



MEMBER AWARDS FOR 2025:

Timeline:

- 8/4-9/7 Nominations
- 9/8 11:59 Deadline
- 9/22-10/3 Judging-Social Media or Committee?
- 10/6 Award winners notified
- 11/6 Award Ceremony at Annual Meeting in San Antonio, TX.

- ***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.*
- Must be active, good-standing WBFI Members
- 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.
- *How do you market this product/drive business?*

- ***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.*
- Active, good-standing, WBFI Members
- 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 of a retailer that engages with the local community and is a trusted ambassador for wild bird feeding.*
- Active, good-standing WBFI Members
- 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.