



PRESS RELEASE

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New Product Standards Protect Consumer Investment

Sioux Falls, SD - Are manufacturers and retailers targeting your pocketbook?

By way of new product standards the Wild Bird Feeding Industry wants to insure you make the best purchase possible.

"We all want the best value for our dollar. Using products displaying the special logo of the WBFI Quality Standards Program is one quick and easy way consumers can recognize quality products," stated Susan Hays, Executive Director of the Wild Bird Feeding Industry trade association. "A focal point of the WBFI Quality Standards Program is to help the consumer have a good experience so they keep feeding wild birds," Hays said.

"The WBFI, together with product manufacturers, packagers and feed processors, distributors and retailers are implementing these standards to protect consumers and help them enjoy a better bird feeding experience."

The new WBFI Quality Standards Program contains specific guidelines for products, and makes it easier for consumers to identify products that perform 'as advertised'. "If a feeder or package of feed shows a picture of a cardinal, you would expect those products to attract cardinals," said Dick Hebert of D&D Commodities, whose company packages the Wild Delight brand of feed. "Unfortunately that has not been true in the past. With the WBFI Quality Standards Program, product packaging must show which birds will likely use that product."

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In addition to truth-in-packaging, the WBFI Quality Standards Program addresses quality of feeder design for ease of use and durability, and detailed ingredient lists for feed packages.

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"Easier purchasing decisions for the customer and the retailer," according to George Petrides, Sr. of Wild Bird Centers of America. "When a customer sees a product with the standards logo, they know the product is a good investment. Additionally, as a retail business, we are already purchasing and promoting those items with the WBFI Quality Standards Program logo."

Not all product packing has been adapted to display the recognizable standards logo, nor has every manufacturer adopted the new quality standards. "It takes time to prepare new packaging to show participation in the standards program," said Lori Zimmerman of Lebanon Seaboard, packager of Lyric Wild Bird Food. "We package a variety of wild bird food products, and we maintain a large inventory of packaging materials. Our customers know we are participating in the WBFI Quality Standards Program, but it will take time to update each product."

The WBFI website (www.wbfi.org) is updated frequently to display those companies participating in the WBFI Quality Standards Program. "The major brands have not only joined the program, they've also contributed to the process of establishing standards," according to Mike Dunn, CEO of Duncraft, a leading manufacturer of feeders. "Each of these participating companies believes consumers who purchase wild bird products should expect a positive experience. By displaying the standards logo, the company is assuring the customer they offer a quality product."

