



John's TIP OF THE MONTH

June 2015



Calling Nature's Fast and Furious

Hummingbirds are nature's "fast and furious." These small, colorful birds get their name from the hum of their wings, which flap anywhere from 50-80 times per second.

While there are more than 300 species of hummingbirds worldwide, only 12 species are known to spend their summers in North American gardens and landscapes. The most common hummingbirds are typically first spotted in the Mid-Atlantic during the month of April and throughout New England in May.

The hummingbirds' annual arrival is documented by birdwatchers all across the country. Does your current birding display include products for hummers and the consumers who love them? Keep reading for tips to get started or fine-tune your offer.

Diet and Dining Preferences

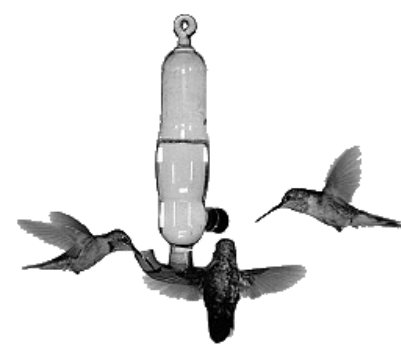
The long, tapered bill of the hummingbird is specifically designed to draw nectar from the centers of long, tubular flowers in the garden. Hummingbirds eat an enormous amount of food each day, to fuel their fast breathing rate, rapid heartbeat and high body temperature!

Clean, full feeders are necessary to draw hummingbirds to the home garden and keep them coming back for nourishment. Nectars are available in powder & liquid types that are red or clear in color. Garden Market offers several quality options from **Classic Brands**.

Hummingbirds are extremely territorial! They can be seen chasing each other – and even larger birds such as hawks – away from their home turf. Put the hummers' instinct to work for you by encouraging bird lovers to place feeders on opposite sides of the home or garden. Maximize traffic, minimize turf wars and potentially double sales of feeders and nectar—win-win-win!

Feeder History

The device pictured on the right is an example of the first commercially available glass hummingbird feeder. Laurence J. Webster of Boston, Mass., designed it for his wife, who had read a 1928 National Geographic story about feeding hummingbirds from small glass bottles.



Between 1929 and 1935, Webster had his design produced by an MIT lab glassblower. In 1950, the Audubon Novelty Company of Medina, N.Y., first offered the "Webster" feeder for commercial sale. Today, the **Woodstream Perky Pet #203CP** feeder (a Webster-style feeder) is the most widely sold in the United States.

Hummingbird Feeders Today

There are numerous types of bottle feeders in plastic, ceramic and glass produced nationally featuring models with and without perches. The inverted type is the most popular, but some find success and less upkeep by using basin-type feeders such as the **Aspects Hummzinger**. This type of feeder doesn't drip and doesn't attract as many wasps or bees to the sweet nectar. Basin-style feeders allow the hummingbird to hover and extend its tongue down into the reservoir. **Perky Pet** recently introduced a line of colorful **Antique Mason Jar** feeders that have become an instant hit with consumers.

Good Selling!

John



Featured Products



PREMIUM NECTAR

Premium Nectar simulates natural nectar found in flowers. Researched and tested a variety of flavorings to create the best nectar on the market. Just like flower nectar, our premium nectar is appealing to a wide range of hummingbirds.



Item #	UPC	Vendor	Case	UOS	Retail
8 oz - Instant Nectar					
81210038-160	815562015603	56	24	24	\$2.69
32 oz Nectar Concentrate					
81210036-644	815562015405	54	4	4	\$10.99
64 oz RTU Premium Nectar					
81210037-482	815562015504	55	4	4	\$9.99
64 oz RTU Premium Nectar Clear					
81210040-482	815562015558	58	4	4	\$7.99



HIGHVIEW™ MINI FEEDER

Has a HighView™ perch that invites hummingbirds to rest comfortably as they drink from any of three feeding ports while also offering an unobstructed view of the birds. Bright red cover attracts hummingbirds from a distance and is easily removed so the bowl can be cleaned quickly and thoroughly. Constructed of unbreakable polycarbonate.



Item #	UPC	Vendor	Case	UOS	Retail
80480012-1145	026451124300	430	6	6	\$18.95



PINCH-WAIST HUMMINGBIRD FEEDER

The wide mouth opening on this glass bottle makes filling your feeder easier and mess free. The 8 oz nectar capacity is the perfect size to ensure that your hummingbirds always have the freshest of nectar.



Item #	UPC	Vendor	Case	UOS	Retail
80191650-917	078978203129	203CP-4	4	4	\$14.99



RED MASON JAR GLASS HUMMINGBIRD FEEDER

This bright red bottle will let all of the hummingbirds know that your yard is the place to be for sweet nectar. The large 32 oz capacity glass bottle resembles vintage canning jars used in the 1800's. The wide mouth makes filling and cleaning mess free.



Item #	UPC	Vendor	Case	UOS	Retail
80191517-1429	078978016798	786	2	2	\$19.95



ANTIQUE BOTTLE GLASS HUMMINGBIRD FEEDER

The hardened glass nectar reservoir has a unique square shape and holds 16 oz or 24 oz of nectar. Hummingbirds will flock to feed from this feeder's four decorative flower feeding ports. The base easily comes apart and reassembles for easy cleaning.



Item #	UPC	Vendor	Case	UOS	Retail
Blue - 16 oz					
80191179-1423	078978101586	8117-2	2	2	\$23.99
Clear - 24 oz					
80191180-1423	078978811829	8118-2	2	2	\$23.99
Red - 24 oz					
80191181-1423	078978101593	8119-2	2	2	\$23.99
Green - 24 oz					
80191182-1423	078978101500	8120-2	2	2	\$23.99



ANTIQUE BOTTLE GLASS HUMMINGBIRD FEEDER

Features a glass bottle with brushed copper accents. In addition, the feeder features four decorative flower feeding ports surrounding its base.



Item #	UPC	Vendor	Case	UOS	Retail
Clear - 10 oz					
80191174-1400	078978810730	8107-2	2	2	\$23.49
Green - 10 oz					
80191175-1400	077625810826	8108-2	2	2	\$23.49
Red - 16 oz					
80191176-1400	077625810925	8109-2	2	2	\$23.49

