to unusual conditions. Birds are easily stressed and the first response of any animal to stress is to reduce the blood supply to the gut. If the stress is prolonged this can lead to poor gut function. Stressed birds don't look good, don't sell well, don't win shows and may even die!

The secrets to avoiding stress are to increase the body's natural energy stores (in the liver and muscles) and to provide electrolytes to maintain the body's water balance.

To achieve this give **Energise** or **Guardian Angel** for two days prior to travel. Continue during the event and for two days after.

Long distance flamingos

New Zealand has just acquired its first flamingos. Bred at the Wildfowl and Wetlands Trust in Slimbridge (UK) the twenty young birds were first driven to Prestwick airport (7 hours) and then flown to Auckland by Air New Zealand. A journey of over 48 hours in total!

On the instructions of the trust's vet, Neil Forbes, all the birds were given **Guardian Angel** for two days before the journey. This was repeated every 24 hours in flight and on arrival at Auckland zoo.

They all arrived in fabulous condition!

All birds were eating well by themselves within 20 minutes of arrival. The comment from Mike Batty (the zoo's bird curator who accompanied them on the journey) was that they looked and behaved just as they had 48 hours earlier at WWT Slimbridge.

Natural recovery

Neil Fisher rescued four black headed caiques from appalling conditions in a pet shop. They were fluffed and soiled all over. They were making no progress when Neil rang The Birdcare Company helpline. Two days on **Guardian Angel** and the birds' own immune system had them in fabulous condition. Even their feather colour had improved and they were full of energy and vitality.

Sheila Hayes of Sussex was suffering an outbreak of megabacteria in her flock of finches. She started using **Guardian Angel** while she was waiting for the appropriate drugs to arrive from her vet. All but two birds showed a dramatic improvement after a very short time on the supplement.

In this booklet you will read about the unique ingredients used by The Birdcare Company in designing world leading products to maximise bird health.

Some of our products are sold under different names in Europe. If you are not sure, please don't hesitate to contact us for advice.

Specific disease issues

So **Guardian Angel** and **Survive** are the first line of support for birds' natural defense mechanisms. But we also have a number of products with more specific characteristics for particular circumstances.

Breathing easily

Wheeze-Eeze can be sprayed in the birdroom for the birds to inhale and can also be added to the drinking water. The herbal blend in this product helps the bird to breathe naturally. The herbs also attack certain types of germs and support the immune system.

Some breathing problems, particularly in finches and canaries, are caused by air sac mite. Contact us or your vet for advice on this problem.

We have also had excellent success with respiratory problems fogging or nebulising **Enviroclens** into the cages and birdrooms where respiratory infections (especially aspergillus) have been diagnosed.

Molting

Sulfur and sulfur-containing amino acids are present in feathers in very large quantities. Traditional cage bird diets contain too few of these crucial nutrients. The result is slow molting and, for some vulnerable species, death during stressful molts.

Slow or continuously molting birds should be supplemented with **Feather-Up** (or Daily Essentials3) and **CalciBoost**. The vital amino acids are very smelly in water so this system is for supplementing fresh fruits and veggies or eggfoods. Birds that only eat dry seed should be given **Fussy Feeder Essentials** (or Daily Essentials1) instead - added to the drinking water with **CalciBoost** and **Saniclens**. This system is not so fast but will still produce good results and reduce the nutritional stress on the birds involved.

Chronic and acute digestive problems

Acute digestive problems are very common. They often flare up with any stress or illness. Normally we recommend probiotics like **Guardian Angel**, **Potent Brew** or **BioPlus**. Birds

eating soft foods can be given extra herbal support with **Flourish** or fed **Feast** (Insectivorous or Gold Label) which already contains these herbs. **Survive** should be used with one of the above for critical cases.

Long term digestive disorders often require larger quantities of easily absorbed nutrition. **Special Needs Diet** is a sophisticated complete dietetic food that can be fed as anything from 10% to 100% of the diet depending on the severity of the problem.

General infections

These days antibiotic resistance is so common that many previously successful drugs often prove ineffective. Our approach is to do everything we can to boost the bird's natural defenses - the immune system. **Guardian Angel** and **Feast** (or **Flourish**) work in different ways to support immune function.

Remember that many infections are related to inadequate vitamin A levels. Don't forget the "Essentials" products in both your regular supplementation and treatment regimes.

Lice and mites are also common in most species. They can kill - especially babies. Deal with species that live off the bird (like red mite) with **Zodiac+** and **Blast-Off anti mite**. For other conditions contact us for advice.

Thank you for your marvellous product "Survive". I have been breeding lovebirds for nine months so I am still somewhat of a novice. I am armed with 9 books on breeding and care of lovebirds but none mention your products. It was by chance that I found it stocked at my local pet store so I decided to purchase some and try to help two abandoned, almost lifeless babies.

Yes it saved their lives so I can't speak too highly of **Survive**.

Sue Sawyer (UK)

Calcium - far more important than you think

We have nearly all grown up thinking that cuttlefish bone is a great calcium supplement. Confident that our birds had plenty of this important mineral, we failed to recognise the frequent symptoms we were seeing of inadequate dietary calcium. In fact it is very difficult for birds (or any other animals for that matter) to absorb calcium presented in a solid or powdered form.

In breeding birds the most common symptoms are egg-binding, weak hens and a general depression. Breeders often describe hens as too "exhausted" by breeding or they can't fly properly. No bird that is fed properly will be exhausted by breeding in captivity!

Soft shelled eggs, thin shells, dead-in-shell and smaller clutches are common. Would you recognise a smaller clutch or would it just seem normal to you? Poor bone formation and splayed legs in nestlings and poor co-ordination in recently fledged babies are also common symptoms.

More difficult to pick (because we probably think the behaviour is normal) is the increased level of fear and/or aggression in birds with inadequate calcium in their diet. See page 22.

If you consider all these symptoms carefully you will realise that many of them are explained by a lack of nerve or muscle function. These two parts of the body rely heavily on calcium to work properly.

CalciBoost provides calcium in a highly bio-available form. You can avoid these problems with its routine use. Some breeders rely on grit and cuttlefish until they see a problem (like a soft egg). This is silly. If the product is used properly you will get more eggs and better hatchability so more live chicks. **CalciBoost** pays for itself many times over just in increased chick numbers!

The Birdcare Company health system for almost all birds*

Daily Essentials3 CalciBoost

Feast (Insectivorous or Gold Label) or Flourish

The easy-to-use nutrition products to keep birds healthy all year round

* Contact us for advice on insectivores, nectivores, birds of prey, pigeons or large collections of parrots, finches or other small birds.

Nutrition out of the breeding season

Birds only breed at certain times of year. They select the season when the food quality is at its best for rearing chicks. But we start our discussion of breeding nutrition with the non-breeding period because this provides the foundation on which we build later.

It would be tempting to think that non-breeding birds need less nutrition than breeders. This is partly true but it is also an over simplification. In particular molting birds can suffer considerable nutritional stress and even die. So supplementation out of the breeding season needs to take account of the stresses on the birds all year round.

Poor molts stop good breeding

The most critical nutrients for molting birds are the sulphur-containing amino acids (SCAs). There are two reasons for this. Firstly, 70% of the SCAs in the body are found in the feathers. So it is obvious that a molting bird needs lots of them.

Secondly, these amino acids are the very ones in short supply in plant food sources!

Very few other supplement suppliers use SCAs in significant quantities but we regard them as absolutely fundamental to a good cage bird diet. We incorporate them into all of our on-food Essentials products. For most of you this means **Daily Essentials3**. They are not added to our in-water supplements because SCAs tend to be very smelly in tap water. This is just one key reason for supplementing via food whenever possible.

Health and vitality

Daily Essentials3 also provides a good level of 14 different vitamins plus ten key trace minerals to promote health and vitality. The bio-availability of the minerals in all “Essentials” products is very high due to the unique Rapisorb ingredients that we use. This means they are easily available for the birds to use.

There are two reasons why we do not include

How do I know if my birds are getting enough supplement?

There are four quite common reasons why people under-supplement their birds. In America the most common is people who assume that pellets are going to supply all the extra vitamins and minerals their birds need. But pellets are designed as “complete” foods so the level of supplements they contain are quite low. Most people dilute the pellets with fresh foods, seeds and table foods leading to under-supplementation.

The second reason is when people put supplements in the water for birds that are eating lots of fresh fruits and vegetables. These birds get most or all of their water needs from their food so need to drink very little. As a result they don't drink their supplement. For these birds always add supplements to the food. Our on-food supplements are best anyway because they contain many ingredients we cannot put in drinking water for technical reasons.

The third problem is when people allow their birds to be wasteful with food. Putting a days amount of supplement on the food only to have the bird waste three quarters of it will obviously result in too little supplement being consumed. Either “over supply” the supplement or cut down on food wastage.

The fourth is people who simply give too little or too infrequently. Many seem to think that giving our recommended application rate is going to kill their birds. I cannot understand why we are supposed to want to kill your birds! In fact we calculate application rates with considerable care and are miles within the safe tolerance levels. And when we say the product is needed daily, it is! The bird cannot store many nutrients effectively so daily is best! Birds in the wild do not go on vitamins once a week!

calcium in our “Essentials” products. Firstly, solid calcium supplements are generally far less effective than super-saturated liquids. Secondly, good quality calcium supplements should not be given daily while the vitamins, trace minerals and amino acids should.

CalciBoost was the first super-saturated liquid calcium supplement for birds made in Europe or America. It is still the strongest and best value available. Remember that inadequate calcium is the most common nutritional problem in bird keeping and cuttlefish bone just doesn't do the job adequately!

The final part of the non-breeding support package is the addition of *herbal nutricines*. These have three main characteristics:

- * they help support a healthy gut flora
- * they support the birds natural defenses against digestive parasites
- * they support the immune response.

There are three ways to get these herbs into your birds. The two most common are to use **Feast Gold Label** or **Insectivorous Feast** as your

softfood. Feast is the first true “super premium” softfood and giving small quantities of it all year round is very beneficial. You will use more normal quantities in the breeding season. It is an excellent way to deliver both Daily Essentials3 and CalciBoost.

Birds with diets high in fruits and vegetables can have Feast mixed with these fresh foods. For some birds a softfood is less appropriate, in which case the supplement **Flourish** can be used. This provides all the herbal extracts without the “food” components that make up Feast.

Weight control

In northern climates we often feed our birds high energy seed mixes to help them through the cold winters. This leads to birds putting on weight which can be disastrous both for the breeding season and long term health. Use of Daily Essentials3 actually improves the birds' ability to use protein so much that they actually consume less food. This saves you money and stops them



These pictures clearly illustrate the impact of prolonged poor nutrition. This bird was one of fifty fed just seed and water for twelve months. The first picture was taken six weeks *after* its rescue. By this time it had been on Laraine McGinnis' best diet all that time - and it still looked awful. It was lethargic and ill as well as poorly feathered.

Six weeks on CalciBoost and Feather-Up and it, and the other 49 birds, all looked magnificent!

These birds are living proof that basic vitamin and mineral supplements are not enough. But more sophisticated products like these can have a dramatic impact.

Although Laraine used Feather-Up, regular use of Daily Essentials3 and CalciBoost will have the same effect.

See more of these birds on Laraine's web site: www.ladygouldianfinch.com.

getting overweight!

My birds won't eat softfood outside the breeding season!

It is our belief that it is both cheapest for the bird keeper and best for the birds to feed some softfood all year round. This has not been a common practice for breeders of small birds in the UK. And some people have trouble getting their birds used to the idea.

Our recommendation is that all new chicks are always fed softfood. They will never know any different. But for many adults the next best thing is to feed soaked seeds and add the supplements to this. Remember to soak your seed in **Saniclen** to prevent the growth of potentially dangerous germs.

Summary

Daily Essentials3, CalciBoost, Feast or Flourish are the mainstays of a healthy diet for cage and aviary birds. These products are both easy and economical to use.

Deciding which supplements you need and how much to buy

Experienced supplements users find that preparing their birds food has settled into a quick and simple routine. But for those new to the idea it can be a little daunting. But the better health and breeding of your birds make it well worth the effort to change your routine a little.

But we have made it much easier for you to work out how much of which supplement to feed at different times of year. We even calculate how much you need to buy for the different stages of *your* birds breeding cycle. Yes, this plan is tailored to your specific flock.

The plan divides the year into three periods:

- *Non-breeding (maintenance) birds which includes molting birds and weaned young stock.
- * The period leading up to the breeding season.
- * The breeding season.

Simply visit our website to download the spreadsheet:

www.BirdcareCo.com/Supp_Plans/supp_plans.html

If you don't have Excel on your computer the web page tells you the information we need so that we can send you a printable version or post a hard copy to you.

You may have different groups of birds breeding at different times of year or you may be expanding or decreasing your flock and the spreadsheet version enables you to readily estimate your own requirements.

If we are to produce the plan for you the only information we require is the total number of birds in the plan, their species, their average weight and the amount of drinking/bathing water you provide daily. If you are not sure of the weight of your birds we will estimate that for you. For unusual species it would be helpful if you could compare their size with a commonly kept bird as this makes it much easier for us than trying to dig through reference books for the information!

Since last year we have made the plan a little more sensitive to the needs of different groups of species. In fact we

have three different plans. One is for passerines. We use it for finches, canaries and small softbills. Another is for small hookbills like parrotlets, budgies, cockatiels, rosellas and parakeets. The third is for larger hookbills like greys, amazons, cockatoos and macaws.

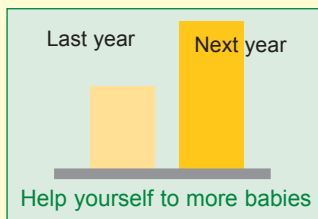
In a normal year I get 30-40 chicks from my eleven pairs of Fife canaries. But in early 2002 I asked The Birdcare Company to produce a supplements plan for me which detailed exactly how much of which products I should feed. I followed this plan to the letter using Feast, Daily Essentials3, CalciBoost, ProBoost SuperMax, Potent Brew and Saniclens.

This year, in just two rounds, my birds produced 83 eggs, 81 were fertile and hatched. And all 81 were raised to maturity. All the chicks were a similar size so even the later hatching babies had no problem keeping up with their older nest mates.

In previous years some hens had been unreliable feeders. On this supplements system all the hens fed their chicks exceptionally well.

In a year when most breeders in my area have had poor to average breeding results I am convinced that my success is due to the correct use of these well designed supplements.

Jerry Lee, UK



Health products for nectar feeders

Nectar feeders are always at risk of picking up germs from their food. However hard we try, feeding fresh foods and nectars will always pose a small risk.

This why we at The Birdcare Company are so committed to helping your birds digestive and immune systems to work at their very best.



So it is no surprise that our two *Golden Tropic* nectar foods incorporate our unique 'Flourish' herbs. These have a prebiotic effect (helping beneficial bacteria to out-compete the bad bugs) and also provide extra support for the immune system.

We recommend you introduce *Golden Tropic* by mixing it with your existing

nectar products and, over a week or so, increasing the ratio so that *Golden Tropic* becomes the sole ingredient.

We try to encourage bird keepers to use less water in their nectars than they traditionally have done. More concentrated nectars are less friendly to germs and they maintain dryer and more hygienic droppings from your birds.

Start by feeding the same amount of powder as you always have in the past. Many people find that, because of the high nutrient value of *Golden Tropic*, they actually use less. Obviously this is a considerable cost saving.



As you would expect these unique nectars also contain our unique 'Rapisorb' minerals, an extra high level of B group vitamins (the energy vitamins so important for these very active birds) plenty of fibre (to help beneficial gut flora even more) and even essential fatty acids (often missed from more conventional products).

Golden Tropic - Lori Nectar is, as its name implies for brush tongued parrots. *Golden Tropic - Small and Active* is for small birds like hummingbirds, sunbirds, white eyes, pekin robins and other small species.

Common diet problems

Many people still cling to the idea that supplementing cage bird diets is unnecessary. They seem to have forgotten that years ago, before supplements, we used to spend hours every week scouring the hedgerows for fresh seeding grasses and greenfoods. Now our bird diets are far too reliant on severely depleted dry seed.

A recent American veterinary survey studied the diets of 135 birds and concluded that they were getting less than the ideal levels of many key nutrients.

Here is a summary of the results. The percentage is the proportion of birds in the study getting less than the recommended levels of these nutrients in their diet:

- * Vitamin E - 27%
- * Vitamin A - 67%
- * Calcium - 97%
- * Vitamin D - 98%

Before you assume that pellets are the answer to this problem bear in mind that about half of these birds were being fed a pellet. Unfortunately most bird owners dilute their pellets with seed, fruits veggies etc. and the trace nutrient value of the the whole diet drops.

Remember too that there are many more nutrients than these few tested.

Proper supplementation makes sense !

Our market research tells us that Feast is the fastest growing softfood brand amongst serious bird keepers in the UK as its excellent palatability and health maintaining characteristics become more widely appreciated

Now it is available to you in the USA from at least sixteen of our resellers!

You want the best for your birds - so do we

We have searched the world for the best ingredients to make the best supplements for your birds. We believe no other company makes such comprehensive products with such innovative ingredients for your bird's health and breeding performance.

We have carefully designed products so that they work together to make an effective and economical nutrition system. Have you ever read about products as well designed and co-ordinated as these?

Of course you can buy cheaper vitamin supplements. But do they contain minerals with the bio-availability of Daily Essentials? Do they have enough amino acids to allow your birds a quick, stress free molt? Do they have enough of the expensive vitamins or are they "made to a price"?

Where else will you find a herb enriched eggfood?

Nobody in America is making a high protein supplement with balanced (not plant) protein. Ours does **and** it contains essential fatty acids and fertility promoters?

Is your current probiotic supported with herbal pre-biotics to maximise beneficial bacterial establishment in the lower gut?

Is your calcium supplement really bio-available? Is it super-saturated or just a weak imitation?

Despite being one of the newest firms in the business we hold an 80% share of the UK cage & aviary bird supplements market (research carried out by The Birdcare Company at The National Exhibition of Cage & Aviary Birds 2003). A half dozen other firms fight over the remaining 20%. Clearly we have customers who keep coming back because of the results they get.

Our products are receiving rave reviews in Germany, Holland, Belgium, France, the United States and Canada and many other countries around the world.

You and your birds deserve the best.

Hygiene

Before we get on to the more exciting subject of breeder nutrition there are a few other issues we should be addressing to help maximise the breeding results later in the year. So here we are going to cover hygiene.

Reducing the infection risk

You have already read a great deal in this booklet about supporting the immune system. But the immune system won't work at full capacity if it is not exercised. So that means that your birds should be exposed to a *low* level of germs regularly. The lesson from this is that too much hygiene in daily life is not a good thing. In fact birds kept in exceedingly clean conditions are vulnerable to infection when they come into contact with more normal birds.

But unclean conditions are just as bad. Birds that are constantly fighting germs are less able to put their energies into other efforts like breeding. And their chicks (with poorly developed immune systems) are even more vulnerable.

There are two areas of hygiene to consider. These are cage and utensil hygiene, and food and water hygiene.

Cage and utensil hygiene

Bacteria are the cause of about half the infectious diseases our birds can get. As many disinfectants only kill bacteria they are only protecting your birds half as well as they should.

Enviroclens disinfectant/cleaner is effective against viruses, fungi, yeasts and bacteria - yet it is very safe for you and your birds. Under a different name this product is very widely used by many veterinary clinics.

Enviroclens is very economical as it remains active in water for six months after dilution. This means that it can be stored in a spray bottle and, unlike most disinfectants, you don't throw large quantities away.

Use Enviroclens in cages and nest boxes, on perches and for food and water containers. It is

even ideal for hand rearing utensils, brooders and incubators.

You will find it has a pleasant aroma and is non-corrosive, non-toxic and very few people show any allergic reaction to it.

Food and water hygiene

It seems strange to think that something so vital to life as water can actually be one of the major killers of our birds.

The reason that water can be so dangerous is that it can be a perfect medium for germs to spread and infect previously healthy birds. You don't want your birds to suffer.

Wherever your water comes from, town supply, well or a supermarket bottle, it is bound to contain a few germs. As soon as your birds put their beaks in it they contaminate it even further. Many birds bathe, deposit food or defecate in their water. This adds even more to the brew!

Adding nutritional

supplements to this water makes matters even worse as they feed the germs even more. The germs love it!

Fortunately there is a simple and safe solution to this problem. Adding tiny amounts of **Saniclens** to your birds' water prevents the germs from multiplying so keeping it totally safe and crystal clear.

Some people recommend using Colloidal Silver for this job. We do not.

Colloidal Silver is **not** destroyed by its disinfectant action. And, as the body finds it very difficult to remove silver, it builds up in the organs. Humans taking daily Colloidal Silver have been reported to turn grey as the silver is deposited into their skin. This cannot be a good thing in the long term.

Totally safe

In contrast Saniclens is destroyed immediately it gets into the bird's gut. So it does not do any damage to the beneficial bacteria that are vital for



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the bird's health and it doesn't build up the body either.

Soaking seeds and pulses can also present a germ problem. Many germs (particularly yeasts on and under the husk) multiply rapidly as soon as they are soaked. This can lead to major infections in chicks and even adult bird deaths.

Simply adding Saniclen to the water in which the seed is soaked ensures fresh smelling sprouted seeds every time.

Young bird - super quality

At her first ever Cockatiel Society Annual Show Jennifer Jones won best in show. A wonderful achievement in itself.

But even more remarkable was the fact that she did it with a bird that was only eleven weeks old!

How often have you seen a young bird so well grown and feathered that it beats all the adults for such honours?

Jennifer thanks Birdcare supplements.



Weight control

Fat birds don't breed well. We all know that, but many of us still start the breeding season with fat stock.

Our birds get fat because we feed them foods with too much energy and not enough protein. They have to eat enough food to satisfy their protein requirements. This provides too much starch or fats and so they put on weight.

This problem does not arise with birds supplemented with Daily Essentials3. The amino acids in this product balance the proteins in seed diets. This almost doubles the amount of useable protein they get from the same food.

So the birds eat less to get the same protein value. Less food means less energy - so they don't get fat!

Weight control is equally important for the health of pet birds!

Simple and safe - what could be easier?

Better breeding results

Ian Hinze is well known for the articles he writes for bird keeping magazines and papers around the world. Recently he has focused his own efforts on the Kulikoro firefinch. With the help of Birdcare Company supplements Ian has been the first person in the UK to breed this species.

The Dutch tell us that the Kulikoro (also known as the Mali firefinch) is not only difficult to breed but difficult to keep. Ian has shown this does not need to be the case.

Dave Josse of Middlesex bred 14 chicks from one pair of mountain parakeets last year. This from just two rounds. His parrotlets average 6-8 chicks per nest. Another example of Birdcare Company supplements coming up trumps.

The real test of products is their performance over the long term. Brian Keenan has just reported the seventh year in succession when his breeding results have been double that of his pre-Birdcare Company performance.

We are always interested to hear about great successes in breeding.

Have you transformed your breeding season with Birdcare Company products?

If you have, drop us a line, ring us up or send an e-mail. You never know your story may end up in print!

Nutrition for breeders - the lead up

Feeding for breeding starts some 6-12 weeks before you expect to pair up or see eggs. Some people still insist on feeding their birds the same diet until the chicks hatch. They are missing the key benefits that come from a controlled stimulation of the breeding response. More eggs, better fertility and therefore many more chicks.

Your birds should now be on a diet supplemented with *Feast* (or *Flourish*), *Daily Essentials3* and *CalciBoost*. This should have them fighting fit but not in breeding mode.

Wild birds respond to various changes in the environment that tell them that their food is going to improve enough to make chick rearing possible. For tropical birds the key message is rain. For temperate birds it is increasing day length. These environmental

changes are predictors of better food to come and we can mimic them in our aviaries with artificial lights and sprinklers.

But the real message that all birds will respond to is an improvement in nutrition. And the key signal is an improvement in the protein to energy ratio. This means increasing the protein level of the diet without a significant increase in the fat level. Because of their high fat levels, boiled or scrambled eggs are not really very good at doing this.

ProBoost SuperMax is a very high protein supplement designed specifically for this purpose.

So adding low levels of *ProBoost SuperMax* to the *Feast* softfood tells the birds that the food is getting better and chick rearing will soon be possible. We increase the amount of this product added to the *Feast* over a period of weeks so

mimicking the changes in wild diets.

For parrots eating lots of fresh foods we may put the *ProBoost SuperMax* on these fruits and vegetables instead of or as well as giving *Feast*. As we add more protein to the diet we also increase the amount of *Feast* we feed. Because *Feast* is fully supplemented this increases the amount of vitamins and minerals consumed. Again this reinforces the message that food quality is improving.

Control for you and control for your birds

The beauty of *ProBoost SuperMax* is that it puts you in control of your birds' breeding cycle.

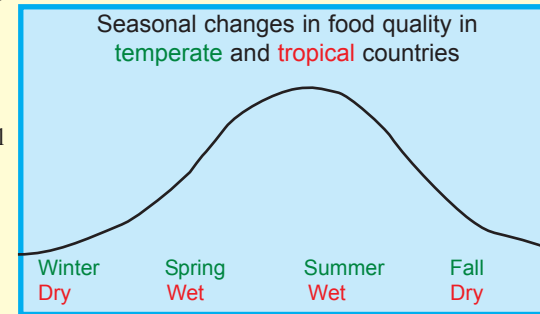
It gives you the most important tool for achieving great breeding results. And you can use it when you want your birds to breed.

Equally importantly it puts the adults in control of their chicks' nutrition. Baby birds

need very high protein levels in their food when they are very young. As they get older their requirement for energy increases so reducing the percentage of protein they need.

By feeding a low protein food (seed etc) and high protein food (*ProBoost SuperMax* on *Feast* or fresh foods) in separate containers, the adult birds are able to control the nutritional composition of the babies' diet very precisely. This maximises growth rates and minimises nutritional stress.

There is one final breeder stimulant we recommend. By adding a probiotic to the diet, about 2-4 weeks before breeding is expected, we optimise gut function and hence nutrient absorption significantly. This also stimulates breeding. And later, it will help with chick health and growth. Use *Potent Brew* for best results.



Nutrition for breeders

- the breeding season

The exciting moment has arrived. The birds are bouncing with health. They are paired up and the nests are built. Eggs have started to appear. So what do we do differently now?

The answer is “very little”. As soon as egg laying commences increase the **CalciBoost** frequency to five days a week. At this stage it will help the hens to maintain their bone calcium levels, stay fit and help increase clutch sizes. Later it will ensure good skeletal growth in chicks.

Maintain **Feast Gold Label** (or **Insectivorous Feast** or **Flourish**), **Daily Essentials3**, **ProBoost SuperMax** and **Potent Brew** or **BioPlus** at their full breeder levels.

At this point it is worth taking some time to explain what each of these products is doing for your birds. It will help you to understand why we believe The Birdcare Company supplement system is the most advanced in the world.

Feast - The most important role of Feast is to provide your birds with the health promoting Flourish herbs. Because Feast supports the immune system it also helps the bird's natural defences against all sorts of infections.

As Feast is to some extent supplemented with vitamins and minerals and is higher in protein than normal seeds, increasing the amount of Feast consumed actually boosts the overall nutrient value of the diet.

The nature of Feast as a highly palatable softfood makes it the ideal delivery method for all the other main supplements.

Daily Essentials3 - The vitamins and unique Rapisorb minerals in Daily Essentials3 ensure the birds' overall health status is maintained. The unique use of limiting amino acids combined with bio-available sulphur further promotes bird health and improves feathering. During the breeding season chicks are growing feathers at a rapid rate. These ingredients are critical to make this process quick and easy. The result is chicks that grow

brilliantly and feather much better.

Like many of our products Daily Essentials3 contains natural ingredients that help to support the immune system.

CalciBoost is reducing the nutritional stress on hens enabling them to produce more eggs with better shell structure. This increases both clutch sizes and hatchability rates, so has a significant impact on total chick numbers. Most hens on CalciBoost will also produce an extra round if you want to take it.

Feast (or Flourish), Daily Essentials3 and CalciBoost are the absolute foundation of our system.

ProBoost SuperMax - Very high levels of top quality protein are the main ingredient of this unique product. However extra breeder vitamins and bio-available sulphur work together to achieve peak fertility in both cocks and hens.

The history of this product highlights our commitment to the constant development of our products and our use of natural products. We first introduced a high value protein supplement way back in 1996. By 1997 we had added the herbal, mineral and vitamin health and fertility support ingredients and ProBoost SuperMax was born. Almost all our customers switched to the improved product and now the original ProBoost product has been withdrawn due to lack of demand.

In early 2001 we added further ingredients (organic acids and essential fatty acids) to help even further with egg shell quality, fertility and chick development.

The Dutch have now copied the original 1996 high protein product but we remain years ahead of them with this comprehensive cutting-edge breeder nutrition.

Nobody in America is producing products like this.

BioPlus or **Potent Brew** - Using a probiotics puts the icing on the cake of breeding nutrition. By maximising gut function it ensures that the

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Managing chicks

Wonderful, healthy young chicks are now beginning to hatch from your eggs. So how do we manage them for maximum survival?

All of the ingredients for healthy growth are included in the supplementation package that you are offering the adults. And the adults seem to understand the changing protein and energy requirements of each chick. So, by feeding a low protein food (normally seed) and a protein enhanced food (**Feast** or fruit with **ProBoost SuperMax**), the parents are able to control the babies' intake very precisely. They will do this far better than if they were being fed pellets.

If you are closed banding your chicks keep a very close eye on them. Many breeders are banding four day old chicks because the skeletal development on our diet is so fast.

Nothing should be standing in the way of rapid chick development. They have the key nutrients for all body growth and in particular for

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birds are getting all the available nutrition from the food and supplements you are providing. They also ensure that young birds get an early inoculation of beneficial bacteria in the gut so maximising early chick growth and minimising health problems.

feather production, which holds many chicks back. The herbal support helps them cope with any infections they are exposed to and the probiotics maximise gut function. Expect them to fledge and wean younger than you are used to. Even tiny birds like zebra finches often fledge a full week early at just two and a half weeks of age! And they are fit and strong and younger at weaning too.

Once the chicks have reached full size their protein requirements will have dropped to that of the adults. So weaned chicks can be kept on a non-breeder diet supplemented with **Feast** (or **Flourish**), **Daily Essentials3** and **CalciBoost**. ProBoost SuperMax is not required.

We recommend that **Potent Brew** or **BioPlus** is given once or twice a week at this stage.

Keep supplying CalciBoost three to five days a week until they have finished their first molt. Baby birds pump vast quantities of calcium into their bones at this age. If the supply is inadequate, calcium levels in muscles and nerves can drop leading to poor co-ordination, flying and perching.

Daily Essentials3 and CalciBoost should have them completing their first molt in a few stress free weeks.

BioPlus uses a unique blend of beneficial bacteria and herbal probiotics to ensure an effective establishment of the bacteria in the gut.

Potent Brew's unique liquid nature and avian specific bacteria provide the very best breeder stimulation and chick support we can provide.

The Birdcare Company breeding system
for almost all birds

Daily Essentials3
CalciBoost

Feast (Insectivorous or Gold Label) or Flourish
ProBoost SuperMax
Potent Brew or BioPlus

The easy to use nutrition products to produce
lots of fabulous quality chicks

Hand rearing more innovation

Special stresses are put on birds that are hand reared. And the younger they are when they are removed from their parents the more problems we should expect.

Modern formulated hand rearing foods have proved very successful at ensuring babies get the vitamins and minerals they require. The balance between protein and energy in these foods has to be a compromise. But the requirements of different species have now been fairly well determined and good results are common. While maximum growth rates are probably not generally achieved, perfectly acceptable performance is now the norm.

Despite this some birds still struggle with infections and other problems. So we have designed a supplement, **Formula Plus**, designed to improve the performance of the babies' immune and digestive systems. Formula Plus contains a huge range of health promoting ingredients in addition to the regular supplementation you would expect.

These novel ingredients include the "white cell support system" from Guardian Angel, our Flourish herbs, the probiotic/prebiotic blend from BioPlus and unique live yeast probiotics that actually remove disease-causing bacteria from the gut.

Not surprisingly the nutritional components are made using our many unique technologies: Essentials vitamins, Rapisorb minerals and limiting amino acids from Daily Essentials3. From ProBoost SuperMax we have included the high value protein, our Maxima sulphur and essential fatty acids.

Formula Plus has been extensively trialed in the UK and USA with excellent results. Reports include faster growth rates, better feathering, fewer health problems (including the elimination of "slow crop"), and far easier and stress free weaning.

Pets laying eggs

One of the most common enquiries we get from pet bird owners is how to stop their pet bird from laying eggs. This is particularly common with cockatiels but many other species are also involved.

Firstly it should be remembered that egg laying is perfectly natural for a hen. If she is fed properly she is unlikely to suffer any problems. If the diet is not adequate then there are risks. So good diet is very important.

The key nutritional issue is to ensure they have a good vitamin supplement and plenty of bio-available calcium. This is achieved by giving **Daily Essentials** (daily) and **CalciBoost** once a week (twice a week for greys and eclectus). When she is laying increase the CalciBoost to five times a week. Calcium will not stimulate egg laying but it will make it much safer.

If you really wish to stop your pet hen from laying follow these guidelines:

- * Reduce her daylength to 10 hours by putting her in a dark room or covering the cage
- * Leave the eggs for her to sit on, for weeks if she will, until she gets bored
- * Remove high protein foods from her diet
- * Stop making a fuss of her. If she thinks you are a mate she will continue to want to breed!

If these ideas fail consider talking to a behaviourists or visit an experienced avian vet.

Benefit from our innovation

We constantly search the world for new ingredients that will help your birds to be even healthier and breed better. Our record of innovation is second to none and we still are the only cage bird supplement manufacturer to use many of the latest natural nutrients and health promoting nutraceuticals available. You can benefit from our R&D effort.

Don't settle for second best

Innovation	Benefits	Still unique?
Powder essential fatty acids	Improved fertility and chick development	World
Organic acids	Improved egg shell structure	World
White cell support	Maximum immune system performance	World
Live yeast probiotics	Better resistance to digestive pathogens	World
Herbal respiratory support	For a healthy respiratory system	World
Herb enriched softfood	Improved gut function, resistance to disease, faster growing, healthier chicks	UK, USA, Asia
Probiotic/prebiotic blends	Improved performance of freeze dried probiotics	World
Protein enhanced in-water supplement	Weight control and feather enhancement in fussy eaters	World
Fibre boosted nectars	Better gut function	World
Non-smelly high bio-availability trace minerals	Improved fitness, fertility and disease resistance	World
Herbal prebiotics, anti-microbials, immune support	Improved gut function, resistance to disease, faster growing and healthier chicks	UK, USA, Asia
Bio-available sulphur	Excellent fertility, feathering and disease resistance	World
High level amino acids	Faster, stress free moults and weight control	World?
Planktonic probiotics	Better gut function and breeding	World
High value protein	Improved clutch sizes, fertility and faster growing chicks	UK, USA, Asia
Liquid calcium/ magnesium/D3 (Europe)	Larger clutch sizes, improved hatchability, more clutches, fitter hens, improved behaviour, less nutritional stress.	Europe & USA
High level B and K vitamins (Europe)	Increased vitality and health	Europe, UK & USA
Long lasting, non-dehydrating energy (Europe)	Quicker recovery and better stress relief	Europe & USA

Behaviour and diet

Carole Stevens is a qualified pet behaviourist currently studying for a Masters degree in avian behaviour. She also runs a small rescue centre. A few years ago we asked Carole to help us evaluate *Fussy Feeder Essentials* during its trials. One of her rescues was Holly. This is her story.

Holly is an umbrella cockatoo. She had been beaten by her former owner and had only ever eaten sunflower, chocolate and chips before reaching Carole, who immediately improved her diet.

But Holly was a typical rescue bird and would not eat a broad-based diet.

Fear and Aggression

Even after twelve months at the rescue centre Holly rushed to the back of her cage whenever anyone entered her room. She was very aggressive and could not be handled! Carole had never been able to get her out of her cage.

Within two weeks of starting Holly on *Fussy Feeder Essentials*, *Saniclens* and *CalciBoost* she was calming down significantly. She came to the front of the cage when Carole entered the room, her appetite improved and she was beginning to be tempted by fruit. For the first time Carole was able to take her out of her cage. Another two weeks later and she was full of energy and playing with toys!

As you can see from the photo, Holly is now a normal pet cockatoo. In the spring, when her hormones are most active, she even loves to be carried around in Carole's fleece pocket!

Behaviour, lethargy and feather plucking

Holly is an extreme example of diet affecting behaviour. But there are many more. In fact we regard any behavioural problem as an alarm bell ringing for insufficient calcium in the diet.

Even lethargy and depression may have this as its simple cause. How many birds are treated with anti-depressants or drugs *before* trying calcium supplementation?

Blood tests may indicate a problem. But a normal calcium blood test tells us very little about the calcium level in the nerves or brain.

Another reason for lethargy and depression can be a simple B group vitamin deficiency (the



Before Birdcare supplements Holly was impossible to handle. Now she loves a cuddle!

energy vitamins). These vitamins are water soluble and so are flushed out of the body very quickly after being eaten. Owners who supplement less than daily are not doing the job properly. In the long term problems can occur.

Insufficient dietary Vitamin A can cause skin problems. Irritations like these can contribute to feather plucking.

Interestingly some nutritional problems are not only related to the food but also to a poorly functioning digestive system. A probiotic is often helpful.

So for plucking birds we always recommend *CalciBoost*, *Feather-Up* (a comprehensive vitamin, mineral, amino acid and protein supplement designed for feather problems) and *Potent Brews*. If there is no response to this we recommend you go to an experienced avian vet and get all the tests done!

Training for good behaviour

At The Birdcare Company we are only competent to discuss the nutritional aspects of bird behaviour. For training issues we always recommend you contact competent bird behaviourists. Here is one we regularly refer customers to:

Candie Bradley

E-mail: candie.bradley@btinternet.com

Web page: www.parrotaid.com

www.BirdcareCo.com

Export accolades

In 2003 The Birdcare Company's exports exceeded 50% of sales volume. This great achievement was recognised in a number of major awards.

In the International Business Awards (organised by the UK government) Sally Green was one of just three finalists for 'International Businesswoman of the Year'.

In the same awards the company was a finalist in the category for 'Best International Marketing Campaign' and was shortlisted for 'Best Exporter under £5 million' and 'Best New Exporter'.

These prestigious awards are open to all British based companies so The Birdcare Company is holding its head high with the



very best and biggest in the country!



At the Parcelforce Small Business Awards (4,500 entries!) the firm was runner-up in the export section (see picture above).

Exporters are always at a disadvantage against local suppliers. Shipping costs and language issues can become major barriers. At The Birdcare Company we are convinced that our unique product characteristics and performance are the backbones of our export success. If you haven't tried them yet - perhaps you should.

Pellets or seed and supplements?

For many Americans the idea that there may be something better for their birds than pellets may be difficult to believe. Some of you may even regard the thought as tantamount to heresy. Yet the more times I visit America and the more e-mails we get at our advice service and inquiries through our BirdVet Online service, the greater my conviction grows that Birdcare Company supplements produce better health and better breeding performance than pellet based diets.

Much has been written about the benefits of pellets over seed diets. And it is true that, in America, bird health improved with the introduction of manufactured complete foods. But you have never had a thriving supplements industry like Europe.

In Europe (starting with the UK) pellets have failed to become established with bird breeders as they simply get better results

with the supplemented seed diets they had been using for years.

While some vets still promote the idea of pellets, supplemented seed diets still reign supreme on both sides of the Atlantic.

We believe there are many technical reasons why supplements are better than pellets which, in truth, are just a very dilute vitamin and mineral supplement themselves.

Pellets only provide very limited choice for the birds. So birds cannot select to control their protein-to-energy intake. Because needs vary from bird to bird and season to season it is impossible for the nutritionist to get this balance absolutely right so the bird should be given a choice.

I hope you have read this booklet with an open mind and are now considering trying what we believe are the best supplements in the world on your precious birds.

THE BIRDCARE COMPANY

Key product guide

This page contains the most important products from the Birdcare range that are available in the USA. For more information or information about other products please contact our advice service:

International Tel: Int+44 1453 835330

E-mail: advice@BirdcareCo.com,

Web site: www.BirdcareCo.com

All year round products

Feast Gold Label - Herb enriched softfood. Feed daily.

Insectivorous Feast - Herb enriched softfood for softbills, waxbills and other insectivorous species.

Flourish - Herbal blend for addition to fresh foods.

Daily Essentials3 - vitamins, Rapisorb minerals, amino acids and immune support. Daily supplement for addition to Feast or fresh food.

CalciBoost - Super-saturated liquid calcium, magnesium and vitamin D3 supplement. Once or twice a week for non-breeders, five times during breeding.

Other "Essentials" products include:

Daily Essentials 1 and 2 for in water application (contain no amino acids).

Bird Park Essentials for zoos and large breeders (concentrated version of *Daily Essentials3*).

Insect Essentials for insectivores.

Fussy Feeder Essentials for sunflower junkies.

Hygiene products

Enviroclens - Halogenated tertiary amine disinfectant cleaner. Broad spectrum activity, low allergy, long life when mixed. Used by many veterinary clinics.

Saniclens - Water sanitiser to prevent germ growth in drinkers and on soaked seed.

Breeder supplements

ProBoost SuperMax - High value protein, fertility enhancing vitamins and minerals and essential fatty acids. Daily before and during breeding.

Potent Brew - The most amazing liquid probiotic.

Use daily for breeding or to treat digestive disorders.

BioPlus - Probiotic/prebiotic blend. Daily before and during breeding. Weekly for non-breeders.

Hand Rearing supplement

Formula Plus - Supplement containing the "white cell support system", live yeast probiotics and bacterial probiotics and Flourish herbs for addition to other manufacturers' commercial hand rearing foods.

Health support products

Guardian Angel - Vitamins, minerals, probiotics/prebiotics, white cell support, electrolytes and long lasting energy.

Survive - Long term energy, protein, vitamins, electrolytes, Flourish herbs and "white cell support system".

Feather-Up - Vitamins, minerals, amino acids, sulphur and high value protein for molting problems.

Wheeze-Eeze - herbal blend for a healthy respiratory system.

Energise - Electrolytes and long term energy.

BioPlus and **Potent Brew** - see breeder products.

Nectar foods

Golden Tropic Lori nectar - Comprehensive nectar food for brush tongued parrots contains Flourish herbal health promoters and extra fibre for a healthy digestive system.

Golden Tropic Small and active - Formulated for hummingbirds, sunbirds, pekin robins, white eyes and other small nectar feeders.

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