



# 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 an estimated 80% 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

Many diets fed to pet birds are lacking in essential nutrients or, equally importantly, contain excesses which can be potentially harmful. Offering a mix of foods can often be as flawed as offering just one, as type many birds will 'buffet feed', picking only certain items from the bowl. In both scenarios the bird will not get 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, providing all the nutrients the bird needs, and in the correct proportions. There is therefore no need for additional supplementation of vitamins and minerals, and avoids the risk of imbalances from 'buffet feeding'.

## 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 parrots 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 opposite), with extra ingredients to give an additional source of natural flavours, which can be fed alongside the main diets.

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

Birds may eat as much Harrison's as they want, 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 should also feed a small amount of additional items - see the 'feeding' panel for more details.

## Size of piece

Each type of diet is available in one of four sizes of nugget - Coarse, Fine, Superfine and Mash. The size fed can be down to the preference of the bird. The Coarse pieces can be picked up by birds which eat from their feet, whereas the smaller pieces are ideal for birds which peck from their bowl. The foods most commonly fed to each type of bird are shown, but this is just a guide – if a bird prefers a different size of piece to 'the norm' then feed them this as they will still receive the same balanced nutritional benefit.

## 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, palm/moluccan 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 climate



### High Potency Coarse

African greys  
Palm & Moluccan cockatoos  
Large macaws  
Amazons\*  
Pionus\*  
Eclectus\*



### High Potency Fine

Budgies\*  
Cockatiels\*  
Lovebirds\*  
Quakers\*  
Conures\*  
Doves\*



### 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
- birds displaying unwanted breeding behaviours or suffering from chronic egg-laying (especially cockatiels)
- birds which have problems controlling their weight (e.g. Amazons, galahs)
- 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

### Adult Lifetime Coarse



Amazons  
Small cockatoos  
Small macaws  
Pionus  
Eclectus

### Adult Lifetime Fine



Budgies  
Cockatiels  
Lovebirds  
Quakers  
Conures  
Doves

### 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	1 <sup>1/2</sup> -2 tsp
Eclectus	15-30g	1-2 tsp

	Harrison's	Additional items
Pionus	10-15g	1/2-1 tsp
Doves	5-15g	1-2 tsp
Conures	5-9g	1 <sup>1/2</sup> -2 tsp
Quakers	3-7g	1-1 <sup>1/2</sup> tsp
Lovebirds	2-5g	1/2-1 tsp

	Harrison's	Additional items
Cockatiels	2-5g	1/2-1 tsp
Budgies	1 <sup>1/2</sup> -3g	1/2-1 tsp
Parakeets	1 <sup>1/2</sup> -3g	1/2-1 tsp
Canaries	1-1 <sup>3/4</sup> g	1/2 tsp
Finches	1-1 <sup>3/4</sup> g	1/2 tsp

## Other flavours and healthy treats



### High Potency Pepper Fine

The High Potency formula with added chili peppers. 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 peppers. 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 four flavours - original, hot pepper, millet & flax, and omega.



# Feeding Harrison's

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 what 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 your 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](http://www.hbf-uk.co.uk/droppings) for more information. Always consult your vet if you have concerns.

Birds may eat as much Harrison's as they want. The amounts given in this booklet, and on the packaging, are guidelines, but will vary from bird to bird. They give an indication, however, to help when considering how much to put in the bowl. 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 70%+ of the diet. The feeding of additional items is also recommended, however. This should include human-quality (ideally organic) fruit and vegetables, and some birds benefit from an additional source of omega-3 (e.g. chia, flax or certain nuts). When feeding fruit and vegetables, where possible it is best to select dark yellow meaty, or dark green leafy items such as sweet potatoes, carrots, pumpkin, winter squash, broccoli, parsley, spinach, mango or papaya. Try to 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 your bird's diet.

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



**For more information see:**

**[www.hbf-uk.co.uk](http://www.hbf-uk.co.uk)**

**or contact us on**

**01509 265557 [info@hbf-uk.co.uk](mailto: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](http://www.meadowsah.com) [info@meadowsah.com](mailto:info@meadowsah.com)

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

