

THE BULLETIN BIRD

OCTOBER 2023

HARRISON'S BIRD FOODS NEWSLETTER

You May Not Know...



Human vision



Bird vision



Human vision



Bird vision

Birds' ability to perceive the ultraviolet (UV) portion of the electromagnetic radiation spectrum allows them to see the world in a different light. While objects that reflect UV light appear dull to humans, birds perceive them as having a unique but vibrant color. Their ability to see UV light plays an important role in activities such as mating and foraging. Since certain ingredients in Harrison's reflect UV light, Harrison's nuggets and Mash fluoresce in the eyes of the parrots. As a result, our products are particularly attractive to parrots because their appearance mirrors the appearance and nutritional value of foods found in their native habitats.

An Interesting Tidbit...

Harrison's Bird Foods has made a substantial investment into the conversion of film into pre-made bags with a fully upgraded food zipper.

The Harrison's multi-layer bag is itself an effective preservation system.

Harrison's food should always remain in the original bag. Expel air and zip shut.

Refrigerate or freeze after opening.



Behind the Scenes...

HBD is pleased to announce two new additions to our professional staff:

Originally from Jupiter, Florida, **Dr. Bianca Murphy** earned a BS degree from Florida Atlantic University and then her DVM degree from the University of Florida. She began her clinical experience in Indian Harbor Beach, Florida before moving to the Medical Center for Birds in Oakley, California. At that time she completed her requirements to become a Diplomate of the American Board of Veterinary Practitioners (Avian). Among her many projects, she has been involved in developing an avian medicine curriculum for the Association of Avian Veterinarians and serves as a reviewer for the Journal of Avian Medicine and Surgery.



Dr. Elise (EV) Voltura was born in California but grew up in Alaska. She graduated *summa cum laude* with a BS in Environmental Science with a minor in Biology from the University of Oregon. She then completed a PhD degree in Biomedical Sciences (Department of Veterinary Pathobiology at Texas A & M University). Her doctoral work focused on exploring the health and conservation of parrots with a strong focus on parrot dietary habits and nutrition. She continues to maintain her connection with the Schubot Center for Avian Health as well as the Parrot Researchers Group.



HBD is pleased to include the perspectives of these outstanding scholars in our continued development of appropriate avian formulated foods.