



Why should I belong to the Wild Bird Feeding Industry?

What's in it for me?

- National Consumer Market Research-** Which age or income group purchases the most feed? Which feed is purchased most frequently? Does this vary by region or season? WBF members have exclusive access to industry information that answers these questions, and more!

Anyone who wants to know the demographics and purchasing habits of the people who feed birds needs the WBF National Consumer Market Research. I see this as an unparalleled WBF membership benefit. - Reggie Vanden Bosch, Central Garden & Pet

- Crop Updates-** What's happening in grain markets today? WBF members receive detailed crop updates each month, including packaging and transportation information.

- Industry Standards -** Have been adopted for feed and products. The Quality Standards seal assures consumers the product they purchase meets a standard of quality. National promotion of this program benefits WBF members and consumers by ensuring a positive feeding experience and return sales.

The WBF Quality Standards Program is a great step to bring consistency to the industry when educating retail shoppers. - Mike Wulf, D&D Commodities

- Annual Meetings -** Exclusive to the Wild Bird Feeding Industry, this annual event unites all aspects of the industry for networking and industry information. Special focus on key issues impacting your bottom line.

WBF has proven to be a tremendous resource and an asset to our business. - Neil Gladner, Wild Bird Centers of America

- PROJECT WILDBIRD -** Over 400,000 bird visits and 94 species have been recorded since the 2005 start of this scientific research project. Comprehensive data will be available detailing which birds prefer which feed and feeders by geographic region. Visit www.projectwildbird.org for details.

	Nov '05	May '06	Nov '06	May '07
Total Units Purchased	486	693	482	771
Discount	41.7%	35.9%	27.7%	33.7%
Supermarket	12.8%	13.5%	15.4%	19.0%
Feed Store	8.5%	8.8%	8.9%	10.1%
Hardware	10.6%	7.4%	8.7%	6.3%
Garden Center	3.9%	4.6%	5.3%	2.4%
Other	13.9%	11.6%	5.9%	8.7%
Home Improvement	4.3%	6.4%	9.4%	8.6%
Drug Store	0.9%	5.3%	7.4%	3.8%
Wholesale Club	0.0%	0.3%	4.2%	3.9%
No Answer	0.3%	0.2%	0.0%	0.4%
Pet Supply	2.1%	4.8%	6.5%	1.4%
Mail Order	3.6%	0.2%	0.0%	0.2%
Bird Specialty Store	1.0%	0.9%	0.6%	1.5%

Black Oil Sunflower

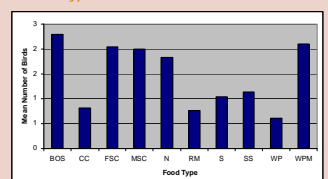
Acres Planted 2006 1,950,000
Acres Planted 2007 1,864,000

% of 2006 Acres 96%

* According to information available on the National Sunflower Association website, there continues to be strong demand for old crop sunflower.



Total number of birds at 10 food types



Wild Bird Feeding Industry

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Join us today!



Who belongs to the Wild Bird Feeding Industry?

The value of membership is priceless. Discover why your peers and competitors support WBF and its efforts to grow the industry.

Ace Hardware
Agway Dealer Network
All American Birdseed Co.
All Seasons Wild Bird Store
All Star Trading
All Treat Farms
Allen Lund Co.
Alpen Optics
Anchor Marketing
Anderson Seed Company, Inc.
Armstrong Milling Co. LTD
Aspects, Inc.
Backyard Bird Shop
Backyard Nature Products
Bemis Company, Inc.
Birding Business Magazine
Birdola
Birdwatch America
Blain Supply Company
Blue Seal Feeds
Bradley Caldwell, Inc.
Bridgeway Trading
Brome Bird Care
C&S Products Co. Inc.
Central Avian and Small Animal
Central City Marketing & Processing
Central Distributing
Central Life Sciences
Central/Valley Bag & Supply
Cereal By-products Company
Chin Ridge Seed Processors
Chippewa Valley Pride Seed
Chirp N' Chatter
Chirps & Chatter Food and More
CHS Sunflower
CJ Wildlife
Commodity Marketing Co.
Continental Products
Co-operative Feed Dealers, Inc
Crest Flavor Co.
Crossroads Cooperative Assn.
Cyber Graphics
D&D Commodities

D&E Transport, Inc.
Dahlgren & Company Inc.
Diversified Ingredients
Droll Yankees
Duncraft
Emerson Milling, Inc.
Erva Tool & Manufacturing
Essex Hybrid Seed Co. Ltd.
Essex Topcrop
ETO Sterilization, Inc.
F.M. Brown's Sons, Inc.
Gibbs Smith Publishing
Gregg Sales, Inc.
Hawkeye Commodities
Heath Outdoor Products
High Country Mercantile
Imports Sterilization, Inc.
Industrial Fumigant
Jay's Bird Barn, LLC
JB Global LLC
JMC Packaging Equipment
John A. Van Den Bosch Co.
Kaylor of Colorado
Keystone Grain Ltd.
Lebanon Seaboard
Liberty Mill, Inc.
London Agricultural Commodities, Inc.
Mid-America Packaging
MW S Seeds
Nagsi Exports
Nestibo Agra, Inc.
North Central Companies, Inc.
North Pacific Trading Company
North Star Packaging
Northern Bag & Box Company
Nottawa Wild Bird Supply
Oilseeds International, Ltd
Paulson Premium Seed
Peel Plastic Products Ltd
Pennington Seed Co.
Performance Seed Company
Perry Brothers Seed, Inc.
Pestell Minerals & Ingredients
Peterson Grain & Brokerage Co.
Pierce Elevator

Pine Tree Farms, Inc.
PJT Transport
Premier Tech Systems
Prince Corporation
Red River Commodities
Roy Legumex
Safflower Technologies Intl.
Sanimax Marketing Limited
Scott Pet Products
SeaTac Packaging
Seed Factory, Inc.
Siemer Enterprises, Inc.
SKE Midwestern, Inc.
Specialty Commodities, Inc.
Standard Bag Manufacturing Co.
Sunbird, Inc.
Sunopta Sunflower Group
The Backyard Bird Shop, LLC
The Peanut Mart
The Rock Pile
The Scotts Company
The Vermont Bird Place
The Wildlife Authority
Theisen Supply Inc.
TLC Seeds & Supplies
Town & Country Coop
Tradeco, Inc.
Uncommon Carrier, Inc.
United American Engineers
Wagner's, LLC
Watkins Grain Elevator, LLC
Whidbey Wild Bird
Wild Bird Centers of America
Wild Bird Habitat Store
Wild Bird Habitat Store
Wild Bird Seeds & Such
Wild Birds Unlimited
Wildlife Sciences
Wingscapes
Woodlink, Ltd.
Woodlink, Ltd.
Woodstream Corporation

90% *of the industry represented!*
Won't you join us today?