

Your

BIRD HEALTH & NUTRITION GUIDE

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THE
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COMPANY

Keeping your birds in tip-top condition

That's quite a challenge, isn't it! From being fluffed up, dull or lethargic, to taking forever to moult or falling off the perch, to eating way too much or not wanting to eat at all!

There are just so many ways for them not to be how you want!

A key influencing factor for all birds is what they eat and what the components of that food are – not whether it's a dry or sprouting seed or an eggfood, but what it is made up of.

That can be starch (or energy), protein, fats, fibre, sugar and salt. Some contain some vitamins, minerals, amino acids, health-giving yeasts or probiotics.

But not every food contains all of these elements and they can be present in vastly different quantities.

required each day (RDA) for health and wellbeing.

All the different food elements play different roles in keeping your bird fit, healthy and in top feather.

The tables below give some examples of the roles played by some vitamins and minerals.

This might by now be starting to seem a tad complicated. Lots to study, visits to the chemist shop to buy multiple different single ingredient items, all adding up to spending a fortune.

But fear not. There are many very good products designed specifically for birds. As a rule they are a better quality option, better tailored to birds than to humans, and are frequently lower cost than the do-it-yourself way.

Recommended products:

To go in the drinking water: Daily Essentials1 + Calcivet liquid.

To go on food, such as chopped fruit, soaked seed or in eggfoods:

For Pets: EasyBird Complete Pet. **Or,** if your pet enjoys some 'human food', like toast, then you can put the supplements on that.

For collections of birds: Daily Essentials3 + Calcivet powder **or** EasyBird Rest, Moults & Show

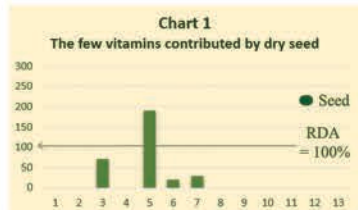


Chart 1 shows the level of vitamins in dry seed. Of the 13 key vitamins only 4 are present, and only one of those reaches the 100% level

Function of some Vitamins		
Vitamin	Function	Common problems when short
Vitamin A	Ensure proper formation of membranes throughout the body	Susceptibility to infections. Particularly gut, eyes, respiratory and reproductive
B group vitamins	Includes: B1, B2 (riboflavin), B6 (pyridoxine), B12, choline, folic acid, niacin, pantothenic acid. Ensure proper use of energy within the body. Important for nerve function.	Lethargy poor appetite, fits
Vitamin D	Absorption of calcium and its control in the body	Soft bones, weak nerves and muscles, egg problems including malformed shells, egg binding, and generally weak hens during or following the breeding season
Vitamin E	Anti-oxidant, prevents blood toxicity, reproductive functions	Wasting, kidney disease, low fertility, bone health
Vitamin K	Blood clotting, energy storage	Haemorrhage, over-eating

The role of various minerals	
Selenium	With vitamin E, selenium is involved in growth, fertility and cancer control
Iron	Carrying oxygen in the blood
Cobalt	Red blood cell production, nerve function (with vitamin B12)
Manganese	Sex hormones and fertility, nerve function, blood and bone formation, vitamin and enzyme function
Copper	Haemoglobin production, bone, feather and skin, nerves and enzymes
Zinc	Growth, skin, beak, claw and feather formation, wound healing, enzyme and vitamin activity, digestion, proper formation of reproductive organs in young birds
Magnesium	Nerve and muscle function, bone growth, temperature control
Iodine	Thyroid function, maintaining good condition of arteries
Sulphur	Feather quality, protein quality, fertility
Calcium	Nerve and muscle function, hen health, chick growth, egg and eggshell production, strong/straight bones (no rickets), behaviour control, hyperactivity

Supplements

Which is best?

In water, or on food?

For a supplement to work well for your birds mixed into the drinking water, it is important that all the ingredients in it are water soluble so they dissolve and spread evenly through the drink.

If ingredients are not water soluble, they will settle out at the bottom and the birds will not gain any benefit from them. Expensive for you and no value to your bird!

But not all the useful ingredients come in nice soluble forms. Or sometimes they can be obtained in soluble form but at a cost many times the price of the non-soluble version – a cost many customers do not want to pay.

So in these cases, a non-soluble product which gets mixed into food may be better.

Methionine, which is great at helping speed up moults, dissolves in water, but often smells disgusting like rotting cabbage. So we put this in our on-food version.

Another consideration is that birds eating lots of moist foods obtain most of their liquid needs this way and so have little desire to drink water. Think parrots eating chopped fruits. So if you put supplements in the water, it is again expensive for you and no value to the birds. The answer is to mix 'on-food' supplements into their finely chopped fruit.

For budgerigars in stock flights it is often good to put supplements in the eggfood **AND** in the water, as the less dominant birds will not get to much of the eggfood, but will manage to drink at some point.



It's SHOW TIME!

It takes a lot of patience and skill to get success on the show benches. We can't help you there!

But we can help you in some areas.

Dropped feathers?

Grow them back **super-quick!** **Feather-Up** added to food (preferably eggfood/fruit rather than dry seed) **plus extra Calcivet** is what you need. You'll be amazed.

Customers have reported tail feathers regrown in three weeks!

Birds travel weary or under par after shows?

Help your birds to take it all in their stride and come home fit and strong, yes, even fit enough to go straight down for breeding! Why not? Some of our customers achieve this!

Add **Guardian Angel** to your show routine (on top of the regular vitamins/minerals).

It provides special long term energy the birds can store away for when they need it. It stops them becoming dehydrated, calms stress, keeps the gut working, fires the immune system up against germs and enables them to show well on the day!

Just add to drinking water two days before travel, during the show and four days after for recovery.



Key Product Guide

Daily Essentials

A comprehensive blend of quality vitamins and minerals, designed for birds. Doesn't contain calcium.

In water: Daily Essentials1

On food: Daily Essentials3, with added amino acids including lysine & methionine for faster moulting.

Packs: 50g, 100g, 400g, 1kg

Usage: Daily, that's why it's called

Daily Essentials!



Calcivet

Bio-available chelated calcium designed to use with Daily Essentials. Calcium affects many bodily functions and therefore health. A highly concentrated, effective product that works and gives high value for money with more calcium for your pound.

In water: Calcivet liquid

On food: Calcivet powder

Packs: 30ml, 100ml, 250ml, 500ml, 1L, 5L or 40g, 80g, 300g, 900g

Usage: 3 times per week out of breeding, 5 times per week from egg-laying through rearing. Never use daily.



EasyBird

Designed to **make life easy!**

A blend of Daily Essentials3 and Calcivet powder all in one pot, with a little added protein as well for even greater moulting/health benefits.

For pets: EasyBird Complete Pet, a version suitable for using in small amounts.

For collections: EasyBird Rest, Moults & Show for use outside breeding times.

On food: only, not water soluble

Packs: 50g (Complete Pet), 100g, 300g, 1kg, 5kg (Rest, Moults & Show)

Usage: 5 or 6 days per week, never 7 days per week.



Feather-Up

A great product to use when some birds need an additional boost during moulting.

On food: only, not water soluble.

Packs: 50g, 100g, 300g

Usage: Daily when needed.



Guardian Angel

The magic tonic for helping your birds through their show life and back home again in good health.

In water: only

Packs: 40g, 80g, 300g

Usage: Daily before, during & after.



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