

# WILD BIRD INGREDIENTS GUIDE

MARRIAGE'S

Seed	Some of the Birds Attracted	Strengths of Seeds	Weaknesses of Seed
<b>Wheat</b>	Sparrows, Doves, Pigeons, Pheasant, other birds as a second choice	Most birds can eat wheat just choose not to if there is another choice, it is cheap, there is no husk, it is easy to feed through most types of feeders	Less palatable to smaller bird due to lower nutritional return, grows, consumers perceive as a cheap filler
<b>Cut Wheat</b>	Sparrows, Doves, Pigeons, Pheasant, easy for smaller birds	Cut so less likely to grow, smaller so easy to eat allowing more optimum foraging. Consumers do not recognise it as wheat	Can still grow, still not great for bird nutritionally with low oil content.
<b>Flaked Wheat</b>	Finches, Tits, Sparrows, Black birds, Thrush, Robins	Most birds will eat including fruit eating birds (Softbills), the cooking gelatinises the starch making it sweet and easy to digest, like popcorn. There is no husk,	It is more expensive than wheat, it is less weather proof, more dusty and does not feed through feeders as well
<b>Black Sunflowers</b>	Tits, Sparrows and Finches	High oil content, some consumers see as a premium seed particularly in entry level mixes	Husk can make a mess so some customers avoid, a lot of birds cannot open husk to get to seed, time taken to dehull reduces amount consumed and exposes bird to increase predation
<b>Sunflower Hearts</b>	Almost all garden birds	No hull, no mess, no grow, customer love them, birds love them, up to 60% oil so high energy	Second choice for insect and fruit eating birds
<b>Dari (red and white)</b>	Sparrows, finches, reed buntings and collared doves	Customer often see Dari more positively than wheat and as a small exotic seed adding variety to the mix. Red Dari can also be used to add colour to a mix. More palatable and nutritious in cooked mixes and stops the Dari growing	Not dissimilar to wheat nutritionally or in regards to bird preference, grows easily if not cooked



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<b>Millet</b>	Sparrows, dunnocks, finches, reed buntings and collared doves	Customer like millet as it looks a small easy to eat shiny seed. It is seen as an exotic seed adding variety to the mix and attracting a broader range of birds. Red Millet can add colour. More palatable and nutritious in cooked mixes.C28	Millet has a husk that birds remove by rolling across their tongue and beak, some birds avoid millet and it grows easily if not cooked, it has a low oil content
<b>Whole Oats</b>	Sparrows, Doves, Pigeons, Pheasant, other birds as a second choice	Higher in oil than wheat, cheaper, looks different to wheat and gives more variety in the mixes in regards the number of seeds	Very hard to dehull, few birds can do it and birds struggle to eat it whole. Likely to be discarded and grow. Less preferable to birds than wheat
<b>Peeled Oats</b>	Almost all birds, but very popular with robins	High oil content, dehulled so easy to eat and less mess	Will always have around 10% still with husk and will grow
<b>Pinhead Oat Meal</b>	Almost all birds, but very popular with robins and good for young birds	Like Peeled Oats but chopped to can be eaten quick and by smaller birds	Expensive can be dusty
<b>Flaked Peeled Oats</b>	Almost all birds, but very popular with robins and softbills	Cooked oats have a positive perception as a super food in humans and customers like them. Like Peeled Oats with high oil but cooked and flaked so will not grow will be more palatable. Protein will also be more soluble due to the rolling	Can be more dusty and confused with rolled wheat



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<b>Kibbled Maize</b>	Sparrows, Doves, Pigeons, Pheasant, other birds as a second choice	Higher in energy than wheat with a higher starch level, adds colour to mixes, cost effective, will not grow	Can be pulled out by bird and discarded making a mess, low oil content, can be dusty
<b>Flaked Maize</b>	Blackbird, Thrush, Robins	Less dusty than kibbled maize as cooked, attractive in the mix, easy to digest	Can not be fed through feeders, lower oil content
<b>Flaked Maize Ruby</b>	Blackbird, Thrush, Robins	Same as Flaked Maize, but higher in Protein and Sugar, so nutritionally superior and added a red colour to the mix	Can not be fed through feeders
<b>Peanuts</b>	House sparrows, nuthatches, great spotted woodpeckers, coal tits and siskins	High oil content around 50% and well established as a good food for wild birds. Full of essential oils and protein	Young birds can choke so feed whole nuts through a mesh feeder April to August. Consumers are aware of the risk of Aflatoxin and that they need to buy for a reputable supplier
<b>Kibbled Peanuts</b>	House sparrows, nuthatches, great spotted woodpeckers, coal tits, siskins, robins, dunnocks and even wrens	Highly palatable to some of the most desirable bird, can be fed throughout the breeding and fledging season April-August. Can be feed through most feeders. Less likely to have a risk of Aflatoxin as blanched (skins have been removed)	Expensive compared to sunflower hearts



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<b>Nyjer Seed</b>	Goldfinches, Siskins, Greenfinches and Redpolls	High oil content, attracts some of the less common and more colourful, can be fed through a Nyjer Seed feeders that avoid larger birds feeding	Grows quickly
<b>Meal Worms</b>	Robins, Blue Tits, Dunnock, Pied Wagtails, Wrens, Blackbirds, Robin	A convenient way to feed insectivorous (insect eating) birds, which are some of the most popular and fun garden birds	Bit of a smell
<b>Raisins / Sultanas</b>	Black birds, Thrush, Robins	Favourite for fruit eating birds, high sugar content, seen as a premium ingredient by customers	Dust can stick to raisins making them look less attractive, also should not be feed to dogs in large amounts
<b>Suet Pellet - Pink</b>	All most all bird, from Wrens to Starlings	Excellent high energy winter food, adds colour to mixes and attract most birds, suitable for most types of feeders	The pellets can crumble if stored incorrectly
<b>Oil - rapeseed</b>		Adds gloss to the mixes and lots of Omega and energy	
<b>Vitamins &amp; Minerals Supplement</b>		Vitamins and Minerals are essential for birds general health, some of which they may struggle to get continuously in the wild	

