



BACKYARD BIRDING AT WILDBIRD & BACKYARD WINTER 2009



Beautify your backyard with these weather instruments, the Jeffersonian Collection: a Wind Gauge to measure speed and direction, Rain Gauge to accurately measure up to 5" of rain, or a Thermometer for Celsius and Fahrenheit that reads in full sunlight. All are brass and are come with a Lifetime Guarantee.

Come see our large selection of Squirrel Proof feeders. Mike says this Squirrel Buster by Brome is "SIMPLY THE BEST!" Let us explain and demonstrate the differences in styles and sizes, choices to meet the needs of your backyard. We have the largest variety in NE Wisconsin in stock. We'll even assemble it for you so it's ready to fill.



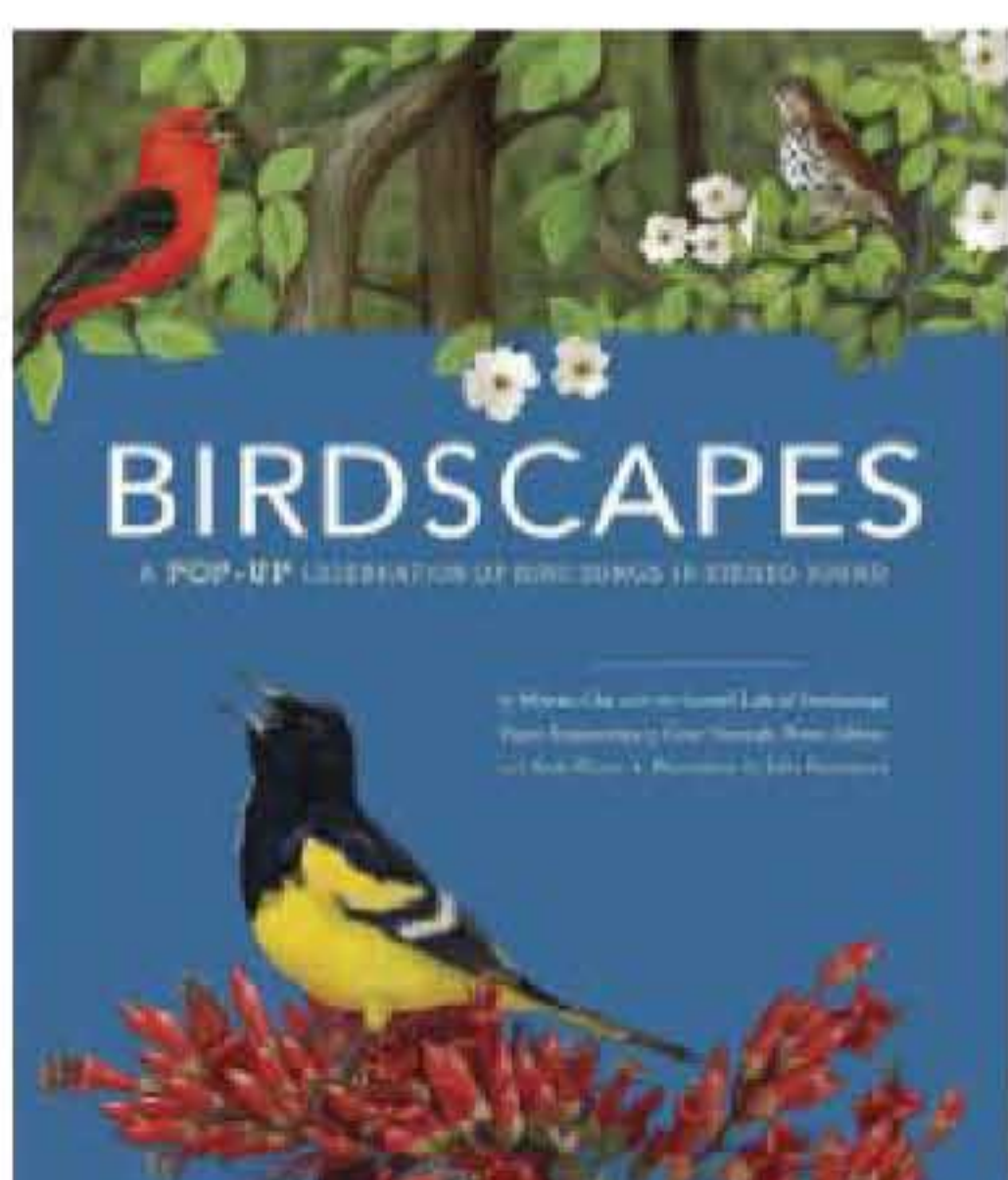
New this year...the Woodland Advent Calendar. 24 numbered hiding places for 24 woodland creatures, plus Santa. You and your family will enjoy the count down to Christmas.



Here are some gifts that just keep on giving: Edible ornaments formed in holiday/winter shapes of stockings, snowmen, trees and gingerbread men. Made from birdseed for you to decorate your yard. Edible bird houses in 3 sizes. Once the seed is consumed you will have a usable bird house for protection on cold nights or nesting in Spring. NEW: Edible shapes cast from 100% recycled cotton fiber, mixed with no mess bird seed mix. Enjoy them as a decoration, then hang them outside and watch the birds go wild! Great for stocking stuffers, gift tags, or that special gift for the person who thinks he has everything!



"First Flight: A Mother Hummingbird's Story" is an HD video that documents the life of a hummingbird from nest building and egg laying to first flight. A stunning real story.



This book takes you to 7 natural habitats in North America in 3 dimensional landscapes, bird calls and sounds in stereo. Crafted by Cornell Lab of Ornithology. A visual and audio delight.

Gift Cards are always a great alternative and easy to wrap!!



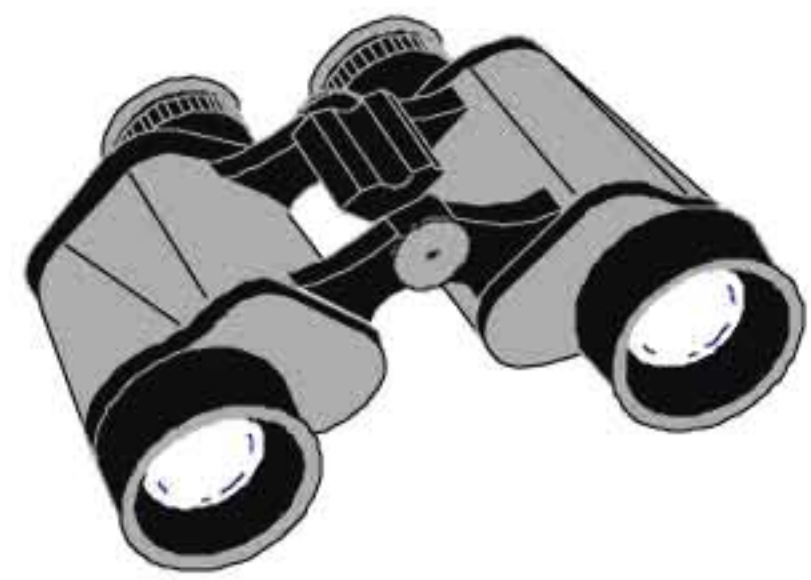
Personalized Gifts

Looking for a more unique gift? We have beautiful address plates in a wide variety of sizes, designs and colors. Choose to display a house number, add a street name OR the owners name. Quality craftsmanship, made in the USA. How about a garden stone (in natural bluestone) carved with your own inscription, graphic, photo or verse. A gift to be treasured for many years to come. Great for marking a special occasion, retirement, wedding, etc.



We stock well-tuned windchimes with engraveable clappers. They would be perfect for gift giving, a constant reminder to the recipient of your thoughtfulness. Order early!

COUPON NOVEMBER 2009



15% OFF

All in-stock Binoculars & Scopes
Great for birdwatching & football
No Feather Points - In Store Sales Only

NOVEMBER & DECEMBER 2009



15% OFF

Any one item of your choice
Not for use on seed or suet. One coupon per item
No Feather Points - In Store Sales Only

Feeding for Winter Survival

Winters pose several challenges to birds and other animals. Scarce food, limited water, extremely cold temperatures, strong winds, driving snow and nights that seem to go on forever can be deadly for birds. The days are short and nights are often cold and long. The natural food supply has been consumed or is hidden by snow. Most insects are dead or dormant.

Water can be hard to find, and food needed to provide the energy to keep warm might be scarce. Finding shelter may not be easy. If there are limited natural evergreens or shelters, birds may seek man-made houses or habitats that provide refuge from the winds, rains, ice or snow of winter. Each winter we lose many of our feathered friends to the rigors of winter. It's called the survival of the fittest.

As winter approaches, you may need to change some of the foods you offer to birds. High calorie and high fat foods can be important. The type of feeder may also need to be changed as the birds visiting your feeder may be arriving in flocks. The flocks are formed for survival. Traveling in flocks, the birds are better able to find food and protect themselves from predators.

Feeders should be located out of the wind. The east or southeast side of a house, close to trees is ideal. It is best to have a perching spot such as a

bush or tree for the bird to survey the feeding area and provide sufficient cover for safe refuge from predators, away from wind and weather.

Black oil sunflower is a great overall seed to offer in the winter. It is high in fat and protein content and has a relatively thin shell. Suet is also a great food to offer many of the birds in winter. Also high energy, its fat substance is invaluable in winter when insects are hard to find. Suet can be offered in many different ways: blocks to insert into metal cages, logs for placing into a feeder that resembles a tree trunk or limb, pre-formed balls or bells or in a spreadable form to spread directly onto a suet board. Peanuts are another great food. They too have high fat and protein levels and are often an ingredient in the suet. Peanuts are available either in or out of the shells. You can certainly shell your leftover holiday nuts and share them with the birds. Please avoid giving them any salted varieties.

Once the birds have found your winter feeders, be sure to keep them full. They will become dependent on finding food in your yard. It's not easy finding new food sources when the temperature is frigid and the ground is covered with frozen snow. And don't forget the water. Water will not be available during those bitterly cold days and we know water is as important as food for the birds. There are many different choices available in heated bird baths or inserts. Come check them out.

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WWW. WILDBIRDBACKYARD.COM



Northern Cardinal

It's that flash of red, the brilliant contrast to the newly fallen white snow that captures the interest and heart of most backyard birders. Cardinals are found from southern Canada though the eastern US, from Maine to Texas and south through Mexico to Guatemala and Belize. They are also found on the Big Island of Hawaii. Although territorial, they wander around looking for food and the cardinals that visit your backyard feeder may not be the same individuals from week to week. Because they vigorously defend their territory, they have been known to attack their reflections in mirrors, windows and chrome.



The male, about 9" in length, has bright red plumage, a black patch around his red beak and a tufted crest. The red will be brightest in spring during mating season, turning duller in color over the winter. The female is more camouflaged, tan/brown in color, black face and orange bill. The juveniles, both male and female, show the coloring similar to the adult female until the fall, when they molt and grow adult feathers. Both sexes sing clear, whistled song patterns, which are repeated several times, then varied. Common phrases are "cheer cheer cheer", "whoit whoit whoit" and "birdy birdy birdy". In some cases it will also utter a series of chipping notes, given when predators approach the nest. The frequency and volume of these notes increase as the threat becomes greater.

Mated pairs sometimes sing together before nesting. During courtship they may also participate in a bonding behavior where the male collects food and brings it to the female, feeding her beak-to-beak. If the mating is successful, this mate-feeding may continue throughout the period of incubation.

Cardinals prefer brushy woodland, streamside thickets, orchards, swamps, suburban gardens and parks. They like to roost and nest in dense thickets, evergreens and privet hedges. The oldest Cardinal banded by researchers lived at least 15 years and 9 months.

This bird has a varied diet of fruit, seeds and insects. It is a ground feeder and finds food while hopping on the ground. While preferring a ground feeder, it also will dine at most fly-through or hopper feeders that have adequate platforms. During the summer it shows preference for seeds that are easily husked, but is less selective during winter when food is more scarce. They feed their young almost exclusively on insects.



How Do Birds Keep

Warm in Winter?

Birds are warm blooded. This means they maintain their body temperature within a certain range even when the outside temperature changes. They produce and conserve their heat as needed. On cold, wintry days, most birds fluff up their feathers, creating air pockets that help them stay warm. The more air spaces, the better the insulation. Some birds perch on one leg, drawing the other leg to their breast for warmth. Shivering is used by almost all birds as a way to increase their heat production while at rest. Shivering converts muscular energy into heat for the short term. To keep their high metabolic rate, most backyard birds eat rich, high energy foods like oily seeds, insects and suet. Most songbirds will fill a special storage pouch in the esophagus with food before dark and digest the food overnight. Some birds become torpid; they lower their metabolic rate and temperature overnight to conserve on energy and stay warmer.

My Robins stayed the Winter. What will they find to eat under snow?

They certainly won't find any worms! Robins aren't seedeaters but they may eat sunflower chips, as there is no shell to crack. Some have been known to eat chopped red grapes, oat bran and mealworms. They require more water than most other songbirds. A heated bath would be appreciated as well.



WILDBIRD & BACKYARD

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www.wildbirdbackyard.com



Store Hours

Monday-Friday 10-6

Saturdays 9-5

Sundays Noon-4

MIKES MESSAGE

I'm sitting here waiting for the government sponsored stimulus program for bird feeders - there certainly are some yards with "clunkers" in them! Barring any multimillion influx of money, many of you ask, "How are you doing?" We are a bit slower than normal and are missing some faces, but sales are OK. Thank you for your patronage and for your concerns. We can't do it without you.

"Why don't you have sales?" has become a frequent question lately. Honestly, we just don't play the game of: mark up prices to mark them down, advertising a "Sale" like so many stores are doing. You would be taken advantage of if you were to ever pay full (not sale) price in some local stores. They offer 20% to 50% off coupons, when in reality the items were marked too high initially. I prefer to post my lowest price right from the start so that you don't have to worry if you are getting my "best" price, or if it will go on sale next week. Sure, we will run a featured product at times, or discount a discontinued or over-stocked item, but that's it. You'll always get my best price. Also remember the "Feather Your Nest" program is giving you 10% back on all your purchases and as the coupons in this issue demonstrate, we do let you make choices on picking items of your preference for a further discount.

On another note, I'm very excited about bringing you our newsletter in color on our new website. We believe this will be the best way to distribute the newsletter to the broadest audience in the most cost effective way. Again, hard copy issues will be available in the store.

Pat, Dave, Bob, Nancy and I wish you a blessed Christmas and a joyous New Year. Thank you for your continued business. *Happy Birding, Mike*

New Newsletter

Creating a newsletter for Wildbird & Backyard has been a process, learning a great deal about nature and preparing it for publication using technology: publishing software, scanners, printers, photography and more. We set out to provide something worthwhile, a mailing to disseminate information and help us market our products to those who would appreciate the information. Our mailing list has grown by leaps and bounds over the past 10 years and we took a serious look at what might be the best way to communicate with our loyal customers going forward.

With the revamping of our store website (www.wildbirdbackyard.com) we decided to offer our newsletter "on line", saving paper and postage, delivering the same quality information to a wider audience. Our newsletter will be available each March 1, July 1 and November 1, not in your mailbox but on our website. For those of you who prefer to have a paper copy, we will have copies available at the store for you to pick up and take home. On our website the newsletters (in color) will be archived, other resources and links will be available, specials and discounts will still be offered, watch videos and now have the convenience of our store in your home. We'll always look forward to your visit to our store, but we're now here 24/7. And we're excited we found another way to Go Green!



**MARK
THIS
DATE**

Next Newsletter....

March 1, 2010 at

www.wildbirdbackyard.com