



Construction in the Neighborhood

March 2015

Bird watching is one of the fastest growing segments in our industry, according to the U.S. Department of the Interior. Migratory birds continue to fascinate young and old consumers alike. You can do your part to capitalize on this trend—and support the ‘housing’ market—by promoting new construction for these wild birds. We’re not talking about townhouses or condos, of course; we’re talking birdhouses.

There’s no better time than spring to welcome wild birds back to the neighborhood, and no better way than to offer a product mix that supports the three components to successful backyard birding: Food, water and shelter. While Garden Market offers a range of products to meet all of these needs, we’ll focus now on shelter.

Study Up!

Installing birdhouses in your yard begins by selecting a birdhouse that’s specific to the type of bird or birds your customer hopes to attract. Some considerations include the size of hole, the height of house and placement that’s safe from predators.

Do you know which species are most common or most coveted in your area? Study up so you can cater your product mix—and educate your customers—accordingly. Wren, bluebird, finch and purple martin are among the most popular in many regions of the country. Did you know that purple martins are one of nature’s best tools for insect control? They feed on dragonflies, Japanese beetles, stinkbugs, moths, grasshoppers, mosquitoes and more.

Consider Form *and* Function

Many retailers and consumers choose birdhouses because they look pretty. These fashionable, often painted designs make attractive outdoor décor, and can be a profitable part of your product offer. However, form doesn’t always follow function; such options may not be the most desirable to prospective tenants.

For customers who are truly interested in attracting wild birds, be sure to stock some “functional” birdhouses—ones that allow for cleaning. Ornithology experts preach



cleanliness of birdseed, bird feeders and birdhouses. Some consumers will take the time to disassemble the bottoms of birdhouses, for example, but designs with door flaps or removable panels are easier to work with.

Garden Market offers both functional and fashionable types of birdhouses. Our newest vendor of wild birdhouses, Bird N Hand, features wood-construction houses in a range of whimsical and practical designs. Take a look at our 2015 catalog to see some of our newest designs and styles. Round out your end cap or assortment with mounting tips from your store associates.

Bird watching is often a family affair, and consumers can enjoy the musical soundtrack of birds all year long! That’s good news for you, too: Birdhouse sales this spring could drive repeat sales of seed, suet and other supplies throughout the year.

Good selling!