

WBFBI SPRING 2020

BOARD OF DIRECTORS MEETING



Tuesday, April 6, 2020

Zoom Video Conference

ZOOM Tips and Guidelines

In order to reduce unwanted noise and feedback, we ask that you place your device on mute (ctrl+M).

Have a question or want to provide feedback, please raise your hand electronically and/or unmute your microphone to chime in. This will help us avoid two participants speaking at once.

WBFBI Staff is monitoring the meeting chat if participants choose to submit questions or supply information.

MEETING OUTLINE

Call to Order & Introductions

Approval of Fall 2019 BOD Meeting Minutes

Overview of WBFI Policies

Treasurer's Report

American Bird Conservancy & WBFI Update

Feed the Birds, Next BIG Steps & Research Foundation Updates

Committee Roles & Responsibilities

Other Committee Updates

Additional Business & Unaddressed Items



Initial Approvals

Approval of Fall 2019 BOD Meeting Minutes

Overview of WBFI Policies

- Conflict of Interest Policy
- Anti-Trust Compliance Policy
- Roles, Responsibilities, and Code of Ethics
- Confidentiality Reminder
- Affidavit of Compliance

TREASURER'S REPORT – Craig Brummell

PROFIT & LOSS

Last Fiscal Year

- + Total Annual Income, FYE (): \$
- + Total Expenses, FYE (): \$
- + Net Revenue Last Fiscal Year: \$

Current Fiscal Year

- + Budgeted Income: \$
YTD Actual: \$
- + Budgeted Expense:
YTD Actual:
- + Budgeted Net YTD:
Actual Net YTD:

BALANCE SHEET

- + Last Fiscal Year End:
- + Total Capital:

- + Current Fiscal Year to Date:
- + Total Capital:

ABC & WBF I: Saving Birds Together

After a very positive meeting in Las Vegas, it is time to take the next step in our partnership. ABC's new collisions website is nearing completion, and at that point we will be ready to start sharing collisions information with WBF I members' customers and partners.

The next step would seem to be reaching out to members through WBF I channels to do two things: 1) create a list of companies who are interested in the different types of information that ABC can provide, and 2) ask whether there are any specific resources that people would like to see developed.

ABC & WBFI: Saving Birds Together

The initial conversations to be had can be organized in several groups:

1. **SOCIAL MEDIA:** Get the appropriate contacts at companies that would like to be involved in sharing ABC's materials.
2. **BACKYARD SANCTUARY:** Update and work to get this document posted on all WBFI member's sites.
3. **INSERTS:** Create a list of the companies that might be interested in bag inserts, feeder tags, etc. and begin those conversations.
4. **STORE OWNERS:** Determine who would be interested in stocking a suite of collision prevention options.
5. **ADDRESSING COLLISIONS AT WBFI MEMBERS' OFFICES/STORES:** Find members that have bird collision issues at their buildings so that ABC can advise on solutions. ABC can then help tell these stories.
6. **ANYTHING ELSE:** Request feedback on everything above as well as ask if there are any additional resources companies would find useful.

FEED THE BIRDS / NEXT BIG STEPS

Chair:

Robert Gunstone

Committee Members:

Jim Franklin

Jared Froese

Judy Hoysak

Amlin Kotei

Sara Murphy

Dave Netten

Tim Thompson

Mike Wulf

Ryan Zantingh

+ Campaign Performance & Analytics –
Jessica Brown, Joy Riot @ 10:30 AM

+ Status of the BIG Project – Rob Gunstone

+ Discussion on future steps, recommendation from
committee

+ Discussion on budget allocation for 2020, 2021, 2022

RESEARCH FOUNDATION

Chair:

Rob Gunstone

+ Committee Updates – Rob Gunstone, WBFI
RF President

Committee Members:

Abdul Azeem Farooqi

Judy Hoysak

Paul Stefanic

Ryan Zantingh

+ Treasurer Report – Paul Stefanic, Treasurer

COMMITTEE ROLES & RESPONSIBILITIES

MORE COMMITTEE UPDATES

Advertising Task Force

SIR Group

Membership Committee

Event Planning Committee

Nyjer[®] Task Force

PIC Group

Standards Committee

Regulatory Committee



Advertising Task Force – Jody Locke

Chair:

Overview and Goals

Jody Locke

Committee Members:

Currently developed Advertising Package
Drafts

Tim Thompson

Gary Shields

Next Steps

- + Review BOD feedback
- + Further develop the materials and specs
- + Launch

QSP Committee – George Petrides Jr.

Chair:

George Petrides, Jr.

Review updated (DRAFT) WBFI QSP Feeder
Definitions

Committee Members:

Jason Godfrey

Ken Johnson

Dave Netten

Continue to next slides...



WBFI FEEDER STANDARDS

Revised 01/2020

ALL FEEDER
DESCRIPTION AND
STANDARDS WILL
REFER BACK TO THESE
GUIDELINES:

WBFI HARD GOODS PRODUCT STANDARDS

FOR BIRD FEEDERS ENROLLED IN WBFI QUALITY STANDARDS PROGRAM

- Feeder or Package must include labeling appropriate for the birds that will use the feeder and recommended ingredients.
- Seed feeders must have a minimum 1-1/2" diameter refilling port opening.
- Hardware materials must be rust-proof or be covered by a rust-resistant coating inclusive of hanging or mounting devices. Hardware must be securely attached.
- Construction design keeps seed dry in the feeder. **Effective drainage system suitable to the feeder type that allows moisture to drain and increases air flow.**
- Feeder can be made of any material that does not cause harm to birds or consumers through design or manufacture.
- Construction material must be sufficiently strong to hold its own weight, the weight of seed and feeding birds when hung or mounted.
- **Feeder design allows seed to be easily accessible by birds and promotes seed flow to feeding ports even at low fill levels for recommended ingredients.**
- Easy-to-Clean; instructions for care and use must be included.

HOPPER FEEDER DEFINITION



- A Hopper Feeder is composed of a base, a roof and sides that create a “hopper” for holding bird seed. Although traditionally square, a hopper can be of varying shapes.
- The Feeder has a ledge or lip integrated into the design extending from one or more sides of the hopper (as part of the base) that allows birds to perch and feed.
- The Feeder includes a diffuser in the interior of the hopper to channel seed to feeding ports allowing access to all feed even at low fill levels.
- Spacing between hopper sides and base that allows bird seed to flow and provides easy access for perching birds to feed.
- The feeder has mounting components as part of the design which allows the feeder to be hung or set on a pole.
- Conforms to all **WBFH HARD GOODS PRODUCT STANDARDS**

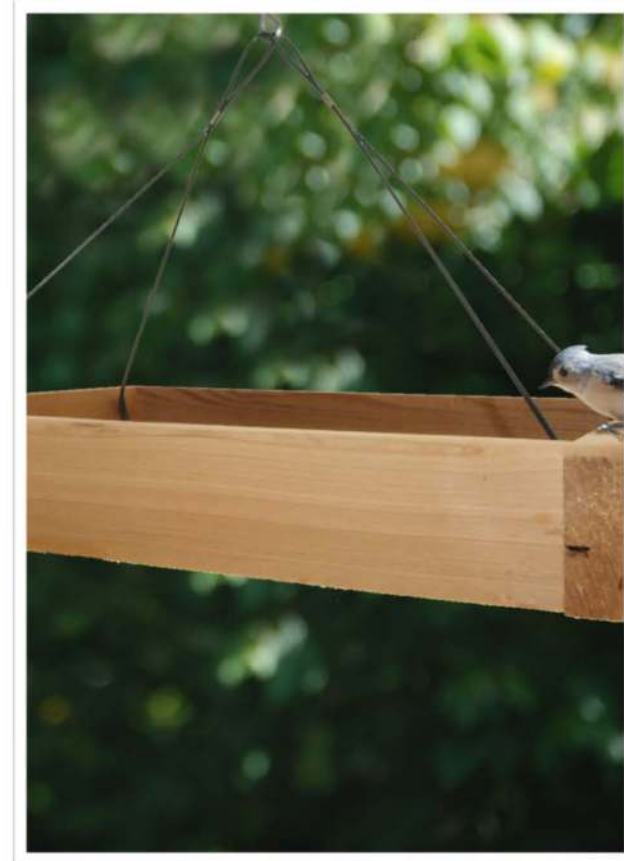
TUBE FEEDER DEFINITION



- The main body of a Tube Feeder is commonly 6" – 24" long and 2" – 4" wide. The tube may be clear, colored or opaque. It may be round, square or faceted. It may be made from a variety of materials, typically plastic or glass.
- The Feeder has mounting components as part of the design which allows the feeder to be hung or set on a pole.
- The Feeder is securely capped on top and bottom so that seed is retained in the feeder without spillage during use or weather. Caps may be metal, wood, plastic or resin. One or both ends open for filling and cleaning the feeder.
- Ports, with or without perches, are open on the sides of the tube to allow birds to access seed. Port openings are $\frac{3}{4}$ " – 1 $\frac{1}{4}$ " to enable seeds to be picked out freely and enable birds to get beak and head into and out of Feeder easily. Ports have a top hood that extends inside the Feeder to prevent seed from spilling out through ports. Ports are made from a variety of materials although typically plastic or metal.
- Perches, if used, are 1" – 1 $\frac{1}{2}$ " long from the side of the Feeder and set $\frac{3}{4}$ " or more below the port to allow perching birds to sit on the Feeder and feed comfortably. Perches are typically made of wood, plastic or metal.
- Conforms to all **WBFH HARD GOODS PRODUCT STANDARDS.**

PLATFORM FEEDER DEFINITION

- A Platform Feeder is a flat tray with no roof. Tray may be made from a variety of materials. The feeder, while commonly square, can be of any shape and size.
- Tray must have a lip on the edges to discourage seed spillage. Edges may be $\frac{1}{2}$ " – 3" in height.
- Bottom of tray may be solid or mesh.
- The feeder includes mounting components as part of the design which allows the feeder to be hung, set on a pole or on legs on the ground.
- Conforms to all **WBFH HARD GOODS PRODUCT STANDARDS.**



FLY-THRU/RANCH FEEDER DEFINITION

- A Fly-Thru/Ranch Feeder is a flat tray with a supported roof and open sides. Roof, tray and supports may be made from a variety of materials.
- Tray may have a lip on the edges to prevent seed run off. Edges may be 1/2" – 3" in height.
- Roof is at least the size of bottom tray or larger.
- Bottom of tray may be solid or mesh.
- Feeder includes mounting components as part of the design which allows the feeder to be hung or set on a pole
- Conforms to all **WBFH HARD GOODS PRODUCT STANDARDS.**



MESH FEEDER DEFINITION

- A Mesh Feeder is composed of a structured mesh pattern of material. Mesh may be composed of metal, plastic or textile.
- The mesh should have hole sizes from 1/16" – 1" depending on seed size intended.
- The Feeder is securely capped on top and bottom so they stay fixed during use and/or weather. Caps may be metal, wood, plastic or resin. One or both ends open for filling and cleaning the feeder.
- The Feeder has mounting components as part of the design which allows the feeder to be hung or set on a pole.
- Conforms to all **WBFI HARD GOODS PRODUCT STANDARDS.**



NYJER® FEEDER DEFINITION

- A Nyjer Feeder is specifically designed to house and feed Nyjer seed. Nyjer is small and must be kept dry and/or well ventilated or it will spoil quickly. Feeder design is heavily influenced by this factor. Finely chopped sunflower chips may also be used instead of or in addition to Nyjer.

There are two primary types of Nyjer feeders:

• Tube Nyjer Feeder:

- The feeder is capped on top and bottom. One or both ends open for filling and cleaning the feeder.
- Ports are holes $\frac{3}{16}$ " long by $\frac{1}{8}$ " wide punched in the feeder to allow one to two Nyjer seeds to be picked from a feeder at a time and deter moisture absorption.
- Perches, if used, are 1 " – $1\frac{1}{2}$ " long from the side of the feeder and set $\frac{3}{4}$ " or more within the port to allow perching birds to sit on the feeder and feed comfortably. Perches are typically made of wood, plastic or metal.

• Mesh Nyjer Feeder

- Mesh Nyjer Feeders should be no more than $\frac{3}{16}$ " All mesh feeder standards apply.
- The Feeder has mounting components as part of the design which allows the feeder to be hung or set on a pole.
- Feeder may be a mesh type feeder. If so, then Conforms to all **WBFH HARD GOODS PRODUCT STANDARDS.**



CAGED-CAKE FEEDER DEFINITION

- A Caged-Cake Feeder is typically a cage-like structure made up of grids. Grids are typically made up of powder-coated wire or hard plastic. Measurements should be a minimum of 1.5" x 5" x 5" to accommodate an industry standard suet or seed cake.
- One side of the Feeder, secured with a clasp or similar hardware, opens to allow filling of the Feeder.
- Feeders should have mounting components as part of the design which allows the feeder to be hung or attached to a pole or flat surface.
- Feeder may be attached to other materials for decoration or for functional reasons. If so, feeder should allow birds to reach the suet.
- Holes in mesh of Feeder are typically 1/2" to 2".
- Conforms to all **WBFH HARD GOODS PRODUCT STANDARDS**.



WINDOW FEEDER DEFINITION

- A Window Feeder is designed to be attached directly to the glass pane of a window. Feeders are commonly made of light-weight materials such as plastic, metal, mesh or a combination of materials.
- Feeders should have mounting components as part of the design which allows the feeder to be hung or attached directly to the glass of a window (typically suction cups).
- Conforms to all **WBFH HARD GOODS PRODUCT STANDARDS**.



NECTAR FEEDER DEFINITION

- A Nectar Feeder is designed to hold liquid in a reservoir that can be accessed by one to several feed ports.
- The interior compartment must be lined with smooth, non-reactive material such as plastic, glass or resin, that will not rust, leech or easily allow bacteria to grow by being porous or rough. Feeder must be designed so that nectar within the feeder can be reached by hummingbirds until empty.
- Feeder must contain at least one feeding port which accesses the interior reservoir.
- Feeder has one or more holes $3/32''$ to $9/32''$ wide that allow nectar eating birds to access the nectar.
- Feeders should have mounting components as part of the design which allows the feeder to be hung or attached to a pole or window.
- Feeder must be designed to be easily disassembled so that parts which contain nectar can be washed.
- Conforms to all **WBFH HARD GOODS PRODUCT STANDARDS.**



SQUIRREL-RESISTANT FEEDERS DEFINITION



- Squirrel-Resistant Feeders are designed to discourage squirrels from accessing, feeding from and/or damaging the feeder. A squirrel-proof feeders may be of any feeder type. There are two levels of Squirrel-Resistant Feeders:
 - **Squirrel-Proof Feeder:** Any feeder designed and mechanized to continually block access of its seed and feed contents specifically by squirrels while allowing birds to access the same seed. The mechanism which the Feeder employs to deny squirrels (or other wildlife) access to the contents can not be designed to cause physical damage or pain (such as using electricity or sharp objects).
 - **Squirrel-Resistant Feeder:** A Squirrel-Resistant Feeder, by its nature, prevents easy access of its seed contents specifically by squirrels while allowing birds to access the same seed. This may be through its design, components, materials and/or in conjunction with a squirrel baffle as part of its construction.
- Conforms to all **WBFH HARD GOODS PRODUCT STANDARDS.**

Membership Committee – Craig Brummell

Chair:

Craig Brummell

Committee Members:

Mike Dunn

Abdul Azeem Farooqi

Curtis Kuntz

Eric Moore

Dave Netten

George Petrides, Jr.

Mel Toellner

Chris Tribolet

Mike Wulf

Steve Hickey

+ New Members

+ Applications/Prospects



NEW MEMBERS SINCE SPRING 2019

| COMPANY | MEMBER TYPE | LAST | FIRST | CITY | STATE | COUNTRY | JOIN DATE | DUES |
|--|----------------------------|-----------|----------|------------------------|-------|---------|-----------|----------------|
| From Spring Board meeting to 2019 Annual Meeting | | | | | | | | |
| Pacific Coast Commodites, Inc. | Distributor/Local Plus | Hernandez | Claudia | Ceres | CA | US | 4/15/19 | \$620 |
| Valley Express, Inc. | Associate | Flaagan | Mark | Mapleton | ND | US | 5/7/19 | \$415 |
| Shields A Novolex Company | Associate | Sheplee | Jonathan | Shawano | WI | US | 6/20/19 | \$415 |
| Pravesh Exports Private Limited | Processor/National | Grover | Prem | Nagpur, Maharashtra | N/A | India | 9/30/19 | \$1,600 |
| Purely Canada Foods | Distributor/National | Hassan | Ray | Lajord | SK | Canada | 10/2/19 | \$1,600 |
| The Redwood Group | Processor/National | Kellen | Joel | Mission | KS | US | 10/2/19 | \$1,600 |
| California Bird Food | Distributor/Local | Mello | Anthony | Modesto | CA | US | 10/21/19 | \$440 |
| Dakota AgSynergy | Distributor/Multi-Regional | Purintun | Jon | Bismarck | ND | US | 10/21/19 | \$1,210 |
| TOTAL: | | | | | | | | \$6,865 |
| From 2019 Annual Meeting to Spring 2020 BOD Meeting | | | | | | | | |
| Kalsec | Processor/Local + | Barry | Thomas | Kalamazoo | MI | US | 01/28/20 | \$925 |
| Feeding the Bird Herd | Processor/Elevator | Steve | Fylling | Ruso | ND | US | 01/28/20 | \$700 |
| TOTAL: | | | | | | | | \$1,625 |



NEW PENDING/PROSPECT

| COMPANY NAME | CONTACT | CLASSIFICATION | APPLICATION STATUS | QSP | RF | DUES | MEMBERSHIP STATUS |
|--|--------------------|------------------------------|--------------------|-----|----|---------------------|-------------------|
| PENDING | | | | | | | |
| Tentamus Analytical Labs North America | Elizabeth Kelley | Associate | Approved | Y | Y | No Response/Pending | \$ 415.00 |
| Birdy Tree | Joe Hall | Retailer, Regional | Approved | N | N | No Response/Pending | \$ 825.00 |
| Midwest Landscape Industries | Larry Vaughn | Associate | Approved | N | N | No Response/Pending | \$ 415.00 |
| Nestiba | Rob Gunstone | | Approved | Y | Y | Confirmed/Pending | \$ 1,181.00 |
| Commodities India | Nitin Bansal | | Approved | Y | Y | No Response/Pending | \$ 2,150.00 |
| TOTAL: | | | | | | | \$4,986 |
| PROSPECT | | | | | | | |
| Cherry Central Co. | Jonathan Bartleson | Alternative Feeds/National | Approved | Y | Y | Declined on Cost | \$ 2,150.00 |
| The Birdhouse Chick | Beth Wheeler | Retailer/National E-Commerce | Approved | Y | Y | Declined on Cost | \$ 1,545.00 |
| TOTAL: | | | | | | | \$3,695 |



Nyjer[®] Task Force – Ryan Zantingh

Chair:

Ryan Zantingh

Currently our intention is focused on what additional testing needs to be done.

Committee Members:

Karen Burns

Prem Grover

Amlin Kotei

Chris Ravsten

Bill Meadows

The committee is considering: What other factors could be driving down the quality?

Next Steps:

- Connect with Cornell
- Connect with Dr. Horn
- Discuss funding from the WBFI Research Foundation

SIR Group – Curtis Kuntz

Chair:

Curtis Kuntz

Actively seeking a scientific representative to speak on behalf of the WBFI.

Committee Members:

Randall Putz

Judy Hoysak

Todd Reagan

Explore more resources from Cornell and consider partnership.

This group might have bandwidth to help with the Nyjer oil seed study.

Event Planning Committee – Karen Burns

Chair:

Karen Burns

Committee Members:

Debbie Brummell

Lois Helland

Brian Little

Jody Locke

Sarine Weingarten-Garcia

Mike Wulf

WBFI future annual meeting locations:

- + 2020 – Nov. 9-12 at Sheraton Sand Key Resort in Clearwater Beach, FL
- + 2021 – Nov. 7-10 at Lost Pines Resort in Lost Pines, Texas
- + 2022 – TBD (Considering El Conquistador in Tucson, AZ)

2020 Annual Meeting Update

- + Registration Available: Beginning of June
- + Reservation Deadline: October 10, 2020
- + Re-Introduction of an Annual WBFI Recognition with a formal nomination process this Spring/Summer.
- + Revised the speaker contract to include an alternative if COVID-19 still causes travel issues.

PIC Committee – Rob Mann & Craig Brummell

Co-Chairs:

Craig Brummell

Rob Mann

Committee Members:

Marc Audet

Bob Donegan

Chris Fedorchuk

Dave Netten

Chris Teprovich

Mike Wulf

Jody Locke

Jim Lesch

Information from the Q1 PIC Report of 2020:

+ Packaging

+ Transportation

+ Commodities

+ Retail

View the full report in the WBFI Member's Area.



Regulatory Committee

Chair:

Vacant Position

There are those among us who monitor state, provincial, and federal legislative issues every day.

Committee Members:

Lorri Chavez

Curtis Kuntz

Mat Pope

This is the committee that is monitoring the FSMA regulations development.

Are you interested? The committee chair position is currently available.

ADDITIONAL BUSINESS & UNADDRESSED ITEMS

Staffing Contract & Status

EIDL Grant for Nonprofits

Future Projects

- Mobile App Updates and App Developer License
- Website Content Review and Update
 - Pulse of the Industry Snapshot
- Live PIC Reports
- Advertising Package Development, Maintenance, Promotion

WBFI 2020 Logo

WBFI COVID-19 Resources

- Submit helpful links and downloads to WBFI staff to be included.

NEXT WBFBI BOD MEETING

+ **Fall 2020 Spring Meeting Date**

November 10, 2020 @ Sheraton Sand Key Resort in
Clearwater Beach, FL