

THE BIRD STORE NEWS

FEBRUARY, 2013, VOL. 5, ISSUE NO. 1



The Bird Store and more...

Annual Mid Winter Blahs Sale

Our annual Mid Winter Blahs sale is SUNDAY, February 24, 2013. See inside for details.

Great backyard Bird Count Goes Global in 2013

Bird watchers worldwide can take part for the first time Count the Birds ~ Join the fun!

The 16th Annual Great Backyard Bird Count is February 15- 18, 2013



You can find information at www.BirdCount.org

After 15 years of success in North America, the Great Backyard Bird Count (GBBC) will open up to the entire world for the first time in 2013. Anyone, from anywhere on earth, can participate by visiting www.birdcount.org and reporting the kinds and numbers of birds they see during the 16th annual count, February 15-18, 2013.

A joint project of the Cornell Lab of Ornithology and National Audubon Society, with partner Bird Studies Canada, the four-day count typically receives sightings from tens of thousands of people reporting more than 600 bird species in the United States and Canada alone.

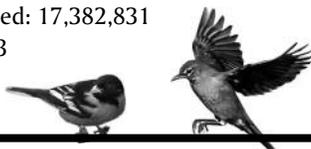
"This year's count will give us a whole new perspective as sightings pour in from around the globe in real time," said Marshall Ilioff at the Cornell Lab of Ornithology. "Millions of people encounter birds every day all over the world. Imagine what scientists will learn if each one of us shares observations from our own area!"

Participating is easy. Simply watch birds for at least 15 minutes at the location of your choice on one or more of the count days. Estimate the number of birds you see for each species you can identify. You'll select your location on a map, answer a few questions, enter your tallies, and then submit your data to share your sightings with others around the world.

You might be interested in the totals for last year.

2012 Totals for the Great Backyard Bird Count

- Total Checklists Submitted: 104,285
Total Birds Counted: 17,382,831
Total Species: 623



Kids Program!



Become a Citizen Scientist

It's a great way to start your school vacation! Saturday, Feb. 16, 2013 • 10am-2pm • \$30

Pre registration required

Once registered you can make the feeder project any time between 10am and 2pm

Bring a 1 gallon clean water or milk jug to make your bird feeder.

Program Includes: Pentax binoculars, Bird Chart, Bird Log and information to record your sightings. You will make your own bird feeder. We will give you some seed to fill it with. We will show you how to use your new binoculars to see what birds are in the yard and record them in your log. Mom and Dad can send your records in to the Great Backyard Bird Count and now you're a Citizen Scientist!

Coupon

Valentines Day Old Love ~ New Love

Do you have a feeder that you love but it's gotten old and worn. Bring us your old tired feeder on Valentines Day and we will give you \$10 OFF a new feeder of your choice! We're sure you will love it.





## SPECIES PROFILE

### *Common Redpoll*

The tiny Common Redpoll, one of the smallest members of the finch family, weighs only as much as four pennies, yet it survives the cold and darkness of winter in the far North.

Most birds depart in autumn to warmer climates, but redpolls feed on birch and alder seeds that are available throughout the winter, no matter how deep the snow. This little bird typically eats 40% of its body weight in seeds every day to keep itself alive. Common Redpolls are small songbirds with small heads and small, pointed, seed-eating bills. The tail is short with a small notch at the tip. Common Redpolls are brown and white birds with heavily streaked sides. Look for a small red forehead patch, black feathering around a yellow bill, and two white wingbars. Males have a pale red vest on the chest and upper flanks. Redpolls travel in flocks of up to several hundred individuals. They move frenetically, foraging on seeds in weedy fields or small trees one minute and swirling away in a mass of chattering birds the next. Their buzzy zap and rising dreeee calls are distinctive.

Redpolls are acrobats, feeding with ease on the smallest of branches, even hanging upside down to extract seeds from birch catkins. They may shake a catkin vigorously, and then drop to the snow to pick up the fallen seeds in a more sheltered spot. The redpoll's expanded esophagus allows it to store large numbers of seeds during rapid feeding. The bird then retires to a dense conifer and while sheltered from the freezing winds, brings up the seeds one by one, cracking their shells and swallowing the nutritious kernels. In a land of extreme winter conditions, redpolls are survivors. Look for Common Redpolls in northern habitats ranging from willow flats to open conifer forest to open, weedy fields. They visit backyard bird feeders as well, especially during the winter. Common and hoary redpolls are two closely related finches of the boreal forest and Arctic tundra scrub. The common redpoll is the more widespread species of the two, usually inhabiting subarctic forest during the summer and frequenting seed feeders in southern Canada and northern United States during the winter, when they form large flocks. Adults have characteristic red cap or "poll."

Redpolls are acrobats, feeding with ease on the smallest of branches, even hanging upside down to extract seeds from birch catkins. They may shake a catkin vigorously, and then drop to the snow to pick up the fallen seeds in a more sheltered spot. The redpoll's expanded esophagus allows it to store large numbers of seeds during rapid feeding. The bird then retires to a dense conifer and while sheltered from the freezing winds, brings up the seeds one by one, cracking their shells and swallowing the nutritious kernels. In a land of extreme winter conditions, redpolls are survivors. Look for Common Redpolls in northern habitats ranging from willow flats to open conifer forest to open, weedy fields. They visit backyard bird feeders as well, especially during the winter. Common and hoary redpolls are two closely related finches of the boreal forest and Arctic tundra scrub. The common redpoll is the more widespread species of the two, usually inhabiting subarctic forest during the summer and frequenting seed feeders in southern Canada and northern United States during the winter, when they form large flocks. Adults have characteristic red cap or "poll."

M Y R H A N D A L F

A N N U A L



**Sunday Feb. 24, 2013**  
9:00am – 5:00pm

The sale is Sunday - The Bird Store will open EARLY at 9:00am  
Parking is also available at Sturbridge Veterinary Clinic next door.  
The Veterinary Clinic is closed on Sundays and they have graciously allowed us the use of their parking lot. Please do not park across the street.

**25% off**  
everything in the store  
(optics excluded)

Be an early bird like Myrh and Alf, and join us for  
our annual Mid Winter Blah's 25% off everything in the store Sale.  
**One day only, Sunday February 24, 2013.**

#### Here's the rules!

- Doors open at exactly 9:00am not earlier
- Save 25% on your purchases (excluding optics)
- No coupons, bucks, or other discounts apply today
- No special orders, rain checks, internet orders, or phone orders
- Sale is on in stock merchandise only; once it's gone it's gone!
  - You have to be here to get the goods!
- Sale is Sunday February 24, 2013 only! Not Friday, Not Saturday...just Sunday 9:00am till 5:00pm.

**Get rid of the mid winter blah's and think spring!**



## Drink the *Coffee* and Save the Birds

<http://www.youtube.com/watch?v=H90BLQR8TP4>

How can drinking coffee save the birds? Let us introduce you to shade grown coffee! We now carry Birds & Beans Organic Shade Grown Coffee.

Shade grown coffee comes from coffee plants grown under a canopy of trees. While many habitats are being clear cut for coffee plantations, shade grown coffee farms play a key roll in the conservation of migratory birds by providing habitat and shelter within the forest environment. It is a win win situation for both the farmer and conservation and protection of the birds. Many farms have reverted to the traditional methods of growing coffee in the shade.

According to the Smithsonian Migratory Bird Center, growth in the bird friendly coffee market increased 30% in the past year and has jumped 250% plus since 2005. Bird Friendly Coffee comes from both estate farms and cooperatives most of which also maintain a fair trade certification.

Shade Grown Bird Friendly Coffee grown in the traditional manor as a shrub beneath an over story of trees provides other benefits to the farmer. It may also provide fruit, firewood and lumber. The trees also provide erosion control, soil protection, weed suppression, and fertilization as well as homes for the birds which in turn eat the coffee pests, all of which help reduce costs for the farmer. The tree canopy also offers a home for tropical mammals and plants. With deforestation being an issue in many tropical areas the shade grown coffee farms offer a refuge for biological conservation. Fruiting trees are often used to shade the coffee plants and the fruit is used by the farms or sold at market which helps to supplement the farm income.

Every fall millions of migratory birds leave their northern nesting grounds and head south to the tropics. The coffee farms provide suitable habitat for wintering birds.

Standard full sun coffee plantations are a sharp contrast to shade grown farms. They are sun baked acidified soil tracts of clear cut forests. Standard coffee plantations use large quantities of toxic fertilizers and pesticides to keep the "full sun" hybrid coffee productive. The coffee plant is a shade loving shrub and naturally occurring varieties can only be cultivated under

the canopy of shade trees. Twenty five years ago that changed with the hybridized coffee plants that produced higher yields at the cost of the environment, the flavor of the coffee itself, and the migratory bird populations. Shade grown farms are an oasis for over 150 species of migratory birds whose populations have declined by as much as 50% primarily due to habitat destruction caused by full sun plantations.

Experts agree that the flavor of the shade grown coffee is superior to that of full sun coffee and that it is significantly less bitter. Shade grown coffee shrubs mature more slowly and produce fewer coffee cherries so the flavor is more concentrated and mellowed.

What can you do? Drink more shade grown coffee! The more shade grown coffee is demanded by consumers the more economic incentive there is for farmers to replant shade trees and slow the destruction caused by full sun coffee. By purchasing Birds & Beans coffee you are purchasing a product that is much less damaging to the environment and migratory bird populations.

The Birds & Beans® story began in Toronto in 1998 when Madeleine and David Pritchard opened their Café and Roastery – serving only 'Bird Friendly'® coffee. Ten years later Scott Weidensaul (Pulitzer prize finalist author and naturalist, 'Living on the Wind', 'Of a Feather') and Bill Wilson took up the cause to shift the coffee drinking behavior of bird lovers in New England, New York and eventually across the US.

The Smithsonian Migratory Bird Center (SMBC) 'Bird Friendly'® independent certification means that Birds & Beans® coffee is 100%-organic shade-grown, ensuring the conservation of migratory bird habitat in Latin America. Tanagers, thrushes, orioles, warblers, oven-birds and other wonderful birds nesting in North America find sanctuary in the rustic canopy, tropical forest-like environments of family coffee farms that carry the SMBC certification.

The Smithsonian Migratory Bird Center has developed strict scientific certification standards for coffee farming which is organic, shade grown, sustainable and environmentally friendly. The SMBC certification is the best assurance coffee drinkers can have that the coffee they are drinking is helping preserve habitat needed by migrant birds. Many of our most loved New England and New York birds depend on environments such as those provided by 'Rustic Canopy' coffee farming for sustaining their populations – perhaps even for their survival.

### **Birds & Beans offers 4 different coffees:**

**Chestnut-sided Warbler/Viennese Roast**  
**Wood Thrush/Breakfast Roast**  
**Scarlet Tanager/Dark Roast**  
**Baltimore Oriole/French Roast Decaf**

Birds & Beans gives back. 20% of the gross profit is donated to Birds & Beans conservation partners and to the Smithsonian Migratory Bird Center.

All roasts are available in both whole bean and ground. We are brewing the coffee on the weekends, try a cup!

### **Did You Know...What chipmunks do with all that dirt?**

A chipmunk's burrow system is quite amazing. They dig an entrance hole 1½ to 2 inches diameter leading to a working tunnel 10 to 30 feet deep, which they excavate through the soil. Off the tunnel they excavate chambers for sleeping, storing food, defecating, and a nursery chamber if the burrow belongs to a female. Some observers have determined that chipmunks often store different kinds of foods in different chambers. The nest chamber, which measures a foot across and 6-8 inches high is lined with grasses and dry leaves. This chamber is used for sleeping, giving birth and overwintering.



Once the chambers have been completed the chipmunk tunnels outward from one of the chambers, using the dirt to plug the working tunnel and making a new entrance hole. As a result, the entrance hole, which is usually located under stonewalls, fallen trees or rocks, has no mound of dirt around it to attract predators.

**Have you ever wondered what birds stay in the woods on cold winter days? You might be surprised!**

Join Bill and Nancy in conjunction with The Cloverhill Country Store in Hardwick on a winter stroll looking for and identifying our local winter birds. After the walk we will drive a very short distance to the Cloverhill Country Store where Steve and Sherie Mancini will have hot coffee and muffins waiting for us. Over coffee we can discuss what we saw, tell lies and answer any bird questions you may have.

# Winter WALK

**Saturday February 23, 2013 • 6:55am**

**Location:** Meet in the parking lot of the MA Central Rail Trail at the intersection of Ravine road and West Road on the Gilbertville/New Braintree town line. We will leave from the parking lot by foot at 7:00 am sharp; if you're late you will get left behind!

**Cost:** \$5.00 per person. If there are 2 or more in your party each additional person is \$4.00. If you decide to join us for coffee and muffins after the walk, food cost will be additional and paid to Cloverhill Country Store.

**What to wear:** Dress for the weather, we will go in almost any weather condition. Wear warm boots and if you have Yak tracks put them on.



**What to Bring:** Yourself, a friend, a pair of binoculars, field guide and an appetite for home baked muffins.

**What to expect:** We will be walking along the MA Central Rail Trail from Ravine Rd. to Creamery Rd. and back to the parking lot, a total distance of about 2 miles. The trail is mostly flat and packed by Snowmobiles. Depending on the weather we can expect to see winter finches, woodpeckers, sparrows, nuthatches, jays, crows, and if we are lucky maybe a raven or even a hawk or two. We should be done birding and enjoying hot coffee at the Cloverhill Country store by 9:30 or so.

**Cancellation:** To confirm that the walk has not been canceled due to weather or sickness you will need to Call the Clover Hill Country store between 3:00 and 5:00 PM on the day before at 413-477-1048

**Payment:** Cash or checks made out to The Bird Store and More will be collected before we start the walk. Please have exact change.

**Additional Information:** If the rail trail parking lot is not plowed we will meet in the Clover Hill Country store parking lot and go from there.



### Are You Getting The Latest Updates?

If you haven't signed up for our e news you are missing out on the specials, trips, sighting and reminders that are sent by email in between our quarterly newsletters. If you want the most up to date information, specials, and reminders join our mailing list at [www.thebirdstoreandmore.com](http://www.thebirdstoreandmore.com) and you can also find us on FACEBOOK

**FREE DELIVERY within 10 miles!**



**Bird Store Hours:**  
10:00-6:00 Monday - Saturday  
11:00-5:00 Sunday

Mailing Address: P.O. Box 736, Fiskdale, MA 01518  
Phone: (508)-347-BIRD • FAX: (508)-347-5601  
[www.thebirdstoreandmore.com](http://www.thebirdstoreandmore.com)  
Sturbridge, MA 01566  
4 Cedar Street, (Route 20, Cedar Street Intersection)



PRSR STD  
U.S. POSTAGE  
**PAID**  
PERMIT NO. 65  
SOUTHBRIIDGE, MA