



MEMBER AWARDS FOR 2023:

- ***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.