



Better health

Better breeding

Lots of helpful advice for

- *pet owners
- *parrot breeders
- *finch and canary breeders

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, Calcivet, ProBoost SuperMax, Potent Brew and Aviclens.

This year, in just two rounds, my birds produced 83 eggs, 81 were fertile and hatched. And all 81 were reared 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 Birdcare Company supplements.

Jerry Lee

North Yorkshire.



Leading the way - naturally

January 2004

Big boost to Germans' breeding

Dear Sally,

I would like to tell you how much our breeding has improved since discovering your products. For these two years we have only fed Birdcare Company supplements - exactly as directed and with great success. The products we use are Daily Essentials2, Calcivet, ProBoost SuperMax, Potent Brew, Aviclens and Spark.

We give Daily Essentials2 all year round in the aviaries. The birds' vitality is top class, with very few birds dying. They are always fit and energetic.

ProBoost SuperMax is an outstanding product for breeding. The fertility rate has remained virtually constant for two years now at about 65-70%. The youngsters hatch outstandingly well, are very well fed and grow exceedingly strongly. I would say the hatching rate is above 60%. Almost all fertile eggs hatch!

Then we come to the product which for me personally is the most perfect, namely Calcivet!! Calcivet is simply fantastic, whether it's the breeding season or not. Lots of eggs without any difficulties, hardly a problem with a hen, they all lay exceedingly well, even the hens that typically had problems. That is the success of Calcivet!!!!

We have hens in the bird room which have not laid for two years or have only laid maybe one egg. Since regularly giving Calcivet and ProBoost SuperMax over the past year, we have managed to bring these hens back into breeding condition again and now get full clutches from them! These hens now breed and raise their chicks without a hitch. We were thinking of giving these difficult hens away - just as well we didn't!

We started breeding in November 2002 and by 8th January already had over 50 youngsters on the perch (we breed our budgerigars in 37 boxes). Fantastic!!!!!! There are no 'runners' or feather problems (thanks to Calcivet and ProBoost SuperMax), no problems at all thanks to Birdcare Company products.



Mr Schiller and a Spangle Grey,
First young bird at the DSV
National Show 2002.

Another advantage of The Birdcare Company is that, if there is a problem of any sort, we can contact you and you will advise on the problem as far as you can. I find that fantastic, because we are talking about some pretty valuable birds here. Other companies certainly do not offer a service like that!!!!

We would be very happy for you to use this in your promotion, as we always tell breeders that visit our bird room how good Birdcare Company products are. We stand right behind Birdcare Company products.

Thomas Lautenschläger

The breeding partnership of Schiller & Lautenschläger is the most successful in East Westfalia with many good results at regional and national shows. They first started breeding in 1996 so they have only been going for about six years. Originally they bought stock from Jo Mannes and Richard Kuhr, which should give every breeder some idea of their stock. Later they added a few pairs from Bernd Stegemann. So their successful breeding is based only on these three studs.

Feast softfood and Insectivorous Feast

These two exciting softfoods both contain our unique 'Flourish' herbal blends. These have been specially selected for their ability to support the immune and digestive systems as well as help to maintain the gut free from coccidia.

Both products are 'pre-moistened' and can be fed straight out of the packet or moistened further if you and your birds prefer.

"Gold Label Feast" is a premium quality softfood for all birds from finches and canaries to budgerigars, parakeets and parrots. Pre-moistened (doesn't spoil in the cage during the day), aniseed flavoured.



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

"My Mali firefinches love your Insectivorous Feast."
Ian Hinze, UK.

'After many failures I produced my first Bali Starling soon after switching to Insectivorous Feast.'
Tony Blackler, UK.



November
Hi,

I contacted you just last month and said that after a couple of lean years I was reverting to using more of your products. So I started using all your breeding system and the results were a little surprising. 3 of my six pairs of Abyssinians are already on eggs and 2 out of 3 breeding spectacles are also on eggs.

The extra cost has been justified, the Abyssinians don't usually breed until January so the Potent Brew, ProBoost SuperMax and the change to Feast have done their jobs.

Cheers,
Jim

Before I knew of the existence of Feast I was losing several young Border and Yorkshire canary chicks 'going light' (breastbone sticking

out like a razor).

As soon as I saw Feast advertised I sent for 10 kgs. Within a few days the deaths ceased and, touch wood, I did not lose one second round youngster. Thanks a million, forever indebted to you.

John Hutchinson, England

Birdcare Company products are available by mail order or through hundreds of retailers and distributors in the UK and abroad. Visit our web site or contact us for details of the easiest way for you to obtain our world leading products.

THE BIRDCARE COMPANY, 21-22 Spring Mill Industrial Estate, Avening Road, Nailsworth, Glos, GL6 0BS England.

Telephone: 0845 130 8600 (local call charge only) **Fax:** 01453 834302

E-mail: advice@BirdcareCo.com **Web page:** www.BirdcareCo.com

For Pet Birds



Gold Label Parrot Banquet is a complete diet for pet parrots. It contains a large variety of seeds, dried fruits etc combined with a highly palatable crumb. The crumb contains a full spectrum of Birdcare Company supplementation to help maintain a happy healthy bird.

Gold Label Budgie/Parakeet Banquet is a complete diet for smaller species. It contains a large variety of seeds combined with a highly palatable crumb. The crumb contains a full spectrum of Birdcare Company supplementation to help maintain a happy healthy bird.



So long as Banquet is 80% of the diet most birds will require no extra supplements. Calcivet may be beneficial in certain circumstances. Please ring our advice line for further advice or information about using our supplements on pet birds. For more information about pet birds please ask for our free pet bird booklet.

Sandy perches

The Sandy Perch is comfortable because it's not concrete. It has a core of manzanita wood with coloured sand permanently bonded to it. It has many advantages over concrete conditioning perches which is why they have become so popular in the UK over the past few years.



Sandy perch

- Natural wood insulation
- Leaves feet soft
- Safe wet or dry
- Shape of natural wood
- 1/3rd the weight of concrete
- Survived a ten story drop
- Trims better
- Lasts forever

Concrete perches

- Cold on birds' feet
- Dries the feet
- Can cause burns if wet
- Unnatural shapes
- Heavy
- May break if dropped
- Trims feet well
- Wears out

Dietetic help for 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 diseases getting a hold. For most birds just three products - Daily Essentials3, Feast (or Flourish) and Calcivet - are all that is required to maintain birds in excellent health.

If any of your birds are ill we would always suggest that you phone us and discuss the problem. Our advice line only costs you a local call charge from anywhere in the UK (0845 130 8600). You can also access this support by e-mail from anywhere in the world (advice@BirdcareCo.com) though if you have access to the internet it is better to use our web based system (www.BirdcareCo.com and click the "online health advice" link). 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 seems 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

Now, with **Guardian Angel**, we have the most sophisticated dietetic product we can design and it contains all the basic nutrients as well. 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 Spark, our revolutionary new "white cell support

system", our comprehensive "Essentials" vitamins and 'Rapisorb' minerals, the probiotics and herbal prebiotics from BioPlus and a powdered version of Calcivet.

Despite the comprehensive nature of Guardian Angel we normally recommend it is used in conjunction with Daily Essentials3 and Calcivet as amino acid and calcium problems are so very common in many cage birds.

Rapid weight loss

For those birds that are losing weight rapidly, **Poly-Aid** is the product of choice. Poly-Aid is a complete dietetic 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 Poly-Aid. If probiotics are required Poly-Aid 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 Poly-Aid contain maintenance levels of calcium. But if you are in any doubt we would advise extra Calcivet 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 Calcivet.



Free advice services

Tel: 0845 130 8600
advice@BirdcareCo.com
www.BirdVetOnline.com

Diets as good as the wild?

Australia is the driest continent in the world. So we all know that the wildlife there exists on very dry feed all year round don't we?. Wrong!

Certainly this is true of the dry season. This is why many Australian and African species can tolerate poor quality diets for extended periods of time. Our dry seed diets reflect dry season diets and are not adequate for either the long-term health of pet birds or good breeding performance.

They are even less adequate for forest dwelling birds like conures, amazons and macaws.

In the Australian wet season even the deserts come to life

and bloom. The dried up creeks flow into the salt pans and turn them back into real lakes again. Plant growth is spectacular; the landscape turns bright green, insect numbers increase and feed quality improves dramatically. In the wet season wild birds breed! In temperate climates it is the summer that provides the best nutritional conditions for breeding.

Dry seed compared with ideal diets for "seed-eating" and insectivorous birds

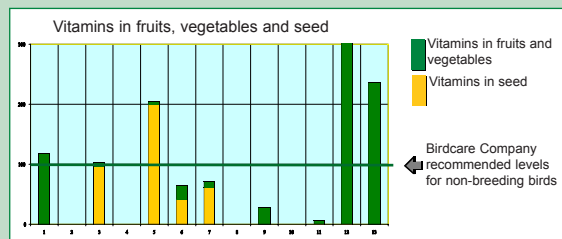
Let us start by looking at the vitamin levels your birds should get every day. The first chart shows 13 vitamins and The Birdcare Company's recommended daily allowance (RDA) for all non-breeding birds. This is the level of vitamins that your birds will get from all Birdcare Company vitamin/mineral supplements (the Essentials range or Feather-Up) when given as directed. This closely matches the levels available from a very high quality natural diet, such as green seeds in the wild.

Compare this with the yellow columns which show the vitamin content of dry millet seed. It is clear that a seed only diet is severely deficient in at least eleven vitamins (well below the 100% mark).

Breeding birds however will benefit from even

more vitamins than are provided by even this diet. For best breeding performance levels need to be higher than the RDA. Adding a good quality eggfood, like Feast, to the diet boosts some vitamins considerably which mimics the feed improvement that occurs in the wild and helps to trigger breeding condition.

Dry seed versus ideal diets for "fruit-eating" birds



Birds that naturally eat lots of fruit and other vegetable matter come from much more stable environments than dry land species. The

tropical rain forests are always moist and, although feed quality does vary seasonally, the ups and downs are much less dramatic.

So where a budgerigar, cockatoo or zebra finch is adapted to survive periods of low vitamin intake this is not true of macaws, amazons, conures, pekin robins, parrot finches and other forest birds. Yet we still feed these birds on diets that are largely seed supplemented with fruits etc.

The chart also shows the vitamin levels of a diet made up of seed, carrots, broccoli, corn-on-the-cob, apple, grapes and bananas. As you can see this diet is still deficient in 8 vitamins!!!

So it is not surprising that when many breeders add Daily Essentials to this type of diet their chick numbers increase substantially.

Mineral deficiencies

During the ripening process many minerals flow down the sap and into the soil. There they are available for the next generation of plants to use. This means that dry seeds are often mineral deficient. Fortunately Daily Essentials also contains a broad range of different minerals. But the form of minerals that we use is totally unique.

In active, living plants and animals many minerals are tied up with complex molecules like

Diets as good as the wild?

proteins. Probably the most well known example is the iron in the haemoglobin in your blood but magnesium linked to the chlorophyll in plants is just as good an example.

When your bird eats these living nutrients these molecular connections remain intact and this makes it much easier for the gut wall to grab hold of the mineral and absorb it. In effect little "molecular pumps" in the gut wall hurl the minerals into the bloodstream.

Unfortunately during the ripening process in seeds many of these protein/mineral bonds are broken (the chlorophyll breaks down which is why a green leaf turns brown). A lot of the minerals are lost down the sap to the soil and many that remain are difficult for the bird to absorb.

The "Rapisorb" minerals that we use in Daily Essentials mimic the quality of the minerals that wild birds get from lush, green foods. So this unique technology ensures that the minerals you provide your birds get into the bloodstream instead of being wasted by passing out in the droppings!

Calcium

So your birds are now getting a daily vitamin/mineral supplement. What else do they need? Well some of them (particularly hens and chicks) will require a calcium supplement too. Calcium deficiency is probably an even bigger problem for world bird keeping than vitamin A deficiency. And this despite the tonnes of cuttlefish bone fed every year!

Most of the cuttlefish eaten goes straight out in the droppings. The difficulty with calcium is getting it to dissolve inside the gut. So we have developed a super-saturated calcium solution called Calcivet. More than that Calcivet uses a chelated mineral technology similar to the

'Rapisorb' minerals. So it is easily absorbed and quickly gets to the bones, nerves and muscles where it is needed. It is such an effective calcium source that most of the year you will only need it once a week (twice for African greys and eclectus).

By now you probably understand why Daily Essentials (powder) and Calcivet (liquid) are the two products that make up the supplements system for non-breeding birds. Daily Essentials

comes in a selection of grades for different birds. Wherever possible we recommend Daily Essentials3 (or its stronger cousin BirdPark Essentials) added to softfoods, fruits or vegetables as these have other important benefits over in-water supplements (see later in this article on page 10).



Calcium for breeding

When egg laying commences increase Calcivet to three to five times a week. You will get more eggs, fitter hens that don't struggle with egg-laying and strong boned chicks.

Hens require extra calcium to make good quality egg shells. As most birds only carry enough calcium stored in their bones to make about three eggs Calcivet normally increases clutch sizes, ensures good shell quality and minimises stress on your hens.

Young birds require plenty of calcium for strong bone formation and efficient nerve and muscle function. Insufficient calcium can lead to young birds having trouble flying and perching properly. Calcivet should be continued through the breeding season at the five times a week rate to maintain their natural reserves of this precious mineral.

In very hard water areas it may be possible to use Calcivet at lower application rates or less frequently.

Continued page 10

Simple guide to supplementation

A supplements
free of charge. E
www.birdcarec

Season →		Maintenance (including pet birds)	Lead-up to breeding	E
Target nutrition level →		Low	Rising	
All-year-round supplements	Calcivet	Once or twice a week	Once or twice a week	
	† Daily Essentials ³	Daily	Daily	
	‡ Feast (or Flourish)	Daily	Feed daily and increase quantity weekly	
Breeding supplements (in addition to those above)	ProBoost SuperMax	None	Options for ProBoost SuperMax: Feed daily, gradually increasing quantity supplied OR Start at once a week and increase frequency during period Feed an increasing quantity daily	
	Potent Brew	Only if below par		Ev m

*We have divided the year into four periods. "Maintenance", "Lead-up to breeding", "Breeding", "Moulting and young birds".

*The principle is that we take the birds from a lower nutritional level (maintenance) to a higher level (breeding). This change of nutrition is the major stimulus into breeding condition. If birds come into condition quicker than planned, pair them up!

†There are many nutritional and cost benefits to adding supplements to food not water. If you must supplement through the water you can

supplement with Daily Essentials¹, Daily Essentials² or Fussy Feeder Essentials. Please contact us for advice first.

‡For budgerigars, canaries, finches and small parrots Feast is the basis of this diet. All supplements are added to the Feast for maximum effect and economy.

For parrots eating fresh fruits and vegetables, instead of Feast, include Flourish in the supplements package and add them all to the fresh foods.

*Add Aviclens to drinking water and soaked

plan tailored to your individual flock is available
 Ring 0845 130 8600 or visit our web site:
www.peterdunn.co.uk/Supp_Plans/supp_plans.html

Breeding season	Young birds and moulting pet birds
High	Moderate
3-5 times a week (less if very hard water area) Increase only when egg laying starts	Once or twice a week
Daily	Daily
Daily	If moulting birds are struggling then switch from DE3 to Feather-Up, or add a little ProBoost SuperMax to the DE3
Daily	None
Every day starting one month before pairing	Once or twice a week

seed. Do not mix Aviclens and Potent Brew in the same water - Aviclens kills the beneficial bacteria in Potent Brew when mixed in the same water.

*Remember to give Guardian Angel to any bird that looks below par as soon as you spot it. Delay costs lives!

*Disinfect cages etc regularly with Avisafe for control of yeasts, fungi and viruses as well as bacteria. It's also a fantastic cleaner for drinkers, seed dishes, cages, nest boxes, incubators, brooders and utensils. So it makes the job easy.

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?

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.

Poor bone formation and splayed legs in nestlings and poor co-ordination in recently fledged babies are also common symptoms.

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.

Calcivet 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. Calcivet pays for itself many times over just in increased chick numbers!

Diets as good as the wild?

Protein, protein, protein - critical for top breeding results

Nowhere in the world has a climate that is totally stable. Whether it is summers and winters, or wet seasons and dry seasons, everywhere has some sort of seasonal variation.

This has an impact on the growth of plants. Most animals and birds respond to these seasons by breeding in the good times (summers and wet seasons). "Good" in this sense involves both quantity and quality of food.

During dry seasons and winter most plants are relatively dormant. As food sources they are poor - low in protein, minerals and vitamins. When the season improves they start to grow and the level of nutrients in them rises. This makes them much better food. The most important change is the protein level.

Rapidly growing young birds require a lot

of protein for good growth. 20% is a fair rule of thumb though percentages can be misleading. Diets high in fats and oils will need much higher protein percentages to achieve the same effect. So, as the protein level of the diet increases, this sends a message to the adult birds that raising chicks is likely to be a good prospect.

Traditional captive bird diets have protein levels between 8% and 12%. These are too low for either good adult breeding stimulation or maximum chick growth.

There are two ways to improve dietary protein. The first is to add limiting amino acids to the diet. This guarantees (if you add enough) that the bird can utilise all of the protein in the seed, fruit or pulses that you are feeding it. To achieve this simply feed Daily Essentials3 or BirdPark Essentials in a good quality eggfood like Feast or on fruit and vegetables or on pulses. For a fuller explanation of how amino acids affect the amount of protein your bird can use from its diet see the 'protein quality' article on our web page or ring us to send you a copy.

One of the benefits of this system is to help maintain your birds at the correct bodyweight - not too fat! But it does not provide enough protein for maximum stimulation of breeders.

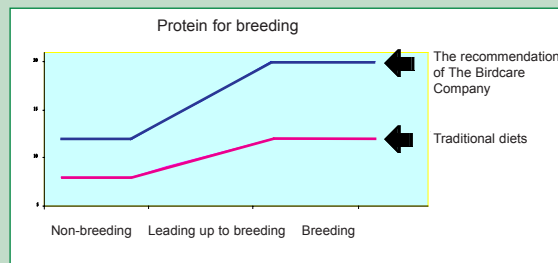
To stimulate breeding the second method is to add ProBoost SuperMax to the same foods. ProBoost SuperMax is a very high (84+%) protein supplement that works wonders for fertility, chick growth and feather quality.

Our objective is to allow the birds to control their own dietary protein by offering them both high and low protein foods simultaneously. So we feed the Feast/ProBoost SuperMax mixture or fruit and vegetable/ProBoost SuperMax in one container and the "low protein" seed in another.

The fertility and feather quality benefits of these

additives are very significant. And, as the birds eat less when the protein levels are higher, your seed bill drops as well!

Peak digestive performance



The digestive system of birds is very easily upset. Any slight stress causes a reduction in the blood supply to the gut. The biochemical conditions then change reducing the effectiveness of the gut and increasing the risk of infection by harmful bacteria. We have two ways of helping to maintain a healthy digestive system.

Firstly our Feast softfoods and Flourish supplement contain herbs that help to maintain the gut environment in top condition for beneficial bacteria to thrive. This is called a prebiotic effect.

The second method is to keep the gut topped up with beneficial digestive bacteria which also keeps the bad bugs under control and ensures that as much of the food as possible is actually absorbed into the bloodstream. This is the job of a probiotic.

Many breeders and vets have now demonstrated to themselves the superiority of Potent Brew over the traditional, dried probiotics. Potent Brew works so well because it contains bacteria that act immediately they get into the gut (they don't have to rehydrate themselves like dried probiotics do) and it also contains enzyme components for active

Diets as good as the wild?

food digestion.

However only buy Potent Brew in small quantities, as it is a live product with a short shelf life (4-6 months).

Because Potent Brew stimulates efficient gut function and so improves the bird's ability to absorb nutrients it contributes to bringing adult birds into breeding condition.

When young chicks hatch they should have no bacteria in the gut. They rely on their parents to supply them with their food. Potent Brew in the food starts the chicks digestive system off very quickly ensuring rapid early growth and excellent resistance to otherwise dangerous digestive diseases.

During the breeding season we now give the babies even more support with ProBoost SuperMax. Amongst many other things ProBoost SuperMax contains herbal extracts designed to help the good bacteria in the gut and to help the young birds' poorly developed natural immune system work to the best possible effect.

So ProBoost SuperMax and Potent Brew are the two supplements that stimulate breeding condition, improve fertility and give chicks a fabulous start in life.

Self medication

Wild birds and animals consume a broad range of different medicinal herbs and minerals that help to both treat and prevent various illnesses. These specially selected ingredients are to be found in a number of our products. They have been chosen for their safety and effectiveness.

These ingredients provide three main benefits. Firstly they support the immune system so increase the birds resistance to disease. Secondly they create an attractive environment for beneficial bacteria in the gut so encouraging the 'natural' flora to flourish. And finally they help control selected disease causing germs such as coccidia. You will find these exciting herbs in Feast, Flourish, BioPlus, Guardian Angel and ProBoost SuperMax.

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 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.

Water - the big killer?

At The Birdcare Company we are passionate 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 water hygiene.

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 **Aviclens** to your birds' water prevents the germs from multiplying so keeping it totally safe and crystal clear.

Totally safe

Aviclens 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 the bird's health and it doesn't build up in 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.



Germs from a budgie dropping grow in the water in the right hand dish but not in the left hand dish which also contains some Aviclens.

Continued page 13

Supplement plans

It can be a little daunting to try to estimate how much of each supplement you should use for your own collection. So we have developed supplement plans that can be tailored to your unique circumstances. Your plan shows you how to change your birds' nutrition for maximum breeding effect. It also provides alternative product suggestions for small and large collections and helps to estimate your annual and seasonal supplements needs.

Supplement plans are available by ringing our free advice line on: 0845 130 8600 or by downloading the program from our web site: www.birdcareco.com/Supp_Plans/supp_plans.html

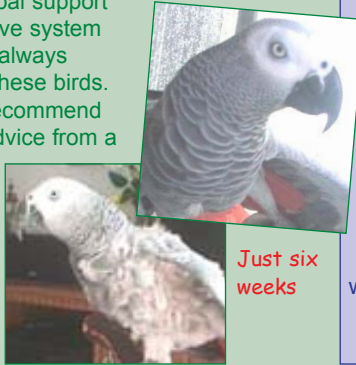
Feather problems?

Our experience is very simple. Most feather pluckers have not been getting enough calcium in their diet. We always recommend Daily Essentials3 (or Feather-Up), Calcivet and Potent Brew.

This combination provides nutrients for feather growth, nutrients to calm stressed birds and herbal support for the digestive system that is nearly always struggling in these birds.

Often we recommend owners get advice from a competent parrot behaviourist.

Ring our free advice line and see if we can help you.



Just six weeks

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 Calcivet 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 (Lincs)

We have lots of evidence that feather problems are often nutritional in nature. The Gouldian finch (below) was just one of fifty that Lorraine McGinnis in Atlanta, Georgia rescued. They all responded like this to our supplements!



Just six weeks



Just three weeks and this 'too shows great improvement.

Continued from page 12

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

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.

Avisafe disinfectant/cleaner is effective against viruses, fungi, yeasts and bacteria - yet it is very safe for you and your birds. This product

is very widely used by many veterinary clinics.

Avisafe 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 Avisafe 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.

Lincolnshire
June 2003

Dear Mr Green,

I rang The Birdcare Company a month ago regarding the problems I was experiencing with my African Grey Parrot. He had begun to feather pluck and had a nervous twitch to his head. We took him to an avian vet, who ran blood tests and examined him for neurological problems. Nothing was detected except he was a little low on calcium.

It was recommended that he have Calcivet in his water once weekly and Daily Essentials¹ also in his water. I was also advised to change his seed to pellets. This was a disaster. He refused the pellets, seemed very stressed and his symptoms grew steadily worse.

By this time he resembled an oven ready chicken! I was certainly feeling that I was letting my friend down very badly. I looked for advice on the Internet and tried everything suggested. I filled his cage with interesting toys, studded apples with sunflower seeds and hung them up for him, and generally felt very guilty because the general opinion seemed to be that my bird must be either bored or scared. I had to stop leaving his cage door open for him because he could no longer fly and would belly flop onto the floor.

Because I was already using your products I decided to ring your advice line almost as a last resort. After taking a lot of details about Max and his diet I was advised to use 15 drops of Calcivet five days a week for a month and 3 big pinches of Daily Essentials³ and some Potent Brew daily. I was only to give him the supplemented fruit and not to offer seed until he had finished it all. The results have been amazing!

At the end of week 1 we could see an improvement and things improved thereafter at such a pace that at the end of the month he is almost fully feathered. He is a lot happier in himself, the head twitching is virtually non-existent and I feel I've witnessed a minor miracle!

I know that feather plucking is a common problem with Greys and I really wish that somehow all owners who are suffering along with their birds could try this approach. Thank you once again for your marvellous advice!

Mrs Jeanette Addison

Key product guide

This page contains the most important products from The Birdcare Company range. For more information or information about other products please contact our advice service (see page 3 for full contact details).

All year round products

Feast - Herb enriched softfood. Available in many different flavours and types. Feed daily.

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.

Calcivet - 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).

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

Raptor Essentials and **Raptor Breeder Essentials** for birds of prey and other carnivorous birds.

Insect Essentials for insectivores.

Fussy Feeder Essentials for sunflower junkies.

Breeder supplements

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

Potent Brew - Powerful liquid probiotic. Daily before and during breeding.

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

Hand rearing supplements

Formula Plus - Supplement containing our unique ingredients for addition to commercial or home made hand rearing foods.

Health support products

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

Poly-Aid - 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 specific moulting problems.

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

Colloidal Silver - anti-microbial drink or wash.

Spark - Electrolytes and long term energy.

Potent Brew - Powerful liquid probiotic. Daily before and during breeding.

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

Hygiene products

Avisafe - Halogenated tertiary amine disinfectant cleaner. Broad spectrum activity (kills yeasts fungi, viruses and bacteria), low allergy, long life when mixed. Used by many veterinary clinics.

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

Arcadia lighting

UV balanced tubes, long life bulbs and reflectors for use in bird rooms.

Nectar Foods

Golden Tropic - **Lori Nectar** and **Golden Tropic** - **Small and Active** - Complete foods with complex carbohydrates, high value protein, vitamins, minerals, Omega 3 fatty acids, high fibre content and Flourish herbs. For loris or small nectar feeders.

Complete pet bird foods

Banquet Gold Label - **Parrot** and **Banquet Gold Label** - **Budgie/Parakeet** - Fully supplemented complete foods based on a combination of the very cleanest seed and dried fruit mixtures and Feast.

Breed more babies!



UK parrot breeder, Mary Haslam, is typical of people who, feeding a varied diet of seeds, pulses and

fresh foods, thought she was providing everything her birds needed for success. Yet her breeding results were patchy. On March 3rd 2002 she purchased BirdPark Essentials, Calcivet, ProBoost SuperMax and Potent Brew at the Stafford Spring Show and her chick production rate jumped immediately.

By the end of July citron cockatoos that had never bred before had five babies and were sitting on more eggs. A pair of medium sulphurs that had produced just one chick in each of the last two breeding seasons already had four this summer. Two pairs of greys had produced six chicks (from six eggs). And the list goes on....

"I am absolutely delighted with the birds this year. I never realised they could look so good and be so productive" said Mary.



Mike Knight and Ivana Clarke (Livestock manager)

WILTSHIRE PARROT BREEDING AND CONSERVATION SANCTUARY

Dear Malcolm,

As one of your first customers many years ago, it is pleasing to see that the level of quality of your products and service to customers has remained consistently high, something which is sadly lacking in many other avicultural suppliers.

We believe that your products have been instrumental in the continued consistent breeding successes over the years. Being breeders of rare and endangered parrots, quality not quantity is our priority, and for this reason you can be assured of our custom in the future.

Regards from

The Birdcare Company breeding system for almost all birds

Daily Essentials³

Calcivet

Feast or Flourish

ProBoost SuperMax

Potent Brew

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

Your retailer: