

WILD BIRD CHICKEN & FOWL Product Catalog



BROWN'S[®]

*When it's more than
just a hobby!*[®]

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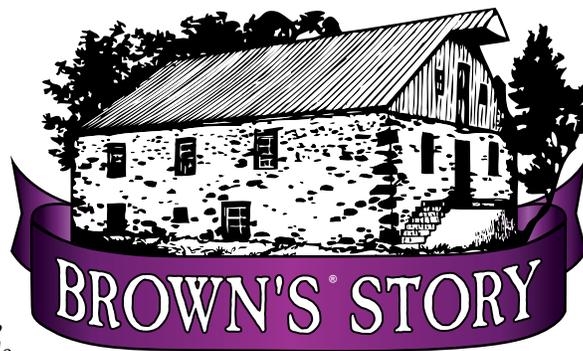
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Brown's® Proudly Supports:





My Great-Great Grandfather, powered grist mill in 1843. (It's and protected as a national historic landmark that still stands today). He used mill stones to grind the grains to produce farm animal feed and flour from the wheat he grew on his farm.

George Brown, built a water featured in the illustration above

Franklin Brown, one of George's sons, joined his father in the business that he directed until he retired in 1920. As our country was celebrating the dawn of the 20th century, Brown's business started on its path of expansion and growth with the addition of Franklin Brown's four sons, the third generation, into the family business.

The four sons formed a partnership called F.M. Brown's Sons that was later incorporated in 1948. Each son successfully established separate but supporting divisions of F.M. Brown's including a large animal food division in Birdsboro, PA; the flour division in Sinking Spring, PA which later moved into a new plant in Fleetwood, PA; a working farm in Douglassville, PA and a fuel oil and coal division in Reading, PA. Later, their sons, the fourth generation of Brown's, entered the corporation.

In 1960, Harvey Brown, my Father and a member of the fourth generation of F.M. Brown's, moved his family to Sinking Spring, PA and began selling large animal foods that were produced by his brother in Birdsboro, PA. Harvey enjoyed a thriving business and had many trucks lined up waiting to be loaded with feed for their farm animals.

He then began to notice that farmers in the area were selling their land to developers and that it was time to think about the prospect of reinventing his business. Harvey noticed that people in the suburbs were setting up wild bird feeding stations in their backyards. He enjoyed the hobby but had difficulty finding a good quality wild bird food in the area. He began to explore the business of producing wild bird food at his facility. He channeled his entrepreneurial spirit, did his research, and spent endless hours setting up the plant to produce and package wild bird food. This was a brand new venture for F.M. Brown's.

With blood, sweat and tears, Harvey built his division from the ground up and made innovations in manufacturing procedures, including his exclusive five-stage cleaning process. He had no tolerance for dust, dirt or inferior ingredients. With his high standards, he established us a hobbyist quality wild bird food company that caters to people who are true hobbyists, interested in bringing beautiful songbirds into their backyard feeding stations. His loyal customers were so impressed with his wild bird food that they asked him to produce companion pet foods as well. He remembers when he received his first full truckload order for wild bird and companion pet food and how he celebrated that day.

Now under the supervision of the fifth generation of Brown's, Marianne Brown Egolf as Manager of the division and Sue Brown as Sr. Vice President of Sales and Marketing, we have expanded the Sinking Spring facility in order to keep up with the demand for our trusted brands, licensed products, and private label companion pet and wild bird products that are sold and recognized throughout the world. We're proud to have "stepped up to the plate" and reinvented the business again. My dad, Harvey Brown, was there to guide us all the way through the expansion with encouraging words and instilling us with his values, high standards, and work ethic. He still is actively involved in overseeing the business and we consult him regularly.

F.M. Brown's has grown into five privately held manufacturing facilities with divisions that include fuel oil and coal, a working farm, pigeon feed, grass seed, companion pet food and treats, wild bird food, equine treats, pond food, farm animal foods, and of course flour for the snack industry. We'll continue our legacy into the sixth generation who will hopefully one day pass the business onto their children...

the 7th generation of Brown's.

FROM OUR FAMILY TO YOURS!



Dear Valued Customer,

People who read our story often ask how F.M. Brown's survived for so many years and into the 6th generation of Brown's. How did we beat the stiff odds against us? What is the secret to the long-term success of a family owned and operated business?

First and foremost, the goal of our company is to endure long-term. All of our decisions are based on expanding and building the corporation for the next generation. Being a family owned business, we are afforded the luxury of not having to answer to public shareholders who demand short term profits and instant fixes. Instead, we can take time to strategize, adapt to and overcome any unfavorable conditions by working through them as a committed family team in order to continue our legacy. There is no tolerance for jealousy, selfishness or entitlement. We strive to do the right thing for our business, our family, our employees and our customers.

F.M. Brown's has successfully reinvented itself throughout the generations while retaining its core values based upon tradition, strength and integrity. As a member of the fifth generation of F.M. Brown's, I'm proud to say that we also successfully contributed to our history of reinvention by expanding our facility and improving our products, our packaging and our sales and marketing efforts. "Stand still and die." "Grow responsibly and flourish." Those are our mottos. There are times when one of us feels like giving up; but which of us wants to go down in our history as the "generation who failed?" How's that for motivation?

We have an unshakable family strength and stick together through thick and thin. We endure, grow and learn together. We still have old fashioned Friday night family dinners at our parent's farm where we gather to eat my Mother's wonderful cooking and decompress from our long work week. We try to keep our discussions focused on the family and not the business during these meals. We nurture our children and encourage them to go their own way and pursue their interests hoping that they'll bring back new ideas and thoughts about expanding the business. I cannot wait to see what the next generation has in store for us. That's what makes it all worthwhile.

Lastly and most importantly, we want to express our heartfelt gratitude to all of our loyal customers. We respect the fact that our continued success is dependent upon our customers who continue to purchase our products and provide us with the encouragement to continue our legacy.

Thank you for allowing me to share a bit of our journey and history with you and please feel free to browse through our catalog. We truly are more than you imagined.

Sincerely,


Sue Brown
Senior Vice President, Sales & Marketing
F.M. Brown's Sons, Inc.

205 WOODROW AVENUE SINKING SPRING, PENNSYLVANIA 19608

We're More Than You Imagined!

From New York to California; From the United States to the four corners of the earth, Brown's® is there with our large variety of branded, licensed and private label companion pet and wild bird products.

We're known throughout the world for the following:

- Our complete assortment and variety of unique items are developed and designed by our innovative research and development team to stand out from the rest and always be on cutting edge of the category.
- Our use of only the finest quality and healthy ingredients available to us locally and from around the world.
- Our state-of-the-art barrier-bag, vertical packaging, color coding of products by animal, dynamic graphics,; along with important animal care information and feeding instructions are incorporated into every package.
- Our ground-breaking 5-Stage cleaning process that virtually eliminates dust and dirt in our products.
- Our promotional event calendars, our sales and marketing team that consists of experts in the companion pet and wild bird category, our excellent support staff including our customer service department and quality control using ISO 9001 standards, all work towards our goal of making your experience dealing with Brown's® a choice that can always be depended on to exceed your expectations in category management and profitable sales.
- Our 6th generation of family members who own and operate Brown's® and whose goal is to constantly improve our facilities, products and quality control.

Check us out online!

Brown's® designed a state-of-the-art product and resource database to better connect to the community and give our customers easy access to up-to-date information.

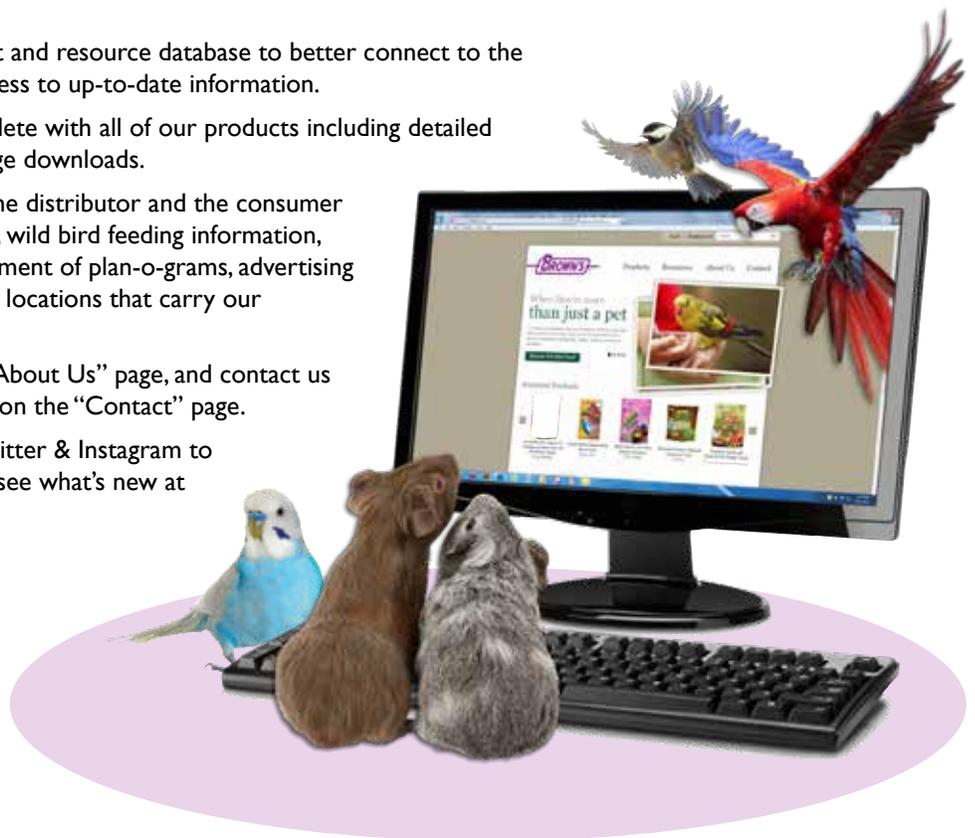
We developed a full product database, complete with all of our products including detailed descriptions, product specifications, and image downloads.

We also provide a variety of resources for the distributor and the consumer including catalog downloads, pet care sheets, wild bird feeding information, helpful hints, news from Brown's®, an assortment of plan-o-grams, advertising examples, logo downloads, and links to retail locations that carry our products.

Learn about our rich family history on the "About Us" page, and contact us anytime by completing a brief questionnaire on the "Contact" page.

We're social too! Follow us on Facebook, Twitter & Instagram to find out what our customers are saying and see what's new at Brown's®.

Explore all of the great features listed above and more at www.fmbrown.com



Features & Benefits

BARRIER BAG FOR LOCKED IN FRESHNESS



FEATURE

ESL (Extended Shelf Life):

Brown's® is the first company to research and successfully initiate "ESL" packaging in the companion pet and wild bird industry. Our "ESL" system uses special barrier film that ensures low oxygen and moisture transfer through the packaging material. We also flush our packages with CO₂. Our "ESL" logo appears on all barrier, gas-flushed bags.

BENEFIT

It greatly enhances the internal packaging. It ensures a fresh, highly nutritional product, protects the deterioration of nutrients, virtually eliminates naturally occurring insects & external cross-infestation and provides stronger bag seals.



FEATURE

"ALL-Natural" Logo

Look for this seal on our wild bird products and you'll know that you have the best that nature has to offer.

BENEFIT

Easy "All-Natural" identification of the product your customer desires.

FEATURE



5-Stage Cleaning Process:

Brown's® goes beyond the industry norms by utilizing our "5-Stage Cleaning Process" that removes unwanted foreign matter.

BENEFIT

Look in the window of our packages and notice how clean, fresh and wholesome the ingredients are. This process ensures that we provide the cleanest product available with virtually no dust or dirt in the bags.

FEATURE

Product & Packaging Innovations:

Brown's® is recognized as the leader in product and packaging innovations in the pet and wild bird industry.

BENEFIT

We create outstanding packaging and graphics, with important nutritional information on every product. Our products are their own "salespeople" and will inform your customers about the benefits of the product.



Plan-O-Grams, Displays & POP

Brown's® offers standard and custom tailored plan-o-grams, displays and POP to fit the needs of your store... and your valued customers.

We offer 3', 4', 8' and 16' standard plan-o-grams designed to maximize retail space and increase sales & profits. Choose from one of our pre-existing plan-o-grams or let us customize something to fit your needs.



Brown's® Unique Good - Better - Best Brands Provide Upgrading Opportunities

Enhanced Benefits at Every Level!

GOOD

BETTER

BEST

GOOD ▶

Premium



Value Blend Select™ is one of our most popular brands of wild bird food. Our value priced foods are perfect for the novice wild birder or for the hobbyist on a budget.

Brands: Value Blend Select™

BETTER ▶

Super Premium



Our premium Song Blend® Supreme contains more of the preferred seeds that birds love. Our individual ingredients are all cleaned, packaged and ready to pour into backyard feeders to attract specific birds to the feeders.

Brands: Song Blend®

BEST ▶

Super Premium Gourmet



Our Bird Lover's Blend® gourmet blends are designed for the experienced hobbyist as well as the novice birder. These mixes contain only high-end premium ingredients that are blended to meet the nutritional requirements and desires of most songbirds.

Brands: Bird Lover's Blend®

SPECIALTY ▶



Brown's® Garden Chic!® specialty line of wild bird products contains convenient and easy-to-use instant feeders, seed and suet cakes for year-round feeding, hummingbird nectar, wild bird feeders, and more!

Brands: Garden Chic!® & Brown's®



Value Blend Select™ has the sales power of the Brown's® brand name behind it. Its value price-point encourages the initial consumer purchase and also promotes future purchases of Brown's® higher-end product selections.

- Natural select seeds & grains
- For all seasons & regions
- Value price point



Greater Value Price Points for 18 lb, 20 lb & 40 lb Pallet Quantities!

Value Blend Select

A blend of milo, cracked corn, millet & 2% sunflower seeds.



Item#	Product Description	Cs. Pk.
40992-4	3 lb.Value Blend Select™ (Barrier Bag)	12
41010-4	4 lb.Value Blend Select™ (Barrier Bag)	12
40997-9	8 lb.Value Blend Select™ (Barrier Bag)	6
40911-5	15 lb.Value Blend Select™ (Barrier Bag)	3

Item#	Product Description	Cs. Pk.
40993-1	18 lb.Value Blend Select™ (Poly-Woven Bag)	1
41003-6	20 lb.Value Blend Select™ (Poly-Woven Bag)	1
41002-9	20 lb.Value Blend Select™ (Barrier Bag)	2
40990-0	40 lb.Value Blend Select™ (Poly-Woven Bag)	1



Song Blend® Supreme Buffet adds supplemental sales to your wild bird program. It's the next step-up in our wide-range of products that support Brown's® Good, Better, Best Program. We added more of the ingredients to the mix preferred by backyard wild birds.

- Premium blend of natural seeds & grains
- Corn free blend
- Barrier, gas-flushed, laminate bags in popular sizes



Supreme Buffet

Ingredients include white millet, milo & 5% sunflower seeds.



Item#	Product Description	Cs. Pk.
41027-2	5 lb. Supreme Buffet (Barrier Bag)	8
41025-8	10 lb. Supreme Buffet (Barrier Bag)	4
41023-4	20 lb. Supreme Buffet (Barrier Bag w/ Zipper)	2



Add **Song Blend®** premium wild bird single ingredients to your wild bird set and watch your sales soar! Consumers use them to customize their own personal blends to attract the wild birds and wildlife of their choice. Choosing only the best ingredients, our “Packed-Fresh” packing process and “Barrier Bags” protect long-term freshness and product quality.



**Sunflower
Hearts & Chips**

- Provides seeded energy & protein
 - No waste
- Irresistible to most wild birds



**Dark Oil
Sunflower Seeds**

- Favorite food of most songbirds
 - High in fat & protein
- Clean & healthy food source



**Striped
Sunflower Seeds**

- Provides maximum nutritional value
 - Irresistible to large songbirds
- Supplies needed energy & protein

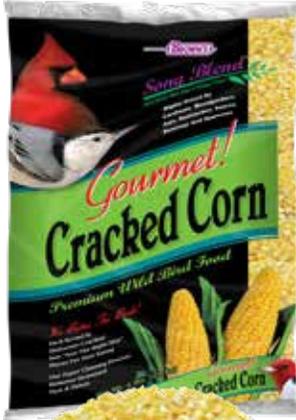


**Very Cherry™ Cherry Scented
Dark Oil Sunflower Seeds**

- Attract more colorful backyard birds than ever before!
 - The #1 seed choice for backyard birds
 - Brown's® exclusive

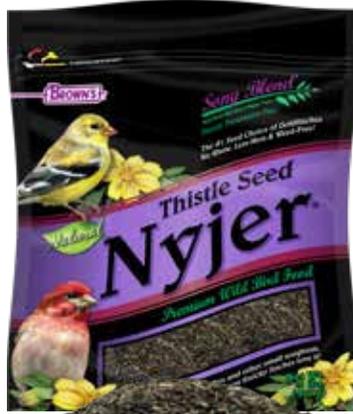
Item#	Product Description	Cs. Pk.
41304-4	3 lb. Sunflower Hearts & Chips (Barrier Bag)	6
41303-7	25 lb. Sunflower Hearts & Chips (1 PALLET MIN)	1
41302-0	50 lb. Sunflower Hearts & Chips (1 BAG MIN)	1
41252-8	2 lb. Dark Oil Sunflower Seeds (Barrier Bag)	15
41247-4	5 lb. Dark Oil Sunflower Seeds (Barrier Bag)	6
41244-3	8 lb. Dark Oil Sunflower Seeds (Barrier Bag)	3
41254-2	10 lb. Dark Oil Sunflower Seeds (Barrier Bag)	3
41243-6	20 lb. Dark Oil Sunflower (Poly-Woven Bag)	1

Item#	Product Description	Cs. Pk.
41242-9	40 lb. Dark Oil Sunflower (Poly-Woven Bag)	1
41265-8	2 lb. Striped Sunflower Seeds (Barrier Bag)	12
41264-1	10 lb. Striped Sunflower Seeds (Barrier Bag)	3
41263-4	25 lb. Small Striped Sunflower Seeds (1 PALLET MIN)	1
41262-7	40 lb. Small Striped Sunflower Seeds (1 PALLET MIN)	1
41283-2	25 lb. Jumbo Striped Sunflower Seeds (1 PALLET MIN)	1
41282-5	50 lb. Jumbo Striped Sunflower Seeds (1 BAG MIN)	1
41236-8	3.5 lb. Song Blend Cherry-Scented Dark Oil Sunflower Seeds	3



**Gourmet!
Fine Cracked Corn**

- Premium corn that's cracked to just the right size for wild birds
- Natural source of essential vitamins A & C
- Provides essential energy giving calories



**Nyjer®
Thistle Seed**

- "Weed-free" thistle seed that even the most finicky finches love!
- 100% edible
- The right sized seed for tiny finches



**Unsalted-In-Shell
Whole Peanuts**

- #1 prized treat of squirrels & songbirds
- Blue jays, woodpeckers, titmice, chickadees, nuthatches, cardinals & other wildlife love in-shell peanuts



**Shelled
Peanuts**

- Rich in oils & fat
- No shells means no waste
- High in calories & protein



**Roasted!
Peanut Chips**

- Maximum flavor & aroma
- Just the right size for small beaks
- Supplies needed energy & protein



**Premium White
Safflower**

- Excellent squirrel deterrent
- Prized by cardinals

Item#	Product Description	Cs. Pk.
41139-2	4 lb. Gourmet Fine Cracked Corn (Barrier Bag)	12
41331-0	2 lb. Nyjer® Thistle Seed (Barrier Bag)	6
41329-7	5 lb. Nyjer® Thistle Seed (Barrier Bag)	6
41324-2	25 lb. Nyjer® Thistle Seed (1 PALLET MIN)	1
41323-5	50 lb. Nyjer® Thistle Seed (1 BAG MIN)	1
42197-1	2 lb. Natural Unsalted-In-Shell Whole Peanuts	4
42179-7	10 lb. Natural Unsalted-In-Shell Whole Peanuts	3
42184-1	25 lb. Natural Unsalted-In-Shell Whole Peanuts (1 BAG MIN)	1
42183-4	50 lb. Natural Unsalted-In-Shell Whole Peanuts (1 BAG MIN)	1

Item#	Product Description	Cs. Pk.
41168-2	3 lb. Shelled Peanuts (Barrier Bag)	6
41171-2	8 lb. Shelled Peanuts (Barrier Bag)	4
42187-2	25 lb. Shelled Peanuts (1 BAG MIN)	1
42195-7	50 lb. Shelled Peanuts (1 BAG MIN)	1
41163-7	3 lb. Roasted Peanut Chips (Barrier Bag)	6
41166-8	20 lb. Roasted Peanut Chips (1 PALLET MIN)	1
41162-0	50 lb. Roasted Peanut Chips (1 BAG MIN)	1
41184-2	3 lb. Premium White Safflower Seeds (Barrier Bag)	6
41183-5	25 lb. Premium White Safflower Seeds (1 PALLET MIN)	1
41182-8	50 lb. Premium White Safflower Seeds (1 BAG MIN)	1



Premium sales are sweeping the category. Do your stores have the products required to compete?

Step up to **Bird Lover's Blend®**, our top-of-the-line brand of gourmet wild bird food blends, designed for the experienced hobbyist and novice alike. They're formulated to attract the most desirable, colorful songbirds during all seasons and in all regions. The colorful packaging acts as its own salesperson with bold graphics and descriptive usage information on every bag.

Survival Blends

Our survival blends are specifically formulated to help birds survive in difficult situations throughout the year. Wild birds require specialized diets high in energy and fats during migration, breeding, and the cold winter months. We've created a unique selection of to help wild birds thrive during these stressful times.



Hi-Energy Plus™ with Mealworms

A mix of white proso millet, black oil sunflower seeds, safflower and freeze-dried mealworms.

- Filler free blend attracts insect-eating birds
- Mealworms are an excellent source of protein & fat



Hi-Energy Plus™ with Peanuts

A mix of white proso millet, black oil sunflower seeds, safflower and shelled peanuts

- Peanuts are energy rich and highly prized by songbirds of all sizes.

Fruit & Nut Blends



Nut, Fruit & Berry

Jam-packed with black oil sunflower seeds, safflower seeds, plus real peanuts, raisins (golden & dark), papaya, mixed tree nuts, dried cranberries and apples.

- No waste & filler free
- Over 30% real fruit, nuts & berries
- Attracts all fruit-eating birds



Real! Fruit & Nut

Loaded with millet, sunflower seeds, cracked corn, plus real peanuts, raisins, bananas, papaya, pineapple, almonds, coconut chips and apples.

- No waste, gourmet blend
- Free of filler seeds
- Lots of energy giving fruits, grains & seeds



Woodpecker & Songbird Trail Mix™

Black oil sunflower seeds, mixed tree nuts, corn, peas, pineapple, papaya, peanuts, raisins & more.

- Larger songbirds & woodpeckers love this blend
- With Brown's® exclusive blueberry-coated peanuts

Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
40843-9	5 lb. Hi-Energy Plus™ with Mealworms	3	40869-9	5 lb. Nut, Fruit & Berry	6
41076-0	5 lb. High Energy Plus™ with Peanuts	3	41093-7	4 lb. Fruit & Nut	6
			41156-9	5 lb. Woodpecker & Songbird Trail Mix™	3

Songbird Blends

Our upscale songbird blends appeal to most birds because we've selected the types of seeds, fruit, nuts and grain they crave.



Gourmet Songbird

A combination of black oil and striped sunflower seeds, millet, cracked corn, safflower seeds, almond pieces, sunflower kernels, dehydrated apple dices & vitamin/mineral supplements.

- Real apple dices & almond slices attract songbirds
- 60% oil seeds including black oil & striped sunflower seeds, safflower seeds and sunflower kernels



ATTRACT!®

Ultimate Birder's Choice

A gourmet mixture of shelled and roasted peanuts, sunflower seeds, sunflower hearts, cashews, almonds, pecans, raisins, safflower, millet, and more!

- The ultimate blend for wild bird enthusiasts
- Attracts the greatest variety of colorful songbirds



Songbird Deluxe

Blended with white proso millet, black oil sunflower seeds and cracked corn.

- Attracts a large variety of backyard birds
- Over 25% dark oil sunflower seeds
- Provides needed energy for all outdoor conditions

Specialty Blends

Our species specific blends are formulated to attract desired songbirds to backyard feeding stations. We've developed these specialty blends to address specific wild bird feeding challenges.



Cardinal Buffet

Packed with sunflower seeds, safflower seeds, peanuts and golden raisins.

- Contains the favorite ingredients of cardinals
- Raisins & peanuts are energy packed
- Discourage squirrels with safflower seeds



No Waste Blend

(Over 55% Peanuts & Sunflower Hearts)

A combination of sunflower kernels, shelled peanuts, hulled white proso millet and cracked corn.

- 100% edible
- Less mess & clean-up
- No shells on any of the ingredients



All Seasons & Regions! Banquet

A mixture of black oil sunflower seeds, white & red proso millet, canary seed, cracked corn, striped sunflower seed, safflower seeds, Nyjer and roasted peanut chips.

- Perfect blend for all seasons of the year
- Attracts a wide variety of wild birds in all regions
- High-energy blend to help birds thrive

Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
41074-6	5 lb. Gourmet Songbird with Almonds & Apples	3	40890-3	7 lb. Songbird Deluxe	6
41090-6	7 lb. Gourmet Songbird with Almonds & Apples	6	41083-8	7 lb. Cardinal Buffet with Raisins & Peanuts	6
41100-2	40 lb. Gourmet Songbird (Poly-Woven Bag)	1	40898-9	5 lb. No Waste Blend	3
41098-2	4 lb. Attract® Ultimate Birders' Choice	3	40854-5	10 lb. All Seasons & Regions! Banquet	6



Fancy Finch with Cranberries

Loaded with sunflower kernels, canary seed, white proso millet, thistle seed, yellow finch millet, canola seed, red millet, cranberry seed and cranberry fruit.

- Cranberries add, fun, flavor & vitamin c to the mix
- Contains ingredients for these high-energy birds
- Small, energy-packed, right-sized ingredients



Chickadee • Nuthatch

A blend of black oil sunflower, shelled peanuts, sunflower kernels, canola seed, safflower seed, cracked corn and striped sunflower seed.

- The ultimate food for chickadees & nuthatches
 - 3 types of sunflower seeds
- Shelled peanuts & canola seeds attract birds to this food



No Squirrels... Just Birds!™

Specially formulated with white proso millet, safflower seeds and crushed chili peppers.

- Designed to keep squirrels out of feeders
- Birds love the heat & safflower seeds
- Attracts many songbirds



No Squirrels... Just Birds!™ with Sunflower Seeds

Specially formulated with white proso millet, black oil sunflower seeds and crushed chili peppers.

- Designed to keep squirrels out of feeders
- Birds love the heat, but squirrels don't!
- Sunflower seeds are the #1 seed choice of colorful songbirds



Red, White & Blue Americana Blend™

- This gourmet blend is designed to attract a wide variety of colorful songbirds.
- Grown, harvested & packaged in the USA
- Millet & black oil sunflower seeds blended with red, white & blue safflower
 - Let Freedom Sing!



Nuts, Berries & Bugs!™

Our Nuts, Berries & Bugs! Gourmet Wild Bird Food attracts nature's most colorful fruit and insect-eating birds to your backyard.

- With mealworms & shrimp birds love to eat
- Attract more insect and fruit-eating birds
 - Loaded with nuts & fruits
 - Natural & preservative-free

Item#	Product Description	Cs. Pk.
41349-5	2 lb. Fancy Finch with Cranberries	6
40871-2	5 lb. Fancy Finch with Cranberries	6
40865-1	4.5 lb. Chickadee+Nuthatch	6
40841-5	5 lb. No Squirrels... Just Birds!™	3

Item#	Product Description	Cs. Pk.
40820-0	10 lb. No Squirrels... Just Birds!™	4
40822-4	5 lb. No Squirrels... Just Birds! with Sunflower Seeds	3
40780-7	7 lb. Red, White & Blue Americana Blend™ Gourmet Songbird Food	3
40818-7	5 lb. Nuts, Berries & Bugs!	3

Better, Best & No Waste Blends

Want to get started into the wild bird business? Brown's® has the solution for you! Our unique, "Better, Best, No Waste" marketing program will satisfy your customer's every need and make their buying decision easy.



Better Blend

Contains over 15% striped & black oil sunflower seeds

Mixed with a blend of white proso millet and cracked corn. Filler free.

No Waste Blend

A mixture of sunflower kernels, shelled peanuts, white proso millet and cracked corn. Less mess and clean-up.



Best Blend

Contains over 28% striped & black oil sunflower seeds

Mixed with white proso millet, cracked corn and peanuts. Filler free.



Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
40829-3	7 lb. Better Blend (Zipper Pouch)	6	40835-4	20 lb. Best Blend (Zipper Pouch)	2
40831-6	20 lb. Better Blend (Zipper Pouch)	2	40837-8	7 lb. No Waste Blend (Zipper Pouch)	6
40833-0	7 lb. Best Blend (5-Sided Pouch)	6	40839-2	20 lb. No Waste Blend (Zipper Pouch)	2

Garden Chic!® Premium Suet Cakes

Garden Chic!

Our suet cakes, hermetically sealed for freshness and no leaks, are made with pure, fresh suet mixed with a variety of seeds, real nuts and fruits. Designed for year-round feeding, they provide needed energy and fat for hard winter months and also for nesting birds in the spring. They all fit into our easy load wire feeding basket.



Woodpecker's Delight!

Suet blended with peanuts, walnuts and almonds.



Sunflower Feast

Suet blended with dark oil sunflower seeds.



Amazin' Raisin

Suet blended with peanuts and loads of raisins.



Peanutty

Suet blended with peanuts.



High Energy

Suet blended with corn, peanuts, millet and milo.



Verry Berry

Suet blended with blueberries and raspberries.



Bird Lovers' Blend™

Suet blended with dark oil sunflower seeds and peanuts.



No Squirrels... Just Birds!™

Suet blended with cayenne and chili pepper flakes.



Hi-Energy Plus™ with Mealworms

Suet blended with dried mealworms.



Wire Feeding Basket for Suet & Seed Cakes

Heavy-duty & easy-load. Holds our suet & mini seed cakes. Built-in hanger is designed to suspend the basket in a horizontal or vertical position, depending on the birds you're trying to attract.

Item#	Product Description	Cs. Pk.
44768-1	11 oz. Woodpecker's Delight Suet	8
44753-7	11 oz. Sunflower Feast Suet	8
44760-5	11.75 oz. Amazin' Raisin Suet	8
44757-5	11.75 oz. Peanutty Suet	8
44751-3	11.75 oz. High Energy Suet	8
44763-6	11.75 oz. Verry Berry Suet	8
44752-0	11 oz. Bird Lovers' Blend® Suet	8

Item#	Product Description	Cs. Pk.
44758-2	11.25 oz. No Squirrels... Just Birds!™ Spicy Pepper Suet	8
44789-6	11.5 oz. Hi-Energy Plus™ with Mealworms Suet	8
44773-5	Garden Chic!® Wire Feeding Basket for Suet & Seed Cakes	8

Garden Chic!® Premium Seed Cakes



Brown's® has developed the ultimate gourmet seed cakes in four bird-specific blends. They're filled with real fruit, nuts, seeds and blended with pure golden honey. They're hermetically sealed to lock in freshness, making them ideal to feed year round and convenient to use. Easily fitting into our wire baskets, Garden Chic!® Seed Cakes reduce mess and last longer than loose seed.



Songbird Seed Cake with Nuts & Fruits

A mixture of sunflower seeds, millet, cracked corn, peanut pieces, safflower seeds, papaya, almonds and real honey.



Trail Mix Woodpecker Seed Cake with Fruit & Nuts

Packed with sunflower seeds, peanuts, sunflower kernels, whole corn, papaya, almonds, safflower seeds and real honey.



No Squirrels... Just Birds!™ Spicy Pepper Seed Cake

Packed with millet, sunflower seeds, safflower seeds, red pepper flakes and real honey.



Hi-Energy Plus™ with Mealworms

Packed with millet, sunflower seeds, safflower seeds, dried mealworms and real honey.



Seed Cake Shipper Displays (4 Flavors)



Item#	Product Description	Cs. Pk.
41125-5	8 oz. Songbird Seed Cake with Nuts & Fruits	8
41127-9	8 oz. Woodpecker Seed Cake with Fruit & Nuts	8
41110-1	8 oz. No Squirrels... Just Birds!™ Spicy Pepper Seed Cake	8
41112-5	8 oz. Hi-Energy Plus™ with Mealworms Seed Cake	8

Item#	Product Description	Cs. Pk.
44823-7	48 pc. Seed Cake Display (4 Flavors: Cardinal, Woodpecker, No Squirrel, Hi-Energy)	1

Wild Bird Specialty Products

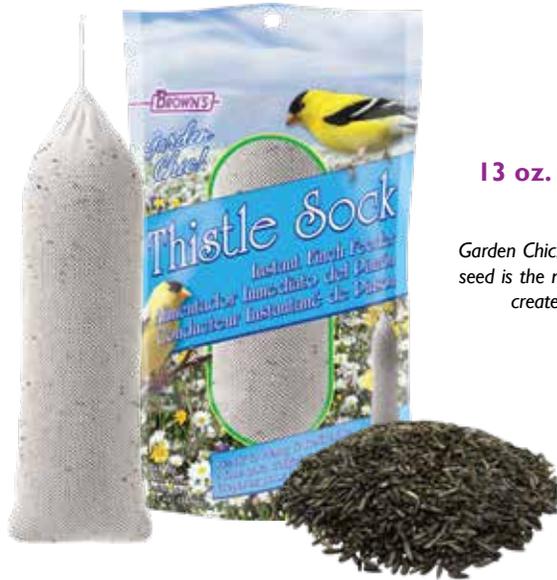
4 oz. Fire Mix

Helps keep squirrels & chipmunks out of bird feeders naturally!

Discourage those furry little “felons” from eating out of your wild bird feeders! Fire Mix is an all-natural, easy-to-use, and inexpensive way to keep squirrels and chipmunks away from your bird feeders when mixed into wild bird seed. Wild birds love the hot taste of peppers but squirrels don't!



Convenient Shipper Displays Available!



13 oz. Garden Chic!® Thistle Sock Instant Finch Feeder

Create a feeding frenzy!

Garden Chic!® Thistle Sock Instant Feeders comes pre-filled with Nyjer® (thistle seed). Thistle seed is the most desired seed of finches and other small birds. Simply unwrap and hang to create a goldfinch feeding frenzy! Once depleted, loosen the drawstring and refill.

8 oz. Garden Chic!® Hummingbird Instant Nectar

Replicates the nectar sought in nature!

Attract nature's beautiful hummingbirds to your backyard and gardens with Brown's® Garden Chic!® Hummingbird Instant Nectar. Our quick and easy-to-use, hi-energy nectar uses natural carmine to create its distinctive red color, not artificial dyes. Simply mix Garden Chic!® Hummingbird Instant Nectar with tap water. No boiling is required.



Item#	Product Description	Cs. Pk.
44830-5	4 oz. Fire Mix	8
41325-9	13 oz. Thistle Sock Instant Feeder	6
41318-1	42 pc. - Finch Display (18 ea. - 13 oz. Thistle Socks & 24 ea. 2 lb. Nyjer®)	1
44832-9	8 oz. Hummingbird Instant Nectar	8

Garden Chic!® Dried Mealworms & Grubs

Mealworms are the perfect natural food, eagerly accepted and prized by all wild birds. These farm-raised mealworms are “quick-freeze dried” to lock in flavor, freshness and nutritional value. They can be blended with your favorite seed mix or served alone as a treat. They’re great for backyard chickens too!



3, 7 & 14 oz. Shipper Displays



12 oz. Garden Chic!® Natural Protein Plus+ Black Soldier Fly Grubs for Wild Birds

Attract insect-eating birds to your backyard and gardens with Brown's® Garden Chic!® Natural Protein Plus+ Black Soldier Fly Grubs. These naturally nutrient-rich dried grubs provide more calcium and protein than traditional mealworms.



Item#	Product Description	Cs. Pk.
53328-5	3 oz. Garden Chic!® Wild Bird Mealworms	6
53326-1	7 oz. Garden Chic!® Wild Bird Mealworms	6
44843-5	14 oz. Garden Chic!® Wild Bird Mealworms	6
53321-6	30 pc. - 14 oz Garden Chic!® Wild Bird Mealworms Display	1
TBD	12 oz. Protein Plus+ Black Soldier Fly Grubs	TBD

Encore® Natural Poultry Products



Natural Chick Starter

This nutrient-rich diet uses natural plant proteins and only the freshest, wholesome, sun-ripened grains that your chicks will love to eat! Plus, we use only the highest quality ingredients for optimum growth, development and appearance.



Natural Layer Booster

This nutrient-rich diet uses natural plant proteins and only the freshest, wholesome, sun-ripened grains that your birds will love to eat! Plus, we use only the highest quality ingredients that hens require to produce plenty of strong-shelled eggs with rich, yellow yolks.



Natural Poultry Grit Plus

Brown® Poultry Grit Plus is a unique blend of essential grinding aids that assist birds in digesting their foods. Charcoal is added to help relieve upset stomachs and absorb toxic substances found in the intestinal tract. An oyster shell provides an excellent source of calcium for strong egg shells.

Encore® Natural Chicken, Duck & Goose Treats



Farm Fresh Fixins™ Chicken, Duck & Goose Treat

It's a favorite of ducks, geese, turkeys, quail and other backyard fowl.

- With high-protein mealworms
- Natural with added vitamins, minerals and other trace nutrients
- No artificial preservatives, colors, or flavors
- A nutritious blend of fortified gourmet grains, seeds, flaked peas, and carrots



Farm Fresh Fixins™ Multigrain Treat with Flaxseed

A nutritious foraging treat for chickens, ducks, geese and turkeys.

- Omega-3 fatty acids help produce enriched eggs
- Excellent protein & energy source
- Flaxseed is high in alpha-Linolenic acid, an Omega-3 fatty acid



Protein Plus+ Black Soldier Fly Grub Chicken Treat

A nutritious foraging treat for chickens, ducks, geese and turkeys.

- Excellent source of protein & calcium
- Helps produce stronger eggshells
- More protein & calcium than traditional dried mealworms

Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
54001-6	7 lb. Natural Chick Starter Daily Diet	6	54008-5	2 lb. Chicken, Duck & Goose Treat	6
54003-0	20 lb. Natural Layer Booster Daily Diet	2	54009-2	2 lb. Multigrain Treat with Flaxseed	6
54005-4	1 lb. Natural Poultry Grit Plus	8	TBD	1 lb. Protein Plus+ Black Soldier Fly Grubs	TBD

Encore® Natural Chicken, Duck & Goose Treats



Farm Fresh Fixins™ Flaked Cereal Treat
It's a favorite of ducks, geese, turkeys, quail and other backyard fowl.

- A nutritious blend of flaked peas, corn, carrots, and wheat
- No artificial preservatives, colors, or flavors
- A healthy & high-fiber treat



Farm Fresh Fixins™ Flowers, Herbs & Mealworms Treat

A nutritious foraging treat for chickens, ducks, geese and turkeys.

- With high-protein mealworms
- No artificial preservatives, colors, or flavors
- Supports digestive health & egg production



Farm Fresh Fixins™ Millet Tips n' Tails
Chickens, ducks, geese and turkeys love our USA grown millet treat.

- All birds love millet!
- An excellent nutritious energy source
- A fun-to-peck natural treat for chickens, ducks, geese, turkeys, pheasants & quail.
- Grown & harvested in the USA!



Farm Fresh Fixins™ Avian Gro-Rite™

Avian Gro-Rite™ is a nutritionally-advanced foundational supplement, designed to support poultry and fowl during critical growth and development times, from growing to adulthood.

- Protein dense dietary supplement
- Mix with any starter-grower feed
- For chicks, ducklings, goslings and other fowl

Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
54012-2	1.5 lb. Flaked Cereal Treat	6	54011-5	8 oz. Millet Tips n' Tails Treat	12
54016-0	5 oz. Flowers, Herbs & Mealworms Treat	6	54010-8	2 lb. Avian Gro-Rite™	6

Bird Lover's Blend® Wildlife Products

Why feed the wildlife?

Sometimes wildlife can be a frustrating part of backyard bird feeding and hobbyists will want to create a plan to manage them. Setting up wildlife feeding stations that are easily accessible to wildlife will entice them to eat from the station and leave your wild bird feeders alone. Since most wild animals do not hibernate, feeding wildlife should continue year-round. Feeding backyard wildlife is also a popular hobby on its own. Attracting chipmunks, squirrels, turkeys, ducks, geese, rabbits and deer enhances the surroundings and enjoyment of the wildlife enthusiast.



Wildlife Buffet

Jam-packed with peanuts, striped sunflower seeds and whole kernel corn

- Attracts the largest variety of wildlife
- Provides needed protein, energy and fat
- No fillers



Dove, Pigeon & Quail Blend

Blend of red & white millet, milo, wheat, green peas, canary seeds, oats, safflower seeds & popcorn

- High quality seeds and grains that doves, pigeons & quails love to eat



Duck & Goose Blend

Loaded with whole corn, milo, wheat and Thrive ADV™ Advanced Nutrition Pellets

- Helps ducks & geese thrive year-round
- Power-packed with high protein, carbohydrates and fats ducks & geese need to flourish
- Thrive ADV™ pellets help support proper immune system function by promoting good health inside & out



Squirrel Crazy Feast!

Blend of peanuts, almonds, walnuts, flaked corn, green peas, dried cranberries, dried banana & wheat

- High quality seeds, nuts, fruits & veggies that squirrels love to eat
- Helps divert squirrels away from bird feeders

Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
41152-1	7 lb. Wildlife Buffet	6	44798-8	7 lb. Duck & Goose Blend	3
40801-9	5 lb. Dove, Pigeon & Quail Blend	6	40816-3	3 lb. Squirrel Crazy Feast	4

Brown's® Quad Bin Program



Pull away piece faces out
(will be removed by customer as bin is emptied)



Quarter Bin
24" L x 20" W x 36.5" H

Quad Bin
4 - Quarter Bins
48" L x 40" W x 36.5" H



Ships like this...

40"

48"

Brown's® Quad Bin Program

Quad Bin Features & Benefits

Increase off shelf sales with our pre-filled bin displays. They're a great impulse opportunity and productive way to support promotions on key items and increase peak season sales.

Each quad bin contains four individual quarter bins pre-filled with product. Packed on durable mini pallets, our quarter bins are easy to separate and distribute as needed. They also have a smaller footprint than traditional pallets, allowing our customers to maximize the retail space they have available.

Our quad bins are printed with high quality color graphics on all four sides so they can be merchandised at any angle. We've included important wild bird feeding information and statistics to educate your customers, and encourage a wild bird food purchase.

SKU	Product Description	Total Pieces	Quad Bin Weight	Quad Bin Cube	Quad Bin Tie & High
40700-5	3 lb.Value Blend Select WBF (40992-4)	528	1,634	50.00	4 x 1
40995-5	4 lb.Value Blend Select WBF (41010-4)	504	2,066	50.00	4 x 1
40983-2	8 lb.Value Blend Select WBF (40997-9)	240	1,970	50.00	4 x 1
40987-0	18 lb.Value Blend Select WBF (40993-1)	100	1,850	50.00	4 x 1
40702-9	20 lb.Value Blend Select (P-W) WBF (41003-6)	100	2,050	50.00	4 x 1
41005-0	20 lb.Value Blend Select (Barrier) WBF (41002-9))	100	2,050	50.00	4 x 1
41028-9	5 lb. Song Blend Supreme Buffet (41027-2)	380	1,950	50.00	4 x 1
41037-1	10 lb. Song Blend Supreme Buffet (41025-8)	168	1,730	50.00	4 x 1
41024-1	20 lb. Song Blend Supreme Buffet (41023-4)	100	2,050	50.00	4 x 1
40704-3	2 lb. Song Blend Dark Oil Sunflower (41252-8)	480	1,010	50.00	4 x 1
40708-1	8 lb. Song Blend Dark Oil Sunflower (41244-3)	120	1,010	50.00	4 x 1
41256-6	5 lb. Song Blend Dark Oil Sunflower (41247-4)	180	950	50.00	4 x 1
41253-5	10 lb. Song Blend Dark Oil Sunflower (41254-2)	100	1,050	50.00	4 x 1
40712-8	3.5 lb. SB Very Cherry Dark Oil SF (41236-8)	200	750	50.00	4 x 1
41335-8	5 lb. Song Blend Nyjer (Thistle) Seed (41329-7)	240	1,250	50.00	4 x 1
40716-6	7 lb. Bird Lover's Blend Cardinal Buffet (41083-8)	156	1,142	50.00	4 x 1
41089-0	7 lb. Bird Lover's Blend Gourmet Songbird (41090-6)	200	1,450	50.00	4 x 1
40718-0	7 lb. Bird Lover's Blend Songbird Deluxe (40890-3)	200	1,450	50.00	4 x 1
40720-3	10 lb. Bird Lover's Blend All Seasons Banquet (40854-5)	200	2,050	50.00	4 x 1
40722-7	5 lb. BLB Woodpecker & Songbird Trail Mix (41156-9)	216	1,130	50.00	4 x 1
40724-1	5 lb. Bird Lover's Blend Nut, Fruit & Berry (40869-9)	240	1,250	50.00	4 x 1
40726-5	5 lb. Bird Lover's Blend No Waste Blend (40898-9)	240	1,250	50.00	4 x 1
40728-9	5 lb. BLB Hi-Energy Plus Mealworms (40843-9)	240	1,250	50.00	4 x 1
40730-2	5 lb. BLB No Squirrels Just Birds (40841-5)	240	1,250	50.00	4 x 1
40732-6	5 lb. Bird Lover's Blend Fancy Finch (40871-2)	240	1,250	50.00	4 x 1
40734-0	7 lb. Bird Lover's Blend Best Blend (40833-0)	280	2,010	50.00	4 x 1
40736-4	7 lb. Bird Lover's Blend No Waste Blend (40837-8)	280	2,010	50.00	4 x 1
40782-1	7 lb. Bird Lover's Blend RWB Americana (40780-7)	216	1,562	50.00	4 x 1
42185-8	25 lb. Song Blend In-Shell Peanuts (42184-1)	28	750	50.00	4 x 1
40972-6	15 lb.Value Blend Select (Barrier) WBF (40911-5)	128	1,970	50.00	4 x 1
44839-8	18 lb.Value Blend (40993) & 10 lb. Dark Oil (41254)	50	750	50.00	4 x 1

Wild Birds Need Your Help!

Wild Bird Necessities:



Food: High-energy wild bird foods such as suet and specialty blends are specifically designed to meet the energy needs of wild birds during the cold months.



Water: Natural sources of water may not be readily available to wild birds. Provide fresh water daily and birds will flock to your feeding areas.



Shelter: Birds need a safe place to rest. Provide nesting boxes and natural cover to help birds escape the weather and predators.

Provide wild birds with the necessities to survive. Food, water & a place to escape the elements are required by all birds.

Wild birds are attracted to these seeds:	Wild birds are attracted to these seeds:								
	Black Oil Sunflower Seeds	Fine Cracked Corn	White Proso Millet	Golden German Millet	Peanuts	Striped Sunflower Seeds	Sunflower Hearts	Thistle Seed (Nyjer®)	Safflower Seeds
● High Attraction ■ Moderate Attraction									
Blue Jay	■	■			●	●	■		■
Cardinal	●					●	■		●
Chickadee/Nuthatch	●				●	●	■		■
Brown-Headed Cowbird	■	●	●	■	■		■	■	
Grosbeak	●				■	●	■		
Common Grackle	●	●	■		■	●	●		
American Goldfinch	●		■	●		■	●	●	
House Finch	●	■	●	■	■	●	●	●	■
House Sparrow	●	■	●	●		■	●	■	■
Mourning Dove	■	●	●	●	■	■	■	●	●
Purple Finch	●		■	■		●	■	●	
Junco	●	●	●	■	■	■	●	●	
Song Sparrow	●	■	●	■	■	■	●	■	
Tufted Titmouse	●				●	●	●	■	■
White-Crowned Sparrow	●	■	●	■	●	●	●	■	
White-Throated Sparrow	●	●	●	●	■	●	●	■	●
Woodpecker	●	■			■	●	●		



Consumer Help Line: 800-334-8816 | Visit Our Website at: www.fmbrown.com

Top 10 Most Desired Birds in North America and the Brown's® products that attract them

CARDINAL

Northern Cardinal / *Cardinalis cardinalis*



Regions Found

RECOMMENDED BROWN'S® PRODUCTS

7 lb. Cardinal Buffet #41083	7 lb. Songbird Deluxe #40890
5.5 lb. Gourmet Songbird #40860	5 lb. No Waste #40898
7 lb. Gourmet Songbird #41090	5 lb. Nut, Fruit & Berry #40869
14 lb. Gourmet Songbird #41087	
8 oz. Songbird Seed Cake #41125	11 oz. Sunflower Feast #44753

SPECIES SPECIFIC INGREDIENTS

Oil Sunflower, Safflower, Sunflower Chips, Stripe Sunflower, Cracked Corn, Shelled Peanuts Peanut Chips

FEEDER PREFERENCE

Platform Feeders & Tray Feeders

CHICKADEE

Black-Capped Chickadee / *Parus atricapillus*, Carolina Chickadee / *Parus carolinensis*



Regions Found

RECOMMENDED BROWN'S® PRODUCTS

4.5 lb. Chickadee+Nuthatch #40865	5 lb. No Waste Blend #40898
7 lb. Gourmet Songbird #41090	5 lb. Supreme Buffet #41027
14 lb. Gourmet Songbird #41087	5 lb. No Squirrels... Just Birds!™ #40841
5 lb. Nut, Fruit & Berry #40869	
All Garden Chic!® Suet Cakes	8 oz. Hi-Energy Plus w/ Mealworms #41112

SPECIES SPECIFIC INGREDIENTS

Oil Sunflower, Peanut Bits, Sunflower Chips, Shelled Peanuts

FEEDER PREFERENCE

Hanging Feeders, Suet Feeder, Wire Screened Feeders for Individual Ingredients

GOLDFINCH

American Goldfinch / *Carduelis tristis*



Regions Found

RECOMMENDED BROWN'S® PRODUCTS

2 lb. Fancy Finch with Cranberries #41349	5 lb. Nut, Fruit & Berry #40869
5 lb. Fancy Finch with Cranberries #40871	5 lb. No Waste Blend #40898
13 oz. Thistle Sock Finch Feeder #41325	8 oz. Hi-Energy Plus w/ Mealworms #41112

SPECIES SPECIFIC INGREDIENTS

Nyjer®, Sunflower Chips, Peanut Bits, Oil Sunflower, Stripe Sunflower

FEEDER PREFERENCE

Finch Feeders & Seed Cake Feeders

HUMMINGBIRD

Rufous Hummingbird / *Selasphorus rufus*, Anna's Hummingbird / *Calypte anna*



Regions Found

RECOMMENDED BROWN'S® PRODUCTS

8 oz. Garden Chic!® Hummingbird Instant Nectar #44832

SPECIES SPECIFIC INGREDIENTS

Nectar

FEEDER PREFERENCE

Hummingbird Feeder #44832

INDIGO BUNTING

Indigo Bunting / *Passerina cyanea*



Regions Found

RECOMMENDED BROWN'S® PRODUCTS

5 lb. Extreme!™ Trail Mix #41156	5 lb. Chickadee+Nuthatch #40865
7 lb. Gourmet Songbird #41090	5 lb. Hi-Energy Plus™ with Mealworms #40843
5 lb. Nut, Fruit & Berry #40869	5 lb. No Waste Blend #40898
3 oz. Wild Bird Mealworms #53328	8 oz. Hi-Energy Plus w/ Mealworms #41112

SPECIES SPECIFIC INGREDIENTS

Nyjer®, Sunflower Chips, Nuts, Cracked Corn, Fruit, Worms, Insects

FEEDER PREFERENCE

Platform & Tray Feeders

Top 10 Most Desired Birds in North America and the Brown's® products that attract them

JUNCO

Dark-Eyed Junco / *Junco hyemalis*



Regions Found

RECOMMENDED BROWN'S® PRODUCTS

4.5 lb. Chickadee+Nuthatch #40865
5 lb. No Waste Blend #40898
7.5 lb. No Squirrels... Just Birds!™ #40877
5 lb. Nut, Fruit & Berry #40869
7 lb. Gourmet Songbird #41090
4 lb. Real! Fruit & Nut #41093

5 lb. Supreme Buffet #41027
10 lb. Supreme Buffet #41025
20 lb. Supreme Buffet #41023
3.5 lb. Cherry Scented Sunflower #41236

All Garden Chic!® Suet Cakes

All Garden Chic!® Mini Seed Cakes

SPECIES SPECIFIC INGREDIENTS

Oil Sunflower, Roasted Peanut Chips, Cracked Corn, Sunflower Hearts & Chips, Shelled Peanuts, Nyjer®, Milo

FEEDER PREFERENCE

Platform, Tray or Ledge Feeders, Suet Feeders

NUTHATCH

White-Breasted Nuthatch / *Sitta carolinensis*, Red-Breasted Nuthatch / *Sitta canadensis*



Regions Found

RECOMMENDED BROWN'S® PRODUCTS

4.5 lb. Chickadee+Nuthatch #40865
7 lb. Gourmet Songbird #41090
5 lb. Nut, Fruit & Berry #40869
5 lb. No Squirrels... Just Birds!™ #40841
5 lb. No Waste Blend #40898

5 lb. Supreme Buffet #41027
10 lb. Supreme Buffet #41025
20 lb. Supreme Buffet #41023

All Garden Chic!® Suet Cakes

8 oz. Songbird Seed Cake #41125

SPECIES SPECIFIC INGREDIENTS

Oil Sunflower, Peanut Bits, Sunflower Chips, Shelled Peanuts

FEEDER PREFERENCE

Hanging Feeders, Suet Feeder, Wire Screened Feeders for Individual Ingredients

SPARROW

White-Crowned Sparrow / *Zonotrichia leucophrys*, White-Throated Sparrow / *Zonotrichia albicollis*, Song Sparrow / *Melospiza melodia*



Regions Found

RECOMMENDED BROWN'S® PRODUCTS

5 lb. No Waste Blend #40898
5 lb. Nut, Fruit & Berry #40869
2 lb. Fancy Finch with Cranberries #41349
5 lb. Fancy Finch with Cranberries #40871
4 lb. Real! Fruit & Nut #41093

5 lb. Supreme Buffet #41027
10 lb. Supreme Buffet #41025
20 lb. Supreme Buffet #41023

All Garden Chic!® Suet Cakes

SPECIES SPECIFIC INGREDIENTS

Millet, Milo, Canary Seed, Cracked Corn, Nyjer®, Oil Sunflower

FEEDER PREFERENCE

Platform Feeders & Suet Feeders

TITMOUSE

Tufted Titmouse / *Parus bicolor*



Regions Found

RECOMMENDED BROWN'S® PRODUCTS

4.5 lb. Chickadee+Nuthatch #40865
5 lb. No Waste Blend #40898
5 lb. No Squirrels... Just Birds!™ #4041
5 lb. Nut, Fruit & Berry #40869
7 lb. Gourmet Songbird #41090

14 lb. Gourmet Songbird #41087
4 lb. Real! Fruit & Nut #41093

All Garden Chic!® Suet Cakes

8 oz. Songbird Seed Cake #41125

SPECIES SPECIFIC INGREDIENTS

Sunflower Chips, Oil Sunflower, Striped Sunflower, Roasted Peanut Chips

FEEDER PREFERENCE

Hanging Feeders & Suet Feeders

WOODPECKER

Downy Woodpecker / *Picoides pubescens*, Hairy Woodpecker / *Picoides villosus*, Red-Bellied Woodpecker / *Melanerpes carolinus*



Regions Found

RECOMMENDED BROWN'S® PRODUCTS

5 lb. Extreme!™ Trail Mix #41156
5 lb. Chickadee+Nuthatch #40865
7 lb. Gourmet Songbird #41090
5 lb. No Waste #40898

5 lb. Nut, Fruit & Berry #40869
5 lb. Hi-Energy Plus™ with Mealworms #40843

All Garden Chic!® Suet Cakes

8 oz. Woodpecker Seed Cake #41127

SPECIES SPECIFIC INGREDIENTS

Stripe Sunflower, Peanut Chips, Shelled Peanuts, Oil Sunflower, Cracked Corn, Safflower, Insects

FEEDER PREFERENCE

Hanging Feeders with Broad Bases, Wire Screen Feeders, Platform Feeders, Suet Feeders

Wild Bird Feeding Tips & Information

Industry Trends

- Wild Bird feeding is a steadily growing backyard activity, second only to gardening in popularity.
- Customers are becoming more environmentally conscious and are enjoying a renewed interest in being in touch with their natural world.
- 80% of wild bird sales dollars are for wild bird seed purchases, 15% are for wild bird feeders and the remaining 5% for accessories.
- Maturing baby boomers are spending more time at home and are landscaping their backyards into wildlife habitats.
- Product quality, durability and functionality are the most important attributes among bird feeding consumers.
- Growth of the industry has resulted in higher customer expectations.



Wild Birds Need Your Help!

Studies show that wild birds visiting backyard-feeding stations consistently have higher survival rates than those without access to feeders. Feeding wild birds year-round with quality foods will help them through vulnerable times throughout the seasons - Winter and Spring.

Why Feed the Birds?

Birds are entertaining and enjoyable to watch. Feeding wild birds will help build respect for nature and increase positive human-wildlife interactions. Children will acquire interest at early ages and become the future nature preservationists. Urban sprawl has consumed much of the land and sanctuaries, so parks, preserves and backyard habitats become key to survival. Wild bird feeding can be a wonderful educational tool for people of all ages right in their own backyard.

Birder Profiles

- Wild bird enthusiasts, those 20% of customers who buy 80% of the wild bird products, have 6-9 feeders in their yard.
- 96% have backyard gardens, 85% have bird baths and other birding accessories.
- Have higher than average median incomes.
- The majority of wild bird food and feeder purchases are made by women.
- Wild bird food is generally purchased from the retailer determined by the consumer as trusted and reliable.
- Over 55 million people over the age of 16 feed wild birds.

Help Make It A Better World For Birds

- **Put out the "Welcome Mat"** Make your backyard more appealing to birds by landscaping with native plants that provide natural food and shelter.
- Provide feeders, nest boxes and a fresh supply of water.
- **Keep Feed and Feeding Areas Clean:** To reduce the possibility of disease transmission in birds, clean feeders and feeding areas at least once a month. Rake up and dispose of seed hulls under feeders. Periodic relocation of the feeders will help prevent the build-up of waste. Keep seeds and foods dry and free of accumulated moisture.
- **Birds and Chemicals Don't Mix:** Many pesticides, fungicides and herbicides are toxic to birds. Avoid using them in areas where birds feed, bathe and rest.
- **Keep Cats Away:** Cats are estimated to kill millions of birds each year in the U.S.
- **Reduce Window Collision:** Collisions with glass kill millions of birds each and every year.



Bird Feeding is Rewarding & Fun!

Wild bird feeding is America's fastest growing hobby, second only to gardening. It's estimated that 40% of U.S. households feed and watch wild birds. It's a rewarding hobby for the entire family right in your own backyard!

Feeding Wild Birds Year-Round

Fall & Winter Wild Bird Feeding

The birds that stay during the fall and winter months depend on foods provided for them by backyard feeders. There are no insects or natural foods available during these months. While people sit in the comfort of their warm houses and watch the flurry of activity at the wild bird feeders, it's heartwarming to know that they're doing something to help nature survive.

Specialized Brown's® Fall & Winter Wild Bird Products

An excellent cold weather survival blend is **Brown's® Bird Lover's Blend® Hi-Energy Plus™ with Mealworms**. Hi-Energy Plus™ is rich in freeze dried mealworms that insect eating birds crave. Plus, we've added high fat and energy sunflower seeds and our premium white safflower seeds that birds love to eat. This blend furnishes good protein, fat and carbohydrates.

Brown's® Bird Lover's Blend® Chickadee/Nuthatch is filler-free and power-packed with high oil and fat content seeds such as shelled peanuts and canola that are most desired by these birds. These birds stay around in the winter and look for these ingredients to help them to stay alive.



Nuthatch

Spring & Summer Wild Bird Feeding

Spring is a very stressful period of time for our precious wild bird population and also a crucial point in their lives. At this time of year, natural food sources are in short supply. Insects are scarce and insect eating birds will eagerly eat from feeders until insects begin to populate the areas again. Fatigued wild birds that have just arrived after following their long migration pattern may not be able to find natural food sources in the wild and will flock to feeders for nourishment. Wild birds are also expending more energy by defining their territories, constructing nests and caring for their young. Research confirms that if feeders are present, wild birds will nest earlier and quicker because they don't have to spend valuable time and energy searching for food in nature.

Traffic remains high at backyard feeders in early spring and summer which are an exciting time of year for watching and feeding backyard birds. There's nothing more rewarding than to watch than adults tending to the care of their young and bringing them to the feeders to teach them to eat. You'll see more colorful and unusual birds at the feeders at this time of year as the spring migrants show up. With longer daylight hours we can spend more time watching our backyard birds for longer periods of time. We no longer have to huddle for warmth in our houses and watch wild birds through our windows. While gardening, we can watch the action at the feeders up close. There's so much to observe as cardinals, chickadees, woodpeckers, hummingbirds, doves, blue jays, finches and more visit our feeders. FYI: woodpeckers actually eat more suet in March through July than they do all winter!

In mid-August, wild birds will begin to prepare for migration down south. At this time, your feeders will be alive with wild birds getting prepared for their long journeys. There will be groups of birds visiting your feeders to re-fuel. Many birds will form a pattern and return to the same feeding stations year after year. Continued feeding is a way to supplement food sources for our backyard birds and has a very positive effect on the wild bird population.

Product Barcodes

Value Blend Select, Song Blend® Supreme Buffet & Song Blend® Premium Single Ingredients

3 lb. Value Blend Select
Item No. 40992-4 • Case Pack: 12



4 lb. Value Blend Select
Item No. 41010-4 • Case Pack: 12



5 lb. Value Blend Select
Item No. 41007-4 • Case Pack: 12



8 lb. Value Blend Select
Item No. 40997-9 • Case Pack: 6



15 lb. Value Blend Select
Item No. 40911-5 • Case Pack: 3



18 lb. Value Blend Select
Item No. 40993-1 • Case Pack: 1



20 lb. Value Blend Select (Poly-Woven Bag)
Item No. 41003-6 • Case Pack: 1



20 lb. Value Blend Select (Barrier Bag)
Item No. 41002-9 • Case Pack: 2



40 lb. Value Blend Select
Item No. 40990-0 • Case Pack: 1



5 lb. Supreme Buffet (Barrier Bag)
Item No. 41027-2 • Case Pack: 8



10 lb. Supreme Buffet (Barrier Bag)
Item No. 41025-8 • Case Pack: 4



20 lb. Supreme Buffet (Barrier Bag)
Item No. 41023-4 • Case Pack: 2



3 lb. Sunflower Hearts & Chips
Item No. 41304-4 • Case Pack: 6



25 lb. Sunflower Hearts & Chips
Item No. 41303-7 • Case Pack: 1



50 lb. Sunflower Hearts & Chips
Item No. 41302-0 • Case Pack: 1



2 lb. Dark Oil Sunflower Seeds
Item No. 41252-8 • Case Pack: 15



5 lb. Dark Oil Sunflower Seeds
Item No. 41247-4 • Case Pack: 6



8 lb. Dark Oil Sunflower Seeds
Item No. 41244-3 • Case Pack: 4



10 lb. Dark Oil Sunflower Seeds
Item No. 41254-2 • Case Pack: 3



20 lb. Dark Oil Sunflower
Item No. 41243-6 • Case Pack: 1



40 lb. Dark Oil Sunflower
Item No. 41242-9 • Case Pack: 1



2 lb. Striped Sunflower Seeds
Item No. 41265-8 • Case Pack: 12



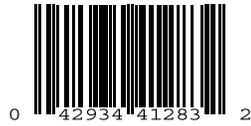
10 lb. Striped Sunflower Seeds
Item No. 41264-1 • Case Pack: 3



25 lb. Small Striped Sunflower Seeds
Item No. 41263-4 • Case Pack: 1



25 lb. Large Striped Sunflower Seeds
Item No. 41283-2 • Case Pack: 1



50 lb. Large Striped Sunflower Seeds
Item No. 41282-5 • Case Pack: 1



40 lb. Small Striped Sunflower Seeds
Item No. 41262-7 • Case Pack: 1



3 lb. Safflower Seeds
Item No. 41184-2 • Case Pack: 6



20 lb. Safflower Seeds
Item No. 41183-5 • Case Pack: 1



50 lb. Safflower Seeds
Item No. 41182-8 • Case Pack: 1



4 lb. Gourmet Fine Cracked Corn
Item No. 41139-2 • Case Pack: 12



Product Barcodes

2 lb. Nyjer® (Thistle Seed)
Item No. 41331-0 • Case Pack: 6



5 lb. Nyjer® (Thistle Seed)
Item No. 41329-7 • Case Pack: 6



25 lb. Nyjer® (Thistle Seed)
Item No. 41324-2 • Case Pack: 1



50 lb. Nyjer® (Thistle Seed)
Item No. 41323-5 • Case Pack: 1



3 lb. Shelled Peanuts
Item No. 41168-2 • Case Pack: 6



25 lb. Shelled Peanuts
Item No. 42187-2 • Case Pack: 1



50 lb. Shelled Peanuts
Item No. 42195-7 • Case Pack: 1



3 lb. Roasted Peanut Chips
Item No. 41163-7 • Case Pack: 6



20 lb. Roasted Peanut Chips
Item No. 41166-8 • Case Pack: 8



50 lb. Roasted Peanut Chips
Item No. 42162-0 • Case Pack: 1



2 lb. Unsalted-In-Shell Whole Peanuts
Item No. 42197-1 • Case Pack: 4



10 lb. Unsalted-In-Shell Whole Peanuts
Item No. 42179-7 • Case Pack: 3



25 lb. Unsalted-In-Shell Whole Peanuts
Item No. 42184-1 • Case Pack: 1



50 lb. Unsalted-In-Shell Whole Peanuts
Item No. 42183-4 • Case Pack: 1



3.5 lb. Very Cherry™ Sunflower Seeds
Item No. 41236-8 • Case Pack: 3



Bird Lover's Blend® Gourmet Wild Bird Food Blends

5 lb. Hi-Energy Plus™ with Mealworms
Item No. 40843-9 • Case Pack: 3



5 lb. Hi-Energy Plus™ with Peanuts
Item No. 41076-0 • Case Pack: 3



5 lb. Nut, Fruit & Berry
Item No. 40869-9 • Case Pack: 6



4 lb. Fruit & Nut
Item No. 41093-7 • Case Pack: 6



5 lb. Woodpecker & Songbird Trail Mix
Item No. 41156-9 • Case Pack: 3



5 lb. No Waste Blend
Item No. 40898-9 • Case Pack: 3



7 lb. Cardinal Buffet with Raisins & Peanuts
Item No. 41083-8 • Case Pack: 6



10 lb. All Seasons! Banquet
Item No. 40854-5 • Case Pack: 4



2 lb. Fancy Finch with Cranberries
Item No. 41349-5 • Case Pack: 6



5 lb. Fancy Finch with Cranberries
Item No. 40871-2 • Case Pack: 6



4.5 lb. Chickadee•Nuthatch
Item No. 40865-1 • Case Pack: 6



5 lb. No Squirrels... Just Birds!™
Item No. 40841-5 • Case Pack: 3



10 lb. No Squirrels... Just Birds!™
Item No. 40820-0 • Case Pack: 4



5 lb. No Squirrels... Just Birds!™ with Sunflower
Item No. 40822-4 • Case Pack: 3



4 lb. Attract® Ultimate Birders' Choice
Item No. 41098-2 • Case Pack: 3



Product Barcodes

5 lb. Gourmet Songbird
Item No. 41074-6 • Case Pack: 3



7 lb. Gourmet Songbird
Item No. 41090-6 • Case Pack: 6



40 lb. Gourmet Songbird
Item No. 41100-2 • Case Pack: 1



7 lb. Songbird Deluxe
Item No. 40890-3 • Case Pack: 6



7 lb. Better Blend
Item No. 40829-3 • Case Pack: 6



20 lb. Better Blend
Item No. 40831-6 • Case Pack: 2



7 lb. Best Blend
Item No. 40833-0 • Case Pack: 6



20 lb. No Waste Blend
Item No. 40839-2 • Case Pack: 2



40 lb. Best Blend
Item No. 40836-1 • Case Pack: 1



7 lb. No Waste Blend
Item No. 40837-8 • Case Pack: 6



7 lb. Red, White & Blue Americana Blend
Item No. 40780-7 • Case Pack: 3



5 lb. Nuts, Berries & Bugs!
Item No. 40818-7 • Case Pack: 3



Garden Chic® Wild Bird Specialty Products

11 oz. Woodpecker's Delight Suet
Item No. 44768-1 • Case Pack: 8



11 oz. Sunflower Feast Suet
Item No. 44753-7 • Case Pack: 8



11.75 oz. Amazin' Raisin Suet
Item No. 44760-5 • Case Pack: 8



11.75 oz. Peanutty Suet
Item No. 44757-5 • Case Pack: 8



11.75 oz. High Energy Suet
Item No. 44751-3 • Case Pack: 8



11.75 oz. Verry Berry Suet
Item No. 44763-6 • Case Pack: 8



11 oz. Bird Lover's Blend™ Suet
Item No. 44752-0 • Case Pack: 8



11.25 oz. No Squirrels... Just Birds! Suet
Item No. 44758-2 • Case Pack: 8



11.5 oz. Hi-Energy Plus w/ Mealworms Suet
Item No. 44789-6 • Case Pack: 8



1 ct. Wire Feeding Basket
Item No. 44773-5 • Case Pack: 8



8 oz. Songbird Seed Cake
Item No. 41125-5 • Case Pack: 8



8 oz. Woodpecker Seed Cake
Item No. 41127-9 • Case Pack: 8



8 oz. Hi-Energy Seed Cake w/ Mealworms
Item No. 41112-5 • Case Pack: 8



8 oz. No Squirrels... Just Birds! Seed Cake
Item No. 41110-1 • Case Pack: 8



48 pc. Seed Cake Display (4 flavors)
Item No. 44823-7 • Case Pack: 1



13 oz. Thistle Sock Instant Feeder
Item No. 41325-9 • Case Pack: 6



4 oz. Fire Mix
Item No. 44830-5 • Case Pack: 8



8 oz. Hummingbird Instant Nectar
Item No. 44832-9 • Case Pack: 8



42 pc. Finch Display
Item No. 41318-1 • Case Pack: 1



Product Barcodes

Garden Chic!® Mealworms, Encore® Natural Poultry Products

3 oz. Wild Bird Mealworms
Item No. 53328-5 • Case Pack: 6



7 oz. Wild Bird Mealworms
Item No. 53326-1 • Case Pack: 6



14 oz. Wild Bird Mealworms
Item No. 44843-5 • Case Pack: 6



30 pc. - 14 oz. Mealworms Display
Item No. 53321-6 • Case Pack: 1



7 lb. Natural Chick Starter Daily Diet
Item No. 54001-6 • Case Pack: 6



20 lb. Natural Layer Booster Daily Diet
Item No. 54003-0 • Case Pack: 2



2 lb. Chicken, Duck & Goose Treat
Item No. 54008-5 • Case Pack: 6



2 lb. Multigrain Treat with Flaxseed
Item No. 54009-2 • Case Pack: 6



1.5 lb. Flaked Cereal Chicken Treat
Item No. 54012-2 • Case Pack: 6



5 oz. Flowers, Herbs & Mealworms Treat
Item No. 54016-0 • Case Pack: 6



8 oz. Millet Tips n' Tails Treat
Item No. 54011-5 • Case Pack: 12



2 lb. Avian Gro-Rite™
Item No. 54010-8 • Case Pack: 6



Bird Lover's Blend® Wildlife Foods

7 lb. Duck & Goose Blend
Item No. 44798-8 • Case Pack: 3



7 lb. Wildlife Buffet
Item No. 41152-1 • Case Pack: 6



3 lb. Squirrel Crazy Feast
Item No. 40816-3 • Case Pack: 4



5 lb. Dove, Pigeon & Quail Food
Item No. 40801-9 • Case Pack: 6



BROWN'S STORY



Built in 1843

and registered as a National Historic Landmark, Brown's water-powered grist mill stands on Monocacy Creek in Pennsylvania. The old grist mill remains as solid as the day George Brown built it six generations ago.

It functions as a constant reminder of the **strength, tradition, and integrity** on which our company was built. 173 years later, Brown's has become a national leader in animal nutrition products. The foundation of the past and the ideas of the present have blended into what we know as Brown's today.

• FROM OUR FAMILY TO YOURS! •

We're more than you know!

- A 177-year-old Pennsylvania company
- Family-owned and operated by 6th generation owners
- Unique & effective "ESL" (Extended Shelf Life) packaging
 - Color-coded packaging by animal species
 - Exclusive five-stage cleaning process
 - "Good, Better, Best" marketing program
- Best quality ingredients in all formulations
 - Merchandising tools available
- Tailored color Plan-O-Grams to fit your store
- Wild bird, pet bird & small animal experts
- Reputation for integrity, product quality, and dealer support

www.fmbrown.com

