

Feed Your Bird A Healthier Diet for A Longer Life



ZuPreem[®]

Use this guide and consult with your avian veterinarian about the benefits of converting your bird to a nutritionally complete and balanced diet.

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A Word About Seeds

There's no getting around it—birds and humans don't always choose a healthy diet. What we like is not always what is good for us. Many birds, if given a choice, will select a diet

"Birds in Australia, Africa and South America are rarely if ever exposed to sunflower seeds and peanuts."

Gregory Rich, DVM, Metairie, LA

high in fat like seeds, just as we might choose high-calorie snacks. Both taste good.

Seeds lack many important vitamins, minerals and amino acids

In addition to high levels of fat, seed diets are deficient in important nutrients such as lysine, calcium, available phosphorus, sodium, manganese, zinc, iron, iodine, selenium, vitamins A, D, E and K, riboflavin, pantothenic acid, available niacin, vitamin B₁₂ and choline¹. Even if bird owners supplement a seed diet with a nutritionally complete extruded diet, birds will often choose seeds, leaving behind the more nutritious foods.

A seed diet may pose health risks for your bird

A nutritionally deficient seed diet can result in obesity, other nutritionally related diseases, a lower immune response to infections and even premature death. Such a diet can also adversely affect reproduction in breeder birds.

What about "fortified" seed mixtures?

Some manufacturers have attempted to correct the nutritional limitations of seeds by coating the hulls with vitamins and minerals.

Birds in the wild eat seeds, don't they?

Birds in the wild eat a wide variety of foods such as seeds, flowers, buds, leaves, fruits, grasses, shrubs and insects depending on seasonal availability and climate. Birds in the wild also need a diet higher in calories, because they expend large amounts of energy flying long distances.

¹Ulley, Duane E., Allen, Mary E., Baer, David J. *Formulated Diets Versus Seed Mixtures for Psittacines*, J. Nutr. 121: S193-S205, 1991.



When birds eat the seed, they discard the hulls, and the nutrients may end up as waste.

"Fortified" can also mean the seeds are mixed with vitamin and mineral nuggets—nuggets that birds may not eat.

What about vitamin and mineral supplements?

Commercially available supplements vary greatly, making it difficult to determine if your bird is getting too much or too little of the desired vitamins and minerals. Additionally, powdered supplements separate from the food and are usually not consumed. If you add vitamin supplements to your bird's water, you can never be sure how much is being consumed, because you are changing the water frequently to avoid bacterial contamination.

"Extruded diets are the best choice to ensure birds get the important balanced nutrition they need."

Mark L. Morris, Jr., DVM, PhD, Diplomate American College of Veterinary Nutrition



What about fruits and vegetables?

Although most fruits and vegetables are considered healthy additions to a bird's diet, they should not make up more than 15% of the daily diet. Some are high in sugar and carbohydrates, some lack important nutrients, and because they add bulk and fiber, the bird will feel satisfied and not eat the more nutritious food.

What kind of diet will give your bird everything he needs?

A nutritionally balanced extruded diet can offer your bird everything he needs for a long and healthy life. Extrusion manufacturing assures nutrients are not lost in the processing. This means your bird consumes more of the original wholesome ingredients—better nutrition, better digestibility and better taste. Not all extruded diets are the same, however. ZuPreem® Avian Diets have balanced vitamins, minerals, fat, carbohydrates and protein in every bite. See the other side of this brochure for information about all ZuPreem Life-stage Avian Diets.

Getting Started

Ask your avian veterinarian for advice

Now that you're convinced of the importance in converting your bird to a more balanced diet, you need a plan to support your decision. Make an appointment with your veterinarian for a general health exam to be sure your bird is free from underlying disease before undergoing a dietary change. At this time, you and your veterinarian can agree on how to proceed.

"Because exotic birds often hide signs of illness, it is extremely important for them to have regular veterinary checkups, especially before converting them to a new diet."

Don Harris, DVM,
Miami, FL

Observe Your Bird and Keep Records During the Conversion Process

Weighing in

1. Veterinarians at ZuPreem recommend weighing your bird daily throughout the conversion process.
2. Discuss with your veterinarian what body weight is appropriate for your bird during this time.
3. Purchase an accurate gram scale and learn how to use it.
4. Before feeding, weigh and record your bird's weight at the same time every morning during the conversion process.
5. If there is 10% or more fluctuation in your bird's weight, or if your bird appears to be sick, call your avian veterinarian.
6. Remember some weight fluctuation is normal as your bird adjusts to his new diet.



"Harley" Joseph,
South Florida



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The Scoop on Poop

Check your bird's droppings as an indicator of your bird's digestion. This is one way to determine if your bird is healthy and going through the conversion process normally. Before beginning the conversion process, lay paper towels on the bottom of the cage and during the next two to three days observe your bird's droppings. This will help establish a normal benchmark. Check for number, volume, color and consistency of the droppings.

Normal droppings

- ▶ High seed diets usually produce a homogeneous dark green feces (*photo 1*)
- ▶ Birds on extruded diets normally exhibit soft to firm brownish feces, unless the nuggets in the diet contain colorants which may pass through in the feces (*photo 2*)
- ▶ Urine is normally a clear liquid and present in minimal amounts
- ▶ White/cream colored urates are often suspended in the urine or appear to wrap around the feces (*photo 3*)



Photo 1



Photo 2



Photo 3

Abnormal droppings

Check with your veterinarian if you observe any or all of the following:

- ▶ A change in the volume or number of droppings
- ▶ Color change of the urates from white/cream to green or yellow (*photo 4*)
- ▶ Increase in the water content of the feces (diarrhea) may cause the feces to be unformed (*photo 5*)
- ▶ Presence of blood
- ▶ Increase in the amount of urine (polyuria)—this increase will subside as the bird acclimates to the new diet (*photo 6*)



Photo 4



Photo 5



Photo 6

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Which Method is Best for You and Your Bird?

There are many methods for converting your bird to a new diet, and your avian veterinarian can help you decide which method may work best for you and your bird. Read the options below and ask your veterinarian to check the box next to his or her preferred method or to provide other helpful hints.

“Bird owners need to have patience in converting their bird’s diet. It may not be easy, but the health benefits for the bird will be worth it.”

Stephen Fronefield, DVM,
Sugar Land, TX
Diplomate, American Board of
Veterinary Practitioners–Avian

Interval feeding

For 20-30 minutes three times a day, offer 50% seeds along with 50% new diet in the same bowl. The bowl should only be 1/4 full using this method. Remove all uneaten food from the cage after each feeding and check to see how much of the old and the new diet the bird is eating. If the bird is eating some of the new diet, reduce the amount of seed and increase the amount of the new diet at each feeding until you are feeding only the new diet. This method assures your bird will not starve, but should still be hungry enough to begin experimenting with the new food. This process may take several days or several weeks, depending on your bird.

Ten-day gradual method

Over a 10-day period, fill the food dish 1/4 full several times a day maintaining the following proportions of the old and the new diet.

Day	Old Diet	New Diet	Day	Old Diet	New Diet
Day 1	90%	10%	Day 6	40%	60%
Day 2	80%	20%	Day 7	30%	70%
Day 3	70%	30%	Day 8	20%	80%
Day 4	60%	40%	Day 9	10%	90%
Day 5	50%	50%	Day 10	00%	100%

Remove seeds until later in the day

Starting at bedtime, remove all seeds. In the morning, put fresh portions of the new diet in the cup. Leave the new diet in the cage until mid- to late afternoon. Then feed the bird’s previous diet for the rest of the day. Repeat this process for several days or until the bird is consuming the new diet. Then offer only the new diet at all feedings.

Back and forth method

Starting at night, remove all food from the cage. In the morning, put the new diet in the food cup. Let the bird experiment with the new food, perhaps sampling one or two nuggets. Then after an hour, remove the nuggets and feed the old diet. Repeat the process throughout the day—new food for an hour, then the old diet. During the next 4-5 days, repeat the process but lengthen the time the new diet is in the cage, before offering the old diet. During the following week, keep extending the time the new diet is in the food cup, until you eliminate the old diet altogether.

Total new diet

In the wild, birds often do not have options. They eat seeds one season, fruits the next, consuming what is available. Many authorities believe that some birds are able to make an abrupt transition because they recognize the new unfamiliar shapes as food and adapt relatively easily. Great care should be taken to confirm that your bird is eating enough of the new diet to maintain weight.

Veterinarian comments

When Nothing is Working



- ▶ Consult with your avian veterinarian
- ▶ Your veterinarian may be able to help you with some additional steps to take
- ▶ When all else fails, board the bird with an avian veterinarian and allow the professionals at the hospital to modify the diet

Use common sense

Under no circumstances should a bird be starved until he eats the new diet

- ▶ Do not change a bird's diet if the bird is sick, unless prescribed by your avian veterinarian
- ▶ Do not change a bird's diet if the bird is suffering from multiple stresses, including a change of environment, introduction of a new cage mate, or exposure to temperature extremes
- ▶ Forcing a bird to experiment with an unfamiliar food produces stress, and bird owners must be patient, especially if the bird shows undesirable behavior
- ▶ The conversion can take several weeks and bird owners are encouraged to be persistent but vigilant, always monitoring the bird's intake, checking droppings, and assuring he is maintaining proper body weight

These tips may help you and your bird

- ▶ Initially your bird may throw the new food out of the cage and exhibit tantrum-like behavior in an effort to get your attention
- ▶ Your bird may not recognize the new diet as food, and may need to touch and play with it at first
- ▶ Capitalize on your bird's natural curiosity by placing the new food below a mirror or adjacent to a favorite toy in the cage
- ▶ Trick your bird into eating some of the new food by mixing a favorite treat with the new diet
- ▶ Try putting the new diet in the bowl near the highest perch—most birds will eat from the highest bowl first
- ▶ Some medium to large-sized birds are more willing to accept new foods if fed outside their cage in a favorite area
- ▶ Your bird may benefit from seeing you or another bird eating the food
- ▶ Your bird will watch your expressions—if you're positive about the new diet, there is a good chance your bird will be too



Right from the start.™

A lifetime of good nutrition starts with feeding your bird a balanced diet with all the essential nutrients he needs every day. Right from the start, you'll see that good nutrition really works. See the other side of this brochure for information about all ZuPreem Life-stage Avian Diets.

The Special Rewards of Owning A Pet Bird

As one of millions of companion bird owners in the United States, you have experienced just how satisfying owning a pet bird can be. Your bird may greet you when you come home, watch you prepare dinner, cuddle with you in quiet moments and because he is so uniquely yours, find his own special place in your heart.

For almost 40 years, ZuPreem has understood the role pets play in our lives. We know that one of the most important elements in keeping your bird healthy is proper nutrition. Through the years, we have kept our promise to provide quality products to nourish companion birds throughout every stage of their lives.

Essential nutrients your bird needs every day

Water Equal amounts of fresh water and food each day help maintain body processes

Fats, carbohydrates and proteins Important energy sources

Amino acids Critical building blocks for strength and beautiful feathers

Minerals Important for normal body functions, and strong muscles and bones

Vitamins Necessary for a healthy immune system and to prevent illness

There's a ZuPreem diet right for every stage of your bird's life

ZuPreem veterinarians and nutritionists know that birds need different levels of nutrients depending on their life stage and how the nutrients interact with each other. That's why every ZuPreem diet is carefully formulated to provide balanced nutrition for each stage of your bird's life. There's no guesswork with ZuPreem Avian Diets. You know your bird is consuming balanced nutrition in every bite.

All ZuPreem products have complementary tastes and fresh ingredients, encouraging a smooth transition from one product to another.



Hand-Feeding

Hand-feeding baby birds requires extensive knowledge, skill and experience. ZuPreem cautions bird owners inexperienced in hand-feeding to seek advice from their breeder or avian veterinarian.

ZuPreem® Embrace® and Embrace® Plus Hand-Feeding Formulas

have been developed to hand-feed chicks with a syringe or spoon. Embrace Formulas have a creamy, smooth consistency that stays mixed in solution and in the crop, safely delivering important nutrients. You'll notice baby birds gain weight quickly and are stronger when fed Embrace.

Embrace is formulated with moderate levels of fat and protein, suitable for most species including cockatoos, cockatiels, grass parakeets, lorries, lorikeets, and budgies.

Embrace Plus is formulated for species requiring higher levels of fat during growth. Studies show great results when this diet is fed to macaws, African greys, conures, Amazons and Indian ringneck parakeets among others.



Here's what you and your bird will like about Embrace Formulas

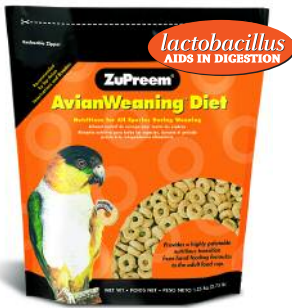
- ▶ Complete and balanced nutrition
- ▶ Energy-dense formula for fast weight gain and stronger birds
- ▶ Creamy, smooth consistency
- ▶ Helps promote shiny, vibrant-colored feathers

More on www.ZuPreem.com

- ▶ Comments from satisfied customers
- ▶ The AAV position on the sale of unweaned birds
- ▶ Step-by-step hand-feeding instructions
- ▶ Complete product information

Weaning

Weaning your baby bird can be a stressful time for you and your bird. It is, however, a natural process and one where you can teach your bird to feed himself and become more self-sufficient. You can reduce the stress of weaning by providing your young bird with a nutritious weaning diet he'll like to eat.



ZuPreem® AvianWeaning™ Diet is appropriate for all species during weaning. The diet is complete and balanced nutrition, and requires no supplements or mixing. It provides a natural nutritious feeding transition from hand-feeding formulas to the adult food cup.

Here's what you and your bird will like about AvianWeaning Diet

- ▶ Balanced protein and fat levels your bird needs during weaning
- ▶ Convenient "O" shape allows your bird to grasp the food and learn to feed himself
- ▶ Your bird will like the taste
- ▶ "O" maintains its shape even when soaked in warm liquid
- ▶ Safe levels of iron and zinc



(Shown Actual Size)

Now an "O" that's nutritionally formulated for birds.



More on www.ZuPreem.com

- ▶ Feeding instructions
- ▶ Complete product information

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Adult Feeding

If you are converting your adult bird from another diet, read the other side of this brochure for conversion methods.

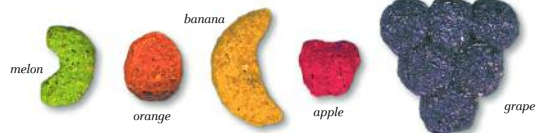
ZuPreem® Classic AvianMaintenance™ Diets provide all species of caged birds with balanced nutrition and the proper levels of vitamins, minerals and amino acids for excellent health, longevity and reproduction.

FruitBlend™ Flavor Diets contain five different colored, individually shaped, fruit-flavored extruded nuggets your bird will love to eat. Five sizes of nuggets for different sizes of birds.

Natural Diets are nutritionally the same formula found in FruitBlend Flavor but without the fruit shapes, colors and flavors. It will appeal to you if you like feeding your bird a more natural diet. Naturally tan in color with extruded nuggets in five sizes.



NEW PACKAGING COMING SOON



FruitBlend Flavor available in five nugget sizes for large parrots, parrots and conures, cockatiels, parakeets, and canaries and finches (shown in Parrots & Conures actual size)



Natural Flavor nuggets (shown in all five actual sizes)

Here's what you and your bird will like about Classic AvianMaintenance Diets

- ▶ Controlled iron content for species predisposed to iron-storage disease
- ▶ Nutritionally complete diet
- ▶ Consistent nutrition in every bite
- ▶ Even the most finicky birds enjoy these diets
- ▶ No supplements needed
- ▶ Naturally stabilized to ensure freshness

More on www.ZuPreem.com

- ▶ Find a veterinarian
- ▶ Complete product information

Adult Feeding

In addition to highly nutritious nuggets, you may enjoy feeding your bird a variety of fruit and vegetables. However, these foods should not make up more than 15% of his daily diet, because some are high in sugar and carbohydrates, and often lack essential nutrients. Make sure your bird is consuming the right nutrient balance he needs for good health.

ZuPreem® AvianEntrées™

Diets are ultra premium, everyday diets with the perfect balance of nutritious nuggets mixed with an assortment of high-quality fruit and vegetables. Three different mixes provide excellent nutrition, variety and fun in your bird's diet. In sizes for parrots and small birds.



Garden Goodness™

Wholesome nuggets with no added colorants mixed with nature's own red and green peppers, peas, tomatoes and apples. Appeals to bird owners who want to feed a more natural diet.



Harvest Feast™

A combination of colorful nuggets mixed with a tasty variety of apples, red and green peppers, tomatoes and peas.



Wild & Spicy™

Contains a variety of nutritious zesty nuggets mixed with southwestern style tomatoes, pepitas, corn kernels and chilies.



Here's what you and your bird will like about AvianEntrées Diets

- ▶ Variety of tastes, colors, shapes and textures
- ▶ Convenient, ready-to-eat food—no slicing and dicing
- ▶ Complete and balanced nutrition
- ▶ Naturally preserved to ensure freshness

More on
www.ZuPreem.com

- ▶ Locate a ZuPreem retailer
- ▶ Complete product information

Breeding

Professional breeders need to keep their breeding stock healthy and in prime breeding condition. To ensure a prolific breeding flock, breeders should feed a highly digestible diet with higher levels of protein, fat and calcium prior to and during the breeding season.

ZuPreem® AvianBreeder™ Diets will help promote healthy adult birds and optimum production of offspring. AvianBreeder Diets are nutritionally rich and support the reproduction stages of psittacines (hook-bills). Higher levels of protein, fat, and calcium for breeding birds or birds requiring higher levels of these nutrients. Available in FruitBlend™ Flavor in three nugget sizes and Natural in two nugget sizes.

More on
www.ZuPreem.com

- ▶ Sign up on the breeder locator
- ▶ Complete product information
- ▶ ZuPreem Avian Breeder Program

Here's what breeders will like about AvianBreeder Diets

- ▶ Nutritionally balanced with no supplements needed
- ▶ Higher levels of protein, fat and calcium meet breeding birds' needs
- ▶ Even the most finicky birds enjoy these diets
- ▶ Extruded nuggets retain nutrients for maximum digestibility
- ▶ Naturally stabilized to ensure freshness



"Jezzy" and "Armani" Bratby,
South Florida

The ZuPreem Guarantee

All ZuPreem products are 100% guaranteed. If you are not completely satisfied, return the unused portion of the ZuPreem product along with the sales receipt to ZuPreem for a refund.

For more information, call a member of the ZuPreem Customer Care team at 1-800-345-4767. FAX to 913-962-7778 or e-mail us at mail@zupreem.com. Outside U.S. call 913-962-8887. For complete product details, visit our website at www.ZuPreem.com. Write to us at Premium Nutritional Products, Inc., P.O. Box 2094, Mission, KS 66201.



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AV-001-05

Superior Nutrition for Every Stage of Your Bird's Life



ZuPreem[®]

Inside there's a
ZuPreem diet just right
for your bird.

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