



What is PROJECT WILDBIRD®?



PROJECT WILDBIRD® is the inaugural study of the WBF (Wild Bird Feeding Industry) Research Foundation, a not-for-profit charitable foundation promoting the scientific study of wild bird feeding. This three-year, \$1 million project is a landmark study of seed and feeder preferences of wild birds in the United States and Canada. From September 2005 through August 2008, PROJECT WILDBIRD® scientifically studied the feeds and feeders preferred by birds in different geographical regions during different seasons. This innovative study is the most comprehensive research on bird feeding ever performed.

To find out more, visit
www.projectwildbird.org.

PROJECT WILDBIRD® Says: Wild Delight® Is Packed With The Ingredients Consumers & Birds Demand!

Consumers want the best for their outdoor pets, and Wild Delight® has got it. Need proof? Results are in from PROJECT WILDBIRD®, and its data supports what we've known all along here at Wild Delight®: better ingredients attract better birds! We've loaded Wild Delight® products with the premium foods that wild birds crave, like peanuts, Nyjer®* seed, black oil sunflower seed, sunflower kernels and more, to create mixes that are designed to ensure the ultimate bird feeding experience for consumers around the country. Add in the extra appeal of real fruits and nuts, and it's obvious why more and more bird lovers are choosing Wild Delight®! So-called "economy mixes" just don't stand up.

What does that mean for retailers? More new customers, more satisfied customers and a stronger bottom line. After all, the more loyal their outdoor pets are, the more loyal your customers are!



**Wild
Delight®**
Premium Nutrition For Outdoor Pets

1.800.543.3308 • www.wilddelight.com

PROJECT WILDBIRD® data are the sole property of the
WBF Research Foundation and the WBF Research Foundation Canada.

**Ask About Our Outdoor Pet Feeding
Guide Just For Consumers!**

Check out our handy
Outdoor Pet Feeding
Guide based on the
results of PROJECT
WILDBIRD®!



Outdoor Pet Feeding Guide



Blue Jays

Most Desired Seed: Peanuts

Least Desired Seed: Nyjer®* Seed

Preferred Feeder: Platform Feeder 

Recommended Wild Delight® Products:

Nut N' Berry®
Total Cuisine™
Shelled Peanuts

*Nyjer® has been sterilized to help prevent germination.
Nyjer® is a registered trademark of the Wild Bird Feeding Industry.



Juncos

Most Desired Seed:

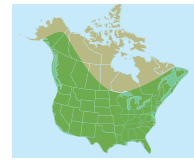
White Proso Millet

Least Desired Seed: Peanuts

Preferred Feeder: Hopper Feeder 

Recommended Wild Delight® Products:

Less Mess® Gourmet
Golden Finch™
Outdoor Finch™



Pine Siskins

Most Desired Seed:

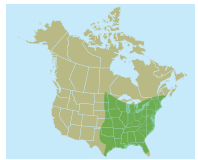
Nyjer®* Seed

Least Desired Seed: Milo

Preferred Feeder: Tube Feeder 

Recommended Wild Delight® Products:

Golden Finch™
Special Finch™
Nyjer®* Seed



Indigo Buntings

Most Desired Seed:

White Proso Millet

Least Desired Seed: Cracked Corn

Preferred Feeder: Hopper Feeder 

Recommended Wild Delight® Products:

Outdoor Finch™
Gourmet Outdoor Pet Food
Less Mess® Gourmet
Golden Finch™



Evening Grosbeaks

Most Desired Seed:

Black Oil Sunflower Seed

Least Desired Seed: Red Milo

Preferred Feeder: Hopper Feeder 

Recommended Wild Delight® Products:

Deck, Porch N' Patio®
Songbird Food
Fruit N' Berry™
Less Mess® Fruit N' Berry™
Black Oil Sunflower Seed



Chickadees

Most Desired Seed:

Black Oil Sunflower Seed

Least Desired Seed: Cracked Corn

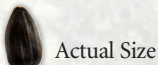
Preferred Feeder: Hopper Feeder 

Recommended Wild Delight® Products:

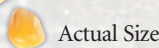
Woodpecker, Nuthatch N' Chickadee®
Fruit N' Berry™ Smoothie™ Suet
Deck, Porch N' Patio® Block
Black Oil Sunflower Seed



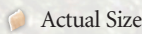
Black Oil Sunflower Seed



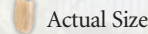
Cracked Corn



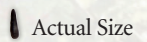
Fine Sunflower Chips



Medium Sunflower Chips



Nyjer®* Seed



Brought to you by Wild Delight® with data from PROJECT WILDBIRD®



Northern Cardinals

Most Desired Seed:

Black Oil Sunflower Seed

Least Desired Seed: Nyjer®* Seed

Preferred Feeder: Hopper Feeder



Recommended Wild Delight® Products:

Cardinal Food

Less Mess® Cardinal Food

Songbird Food

Less Mess® Songbird Food

Black Oil Sunflower Seed



Mourning Doves

Most Desired Seed:

White Proso Millet

Least Desired Seed: Peanuts

Preferred Feeder: Platform Feeder

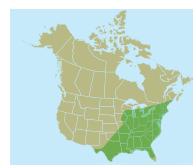


Recommended Wild Delight® Products:

Dove & Quail Food

Buffet™ For Outdoor Pets

Feast™ For Outdoor Pets



Tufted Titmice

Most Desired Seed:

Peanuts

Least Desired Seed: Red Milo

Preferred Feeder: Platform Feeder



Recommended Wild Delight® Products:

Nut N' Berry®

Deck, Porch N' Patio®

Shelled Peanuts



Woodpeckers

Most Desired Seed:

Sunflower Kernels

Least Desired Seed: Nyjer®* Seed

Preferred Feeder: Hopper Feeder



Recommended Wild Delight® Products:

Woodpecker, Nuthatch N' Chickadee®

Woodpecker, Nuthatch N' Chickadee® Block

Woodpecker Picnic™ Suet

Fine Sunflower Chips



White-breasted Nuthatches

Most Desired Seed: Peanuts

Least Desired Seed: Red Milo

Preferred Feeder: Hopper Feeder



Recommended Wild Delight® Products:

Nut N' Berry®

Deck, Porch N' Patio®

Woodpecker, Nuthatch N' Chickadee®

Shelled Peanuts



Red-breasted Nuthatches

Most Desired Seed:

Black Oil Sunflower Seed

Least Desired Seed: Red Milo

Preferred Feeder: Platform Feeder



Recommended Wild Delight® Products:

Songbird Food

Nut N' Berry® Block

Fruit N' Berry™ Smoothie™ Suet

Black Oil Sunflower Seed



Red Milo

Actual Size



Safflower Seed

Actual Size



Striped
Sunflower Seed



Actual Size



Peanuts



Actual Size



White Proso
Millet

Actual Size



American Goldfinches

Most Desired Seed: Nyjer®* Seed

Least Desired Seed: Peanuts

Preferred Feeder: Tube Feeder

Recommended Wild Delight® Products:

Golden Finch™
Special Finch™
Finch Sock Feeder
Nyjer®* Seed



House Finches

Most Desired Seed:

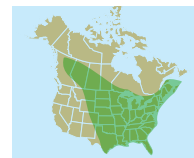
Black Oil Sunflower Seeds

Least Desired Seed: Peanuts

Preferred Feeder: Tube Feeder

Recommended Wild Delight® Products:

Golden Finch™
Special Finch™
Black Oil Sunflower Seed



Rose-breasted Grosbeaks

Most Desired Seed:

Black Oil Sunflower Seeds

Least Desired Seed: Cracked Corn

Preferred Feeder: Hopper Feeder



Recommended Wild Delight® Products:

Songbird Food
Less Mess® Songbird Food
Black Oil Sunflower Seed



How To Avoid Nuisance Birds

Thanks to PROJECT WILDBIRD®, we now know what seeds and feeders to use to attract the desirable birds we love, but how do consumers avoid attracting those pesky, undesirable birds? Here are a few tips on keeping starlings, grackles, crows and other nuisance birds away:

1. Remove foods with milo or corn. These types of foods attract nuisance birds (plus, desirable birds don't prefer them).
2. Avoid feeding on the ground. Keep in mind this might deter some of the bigger desirable birds that prefer to feed this way. You can offer them hanging platform feeders instead.
3. Use a zero-waste or Less Mess® product. This will help ensure that there is less leftover seed spilled on the ground for nuisance birds to feast on.

For more information or to order Wild Delight®, contact your Wild Delight® representative today!

*Nyjer® has been sterilized to help prevent germination. Nyjer® is a registered trademark of the Wild Bird Feeding Industry.



1.800.543.3308 • www.wilddelight.com