

To feed or not to feed, that is the question...

Submitted by: BOBFR Public Relations

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The answer is absolutely, YES, to feed. In fact, we should feed the birds (<http://www.billoddiesbirdfood.co.uk>) in winter, spring, autumn and, most definitely, summer. Iconic bird expert Bill Oddie (<http://www.billoddiesbirdfood.co.uk>) is calling for us all to join his 'summer bird feeding is cool' revolution (<http://www.billoddiesbirdfood.co.uk/summer-feeding.html>).

The message is simple but can make all the difference. Natural wild food can be scarce in the summer, so birds need our help more than ever to retain their energy to get them through the busy breeding season.

Bill says, "People still seem surprised when I tell them that during the summer months we should actually increase the amount of food we put out for the birds. There are more birds around and every time the youngsters leave the nest they add to the numbers in the garden. A new family may be one or two, maybe half a dozen. Plus, the parents are still around and they are pretty worn out."

"Even before the youngsters arrive, they have been working hard to build a nest. Then they lay and incubate the eggs, perhaps the least hectic time but the parents still need to feed themselves. The quality of the food will affect the health of the offspring. Ironically, the healthier the nestlings are, the hungrier they look - their frantic begging for more uses up energy which can only be replaced by more food. "

Bill also points out, "The chicks that are barely moving are the ones in danger. It might be illness, or hunger, or even starvation. The ones that get the food are the survivors. The responsibility is with the parents. Every daylight minute they must search for food, feed the young and then find more. It really is the survival of the fittest."

Bird-expert Bill Oddie and Haith's, The Bird Food Specialist Since 1937 (www.haiths.com) created Bill Oddie's Bird Food (<http://www.billoddiesbirdfood.co.uk>) Recipes together and both companies support Bill's 'summer bird feeding is cool' revolution. Bill's Premium Mealworm Crumble (<http://www.billoddiesbirdfood.co.uk/mealworm-crumble.html>) is the equivalent of soft and natural baby food and is ideal for parent birds and youngsters all-year-round. "It's the bird food of choice for summer bird feeding (<http://www.billoddiesbirdfood.co.uk>) revolutionaries!" says Bill.

For helpful and informative advice visit www.billoddiesbirdfood.co.uk and Bill's YouTube channel answers some of the most frequently-asked bird feeding questions www.youtube.com/billoddiesbirdfood

Join Bill's 'summer bird feeding is cool' revolution today - www.billoddiesbirdfood.co.uk

Editor's Notes:

- The recent Garden BirdWatch survey by the BTO (British Trust for Ornithology) revealed an influx of countryside birds visiting our gardens and whilst Goldfinches

(<http://www.billoddiesbirdfood.co.uk/british-garden-birds-goldfinch.html>) are now found in almost five times as many gardens as they were 16 years ago, other species are struggling.

- The bird count, which involves thousands of households tracking the birds in their gardens every week, has seen a decline in thrushes and starlings, experts believe this is down to poor survival rates after fledging and during the birds' first winter.
- "Every daylight minute birds must search for food, feed the young and then find more. Now and again, they must also feed themselves or one another. Depending on the weather and other factors, natural food may be scarce. A shortage of caterpillars, drought that bakes the earth so that worms are inaccessible. They may well need or even rely on extra help. From us," says Bill.
- Premium Mealworm Crumble is a Softfood (<http://haiths.com/Product-Departments/Haiths-Softfoods-department/>)™ invented by [Haith's|<http://www.haiths.com>]®. "It's the equivalent of soft and natural baby food, ideal for parent birds and youngsters all-year-round," says Bill.
- Adding Mealworm Crumble™ to your bird feeding station will help attract and feed Blackbirds, Dunnocks, Thrushes, Bullfinches, Wrens, Robins, Chaffinches and Starlings.
- Bill Oddie's Bird Food Recipes are available from ASDA, Sainsbury's, Wilkinson and Waitrose. See stockist information (<http://www.billoddiesbirdfood.co.uk/bird-food-stockists.html>) for details.

LINKS:

- Website: www.billoddiesbirdfood.co.uk
- YouTube: www.youtube.com/billoddiesbirdfood (<http://www.youtube.com/billoddiesbirdfood>)
- Blog: www.billoddiesbirdfood.wordpress.com
- Twitter: [@billsbirdfood](http://www.twitter.com/#!/billsbirdfood)
- Facebook: <http://www.facebook.com/Billsbirdfood>

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