

We hope to see you on the trails,  
happy birding

You talked to: \_\_\_\_\_ today.



( ) \_\_\_\_\_



[www.thebirdpro.com](http://www.thebirdpro.com)

Bird Pro Bird Food | 380 N Smyser Rd., Wooster, OH 44691 | (877) 607 0282

Bringing nature to  
your backyard

learn  
more



We are a group  
of avid birders who  
have been crafting  
and feeding high  
quality bird foods  
since 2009.



**CATALOG**





**"When houses grow where bird food once did,  
birds need friends who feed them"**



## **Our Core Beliefs**

We believe that the best diet a wild bird can get is one that it finds naturally in untouched forests, mountains, prairies, fields, and valleys. We encourage our customers, friends, and fellow birders to get out and experience wild birds in those natural habitats where they feel most at home. For those with a backyard that doesn't happen to qualify as one of nature's birding paradises, we've created **Bird Pro Bird Food**.

Specially formulated by a team of avid birders, our collection of Recipes was developed to replicate the ideal diet of a perfect birding environment and deliver it in a dependable, fully-resealable package that stays fresh and is easy to use.

*The Bird Pro Team*

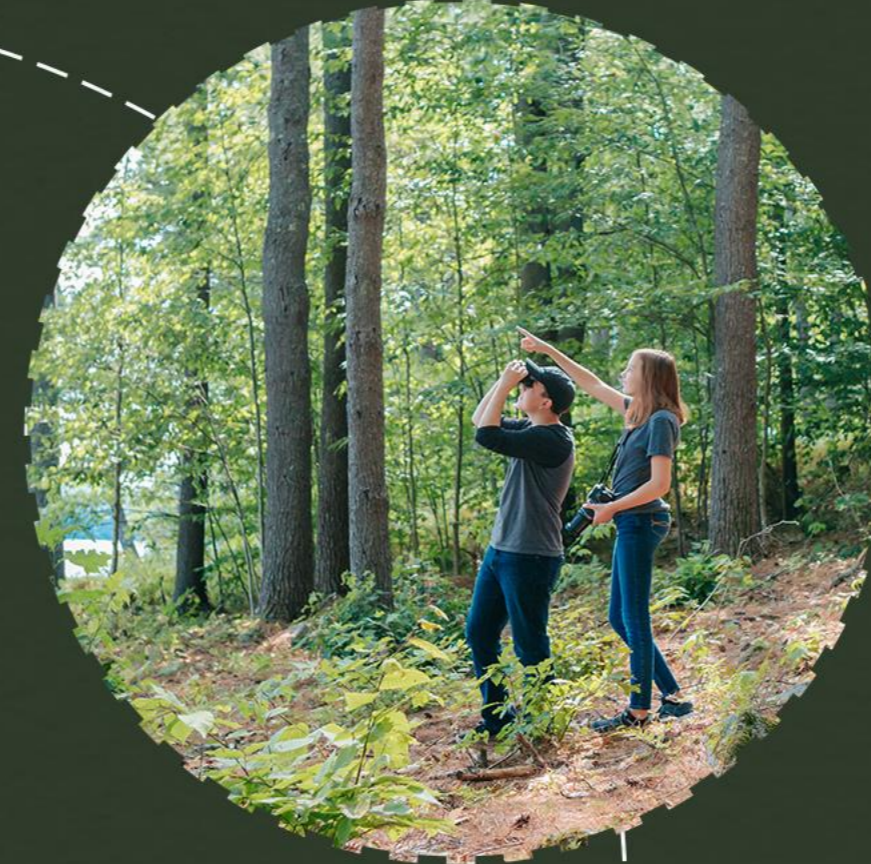
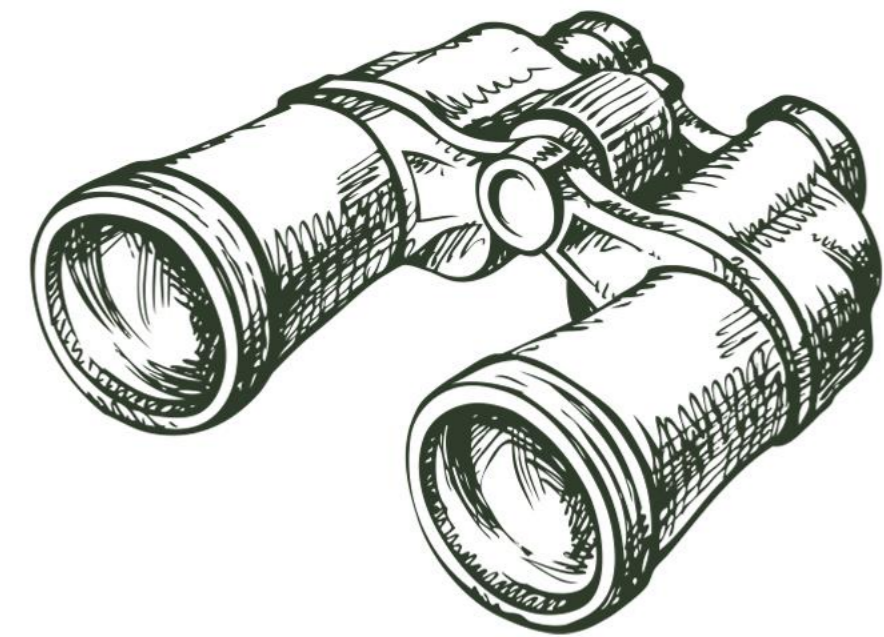




# Our Customers

We understand that the customer story we're supporting spans generations. **It starts with birds, an old-timer, and a child.** It starts with a pair of binoculars, giant in the careful hands it is passed down to.

This story follows our customers out into the world - out into their many adventures - out into their love of nature, their love of untouched places, their desire to change the world, their explorations.



Our customers mature to hold professions, start a family, own a home. They become responsible, busy parents. Now the wonder of their youth is shared with youngsters of their own.

Finally, the story culminates where it began: a backyard filled with birds, plants, and pets becoming a wonder of its own for aging bones.

The birds come to the feeders. The memories roll in. The cycle resets itself. The story continues.

*The Bird Pro  
Research Team*





# What does BETTER mean?

## PACKAGING WORTH PICKING UP

We have planograms for every situation. With our adventure inspired package designs, we try to be better and stand out on your shelves. Our custom planograms allow us to help find the right assortment for your needs.

## HAND-CRAFTED BIRD PRO SCENTS

Bird pro has crafted aromas to create a better experience for birds and birding enthusiasts. Resealable package allows a final puff of aromatic scent and helps keep it fresh and bug-free.



Freshness!

## ATTRACT MORE BIRDS

Blended with premium ingredients that are super high quality and amazing, our blends are designed to mimic nature while filling your feeder, thanks to our multi-bird recipes.



## CUSTOMER LOYALTY

Our multi-sensory strategy creates a unique experience for our customers. Our quality and freshness attracts a variety of birds and drives customers returning for more product.







# HOLISTIC RECIPE



We believe that the best diet that a wild bird can ever have is naturally found in pristine, untouched forests, prairies, mountains, and fields. For those whose backyards happens to not be one of those perfect birding paradises, there are **Bird Pro Holistic Recipes**.

Our team of avid birders has built a group of Holistic Recipes that focus on re-creating that perfect environment and putting it into an easy-to-use, freshly blended, re-sealable package. These recipes are designed to offer birds the widest range of nutrient-packed ingredients possible, while bringing the best selection of feathered friends available to your feeder.



## FRUIT, NUT, AND BERRY BUFFET

**Bird Pro Rating: Super-Premium**

Peanut Splits, Tree Nuts (Almonds, Walnuts, Pecans, and Pistachios), Raisins, Sunflower Chips, Cherries, Cranberries, Banana, Artificial Flavorings

Available In: 5lb. and 18lb.



## NUTTY BERRIES WITH FRUIT

**Bird Pro Rating: Super-Premium**

Black Oil Sunflower, Sunflower Chips, Peanut Splits, Raisins, Cherries, Tree Nuts (Almonds, Walnuts, Pecans, and Pistachios), Cranberries, Artificial Flavorings

Available In: 5lb. and 18lb.



## HI-ENERGY TRAIL MIX

**Bird Pro Rating: Super-Premium**

Black Oil Sunflower, Peanut Splits, Safflower, Sunflower Chips, Raisins, Tree Nuts (Almonds, Walnuts, Pecans, and Pistachios), Striped Sunflower, White Millet, Red Milo, Artificial Flavorings

Available In: 5lb. and 18lb.



## FINCH FEAST

**Bird Pro Rating: Premium**

Golden German Millet, Nyjer, Sunflower Chips, Artificial Flavorings

Available In: 5lb. and 18lb.



## CARDINAL'S FAVORITE

**Bird Pro Rating: Premium**

Black Oil Sunflower, Safflower, Striped Sunflower, Artificial Flavorings

Available In: 5lb. 10lb. and 16lb.



## CHERRY BONANZA

**Bird Pro Rating: Good**

Red Milo, Black Oil Sunflower, White Millet, Red Oat Groats, Peanut Splits, Cherries, Artificial Flavorings

Available In: 5lb. 10lb. and 18lb.







# CLASSIC RECIPE



Interested in something a bit more familiar? Consider **Bird Pro Classic Recipes**, our most time-tested collection rooted in decades of birding experience. These special formulations are the natural by-product of mixing and feeding thousands of batches of bird food for serious birders just like you all across the globe.

Classic Recipes are the very best of what you've come to know and love and trust, blended to deliver just the nutrient variety that your feeder needs in order to attract all your favorite feathered friends to your backyard and feed them well.

Image Coming Soon



## APPLE & BERRY SUPREME

**Bird Pro Rating: Premium**

Black Oil Sunflower, Striped Sunflower, Select Sunflower Chips, White Millet, Peanut Hearts, Safflower, Raisins, Green Safflower, Peanut Splits, Diced Apple, Artificial Flavorings

Available In: 18lb.



## BACKYARD BLEND

**Bird Pro Rating: Premium**

Black Oil Sunflower, White Millet, Sunflower Chips, Peanut Splits, Striped Sunflower, Red Millet, Artificial Flavorings

Available In: 5lb. 10lb. 18lb. and 40lb.



## CLASSIC NO-MESS

**Bird Pro Rating: Great**

Peanut Splits, Sunflower Chips, White Millet, Red Milo, Cracked Corn, Wheat, Tree Nuts (Almonds, Walnuts, Pecans, and Pistachios), Cranberries, Artificial Flavorings

Available In: 5lb. 10lb. 18lb. and 40lb.



## YEAR-ROUND FAVORITE

**Bird Pro Rating: Great**

Black Oil Sunflower, Cracked Corn, White Millet, Safflower, Peanut Splits, Artificial Flavorings

Available In: 5lb. 10lb. 18lb. and 40lb.



## PREMIUM WILD BIRD

**Bird Pro Rating: Great**

Black Oil Sunflower, Red Milo, White Millet, Wheat, Striped Sunflower, Peanut Hearts, Artificial Flavorings

Available In: 5lb. 18lb. and 40lb.

Image Coming Soon



## CHERRY TREAT

**Bird Pro Rating: Good**

Red Milo, Black Oil Sunflower, Cracked Corn, White Millet, Peanuts, Artificial Flavorings

Available In: 18lb. and 40lb.







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**FEATHERED FRIEND-Z**

**Bird Pro Rating: Good**  
White Millet, Cracked Corn, Red Milo, Wheat, Black Oil Sunflower Artificial Flavorings

Available In: 18lb.



**EVERYDAY ECONOMY**

**Bird Pro Rating: Good**  
Cracked Corn, Red Milo, Wheat, Black Oil, White Millet, Artificial Flavorings

Available In: 5lb. 10lb. 18lb. and 40lb.



Image Coming Soon

**THRIFTY WILD BIRD**

**Bird Pro Rating: Good**  
Cracked Corn, Red Milo, Wheat, Black Oil Sunflower, White Millet, Artificial Flavorings

Available In: 50lb.



**CRITTER BLEND**

**Bird Pro Rating: Great**  
Black Oil Sunflower, Shelled Corn, Peanut Splits, Peanuts In Shell, Artificial Flavorings

Available In: 5lb. and 18lb.



Just as the love of birds is passed from generation to generation, so are favorite bird food recipes. Familiar and familial, our mixes are blended by the test of time, bringing you formulations that birds have loved for years.





# UNBLENDED



Interested in something a bit simpler? Consider **Bird Pro Unblended**, a time-tested collection rooted in decades of birding experience. These single ingredient offerings are regularly used by serious birders just like you all across the globe, specifically curated to provide high-quality nutrients to your feeder, without fillers, in order to attract all your favorite feathered friends to your backyard and feed them well.



## PREMIUM NYJER THISTLE SEED

**Bird Pro Rating: Premium**  
 Nyjer (Thistle Seed)

Available In: 5lb. and 10lb.



## PREMIUM BLACK OIL SUNFLOWER SEED

**Bird Pro Rating: Premium**  
 Black Oil Sunflower, Artificial Flavorings

Available In: 4lb, 10lb, 25lb, and 50lb.



## PREMIUM STRIPED SUNFLOWER SEED

**Bird Pro Rating: Premium**  
 Striped Sunflower

Available In: 4lb, 25lb, and 50lb.



## PREMIUM SUNFLOWER CHIPS

**Bird Pro Rating: Premium**  
 Sunflower Chips

Available In: 5lb.



## PREMIUM PEANUT SPLITS

**Bird Pro Rating: Premium**  
 Peanut Splits

Available In: 5lb. and 10lb.



## PREMIUM PEANUTS (IN-SHELL)

**Bird Pro Rating: Premium**  
 Raw Peanuts (In-Shell)

Available In: 3lb. and 9lb.







### PREMIUM WHITE SAFFLOWER SEED

**Bird Pro Rating: Premium**  
Safflower

Available In: 5lb.



### PREMIUM CRACKED CORN

**Bird Pro Rating: Premium**  
Cracked Corn

Available In: 5lb.



### PREMIUM EAR CORN

**Bird Pro Rating: Premium**  
Ear Corn

Available In: 14lb.

## Super-Premium Foods: Feeding The Very Best

When you choose to feed a bird food with our **Super-Premium Rating**, you are choosing one of the very finest bird foods on the market. Expect a balanced formulation that considers the biodiversity of diet found in the perfect birding environment. Because these recipes mirror nature's wisdom, they are energy-rich and perfect for year-round wild bird feeding.



Our recipes are founded on simple principles: all of the good stuff, none of the bad, and feeding our avian friends responsibly.





# FAVORITE SUET



Looking to add some fun to your backyard? Consider **Bird Pro's Favorite Suet**, exciting treats based on decades of observation, smiles, and laughs. These special recipes are the result of mixing and feeding thousands of batches of suet for fun-loving birders and their families.

Bird Pro's Favorite Suets are the very best of what you've come to know, love, and trust, blended to deliver an enjoyable nutrient variety that your suet feeder needs to attract even the most finicky of feathered friends.



## MEALWORM AND NUTS

**Bird Pro Rating: Premium**

Rendered Beef Suet, Cracked Corn, Millet, Peanut Pieces, Dehydrated Mealworms

Available In: Case of 12 (11-oz. Packages)



## PEANUT XTREME

**Bird Pro Rating: Premium**

Rendered Beef Suet, Cracked Corn, Millet, Peanut Pieces

Available In: Case of 12 (11-oz. Packages)



## SONGBIRD DELUXE

**Bird Pro Rating: Premium**

Rendered Beef Suet, Cracked Corn, Millet, Black Oil Sunflower Seed

Available In: Case of 12 (11-oz. Packages)



## ORANGE XTREME

**Bird Pro Rating: Premium**

Rendered Beef Suet, Cracked Corn, Millet, Processed Grain By-Products, Orange Flavoring, Annatto Color

Available In: Case of 12 (11-oz. Packages)



## NUTS AND BERRY

**Bird Pro Rating: Premium**

Rendered Beef Suet, Cracked Corn, Millet, Peanut Pieces, Processed Grain By-Products, Berry Flavor

Available In: Case of 12 (11-oz. Packages)







# DOMESTIC RECIPE



We know that your birds are more than just pets. They have names, personalities, and a history with your family. We believe that they deserve to be fed like family too. This is why we have developed the **Bird Pro Domestic Recipes** using the best of our long-time experience, scientific and nutritional backing, and a special dose of love to keep your feathered friends healthy and happy for many years to come.

These meals are not only fresh and nutritious for your birds, but also tasty and interesting, thoughtfully prepared, packed fresh, and made with love so your birds get exactly what they need to stay happy, healthy, and bright.



## FORTIFIED PARROT FOOD

**Bird Pro Rating: Premium**

Safflower, Large Striped Sunflower, Whole Corn, Peanut In Shell, Raisin, Green Oat Groat, Red Oat Groat, Banana Chip, Carrot, Blue Safflower, Buckwheat, Peanut Splits, In Shell Pumpkin, Peppers, Ground Corn, Soybean Meal, Ground Wheat, Soy Oil, Corn Gluten Meal, and Fortifying Vitamins and Minerals\*\*

Available In: 5lb. and 18lb.



## FORTIFIED COCKATIEL FOOD

**Bird Pro Rating: Great**

White Millet, Canary Seed, Green Oat Groat, Red Oat Groat, German Millet, Large Striped Sunflower, Safflower, Blue Safflower, Apple, Yellow Safflower, Pumpkin In Shell, Buckwheat, Carrot, Ground Corn, Soybean Meal, Ground Wheat, Soy Oil, Corn Gluten Meal, Mineral Oil, and Fortifying Vitamins and Minerals\*\*

Available In: 5lb. and 18lb.



## FORTIFIED PARAKEET FOOD

**Bird Pro Rating: Premium**

White Millet, Canary Seed, Red Millet, Green Oat Groat, Red Oat Groat, Ground Corn, Soybean Meal, Ground Wheat, Soy Oil, Corn Gluten Meal, Mineral Oil, and Fortifying Vitamins and Minerals\*\*

Available In: 5lb. and 18lb.



## FORTIFIED CANARY & FINCH FOOD

**Bird Pro Rating: Premium**

German Millet, Canary Seed, White Millet, Red Millet, Nyjer Seed, Green Oat Groat, Red Oat Groat, Ground Corn, Soybean Meal, Ground Wheat, Soy Oil, Corn Gluten Meal, Mineral Oil, and Fortifying Vitamins and Minerals\*\*

Available In: 5lb. and 18lb.



## NATURAL MILLET SPRAYS

**Bird Pro Rating: Premium**

Millet Sprays

Available In: ½ lb. and 5lb.



## CUTTLEBONE

**Bird Pro Rating: Premium**

Cuttlebone

Available In: ½ lb. and 5lb.

\*\* Monocalcium Phosphate, Dicalcium Phosphate, Calcium Carbonate, L-lysine Monohydrochloride, Salt, DL-Methionine, Choline Chloride, Zinc Sulfate, DL-Alpha Tocopheryl Acetate (Source Of Vit. E Activity), Sodium Selenite, Niacin Suppl., Manganese Sulfate, Iron (Ferrous) Sulfate, Copper Sulfate, Manganous Oxide, D-Calcium Pantothenic Acid, Vegetable Fat, Riboflavin, Vit. A Acetate, D-Activated Animal Sterol (Source Of Vit. D Activity), Menadione Nicotinamide Bisulfite (Source Of Vit. K Activity), D-Biotin, Vit. B-12 Suppl., Mixed Tocopherols Of Natural Origin, Rosemary Extract, Citric Acid, Lecithins, Ethoxyquin (Preservative), Calcium Iodate, Pyridoxine Hydrochloride & Folic Acid, Art. Flavorings





# Marketing and Support Materials



Here at Bird Pro, we don't just make bird food, we live birds! That's why we built our own line of Bird Pro Apparel and decided to share it with fellow birders.



Bird Pro

If you love birds as much as we do, our #BirdLife Swag can help you wear it on your sleeve. Everyone has a story, let us help you tell yours with our Unique Branded Apparel. Available for purchase online, through regular promotions and free online give-aways.

We know that you put a lot of effort into making your store a destination, an event, an experience worth talking about.

That is why our packaging was built by actual artists, and our planograms built by experts in experiential marketing. We offer pre-built or customized planograms that will fit any company's unique and changing needs.



Our commitment to quality marketing materials and expert support doesn't end with our planograms. We offer a collection of beautifully crafted top-selling shipper displays, gaylords and POP Materials designed to help you accomplish your sales and margin goals.

Available Materials: *Gaylords, Shipper Displays and Boxes, Shelf Talkers and Online-Ready Retail Marketing Pieces*



Online-Ready Photos



# Offering Private Labelling for Your Increased Brand Awareness

Are you looking to expand marketshare, nurture brand loyalty and grow your business? If so, then our private label bird food offerings might be just what you need.

Thanks to our multi-million dollar production center improvement project, we are able to offer some of the most competitive private labelling services in the industry. We can either mix your recipe for you or we can custom build your next top-seller together in our innovation lab. Either way, we are here to help.





# UPCs

At Bird Pro, we believe that simplicity is key. We want to make your life easy, so we've provided our UPCs right here. Readily available to integrate into your system simply and smoothly.

Growing your business online? We've got you covered. Just use our QR code below to access all our digital assets for your e-commerce needs.

If you're looking for something that isn't here, reach out to us! We'll be sure to get you squared away swiftly.

Hope this helps!

Online-Ready  
Photos



Mealworm and Nuts Suet  
case of 12 (11-oz. packages)  
- **Bird Pro's Favorite Suet** -



Nuts and Berry Suet  
case of 12 (11-oz. packages)  
- **Bird Pro's Favorite Suet** -



Orange Xtreme Suet  
case of 12 (11-oz. packages)  
- **Bird Pro's Favorite Suet** -



Peanut Xtreme Suet  
case of 12 (11-oz. packages)  
- **Bird Pro's Favorite Suet** -



Songbird Deluxe Suet  
case of 12 (11-oz. packages)  
- **Bird Pro's Favorite Suet** -



Cuttle Bone  
½ lb.  
- **Domestic Recipe** -



Natural Millet  
Sprays ½ lb.  
- **Domestic Recipe** -



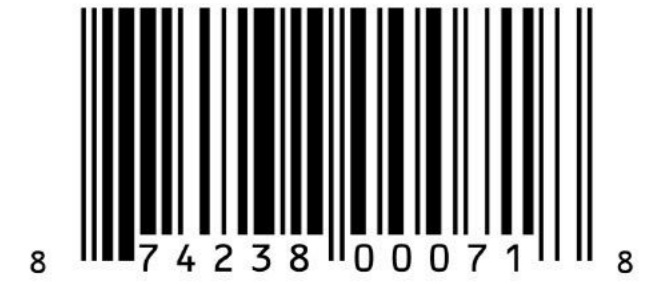
Premium Raw Peanuts  
(In-Shell) 3 lb.  
- **Unblended** -



Premium Black Oil  
Sunflower Seed 4 lb.  
- **Unblended** -



Premium Striped Sunflower  
Seed 4 lb.  
- **Unblended** -



Backyard Blend 5 lb.  
- **Classic Recipe** -



Classic No-Mess 5 lb.  
- **Classic Recipe** -



Critter Blend 5 lb.  
- **Classic Recipe** -



Cuttle Bone 5 lb.  
- **Domestic Recipe** -



Everyday Economy 5 lb.  
- **Classic Recipe** -



Fortified Canary & Finch  
Food 5 lb.  
- **Domestic Recipe** -



Fortified Cockatiel  
Food 5 lb.  
- **Domestic Recipe** -



Fortified Parakeet  
Food 5 lb.  
- **Domestic Recipe** -





Fortified Parrot Food 5 lb.  
- Domestic Recipe -



Gourmet Finch Feast 5 lb.  
- Holistic Recipe -



Hi-Energy Trail Mix 5 lb.  
- Holistic Recipe -



Natural Millet Sprays 5 lb.  
- Domestic Recipe -



Year Round Cardinal's  
Favorite 5 lb.  
- Holistic Recipe -



Year Round Cherry  
Bonanza 5 lb.  
- Holistic Recipe -



Year Round Favorite 5 lb.  
- Classic Recipe -



Premium Raw Peanuts  
(In-Shell) 9 lb.  
- Unblended-



No-Mess Fruit Nut and  
Berry Buffet 5 lb.  
- Holistic Recipe -



Nutty Berries with Fruit 5 lb.  
- Holistic Recipe -



Premium Cracked Corn 5 lb.  
- Unblended -



Premium Nyjer Thistle  
Seed 5 lb.  
- Unblended -



Backyard Blend 10 lb.  
- Classic Recipe -



Classic No-Mess 10 lb.  
- Classic Recipe -



Everyday Economy 10 lb.  
- Classic Recipe -



Premium Black Oil  
Sunflower Seed 10 lb.  
- Unblended -



Premium Peanut Splits 5 lb.  
- Unblended -



Premium Sunflower  
Chips 5 lb.  
- Unblended -



Premium White Safflower  
Seed 5 lb.  
- Unblended -



Premium Wild Bird 5 lb.  
- Classic Recipe -



Premium Nyjer Thistle  
Seed 10 lb.  
- Unblended -



Premium Peanut  
Splits 10 lb.  
- Unblended -



Year Round Cardinal's  
Favorite 10 lb.  
- Holistic Recipe -



Year Round Cherry  
Bonanza 10 lb.  
- Holistic Recipe -





Year Round Favorite 10 lb.  
- Classic Recipe -



Premium Ear Corn 14 lb.  
- Unblended -



Year Round Cardinal's  
Favorite 16 lb.  
- Holistic Recipe -



Apple & Berry  
Supreme 18 lb.  
- Classic Recipe -



Fortified Parakeet  
Food 18 lb.  
- Domestic Recipe -



Fortified Parrot Food 18 lb.  
- Domestic Recipe -



Gourmet Finch Feast 18 lb.  
- Holistic Recipe -



Hi-Energy Trail Mix 18 lb.  
- Holistic Recipe -



Backyard Blend 18 lb.  
- Classic Recipe -



Cherry Treat 18 lb.  
- Classic Recipe -



Classic No-Mess 18 lb.  
- Classic Recipe -



Critter Blend 18 lb.  
- Classic Recipe -



No-Mess Fruit Nut and  
Berry Buffet 18 lb.  
- Holistic Recipe -



Nutty Berries with  
Fruit 18 lb.  
- Holistic Recipe -



Premium Wild Bird 18 lb.  
- Classic Recipe -



Year Round Cherry  
Bonanza 18 lb.  
- Holistic Recipe -



Everyday Economy 18 lb.  
- Classic Recipe -



Feathered Friend-Z  
18 lb.  
- Classic Recipe -



Fortified Canary & Finch  
Food 18 lb.  
- Domestic Recipe -



Fortified Cockatiel  
Food 18 lb.  
- Domestic Recipe -



Year Round Favorite 18 lb.  
- Classic Recipe -



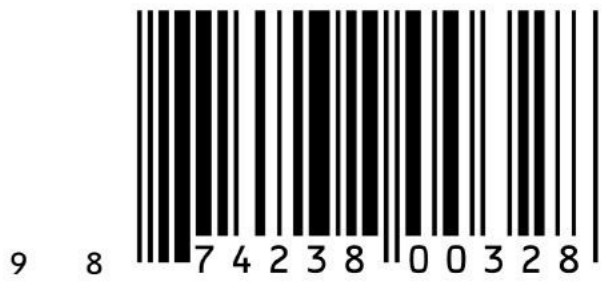
Apple & Berry  
Supreme 40 lb.  
- Classic Recipe -



Backyard Blend 40 lb.  
- Classic Recipe -



Cherry Treat 40 lb.  
- Classic Recipe -





Everyday Economy 40 lb.  
- Classic Recipe -



Premium Wild Bird 40 lb.  
- Classic Recipe -



Year Round Favorite 40 lb.  
- Classic Recipe -



Thrifty Wild Bird 50 lb.  
- Classic Recipe -



The highest quality bird food  
starts with passionate people

**We'd love  
to meet you**





We hope to see you on the trails,  
happy birding

You talked to: \_\_\_\_\_ today.



(     ) \_\_\_\_\_



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Bringing nature to  
your backyard

learn  
more



**CATALOG**