



HARRISON'S BIRD FOODS

Healthy, Organic and Sustainable

HANDBOOK FOR A HEALTHIER BIRD

THE RESULTS SPEAK FOR THEMSELVES



Velcro

Photo Liam Curtis



Buddy

Photo Credit Cindy Turner



Dewey

Photo Credit Audrey Kakehi



Mousse

Photo Credit Paul Levy



Tullamore

Photo Credit Petra Hornakova



Ha Gau

Photo Credit Phyllis

Why Harrison's - Past, Present and Future

Past

Greg Harrison received his DVM degree from Iowa State University in 1967 and moved to Florida, where he started his own small animal practice. In the mid-70s, Greg established the first exclusive pet avian practice in the country, and he began breeding and raising parrot species (they had 200 pairs of breeding psittacines). After consulting with successful aviculturists and avian nutritionists, a line of certified organic formulated diets (Harrison's Bird Foods) was developed.

In 1980, a group of avian practitioners decided to create the Association of Avian Veterinarians (AAV), and Greg was invited to serve as the first President, which he did from 1980-1982. Linda Harrison supported the organization for 13 years as the communicator — editing and publishing the AAV Newsletter, the first AAV clinical journal, the annual conference proceedings and other publications.

Together they co-edited *Clinical Avian Medicine and Surgery*, the first avian veterinary textbook published by WB Saunders in 1986 as well as *Avian Medicine: Principles and Application*, published by Winger's Publishing in 1994. Later he co-edited an additional textbook: *Clinical Avian Medicine Volumes I and II* (Spix Publishing, 2006).

Linda founded the Zoological Education Network in 1998, which produced the annual International Conference on Exotics (ICE) for 9 years and the bi-monthly full-color *Exotic DVM Veterinary Magazine* for 13 years, as well as other professional and client-oriented publications.

Retired from practice in 2005, Greg is a Diplomate of the American Board of Veterinary Practitioners (Retired) and Dip Emeritus of the European Board of Zoo Medicine (Avian).

Present

Today, Harrison's Bird Foods is guided by a team of avian veterinarians as well as a vast team of avian nutritionists. This team is supervised by the medical director, Bianca Murphy, DVM, DABVP (Avian Practice).

Future

Harrison's Bird Foods is investing in the future by providing grants to various universities and conservation groups to support ongoing research in avian nutrition and conservation. Additionally, Harrison's Bird Foods is committed to the future through its Student Ambassador Program, which educates veterinary students on avian nutrition and basic principles, giving them a stronger foundation in avian medicine and nutrition before graduation.

The Harrison's Formulas



What is in Harrison's Bird Foods?

Our products start with carefully selected premium, certified organic legumes and whole grains grown by conscientious certified organic farmers with a strict chain of custody for traceability. The mixtures are supplemented with vitamin precursors and minerals to result in the proper nutritional content for each formula and are backed by over 40 years of proven results.

The finished diets are tested throughout the manufacturing process and packaged in state-of-the-art bags to protect freshness.

What is left out of Harrison's Bird Foods?

Harrison's Bird Foods contain:

- No insecticides, herbicides, fungicides, or preservatives
- No artificial colors, sweeteners or flavors
- No animal meat, egg or dairy products
- No pieces, parts or byproducts
- No genetically modified organisms (GMOs)

Harrison's screens all of its products for pathogenic bacteria, molds (mycotoxins) and various impurities to ensure safe consumption by animals.



What is the Difference Between Pellets and Extruded Nuggets?

One primary difference between pellets and Harrison's nuggets is in the manufacturing process. Pellets require steam, pressure and a binding agent (such as clay-like products) to bind the grains into a firm pellet. This is an economical process, but pellets are less digestible than formulated diets produced by extrusion and, because pellets have low moisture and fat content, they tend to crumble and may not be appealing to birds.



Harrison's Bird Foods are actually nuggets, which are produced by a low-temperature and low-pressure extrusion process. The carbohydrates gelatinize, resulting in a caramel flavor and light brown color. Extruded products are easily digestible and have retained natural colors, which are appealing to birds that see ultraviolet images.



Rich in natural hues, Harrison's nuggets, viewed via UV filter (similar to how birds see) appear like this image.

Variations in Appearance

The successful growing of organic ingredients depends on nature, and because nature is sometimes unpredictable, the ingredients are not always identical. The resulting Harrison's products may have slight variations in the color, size or texture of the nugget due to variations in the temperature, rainfall or other factors during the growing season.

Rest assured, the nutritional content is within the technical specs range expected for that individual product, and the natural changes are not artificially covered with dyes, bleached or overprocessed for uniformity.

Where To Start



Timbit

Photo Credit: Maggie McKay

What to Expect

Modifying your bird's diet from one based on seeds to a formula that contains all the known nutrients for avian species will produce some extraordinary results.

As your bird adjusts to the new healthy ingredients, you will see improvement in its appearance and perhaps even in its behavior.

Many birds will have a major molt 1-2 months after the conversion. This is because their body finally has the nutrients it needs to make a new set of healthy tissues. Clients have remarked that their birds look more brilliant, talk more and are more playful and better behaved because they are eating better.

Why High Potency?

All birds should start a diet change with an introductory 6-month program of High Potency formula. This provides maximum nutritional support for an effective conversion. Some medium to large parrot species may be fed this formula for their entire lifetime. These may include cockatoos, large conures, eclectus, macaws, African greys and pionus. In addition, birds with temporary special needs benefit from a High Potency formula; for example, birds that are breeding, molting, overweight, underweight, particularly active, housed in a cold climate, recovering from an illness, affected by liver or kidney disease or geriatric birds.

Diet Conversion Tips

Consultation with an avian veterinarian is recommended before a diet change and for annual health examinations.

Birds can sometimes be a challenge when it comes to changing their diet. They become accustomed to a certain "look" and texture of what is offered to them. Therefore, some tips might be used to train them to eat new foods.



Scan the QR Code for Harrison's Bird Foods
Quick Tips for Diet Conversion

harrisonsbirdfoods.com/conversion-info

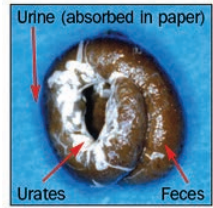
Monitoring the Bird During a Diet Change

Even if it appears that the new food has been “chewed,” the best indicators of a successful diet conversion are the weight, droppings and behavior of the bird. Some changes may require a consultation with your avian veterinarian.

- The bird should be weighed daily on a gram scale. If it loses 10% of its body weight (3g for a budgie or 10g for a cockatiel), the conversion should be postponed immediately, and the former food offered.

- One should watch the droppings for any change in amount (reduced feces, increased urates) or change in color to yellow or dark green. A color change to brown or light green is normal due to the formulation of the food.

NORMAL DROPPINGS



- Attention should be paid to the bird's behavior. If it appears cold, listless, fluffed up or reluctant to play or talk, resume feeding the original food and attempt the conversion at a later time.

- Early in the conversion, as the bird adapts to the new food, the bird may show signs of itching, molting, flaking of the skin, sneezing and perhaps even a clear nasal discharge. These are signs that the epithelial tissues are healing and beginning to function.



Feeding Recommendations

Diet Composition

- 75 - 80% appropriate formula and size of Harrison's Bird Foods
- 20 - 25% other foods, including organic green leafy or yellow meaty vegetables and fruits that provide phytonutrients and antioxidants: spinach, broccoli, chard, kale, watercress, dandelion, collard, mustard greens, turnip greens, celery leaves, basil, carrot, sweet potato, pumpkin, winter squash, cantaloupe, mango, orange, apricot.



Storage

Harrison's is committed to protecting your bird from artificial preservatives. Part of how that is expressed is in the choice of packaging. The bags are multi-layered with impermeable barriers to keep the contents airtight. The nutritional content is guaranteed if the contents of the unopened bag are used before the "Use Before" date, or within 10 weeks.

Here are some suggestions to keep your food fresh:

- Keep food in the original bag. Do not store in plastic bags or containers.
- Use the contents of an opened bag within 10 weeks.
- Mark the date of opening (see designated place on bag) as a reminder.
- If you need to keep an opened bag longer than 10 weeks, use **Stay Fresh** spray each time the bag is opened: this may extend freshness for up to 6 months after opening.
- Squeeze the air out of the bag, roll down the top, and zip or clip the bag shut.
- If the zip lock gets removed or damaged, fold the top over several times and close with a clip.
- Purchase Harrison's foods only in the original packaging. We are not responsible for claims arising from food that has been repackaged by a vendor other than Harrison's.
- Refrigeration after opening may help maintain freshness.



High Potency Formulas

The **High Potency** formulas are for birds of all sizes that are converting to Harrison's from another diet, have special needs, such as recovering from an illness, or are breeding or weaning. All birds should start and remain on High Potency for a period of at least 6 months. Some species such as larger macaws and cockatoos should stay on High Potency year-round. Consult with your veterinarian for recommendations for your bird.

High Potency Coarse

Our high-energy large nugget for cockatoos, African greys, large conures, eclectus, macaws and pionus.

Available in 1lb, 5lb and 25lb sizes



High Potency Fine

For small to medium birds, such as conures, lories, quakers, cockatiels, budgies, lovebirds and doves.

Available in 1lb, 5lb and 25lb sizes



High Potency Super Fine

This small-sized nugget is appealing to budgies, canaries, finches, parrotlets and other smaller birds.

Available in 1lb size



High Potency Mash

A distinctly soft, high-energy product that may be used for small species or as a base for homemade diets.

Minimally processed (not cooked).

Available in 1lb size



High Potency Fine Pepper

This formulation is a variation of High Potency Fine with the addition of organic cayenne pepper.

Available in 1lb size



Adult Lifetime Formulas

After a period of at least 6 months on a High Potency formula, most birds can be converted to an **Adult Lifetime** maintenance formula. Breeding or molting birds and birds under 1 year of age should be maintained on High Potency. Some species, such as larger macaws, should stay on High Potency year-round.



Adult Lifetime Coarse

Maintenance formula for adult Amazons, cockatoos, African greys and other large species.

Available in 1lb, 5lb and 25lb sizes



Adult Lifetime Fine

Maintenance formula for conures, quakers, cockatiels, budgies, lovebirds and doves.

Available in 1lb, 5lb and 25lb sizes



Adult Lifetime Super Fine

Maintenance formula for small species including canaries, finches, budgies, parrotlets, cockatiels, and lovebirds.

Available in 1lb size



Adult Lifetime Mash

Especially valuable for birds with certain dietary sensitivities, because the formula does not contain any peanuts, sunflower or corn. Minimally processed (not cooked).

Available in 1lb size



Pepper Lifetime Coarse

As a spicy alternative to Adult Lifetime Coarse, this formulation meets the nutritional requirements for healthy, non-breeding, non-molting birds, including pions, Amazons, cockatoos and other medium to large parrots. It may be used as a foraging treat or offered to birds with clinical signs of papillomatosis.

Available in 1lb, 5lb and 25lb sizes



Power Treats

These high-powered nuggets are beneficial for birds requiring extra energy following an illness, or for birds with dry flaky skin, beaks or nails and feathers that lack bright coloration or sheen, or for aging birds. They contain a high carotenoid and antioxidant content and are most often used as a treat or for enrichment. They are excellent energy boosters for flying birds. Power Treats can be crushed for smaller birds.

Available in 1lb size

Recovery Formula

Certified Organic Recovery is a complete, easily assimilated nutritional formula for sick or injured birds and other animals. It can be used as short-term emergency care for medical or surgical patients who are recovering from pansystemic failure, slowed gastrointestinal emptying time, failure to thrive, or as support during a dietary conversion. It is also useful as a hand-feeding formula for hatchlings (up to 2 days of age, then transition to Juvenile Hand-feeding Formula).

Available in 2oz and 350g sizes



Juvenile Hand-feeding Formula

This is an easily digestible food for hand-feeding psittacine chicks, for birds of any age recovering from illness or injuries, or for support during a diet conversion. This may be used as long-term nutrition support following immediate emergency care with our Recovery formula.

Available in 1lb size

Fauna Flora (*Saccharomyces cerevisiae*)

This digestive aid for all animals may help regulate normal blood sugar levels, assist malabsorption issues, help improve mental and physical capabilities, stimulate the immune system including increased T-cell production, increased energy and longevity with reduced incidence of disease*.

Available in 57g size



*Markowiak, P., & Szliewska, K. (2017, September 15). Effects of probiotics, prebiotics, and synbiotics on human health. Nutrients. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC562781/>

Harrison's Bird Bread Mix

The mix comes in two tasty flavors your bird will love. Original Bird Bread is a basic bake-at-home formula that can be modified to include your bird's favorite flavors. Or, choose Omega Bird Bread which has a big boost of essential fatty acids. Either Bird Bread option can be altered to fit your lifestyle or your bird's palate. These prepare-at-home breads may be used as a diet conversion tool, a vehicle for delivering medications, a foraging reward or as soft food for weaning chicks.

Original - 255 g
Omega - 323 g



Available in 11lb size

JUMPSTART Grey Millet and JUMPSTART Omega

As "healthy" alternatives to conventional seeds that may already be familiar to a budgie, cockatiel or other small seed-eating species, these offer the benefit of being certified organic and free of pesticides and other toxins. JUMPSTART Grey Millet is a great introduction to organic seeds, while JUMPSTART Omega is a healthy blast of rich omega fatty acids. Both may be used together!

Stay Fresh Food Preserver - New!

Extend the shelf life of an opened bag of Harrison's Bird Foods beyond the recommended consumption period of 10 weeks. Use on all your fresh fruits and vegetables too! Chop up fruits and vegetables as desired, transfer them to a storage container, and preserve them with Stay Fresh to keep them fresh longer in the fridge and freezer. A non-toxic, inert gas that does not change the taste or consistency of any food. It just keeps food fresh longer!



Nuggies - New!

These artisan-crafted baked seed and nugget clusters for birds are made with organic ingredients, encourage foraging and help prevent boredom. They are an easy diet conversion tool and a feel-good, healthy treat with no corn syrup.

Your bird will go wild for Nuggies!

Booster Concentrate - New!

A nontoxic antimicrobial dietary supplement made from pure distilled monolaurin. Useful when there is an acute illness or the animal is known to be infected with one of the microorganisms inactivated by Booster Concentrate in laboratory studies.



Scan the QR Code for additional
Booster Concentrate details



Working with an Avian Veterinarian

Contact your avian veterinarian for a thorough physical examination of any new bird and annual check-ups after that.

You will see the difference!

Healthy birds that have been properly fed long-term will exhibit certain features.

- Muscle, bones and fat are in the proper ratio.
- Beak is smooth and shiny with no signs of peeling.
- Nares (nostrils) are clean and free of accumulations.
- Bird stands erect and alert on the perch.
- Respiration is even and smooth with no sound of wheezing.
- Droppings are moist and formed, the urine is clear, and the urates are white.
- Feathers fit together like a garment with no bald spots, no plucked feathers and no tattered, broken or abnormally colored feathers.
- Feet grip the perch strongly and evenly with the bottoms of the feet showing a definite pattern – not smooth -- with no pressure points.
- Skin on the legs and face is glistening, smooth and soft with no signs of flaking.
- The body shows no signs of swelling or bleeding.
- The bird is calm and does not bite, scream or behave aggressively.

Improper Nutrition in a Bird

Improper nutrition is the cause of 90% of health problems and the leading cause of death in pet birds. The signs may be subtle and often overlooked for an extended time and may include:

- Abnormalities in body weight and shape
- Improper balance in the bacterial population of the gastrointestinal system as seen on a fecal Gram's stain by your avian veterinarian
- Unusual appearances of feathers, nails, beak and skin
- Black or discolored feathers
- Curling, splitting or tattered feathers that fail to zip
- Beak overgrowth and flaking; bleeds easily when trimmed
- Undesirable behavior
- Change in personality
- Change in eating habits
- Discharge caked in nares



Scan the QR Code for Harrison's Bird Foods
Signs and Symptoms of a Healthy Bird
harrisonsbirdfoods.com/signs-info

Maximize Your Bird's Health



Exercise

Recent research has shown that a lack of exercise is a primary factor in the development of diseases, especially atherosclerosis. This appears to be a condition that is present in all captive parrots to some degree and worsens with age.

There are a few ways a family can ensure that a pet bird has access to exercise:

- Freeflying would be the ultimate exercise, but there are potentially associated risks, such as escape or encountering household dangers
- Housing in a large enough enclosure to allow free flight
- Placing a harness or leash on the bird and have it tethered to an outdoor line under constant observation
- Placing a ladder inside the enclosure to encourage movement
- Providing safe environmental enrichment activities
- Offering daily time for the bird to move around outside the enclosure with supervision

Nutrition

Your bird will thrive on the appropriate **Harrison's formula (75-80%)** and **fresh organic vegetables (20-25%)**, especially those dark green or dark yellow color, which have the highest nutritional value.

Birds have relatively tiny bodies and high metabolic rates, so it is extremely important to monitor what is offered for food, maintain proper portion size and prevent access to chemical pesticides and preservatives.

Sunlight

Access to sunlight is essential for the activation of vitamin D and the utilization of calcium in the body. For example, African grey parrots, whose natural living conditions are high in the jungle canopy, require an abundance of sunlight in captivity to activate dietary calcium.



Scan the QR Code for
Harrison's Bird Foods
UV Article

There are several ways access to sunlight can be accomplished for pet birds:

- One may expose the bird in its cage or other safe enclosure to outdoor fresh air and direct sunlight for short periods of time. There should be shade available for the bird to retreat.
- Putting a cage in front of a sunny window does not accomplish the same thing. The glass itself prevents the transfer of the proper rays.
- In areas or seasons where there is little direct sun, recommended lamps with sufficient UVA and UVB lights may be used to simulate sun rays.

Safety Checklist

Most pet birds are curious and will investigate anything new in their environment. It is important to prevent their access to:

- Overheated items with non-stick surfaces
- Ceiling fans
- Sandpaper-covered perches
- Tobacco and cigarette smoke
- Chocolate and avocado
- Solid air fresheners and scented candles
- Toxic houseplants
- Pesticides
- Easily dismantled toys
- Cedar, redwood or pressure-treated shavings
- Lead or zinc, found in chrome or galvanized metals
- Dogs, cats, ferrets and unsupervised young children





Our friendly customer service staff is just a phone call away.
We're here to help with orders, offer tips for using Harrison's products and more.

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