



Inside:  SMART FEEDERS AND HOUSES
Coming to The Bird Store and More!

News
from the bird store

Mid Winter Blah's 2 Day Sale

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



everything in the store is

20% off

(Excludes Optics, Birdfy products and cash & carry items)
No other Discounts or bucks apply.
In store items only no web/phone orders.

(No weather snow/rain date - if the store is open, we're having the sale)

Get excited
for spring!



Friday, February 27 – Saturday, February 28, 2026



NEW THIS YEAR: Cash & carry tables with deep discounted items,
CASH only on these items, priced as marked no other discounts apply.

Here's the rules:

- Save 20% on your purchases (Excluding Optics, Birdfy products and cash & carry items)
- No coupons, bucks, or other discounts apply
- You may use your Seed Saver Card to pay for your seed purchase but only the 20% sale price will apply not a combined discount
- 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!



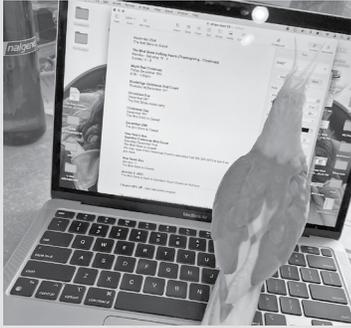
VALENTINES DAY IS COMING.

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



Marshmallows Musings

Notes from Marshmallow the Cockatiel



Hi this is Marshmallow and I want to tell you about my friends the American Robins. They have their scarves on! Well, the ones that hang out on the trellis above me at the Bird Store do. My outdoor Robin friends are still around during the winter as well. I know most of you think that "Robins are a sign of Spring" and that they shouldn't be here in the winter. That's not true. They are here during the winter as well, just not out on your front lawn. They stick to the marshy areas where there are lots of berries to eat. Robins switch their diet in the winter to focus on fruits that persist through the cold months. They rely heavily on foods like berries and crabapples, supplementing with any insects or other invertebrates they can find. Some key winter foods include: Juniper berries, Holly berries, Sumac berries, Pyracantha berries, Mistletoe berries, Rose hips, and Crabapple fruits.

Robins gather together to roost at night. By roosting together in dense vegetation, robins share body heat. On very cold nights, robins burrow into the ground or under leaf litter. This shelters them from wind and retains heat.

One of the places to see the robins coming into the roost is from The Grand Trunk trail or at the bridge overlooking the marsh on 5 Bridge Road.

One of my Robin friends told me that sometimes they gather by the hundreds in the evergreen trees. They said their friends the Red winged Blackbirds and Starlings also roost there at night. It's a party! And it's pretty special to see them all descending in together to roost.

I hope you have the chance to visit my Robin friends coming into roost.

Your Friend Marshmallow

SMART FEEDERS AND HOUSES Coming to The Bird Store and More!

Over the past few years, many of you have asked us about smart bird feeders and bird houses. As always, we only bring in products that we truly believe make enjoying nature more "enjoyable", so we've been secretly testing smart options. We took our time with this decision because not all smart feeders are created equal. Some brands we tested were difficult to set up, relied on confusing or general-purpose surveillance apps, raised privacy concerns, or simply didn't hold up well outdoors. Others required subscriptions just to unlock basic features. In short, many just didn't live up to what we'd want for you.

After lots of research and hands-on testing, we're excited to share that we'll be carrying Birdfy smart feeders and houses!



What Can a Smart Feeder or Smart House Do?

A good smart bird feeder or house with a focused app and ecosystem lets you enjoy your birds in an entirely new way. When motion is detected, the built-in camera captures short videos and still images, and you can receive notifications so you never miss a visit. You can also check in at any time using a live stream and record clips to save on your device.

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Bird ID Red Crossbill



The Red Crossbill is a stocky, medium-sized songbird with short, notched tail and an unusual, twisted bill that crosses when closed. The Red Crossbill is one of only two crossbill species found in North America, both of which are dependent on seed cones for their main food source. Their highly specialized bill shape helps them access the tiny seeds ensconced in tightly closed conifer cones.

Adult males are brick red overall, with darker wings and tail. Females are mostly yellowish below, brownish or olive brown above. Immatures are brownish above, pale with brownish streaking.

Red Crossbills are typically found in mature coniferous forests in the mountains and the boreal forest, but during "irruptions," single birds and flocks may appear in forests, towns, and backyards far to the south and east of their typical range. This year they have been seen on the Quabbin Christmas Bird Count.

Red Crossbills eat conifer seeds and forage in flocks, which often fly in unison from tree to tree. Always in search of the next big cone-crop bonanza, Red Crossbills are highly nomadic. Because cone crop quality and production varies so much from year-to-year, crossbills may roam long distances in search of good and abundant seeds. Once they find an adequate source of seed, a flock may set-up shop in a single tree, ignoring neighboring trees until most of the cone supply has been exhausted.

SMART FEEDERS AND HOUSES

(Continued from page 2)

Why We Chose Birdfy

Birdfy - pronounced "Bird-fee" - stood out to us for several important reasons:

- Excellent feeder and house quality that holds up to daily outdoor use, with available accessories
- An app designed specifically for bird lovers
- The products are intuitive, reliable, and easy to set up - no need to be a tech wizard
- Camera and app are fully functional without an extra paid subscription, but the subscription adds value

While Birdfy does offer optional paid subscriptions for added features like enhanced bird identification and extended cloud storage, these are not required for everyday enjoyment. This was a major deciding factor for us, as many other brands we tested locked essential features behind paid plans. Some of the Birdfy setups we will carry even include free lifetime subscriptions, so you never have to worry about renewals or losing functionality, making this the perfect hassle-free option for yourself or as a gift. There is also a free trial period for paid features, so you can explore them before committing.

Birdfy's app ecosystem allows you to manage multiple cameras under one account, making it easy to enjoy all of your Birdfy feeders and houses of different varieties, wherever they are! Not tech-savvy? Not a problem! Our own "low-tech" test users found setup and daily use refreshingly simple.

Within the Birdfy app, it's easy to tag visits by species, organize your favorite moments, and revisit or share them later with family and friends. Did you just put out some fresh birdseed but can't watch the feeders? We hate that too. With Birdfy though, wherever you are - at home, traveling, or waiting in some boring line - if you've got internet connectivity, your backyard birds are always just a tap away.

Stay Connected and Share the Joy

Birdfy makes it easy to share the experience. You can invite others via email to view your feeder's activity, letting family and friends enjoy the action from wherever they are. Photos and videos can be shared directly, and you can even view a live stream on a computer by logging into the Birdfy website.

There's also a fun in-app global Birdfy community where users share favorite moments and explore bird activity from around the world. Post your best moments and watch the likes pile up!

Birdfy feeders can be accessorized with add-ons like larger perches, seed guards, and suet ball holders, allowing you to tailor your setup to your birds and your space.

We're excited to finally bring smart feeders and houses to The Bird Store and More, and we love the Birdfy experience.

As always, we're here to help you choose the right setup and answer all of your bird and nature questions. We can't wait to help you see your backyard birds in a whole new way!

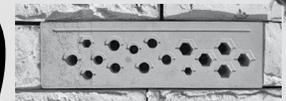
Bee Brick Update



In our last newsletter, we shared an article about Bee Bricks with the goal of raising awareness about the importance of safe nesting spaces for pollinators, especially native and solitary bees. These hardworking bees are essential to our local ecosystems, yet many struggle to find suitable places to nest as natural habitats disappear.

We were genuinely blown away by your response. While we hadn't originally planned to carry Bee Bricks in the store, your interest prompted us to take a closer look and explore whether it was something we could responsibly offer.

After researching and speaking directly with the manufacturer, we discovered a few challenges. Bee Bricks are expensive to purchase and ship, with large minimum order requirements. By the time they reached our shelves, the cost would have been well over \$150 per brick, with very little flexibility. There's also the fact that Bee Bricks are made in the UK, and their building standards and codes may differ from ours.



Winter Reminders

It's COLD, COLD, COLD!

We haven't seen a winter like this in quite a few years, make sure you have your feeders and heated baths filled. Winter is hard on the birds and mammals. Putting feed out for them could mean the difference between life and death.

Be kind, they will repay you with cheery song, beautiful feathers and young ones in the spring.

More importantly, we had concerns about whether Bee Bricks are the best option for our local pollinators. Because they're made of non-breathable materials, moisture can build up inside, potentially harming eggs and larvae. They can also be difficult to clean properly, and leftover nesting material may harbor mites or fungi that can

negatively affect future bees.

So, while we won't be carrying Bee Bricks, our commitment to supporting pollinators hasn't changed. This spring, we'll be bringing in thoughtfully designed native and solitary pollinator houses that are easy to maintain and work in our ecosystem.



Thank you for your enthusiasm and for caring so deeply about these vitally important creatures!



Events

New Year New Nature Walks



We may not be there yet, but spring will be here before we know it! We'll be resuming our fun, free nature and bird walks. More details are coming soon, and sign-ups will be available on our website.

A few marquee events to look forward to:

- **Woodcock Walk** An April evening walk focused on the [American Woodcock](#) and its fascinating courtship display.



- **Worcester Cemetery Walks** St. John's and Hope Cemeteries are havens for birds, especially migrating species looking for quiet places to rest and refuel. We've seen rarer birds like the [Nashville Warbler](#) and [Orchard Oriole](#) during these walks!



- **Skinner State Park, Hadley**

A spring migration walk with warblers and other migratory birds. The beautiful [Cerulean Warbler](#) breeds on the mountain, and other favorites like the Winter Wren and Worm-Eating Warbler are often seen (and heard)!



Partnered Events

Bygone Excursions Trolley Tours "Early Bird" Watching Tour. Step aboard a vintage-style trolley for a guided birding adventure, local treasures, and a taste of small-town charm.

A 3.5 hour breakfast and birdwatching event. April 24, 25. More information and tickets available at:

[Bygoneexcursions.com](#)



In addition to these highlights, we're planning many local walks and are even exploring ideas like kayaking while birding.

Your Input Matters: Upcoming Event Ideas

We're brainstorming some new in-store and outdoor events and would love to hear what you think. Do you have suggestions or hotspots we missed? Let us know! We're still working out the details, so stay tuned!

A few ideas we're kicking around include Caws and Cawfee (Cars & Coffee), a singles event, Christmas in July, and evening paddles.

If any of these sound fun, or if you have thoughts or suggestions, just let us know when you're in the store. We're keeping it informal and would love to hear your feedback in person as we plan what's next.

Thanks for helping us shape the kinds of events you'd like to see!

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

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thebirdstoreandmore.com

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