



SunOpta Sunflower: The Premium Bird Food Option

SunOpta™ is an operator of high-growth ethical businesses, focusing on integrated business models in the natural and organic food markets. We offer a healthy products portfolio that promotes environmental responsibility and fosters the health and well-being of our communities. SunOpta specializes in sourcing, processing, packaging, and distributing a complete line of premium sunflower products to the food and bird food markets.

SUNOPTA SUNFLOWER BIRD FOOD PRODUCTS

- Stripe (regular and medium)
- Chips (coarse, premium blend, medium, fine)
- Oil

SUNOPTA SUNFLOWER EDIBLE FOOD PRODUCTS

- SL*80 High Oleic sunflower kernel
- Confection kernel
- Bakery kernel
- In-shell

DIRECT GROWER CONNECTION

We work with more than 250 growers to supply sunflower products to over thirty countries. With our direct connection, we supply a fresh, natural, and economical sunflower product to the bird food market.

SUNFLOWER AND FEED PRODUCTS

Bird food is one offering from our complete line of premium feed products. Our feed products originate from select organic and non-GMO soy, corn, and sunflowers. We minimize processing to maintain the whole grain integrity and nutritional availability for the animals.

FUNCTIONALITY

- Complete offering of sunflower bird food products
- International & domestic orders
- Year-round supply
- Various packaging options (bulk, totes, 25 or 50 lb. bags)
- Non-GMO, Organic & Natural

FEATURES AND BENEFITS

- Best value & maximum economy
- Economical feeding option
- High oil, protein & fat content
- High energy food for migration
- Attracts greatest variety of birds



Excellent
high energy
food...
superior
quality



Kosher Certified, Non-GMO Ingredients



OVERALL FAVORITE BIRD FOOD

Sunflower is a naturally high-energy food. It contains significant amounts of healthy protein, fats, and oils. When compared with other bird foods, research clearly shows that sunflower attracts the widest variety and greatest number of birds.*

At SunOpta, we have over 50 years of dedicated experience in the sunflower industry. Our vertically-integrated business model and steadfast commitment to quality have established us as the preferred choice for premium sunflower products.

* Source: Geis, Aelred D. 'Relative Attractiveness of Different Foods at Wild Bird Feeders.' U.S. Fish & Wildlife Service Special Scientific Report No. 233. 1980.

WBFI Bird Preference Chart											
 www.wbfi.org	Black Oil Sunflower	Striped Sunflower	Hulled Sunflower Kernels, Chips, Hearts	Miller - White/Red	Milo Seed	Nyjer Seed	Shelled Peanuts	Safflower Seed	Corn Products	Tree Nuts	Preferred Feeder
	Cardinals	3	3	3	1				3	1	
Chickadees	3	2	2				2	2		2	A,C,D
Doves	2	1	2	3	3	1		2	2		D
Goldfinches	3	2	3	1		3					A,C
Grosbeaks	2	2	3					1			A,D
House Finches	3	2	3	2		3		1			A,C
Jays	3	3	3		1		2	1	2	2	A,D,E
Juncos	1	1	1	1		1			3		A,D
Nuthatches	3	2	2				1	1		1	A,B
Purple Finches	3	2	3	1		3					A,C
Siskins	1	1	3			3			1		C
Sparrows	3	3	3	3	2			1	2		A,B,D
Titmice	3	2	2			1	2	1		2	A,B,D
Towhees	3	3	3	1			1	1	1	1	A,D,E
Woodpeckers	2	2	3				1	1	1	3	A,D

Key

3 = High Preference for Seed 1 = Low Preference for Seed

Key to Feeder Styles: A = Hopper Feeder B = Tube Feeder, Large Holes
 C = Tube Feeder, Small Holes D = Platform Feeder E = On the Ground

In action by the WBFI Board of Directors in Spring 2005, the further development of this chart is delegated to the WBFI Standards Committee. Until the results of PROJECT WILDBIRD 1 are known in 2008, this chart is considered the official chart of the WBFI and may be updated as directed by the Standards Committee.

Bird Food Type	Moisture
STRIPE	
Medium	<10%
Small	<10%
OIL BIRD FOOD	
Black Oil	<10%
Conoil	<10%
CHIPS	
Premium Blend	<10%
Medium	<10%
Fine	<10%
Coarse	<10%



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energy
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