

# TWO IS BETTER THAN ONE

Sure birding is big, but it is getting even bigger.

By **Carrie Burns**

**G**one are the days of a single birdfeeder in your customers' backyards. You know, probably better than most, that birding has become more than just a hobby; people are going nuts over birds.

Even the birdfeeders are getting in on this trend. The trend just a few years ago was decorative birdfeeders to accent the yard. While these are still in very high demand, the demand for functionality has grown rapidly. Birdfeeders are getting bigger — to hold more seed and to accommodate more birds. They now have space or perches for more than one bird — even up to 18 or more. Serious



Photo courtesy of the National Bird-Feeding Society

bird watchers want to see numerous birds in their backyards, so companies have developed feeders to attract different types of birds — hummingbirds, blue birds, etc.

This change in feeders just goes to show how popular bird watching is becoming. According to a 1999-2000 National Survey on Recreation and the Environment by the USDA Forest Service, more than 79 million people participate in bird watching. It has most likely grown in the past three years. So, make sure your bird department is updated, and if you don't have a bird department, consider starting one, as this past time isn't going away anytime soon. 🐦

*Carrie Burns is associate editor for Lawn & Garden Retailer. She may be reached by phone at (847) 391-1019 or E-mail at [cburns@sgcmail.com](mailto:cburns@sgcmail.com).*



## Songbird feeder

The Signature Seed•Trumpet songbird feeder has been redesigned for easier filling and cleaning. The powder-coated tray screws onto a beautiful blown-glass vessel. Available in three jewel tones: blue, green and aquamarine, this feeder can be filled with any kind of seed and comes with a 7-inch signature hook for easy hanging. Individually boxed. Hangtag with instructions included. PAR•A•SOL, LLC. (303) 777-2944. **Write in 1432**

## Suet cakes

Wild Delight advanced-formula, jumbo-size suet cakes are loaded with fruit, nuts and seeds. The 15-oz. suet cakes are 25 percent larger than most cakes according to the manufacturer. Each cake weighs just less than 1 lb. and has an added cherry flavor. Case packs are narrow and deep to help retailers maximize their shelf space. D&D Commodities Ltd. (800) 543-3308. **Write in 1439**

