

Wild Bird Feeding Institute Member Benefits



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

— Craig Brummell, WBFI Treasurer

OUR MISSION

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

Expert Research on Wild Bird Feeding

WBFI is composed of businesses that serve and promote the wild bird feeding hobby. Thanks to member contributions, the Wild Bird Feeding Institute Research Foundation is able to invest annually in scientific and market studies. These studies help the industry build better understanding of the role that wild bird feeding plays in the health and safety of our wild bird populations.

There are many organizations that study wild birds, but WBFI is the leading organization conducting and funding studies that help in the practice of wild bird feeding. Members also have access to a 24/7 Info Hub.

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 Exclusive Events

WBFI regularly hosts webinars tailored to industry professionals to learn tips, tricks, and the ins & outs of the industry. WBFI Members have exclusive access to each recorded presentation and slides so there's never a webinar members miss out on!



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. WBFI monitors, summarizes and delivers data to WBFI members quarterly to help them maneuver and keep ahead of changes.



Nyjer® Trademark Licensing

Nyjer® has been a registered trademark of the Wild Bird Feeding Institute since 1999. As of January 1, 2023, WBFI has moved from an open-licensing system to allowing members of WBFI to use the trademark and non-members to apply for an annual fee.



Holiday Gift Guide

Boost holiday sales! WBFI members gain exclusive access to co-branded holiday gift guide marketing assets. This allows you to co-brand with your retail products, attract more attention, increase sales, and stand out during the busiest time of the year.



Helping to Grow the Industry

WBFI Members dues contribute to help fund the Next Bird Industry Growth (BIG) ambassador campaign and other marketing efforts to help expand the industry.



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 member customers have a positive feeding experience and in-return an increase in sales. WBFI's trademarked Seal of Industry Standards promotes participating member products as high quality and complying with industry best practices.



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.



Health Insurance Option

WBFI has formed a strategic partnership with the Thompson Benefits and Enrollment Group to offer customized health coverage options for WBFI members and their employees. Through this partnership, WBFI is excited to deliver highly requested access to guaranteed-issue health benefits with costs up to 35% lower than standard market prices.



Exec Membership

EXEC is an exclusive, highly curated hotel, travel, lifestyle, and business benefits program that provides access to some of the world's leading brands and experiences. When WBFI member employees activate a complimentary EXEC account, they unlock access, heightened levels of hospitality, and negotiated pricing through an exclusive collection of hundreds of benefits.

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 info@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

▶ [Apply Now!](#)

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?

Event Planning

Pulse of the Industry

WBFI Research Foundation

Membership

Quality Standards

Nyjer®

Bird Industry Growth (BIG)

Regulatory

Scientific Industry Response (SIR)

▶ [Join Today!](#)

Ready to start your WBFI membership?

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

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

@WBFI.ORG

@WILDBIRDFEEDINST

@WBFI

@WILDBIRDFEEDINGINST

@WBFINSTITUTE

@WILDBIRDFEEDINST