



2026 Member Awards

All nominees must be active, good-standing WBFI Members

Timeline:

- 5/26-9/26 Nominations Open
- 9/7 DEADLINE to nominate - 11:59pm EDT
- 9/14-10/2 Judging - Social Media and Committee
- 10/5 Award winners notified
- 11/5 Award ceremony at Annual Meeting

Birding Product of the Year

- Recognition for a trusted non-food birding product or technology that enhances the hobby of wild bird feeding, such as feeders, bird baths, birdhouses, binoculars, apps, etc.
- The product meets WBFI Quality Standards, if applicable.
- The product must be in the marketplace for more than 1 year during the time of submission.

Bird Food Product of the Year

- Recognition for a trusted food product that is nutritious for birds and well-favored by consumers and hobbyists, such as seed mixes, suet cakes, belles, etc.
- The product meets WBFI Quality Standards, if applicable.
- The product must be in the marketplace for more than 1 year during the time of submission.

WBFI Retailer of the Year

- Recognition for a retailer that engages with the local community and is a trusted ambassador for wild bird feeding.
- Located in the United States or Canada
- Must be a birding specialty store, and/or sell a minimum of 30% bird feeding or birding products.

WBFI Smart Birding Product of the Year

- Recognition for a trusted non-food birding product or technology that utilizes innovative automated and/or AI technology to enhance the birding experience.
- The product meets WBFI Quality Standards, if applicable.
- The product must be in the marketplace for more than 1 year during the time of submission.