



**HARRISON'S
BIRD FOODS**



PRODUCT GUIDE



Why you should choose Harrison's

Malnutrition is widely recognised as the primary cause of health problems in pet birds, with the majority of ailments being linked to poor diets. Birds fed on an inadequate diet may survive, but they certainly will not thrive. Feeding a bird well is therefore one of the most important things you can do for it, and Harrison's Bird Foods can help you to do that.

Nutritionally complete

Pet birds can receive an inadequate diet in two ways: they are only fed foods which are lacking in essential nutrients, or, equally importantly, contain excesses which can be potentially harmful (e.g. they are fed just a seed mix); or they are fed a wider variety of foods but the bird 'buffet feeds', and the items it selects do not give the full range, and balance, of nutrients necessary for a good diet, and thus for good health.

Harrison's Bird Foods are formulated to be nutritionally complete. They provide all the nutrients the bird needs, in the correct proportions, in every bite. This ensures that they are both served, and will eat, a healthy diet – the risks that can come from selective feeding are eliminated, and there is no need for additional supplementation of vitamins and minerals.

Certified organic

Harrison's Bird Foods are made with premium-quality, human-grade cereals and are certified organic. The physical and mental wellbeing of pet birds can be adversely affected by artificial pesticides, insecticides, preservatives, colourings or flavourings in their foods. Harrison's use organically sourced ingredients to eliminate this risk.



Manufactured to optimise nutritional benefits

Harrison's Bird Foods are made using a low-temperature extrusion process. This ensures the natural qualities of the ingredients are preserved, and digestibility is improved.

Developed and recommended by experts

Harrison's have drawn on the combined expertise of veterinarians, nutritionists and aviculturists to produce this range of scientifically formulated, premium foods.

They are recommended by leading avian vets - both in the UK and worldwide - who recognise that they are the best diet for pet birds.



The Harrison's Bird Foods range

Types of diet

There are two main types of diet: **High Potency** and **Adult Lifetime**. These differ slightly in nutritional content – mainly the fat and protein levels (influencing the calorific value) - to make them appropriate for use with different species, in a variety of life-stages, or in specific situations.

There are also treats (see adjacent page), with extra ingredients to give an additional source of natural flavours, which can be fed alongside the main diets.

In addition the range includes hand-feeding foods for all ages of psittacine and passerine chicks, and for rehabilitating birds of all ages - **Juvenile** and **Recovery** Formulas. For more details on these visit www.hbf-uk.co.uk/handfeeding.

Birds may eat as much Harrison's as they wish, but guideline amounts are on the adjacent page. It is recommended to feed fresh Harrison's every day, and to give distinct meals to reduce waste. You can also feed a small amount of additional items - see the 'feeding' panel for more details.

High Potency diets

High Potency diets provide the correct balance of essential vitamins and minerals, but have a slightly higher calorific value than the Adult Lifetime diets, which make them most suitable for...

- all birds converting to Harrison's
Except species listed below, all birds should eat High Potency for 6 months before changing to Adult Lifetime
- African greys, Moluccan & palm cockatoos, and large macaws as a year-round formula
These species have higher metabolic rates than other birds so benefit from relatively higher energy diets
- breeding birds until chicks are weaned
- young birds after weaning
- birds which are underweight, or recovering from illness
- birds which are moulting
- geriatric birds
- birds housed in a cold environment



High Potency Coarse

African greys
Moluccan & palm cockatoos
Large macaws
Amazons*
Pionus*
Eclectus*



High Potency Fine

Budgies*
Cockatiels*
Lovebirds*
Quakers*
Conures*
Doves* & pigeons*



High Potency Superfine

Canaries*
Finches*
Parakeets*
Parrotlets*



High Potency Mash

Canaries*
Finches*
Parakeets*
Parrotlets*
Doves* & pigeons*

* before conversion to an Adult Lifetime diet if appropriate

Adult Lifetime diets

Adult Lifetime diets provide the correct balance of essential vitamins and minerals, but have a slightly lower calorific value than the High Potency diets, which make them most suitable for...

- all birds after eating High Potency for six months
Except species which benefit from staying on High Potency, or birds which would specifically benefit from a higher energy diet - see the adjacent page
- birds which may be diabetic
- birds displaying unwanted breeding behaviours or suffering from chronic egg-laying (especially cockatiels)
- birds which have problems controlling their weight (e.g. Amazons, galahs)



Adult Lifetime Coarse

Amazons
Small cockatoos
Small macaws
Pionus
Eclectus



Adult Lifetime Fine

Budgies
Cockatiels
Lovebirds
Quakers
Conures
Doves & pigeons



Adult Lifetime Superfine

Canaries
Finches
Parakeets
Parrotlets



Adult Lifetime Mash

Canaries
Finches
Parakeets
Parrotlets
Doves & pigeons

Guideline feeding amounts

	Harrison's	Additional items
Macaws	20-60g	2-4 tsp
Amazons	15-50g	1-2 tsp
Cockatoos	15-50g	2-3 tsp
African greys	15-30g	1½-2 tsp
Eclectus	15-30g	1-2 tsp

	Harrison's	Additional items
Pionus	10-15g	½-1 tsp
Doves	5-15g	1-2 tsp
Conures	5-9g	1½-2 tsp
Quakers	3-7g	1-1½ tsp
Lovebirds	2-5g	½-1 tsp

	Harrison's	Additional items
Cockatiels	2-5g	½-1 tsp
Budgies	1½-3g	½-1 tsp
Parakeets	1½-3g	½-1 tsp
Canaries	1-1¾g	½ tsp
Finches	1-1¾g	½ tsp

Other flavours and healthy treats



High Potency Pepper Fine

The High Potency formula with added chili pepper. A spicy alternative for birds on a High Potency diet, or a treat for birds which prefer smaller pieces.



Pepper Lifetime Coarse

The Adult Lifetime formula with added chili pepper. A spicy alternative for birds on an Adult Lifetime diet, or a treat for birds which prefer larger pieces.



Power Treats

A sweeter, nuttier treat, with sustainable, organic palm fruit oil which benefits the skin, feathers and immune system.

Bird Bread

A mix based on Harrison's to bake your bird a 'cake'. Can be used as a treat and great for conversion. Available in two flavours - original, and omega.



Feeding Harrison's Bird Foods

Many owners find that their birds enjoy Harrison's immediately, and can be converted to this new diet quickly and easily. To increase the likelihood of this happening, it is usually best to feed the Harrison's in their usual bowl in place of their regular seed/pellets, rather than serving it alongside their normal food (as they will likely just eat what they know, rather than trying the Harrison's).

If birds are more reluctant to try the Harrison's then the following can help to convert them:

- **Discourage selective feeding.** Limit the volume of 'regular' food you feed to them. Feed only small amounts, and do not refill the bowl until everything has been eaten. This encourages consumption of all they are served, rather than 'buffet feeding' to pick their favourites.
- **Wean the bird off its old diet.** Only make their usual food available for an hour in the morning and evening, and make Harrison's available for the rest of the day. Each day reduce the time the usual food is available, until you can start the day with Harrison's. Feed the Harrison's in their usual bowl/place, but make sure the bird can see the bottom of the bowl, so they know not to dig through the Harrison's expecting to find their usual food.
- **Eat the food yourself.** Many birds are encouraged to try things if they see their owner doing it. So eat some Harrison's yourself (or pretend to) to show it is a food, and then offer some to your bird. They will hopefully try it and find out they like it.
- **Moisten the food, or mix it with fruit.** Adding a little fruit juice to the food (without soaking it) can give a recognisable flavour and the bird may be keener to try it. If the Harrison's is crumbled onto fruit they may eat some along with the fruit. Having tried it 'damp', they may eat it when served dry. Mixing Harrison's with a dry food (e.g. seeds) is not usually successful as the bird will be able to avoid the Harrison's and rummage for the pieces it knows.

If your initial efforts at conversion are unsuccessful then don't be disheartened. Almost all birds will convert, so pause, revert to their usual food, and then try again a week later. During conversion you should monitor the bird's weight, condition and droppings. There should be no undue weight loss, though a change in droppings may be observed - see www.hbf-uk.co.uk/droppings for more information. Always consult an avian vet if you have concerns.

Birds may eat as much Harrison's as they want, though this will vary from bird to bird. The amounts given in this booklet, and on the packaging, are therefore just guidelines to give an indication when considering how much to serve. It is recommended to feed fresh Harrison's every day, and to give distinct meals to reduce waste. As the food does not have any artificial preservatives, once the bag is opened it is recommended it is used within 8 weeks to ensure the food remains at its most palatable and nutritious, so keep that in mind when making a purchase.

Feeding additional items

Harrison's should make up the majority of the diet to ensure the bird is getting the nutrients they require in sufficient quantity. For most birds this will be 75-80% by volume of the diet. The feeding of additional items is also recommended, however - 15-20% of the diet should be good quality, organic fruit and vegetables, and 5% should be good quality, organic items which provide a rich source of omega-3 (such as chia, hemp or flax seeds, or certain nuts). When feeding fruit and vegetables, it is best to select dark yellow meaty, or dark green leafy items - such as sweet potatoes, carrots, pumpkin, broccoli, spinach, mango or papaya - and avoid those high in sugars (such as grapes) as they provide energy but little else.



Some species, and some specific birds based on their health or situation, have further requirements. Please contact us, or speak to an avian vet, if you require advice about adjusting the bird's diet.

See the difference that changing to a Harrison's diet can make

Not all improvements to a bird's health are visible, but some changes are indicative of a healthier bird. The obvious changes in these birds that have switched to a Harrison's diet reflect the improvement in their overall health.



For more information on Harrison's Bird Foods see:

www.hbf-uk.co.uk

or contact us on

01509 265557 info@hbf-uk.co.uk

The Harrison's Bird Food range is distributed in the UK by HBF-UK, a subsidiary of Meadow's Animal Healthcare Ltd. www.meadowsah.com info@meadowsah.com

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Harrison's Bird Foods are certified organic in the USA by the Department of Agriculture, and in the UK by the Organic Food Federation

