

Why become a Wild Bird Feeding Institute Member?



The Wild Bird Feeding Institute (WBFI) is the only trade association that represents businesses supporting the wild bird and wildlife feeding industry.

OUR MISSION

The Wild Bird Feeding Institute is an association dedicated to growing the wild bird feeding hobby.

Scientific Research into the Hobby of Wild Bird Feeding

We are the experts in the business of wild bird feeding, and we take this seriously. We invest annually in scientific studies to build our understanding of the role that wild bird feeding plays in the health and safety of our wild birds. Other organizations may study wild birds, but we are the premier organization studying the practice of wild bird feeding.

“The results of this research validates, through a non-biased, scientific study, that backyard bird feeding is beneficial to wild birds.”

MEMBER BENEFITS



Consumer Market Research for the U.S. and Canada

Members receive research that offers insights on consumer purchasing of wild bird feed and wild bird feeders such as demographics of the purchaser along with frequency, barriers, and motivations behind the consumer behaviors.



Industry Specific Webinars

Join us regularly for online webinars specific to the wild bird feeding industry. WBFI webinars are tailored to industry professionals to learn tips, tricks, and the ins & outs of the industry. Our Members have exclusive access to each recorded presentation and slides so there's never a webinar members miss out on!



Helping to Grow the Industry

WBFI Members may voluntarily contribute an amount equal to 25% of their dues to the WBFI Research Foundation (RF). These contributions help fund the Bird Industry Growth (BIG) #FeedtheBirds campaign and future research to help expand the industry.



Annual Meeting for Face-to-Face Networking

Join fellow industry leaders at our annual meeting that brings everyone together for valuable networking and educational sessions. From transportation issues to consumer market research reports, this is the meeting to attend to know about the issues affecting the wild bird feeding hobby.

The upcoming 2022 annual meeting will be in Clear Water, FL!

“Belonging to the WBFI these days is more important than ever given the growth explosion and fast changing environment. Being able to listen to and connect with others in the industry is a great way of gaining additional insight to trends as well as spark new ideas.”

— Mike Wulf, D & D Commodities Ltd. (President)



Quality Standards for Wild Bird Feed and Products

The WBFI Quality Standards Program licenses the WBFI Seal of Industry Standards for use on your packaging, website, etc., to ensure your customers a positive feeding experience and in-return increase in sales. Our Seal of Industry Standards promotes your product as high quality and complying with industry best practices. WBFI Members may enroll and participate in the WBFI Quality Standards Program (QSP) for an annual fee.



Legislation and Regulatory Issues

WBFI provides the substantial resources needed to keep up with the constantly changing regulatory landscape that may impact your business in the U.S. and Canada. We monitor, summarize and deliver data to WBFI members regularly to help them maneuver and keep ahead of changes. After reviewing the comments WBFI filed on the re-proposed rules for animal feed, one WBFI member had this to say:

“The WBFI is the go-to resource for our business for information, standards, and contacts in the industry. Our bottom line is better because we are members.”

— Craig Brummell, Essex Topcrop Sales Limited (President)

MEMBER LEVELS

WBFI offers membership categories to companies doing business in the wild bird feeding industry anywhere in the world. In addition to your category in the industry, the WBFI considers the geographic reach of your business to determine the appropriate membership level and dues amount.

WBFI Membership Applications will be submitted to the WBFI Membership Committee for initial review and final classification. The WBFI Staff will notify applicants about the status of their applications throughout the process.

QUESTIONS?

Contact membership@wbfi.org



NEW MEMBER PLATFORM!

WBFI has transferred to GrowthZone for member services software, which emphasizes a larger focus on consumer engagement. This platform is user friendly, allows for multiple user log ins, and is a one stop shop for membership payment, event registration, and calendar of events.

Membership Categories

▶ ALTERNATIVE FEEDS

Suet, Seed Cakes & Bells, Nectar, Dried Black Soldier Fly Larvae, Mealworms

▶ DISTRIBUTOR

Acts as an agent for other membership categories

▶ FEEDERS/ACCESSORIES

Manufactures bird feeders or other hard goods

▶ PROCESSOR

Cleans seed and provides to packers

▶ PACKER

Packages wild bird seed for sale to consumers

▶ RETAILER | FRANCHISOR | E-COMMERCE

Sells products of Packers or Feeder/Accessories

▶ START-UP*

For companies venturing into industry, in business > 1 year

▶ ASSOCIATE

Provides products or services to other categories - such as packaging, transportation, marketing, HR services, consulting etc.

▶ AMBASSADOR

Group or individual helping to promote educational, bird conservation, and industry promotion efforts. Discounted rates for students and seniors.

**Companies are eligible for the start-up category for 1 year*



Membership Levels

In addition to category, WBFI considers the geographic reach of your business to determine membership level.

▶ LOCAL

Serves 1-3 states or provinces

▶ REGIONAL

Doing business in 4 to 6 states or provinces

▶ NATIONAL

Doing business in 7 to 35 states or provinces

▶ INTERNATIONAL

Serves 36+ states and provinces in U.S. or Canada or based outside of North America and serves more than 2 countries

▶ ABROAD

Based outside of North America; serves no states and provinces with the United States or Canada

WBFI Committees

WBFI Committees put words into action to better the industry. Birds of a feather flock together, and our member leaders work together to identify issues and solve problems. Our committees are the wind beneath the wings of everything WBFI accomplishes for the industry. Which committee could benefit from your time?

Advertising

Pulse of the Industry

WBFI Research Foundation

Event Planning

Quality Standards

Nyjer® Task Force

Membership

Regulatory

Next BIG (Bird Industry Growth) Steps

SIR (Scientific Industry Response) Group

Ready to start your WBFI membership?

Apply online at wbfi.org/join or contact us!

Phone: (888) 839-1237 Email: membership@wbfi.org

@WBFI.ORG

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