



Finest quality birdseed blended on our conservation farm

August 2018 Newsletter

Special offers for all our customers over Birdfair Weekend!

It's that time of year again where we can get excited about three days of Birdfair!

Birdfair, aka British Birdwatching Fair, aka the Birdwatching Glastonbury, encompasses the whole spectrum of the birdwatching industry whilst at the same time supporting global bird conservation. This is the event of the year if you're into birds and wildlife.

A wide range of fantastic conservation projects have been supported by Birdfair. The proceeds of this year's fair will support the creation of Argentina's largest national park, in the process providing a refuge for nearly a million flamingos and shorebirds.

Look out for us at Birdfair in Marquee 6 stand 19 among the hundreds of stands selling the latest products for wildlife enthusiasts. You'll find everything, from scopes to sculptures, binoculars to bird food, eGuides to eco-holidays! To celebrate Birdfair we have a host of special offers on over the weekend for you and your birds to enjoy...



Visit us at the show – Visit us in marquee 6 stand 19 to take advantage of our special show prices – great savings are available on mealworms and suets! We also have free samples to take away, goodie bags and a great competition to win some of our seed!

Visit the farm over Birdfair Weekend – We are lucky enough to be on the doorstep of this wonderful event, literally down the road, so do take advantage of our proximity and call in! Our opening hours are extended for birders going to and from the show, and all offers on mealworms and suets are available from the farm! Open Friday 17th – Sunday 19th 8am – 8pm

15% off Online Purchases - Not attending Birdfair? Don't worry you won't miss out! Over Birdfair weekend there is 15% off all products purchased through our website or over the phone. Visit the website from 17th – 19th August and enter BF18 at checkout to receive your discount and enjoy the special offers from your home!



Fay, Sadie & Abigail receiving 2nd prize for the best commercial stand at Birdfair last year

Eyebrook Wild Bird Feeds

Rectory Farm, Great Easton, Market Harborough, Leicestershire LE16 8SN

Tel: 01536 770771 Email: rectoryfarm@eyebrookwildbirdfeeds.co.uk Web: www.eyebrookwildbirdfeeds.co.uk

Farm Walks



Through the months of May & June we hosted over 200 people on conducted farm walks around the farm. Groups varied from ramblers to photographers, beavers to U3A and many in between. All groups had a most enjoyable evening learning about British food and farming, conservation and stock farming, all enjoying a well deserved cup of tea and homemade cake on return to the farmyard. The Shutterday amateur camera club had an unexpected guest as a badger potted out from the wheat field past the group and into its sett whilst members were watching!!

Helping our Hedgehogs

At Rectory Farm we are actively helping one of the nation's best loved wild animals – the humble hedgehog. We are supporting 'Hedgehog Street' – a joint project run by Peoples Trust for Endangered Species and the British Hedgehog Preservation Society, which aims to reverse the decline in hedgehog numbers. Hedgehogs are particularly scant across the countryside, and more likely to be found in towns and villages, putting them at risk of local extinctions. For hedgehogs to flourish they need suitable sites for shelter and abundant food, farm features such as field margins, the right hedgerow management – all of which we have in abundance at Rectory Farm. Over the next few weeks we will be surveying for hedgehogs with footprint tunnels and reporting back to Hedgehog Street.



Encourage and enjoy hedgehogs in your own garden by feeding our delicious Hedgehog Food, available in 500g and 2kg packs. A rich moist blend that simulates hedgehogs' natural diet this food is perfect for the breeding season and all year round.



New boxes 150 Fatballs!

Our nutritious suet snacks are now available in boxes of 150! This makes the fatballs VAT free and we can pass this 20% saving straight onto our customers! Visit our shop or shop online to take advantage of this fantastic saving

Our tasty suets are all produced on a family farm in Bedfordshire with the same great environmental principles as us! The seeds used in the suets are grown on the farm, and the range of suet products are all packed with wholesome ingredients to ensure a nutritious snack for your birds

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Celebrating 30 Years of Birdfair!

2018 celebrates 30 fantastic years of Birdfair and over the weekend there are a number of special events and promotions to mark a spectacular 30 years.

The British Birdwatching Fair has come a long way from its humble beginnings in 1989. The idea evolved from a local event held in 1987 at Rutland Water Nature Reserve called "The Wildfowl Bonanza". The event was a great success, and the idea of a birdwatchers' fair was hatched by the organisers Tim Appleton and Martin Davies. The aim of the Fair was to get birdwatchers together to celebrate birds, to develop a commercial fair for the birdwatching industry and to support international conservation projects. In excess of 24,000 visitors now attend the Fair annually and over 450 exhibitors display their products, with BirdLife International and its partners receiving the profits for conservation projects. The total raised since Birdfair started is now over £4,679,152.

30 Years Celebratory Anniversary Mixes

To join in the celebrations, Eyebrook has teamed up with Birdfair founder and manager Tim Appleton to develop two nutritious new mixes in our birdseed range.

Tim Appleton has had a life time working in Nature Conservation, he is a global conservationist and a driving force in the battle to save wetlands all over the world. Tim managed the UK's most important inland reserve; Rutland Water since its creation in the early seventies, and is the co-founder of Birdfair.

We have supplied Rutland Water with supplementary feeds and products for sale in their shop at Egleton for a number of years, and we are delighted to work with Tim and his team to create these unique new mixes to honour 30 years of Birdfair.

These nutritious mixes have been created by Tim with selected ingredients and the perfect blend of seeds to bring a range of bird species into your feeders. Visit us at Birdfair for free samples for your birds to try!



Rutland Mix



Rutland Deluxe Mix

"Here at Rutland Water we are proud to have helped Eyebrook Wild Bird Feeds, a local Rutland company to develop their business, locally and nationally. their excellent products are used throughout the reserve and sold at our two visitor centres. Knowing that some of the seeds are home grown and the rest sourced from the high-quality producers has led me to work closely with the family to create two new mixes, both of which will be launched at this year's Birdfair."

The new Rutland Mix alongside the Rutland Deluxe Mix have been especially created to attract a range of species but with particular attention to tree sparrows, finches and buntings. As a farming family they are very conscious of the decline in many of our farmland species, so the new mixes are a true reflection of their concern and how we can all help by providing protein rich food for our birds year in, year out."

Tim Appleton MBE



Down on the Farm

Like all of us, the farm has been feeling the effects of the extreme hot and dry weather over the last few months. We managed to get a good crop of hay in June to feed the sheep through the winter months, but the usual lush green pastures are yellow with the extreme heat burning off the grass. Considering the lack of grass the sheep have coped miraculously well, the lambs gaining all the goodness from the first shoot of grass that comes through.

With all the hot weather harvest has been early this year, wheat harvest normally co-insides with Birdfair in the middle of August, however this year all the wheat will be gathered in by then! The straw from the wheat will all be baled, and then the land cultivated in preparation for sowing in October or March. After the wheat harvest comes the Spring Barley and Spring Beans, which, if the quality is good enough, can go for malting and human consumption, or if the quality is not up to standard they will go to be made into animal feeds. Harvest is such an exciting time of year, as well as the crops being gathered in we get to see a host of wildlife as the combine goes around the fields, we seem to have had a particularly successful year for tree sparrows, linnets, hares and we have even spotted some grey partridge.



Harvest Student Monty enjoying the wildlife at work!

New Bird Spotter

Each harvest we employ the help of a student on the farm through such a busy time. All the crops are gathered in from July to September and it is the students job to cart the crops from the fields back to the farmyard, and help with cultivating and farm jobs over the hectic season, this summer we have Monty helping us. As well as a keen interest in farming, Monty has just completed a degree in Ecology and Conservation, so is delighted he can monitor bird, insect and wildlife on the farm whilst carrying out his daily duties. We are very happy to have such an asset on our team, who has great enthusiasm for the conservation work we do here, and who's skills we can use to develop this work further. In September Monty will leave the farm to embark on an adventure to Samoa working as an interne for the UN

On the farm this summer we have had a wonderful array of swallows and house martins in the farm yard, lapwings, yellow hammers, skylarks and linnets in the fields and a garden full of finches, tits, starlings, sparrows, blackbirds and blackcaps.

Pasture (or pens) new!

The sheep flock on the farm have had a tough old season. With such a long cold winter and wet and snowy lambing time, the sheep have needed extra TLC this year. In addition, the recent drought caused our lush green pastures to turn yellow, with little nutrition for them. This Spring our farm project was to rejuvenate the sheep handling system at Rectory Farm. Our original pens were made in the early sixties by a German POW who worked on the farm for 40 years, he was a skilled blacksmith and made all the railings by hand. Every couple of months all the sheep come back to the home farm for a health check and footbath, our handling pens have now had a complete facelift taking them back to the good old days, this has made the handling for the shepherd and the experience for the sheep much better!



Sheep grazing our yellow pastures