



**20% off**  
everything in the store  
(Excludes Optics and Bear Proof Poles)



## Mid Winter Blah's Sale

Friday, Feb. 25 - Saturday, Feb 26, 2022 See back page for details.

**News**  
from the bird store

## Winter Reminders

February is national Bird feeding month. Fill your feeders and enjoy! Help the birds survive and repopulate.

Do what you can to create inviting habitats for our beautiful songbirds to thrive!

Make sure to have food, shelter and open water for the birds and mammals alike. We have had a relatively mild winter so far, but you just never know what Mother Nature has in store for us.



## FEBRUARY



## NATIONAL BIRD FEEDING MONTH

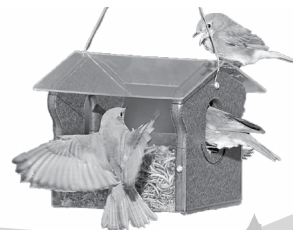
## Winter Blues

The "blue" birds of winter are here in abundance this year! It's cold and dreary but just look at all the BLUE at your feeder.



Eastern Bluebirds are showing up in their gorgeous color, the males in their bright blue against a snowy background. Blue Jays, yes we know some of you think they are bullies but have you really LOOKED at them? They are beautiful in color and pattern, Look at them up close and you can see the various shades of blue on their feathers. White breasted Nuthatches have blue in their feathers too. A gray blue on their back with a frosty white face, white breasted nuthatches are the toned down version of blue on your bird feeder.

How many Shades Of Blue do you have on your bird feeder?



**VALENTINES DAY IS COMING.**

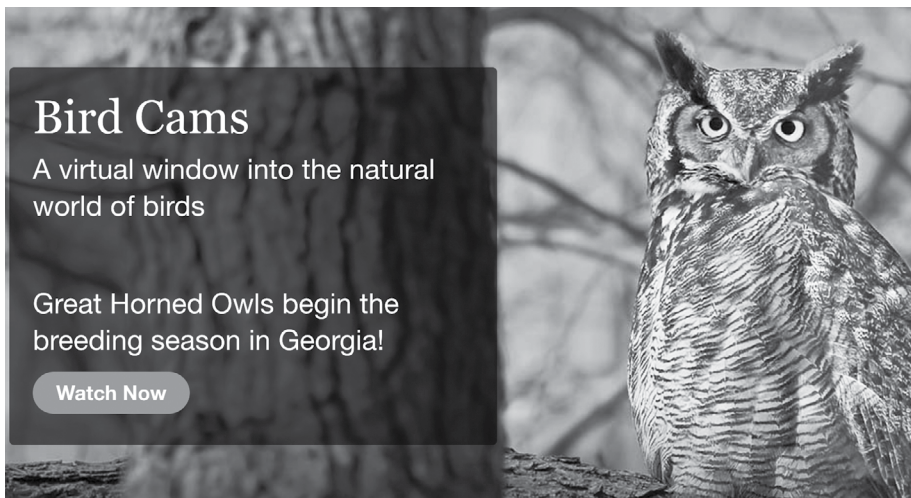
Don't forget your sweetie! We have loads of gift ideas for your special Valentine.

# Watching The Birds Without A Feeder

Want to watch the birds, or maybe entertain your cat? **Check out the Cornell Bird Cams** <https://www.allaboutbirds.org/Cams/>

A virtual window into the natural world of birds. The Cornell Lab Bird Cams connects viewers worldwide to the diverse and intimate world of birds. They work to make watching an active experience, sparking awareness and inspiration that can lead to conservation, education, and engagement with birds.

One of our favorites is the Ontario Feeder Watch Cam. We love watching all the northern birds at the feeder.



## Blue Jays

### They Can Carry 5 or More Acorns At A Time

Blue jays also carry off acorns and store them for later.

Blue jays prefer small acorns and can carry 5 at a time. They fly with three in their throat, one in their mouth, and one in their bill. A blue jay will

travel to a chosen spot on the ground, up to a mile and a half away from the oak tree. There it dumps the acorns in a pile and proceeds to bury them, one by one, in various places within about 10 feet of the pile. A single blue jay may hide 3,000 – 5,000 nuts in a season. They come back and dig up their hidden acorns with their beaks. From October to March, acorns and other nuts make up an average of 65% of their diet.



## Here We Go Again!

### Yup, You've Heard This Before

Last March we were forced to change our POS system (point of sale – cash register/ inventory management). This resulted in a year of frustration due to the poor design of the “upgraded” system we were forced into. The last straw was when Lightspeed changed the gift card system without notifying their users just before the holiday season. They made it just about impossible for us to do business! Bill started searching for a new POS that day and we have now transferred our information once again (the 5th time in 28 years) to a new POS.

The new system in store has been up and running since mid January, and so far has run well. We still have to transfer some information on products and need to update our customer information as you come in. The new change is that the in store and web site will now be running on the same platform.

You can find us at [thebirdstoreandmore.com](http://thebirdstoreandmore.com) (shop.thebirdstoreandmore will no longer exist). We are still working to bring up the web store end of this system and by the time you receive this newsletter it will probably be up and running.

Please make sure that you update your information with us if you want to continue receiving the Newsletters and emails. We are checking addresses, emails, phone numbers etc. to make sure we have them all correct. If you haven't been in for a while, just give us a call to update your information. 508 347-2473.

Like all new systems there is a learning curve but so far we are all smiling and that is a HUGE improvement!



# A New Bird In Town

## The Steller's Sea Eagle

Steller's sea eagles are some of the largest raptors in the world and can weigh up to 20 pounds with an 8-foot wingspan. The birds size is relative to a 6 foot man according to National Geographic. The Steller's Sea Eagle is native to eastern Russia and parts of Asia. The Steller's, named for German naturalist Georg Wilhelm Steller, makes a Bald Eagle look small in comparison. This bird was first seen in Alaska in the summer of 2020. It was first spotted in mid December along the Taunton River and has since made its way back up to Maine.



Steller's sea eagles are listed as vulnerable on the International Union for Conservation of Nature's (IUCN) Red List of Threatened Species with only 3,600-4,670 mature individuals living in the wild.

The San Diego Zoo posted the following on its website. "The Steller's Sea Eagle is often called the world's most magnificent bird of prey, its dark, impressive, the largest of all sea-eagles, and the heaviest known eagle. Despite its large size and attractive appearance, its habits are not well known," "One of the rarest raptors in the world, very little is known about Steller's sea-eagles, due to the remote nature of their primary habitat, the rocky seacoasts and rivers of northeastern Siberia in Russia. These birds of prey spend much of the warm season in this region, and some stay there year-round."



While it's not entirely rare for birds to lose their way — a process called vagrancy — it's still notable that this eagle was found in Massachusetts and all these other different regions of the United States and Canada.

Alex Lees, a lecturer of conservation biology at Manchester Metropolitan University in the United Kingdom, told NPR that it's more likely that this bird's vagrancy was caused by something internal, such as "a failure to switch off the instinct to disperse or a failure of its navigatory apparatus."

Many birds like the Steller's sea eagle go through a "phase of wandering" early in life, he said, but since this bird hasn't returned to its place of origin in more than a year, it's more likely it will stay in this region rather than return home.

It will be interesting to see where the bird will wander next.



## #1 Seller

Did You Know that #2 Sunflower (Smart Parts) is our best selling seed? We sold 57,681 pounds of it in 2021!

Our second best selling seed is our own Bird Store custom blend.

We sold 38,554 pounds last year.

That's just shy of 100,000 pounds of seed in just those 2 types. No wonder we don't need the gym!



## Did You Know

A **distelfink** is a stylized goldfinch, probably based on the European variety. It frequently appears in Pennsylvania Dutch folk art. It represents happiness and good fortune.

The word distelfink (literally 'thistle-finch') is (besides Stieglitz) the German name for the European goldfinch.



Get rid of the  
mid winter blah's  
and think spring!

*The Bird Store*  
*and more...*  
**Mid Winter Blah's Sale**

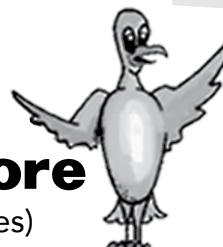
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your newsletter  
with you to receive  
the sale price  
**NO EXCEPTIONS!**



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(Excludes Optics and Bear Proof Poles)



**This coupon is good for a one time use**

(This means one time and one coupon per household/family thank you.)

**You MUST bring your newsletter with you to receive the sale price - NO EXCEPTIONS!**

**Here's the rules:**

- Save 20% on your purchases (Excluding Optics and Bear Proof Poles)
- No coupons, bucks, or other discounts apply except for the MID WINTER BLAH'S COUPON
- Seed Saver Cards cannot be used in conjunction with the sale
- No special orders, rain checks, web orders, or phone orders
- Sale is on in stock merchandise only; once it's gone it's gone!
- You have to be here to get the goods!



**Bird Store Hours:**  
10:00am-6:00pm Monday - Saturday

Mailing Address: P.O. Box 736, Fiskdale, MA 01518

Phone: (508)-347-BIRD

[www.thebirdstoreandmore.com](http://www.thebirdstoreandmore.com)

Sturbridge, MA 01566  
(Route 20, Cedar Street Intersection)  
4 Cedar Street,



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