



TOPflite[®]

QUALITY BIRD AND SMALL ANIMAL FEED



Finding Feathered Friends

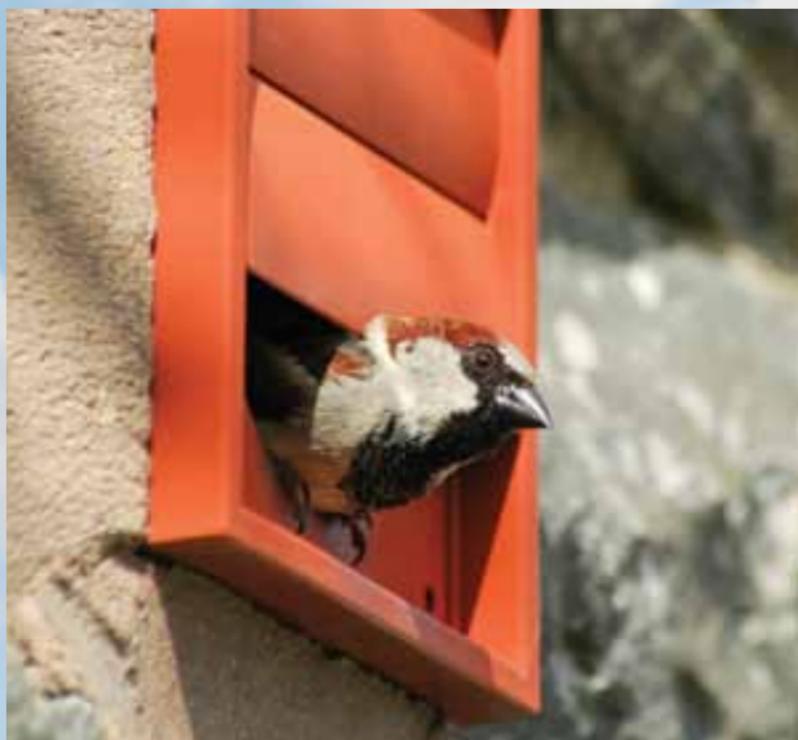
How to attract wild birds
into your backyard

www.topflite.co.nz



ENJOY THE SIGHTS AND SOUNDS OF WILD BIRDS

There's something special about seeing your own backyard brimming with bird life. The sights and sounds are soothing and it becomes very easy to form a connection with our feathery friends. Kids love them too. And it can develop an interest in the outdoors – which is a lesson worth learning. There's also a wonderful feel-good factor that comes with feeding and helping wild birds survive and prosper. With 73 of New Zealand's native bird species on the world conservation union's 'red list' of threatened species, you really can make a difference.





TOP *flite*®

QUALITY BIRD AND SMALL ANIMAL FEED

***A*TTRACTING BIRDS IS EASY WITH TOPFLITE**

It's simple. Native birds will keep returning to your backyard if you keep feeding them tasty, nutritious food. That's just what we produce at TopFlite. Our range of Wild Bird products are made with New Zealand's finest selection of seeds. We test for and add nutrients that might be missing from our soils, but we only add minerals that would naturally occur in other parts of the country. For the most part, we want to create a product that's as close to nature as possible, high in nutrients, and produced in a way that keeps those nutrients locked in. That way your backyard birds will be healthier and happier. And because they'll love the taste, they'll keep coming back for more.

WHO'S FLYING AROUND YOUR NEIGHBOURHOOD?

When you look a little closer, there are an amazing variety of birds that call New Zealand home. Here are some of the more common varieties that you can expect to attract to your backyard.



SPARROW



CHAFFINCH



GREENFINCH

GOLDFINCH



**YELLOW-
HAMMER**



REDPOLL



DUNNOCK



**GREY
WARBLER**



FANTAIL



WAXEYE

SWALLOW



BELLBIRD



TUI

BLACKBIRD



STARLING



**KERURU
(WOOD PIGEON)**



SONG THRUSH



HOW DO I ATTRACT BIRDS TO MY GARDEN?

The first thing to do is provide a safe feeding area, like a small table. Position it away from windows so the birds don't fly into them and away from places where cats can pounce on it. You can suspend the table top from a branch or at least 1.7m off the ground. Having a birdbath is also a good idea. Birds will drop in to bathe or just for a drink. However, the water should be cleaned regularly as it can become contaminated with droppings. Also be wary of pests, particularly rats or stoats – setting a trap for these pests will make your garden a true sanctuary.



WHAT DO I FEED THEM?

Like us, a balanced diet works a treat for bird health!

TopFlite ensures happy and healthy backyard birds with a range of quality feeds containing a mix of proteins, carbohydrates and fats.

WHEN SHOULD I STOP FEEDING?

There are differing opinions. Some say you should stop (gradually) after winter is over and more natural food is available. Others say stopping feeding increases the stress on birds when they are already busy building nests and defending territories.

**WE'RE PROUD
TO BE SUPPORTING**



Forest & Bird
GIVING NATURE A VOICE

Our native plants, animals and wild places all need a helping hand to survive and thrive, which is why we're proud to be supporters of Forest & Bird – a wonderful New Zealand organisation that's working hard to preserve our natural heritage. If you'd like to support them too, please find out more at www.forestandbird.org.nz.

Did You Know?

- 96% of winners at the New Zealand National Bird Show were fed TopFlite seed. If it's good enough for those living indoors, it's got to be great for those in your backyard!
- Growing the right sort of flowers will attract birds. Try seed-bearing flowers like daisies, zinnias and sunflowers, or nectar producing flowers like petunias and impatiens.
- Different food attracts different species of birds. For example, seeds attract species such as the sparrow,



greenfinch, chaffinch, goldfinch and dunnock. While cut up fresh fruit such as apple, pear and orange attracts native species such as silvereye, bellbird and tui.

- Hanging up the bone that's left over from a Sunday roast is a good way to give birds a high source of protein.
- Feeding birds too much bread can fill them up without providing them the proteins and fats they need. In other words, birds that live off bread can suffer from malnutrition.



PREMIUM MIXES

If you want a combination of top quality seed in one conveniently pre-mixed package, Wild Bird Mix is the perfect choice. A premium mix of top quality NZ grown seeds provide essential energy to wild birds to thrive in your garden. Ingredients: Grass Seed, Canary Seed, Weed Seed, Oilseed Rape, Linseed, Panicum, Radish, Sunflower, Wheat, Whole Oats. 20kg, 10kg, 5kg, 2kg & 1kg.

SINGLE SEED VARIETIES

You can also buy the very best bird seed on its own. Here are the top picks that we know birds love.



Buckwheat

Top quality NZ grown Buckwheat is a poultry food high in carbohydrates and protein for optimum bird condition.



Niger

Niger seed is high in oils and protein for optimum bird health.



NZ Canary Seed

NZ Canary Seed is grown in the fertile soils of North Otago. It is high in carbohydrates and protein for optimum bird health.



NZ Sunflower

NZ Sunflower seed is the acknowledged 'King of the seeds' for hook beaked birds. It is high in protein and fats essential for maintaining optimum bird health.



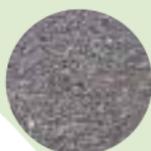
Oats – Hulled

Hulled Oats are a good source of stored energy, vitamins and minerals. They provide excellent sources of digestible energy through rich concentrations of starch.



Oats – Whole

Whole Oats provide excellent sources of digestible energy through rich concentrations of starch.



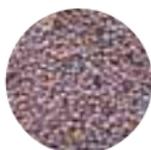
Oilseed Bird Rape

Top quality Rape Seed is high in oil content and is an excellent conditioning and tonic food. Most valuable as a song food for canaries.



Peas

Top quality NZ grown Peas are a high protein supplement for larger wild birds.



Radish

Top quality NZ grown Radish Seed is rich in potassium and provides a good source of vitamin B and minerals to maintain good bird health.



Weed Seed

Top quality NZ grown Weed Seed is a highly nutritious supplement that provides energy for most wild birds.



ENERGY FOOD

Every now and again it's good to give your birds a boost. Something to supplement their diets – in the same way we might take some extra vitamins. This selection of high energy products will do just that.



Wild Bird Energy Cakes

High Energy Cakes offer wild birds an immediate source of energy essential for survival. They contain only the highest quality vegetable fat. Sold as peanut or with berry flavouring.



Wild Bird Energy Logs

Just like the Energy Cakes but in a different shape. High Energy Logs offer wild birds an immediate source of energy. Sold as peanut or with berry flavouring. Bags of 6.



Wild Bird Energy Pellets

Like it's Cake and Log cousins, but in pellet form. High Energy Pellets offer wild birds the essential energy they need to survive. Sold as peanut or with berry flavouring.



Wild Bird Energy Truffles Suet Balls

The high Energy Truffles contains only the highest quality vegetable fat, an important element alongside traditional foods such as seed. Sold as peanut or with berry flavouring. Bags of 6.

TREATS

Your backyard birds will fall in love with these nutritious seed and nectar products. They're like a health food that tastes a bit naughty.



Wild Bird Energy Coconut Feeder

This attractive and easy to hang coconut shell is filled with a nutritious peanut flavoured energy food which your garden birds will devour.



Wild Bird Gourmet Hanging Treat

These wild bird gourmet treats contain a mixture of seeds bonded with natural vegetable fat to provide a vital source of nutrition and energy for any bird.



Wild Bird Nectar

A top quality honey and glucose based nectar ensures wild birds are well conditioned for all weather challenges. 340g pottle.



Wild Bird Seed Bells

A mix of premium NZ grown seeds that wild birds will love and benefit from in a handmade easy-to-hang bell-shaped treat.



Wild Bird Seed Cones

A mix of premium NZ grown seeds in a handmade easy-to-hang large cone-shaped treat.

FEEDERS

These specially designed feeders make it easy for you to fill with bird food, making it easy for the birds to eat and minimise wastage by stopping food from falling out. All you need to do is pick the feeder for the products you use.



Bird Cafe

This New Zealand made multi-use feeder can be used to feed both nectar and seed. The feeder is specially designed to cater for all birds from little waxeyes to larger nectar eating birds such as tui.



Seed Snacker

A high quality and durable seed feeder suitable for use in an aviary or in your garden.



Wild Bird Energy Log Feeder

Companion feeder for TopFlite Wild Bird Energy Logs.



Wild Bird Energy Pellet Feeder

Companion feeder for TopFlite Wild Bird Energy Pellets.



Wild Bird Energy Truffle Feeder

Companion feeder for TopFlite Wild Bird Energy Truffles Suet Balls.



Ceramic Bell Feeder

Made for feeding our Energy Truffles Suet Balls. The feeder fits two truffles at a time. Perfect for waxeyes who love to cling on to the spiral wire and feast on our tasty truffles.



Wild Bird Energy Cake Feeder

Companion feeder for TopFlite Wild Bird Energy Cakes.



Lighthouse Feeder

An attractive feeder made from quality materials (all steel, no plastic). Perfect for feeding mixed seed to both wild and aviary birds.



**When you've been in the seed business
as long as we have you get pretty good at it.**

We planted our first crop of sunflowers way back in 1975. We can tell you about the nutrients that are necessary in soils to produce the best seed, how to avoid dust in your seed and the exact consistency of the product mix required to get the perfect bird seed. Over the years, we've expanded our range of crops and refined our products, always seeking to create the best combination of seeds for better products for you, our customers. Our goal is to make the best bird seed in New Zealand, we can tell you now, that's not going to change.



For more information on our product range, nutrition tips and stockists please contact us:

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