



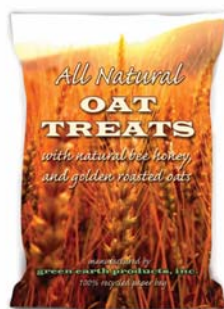
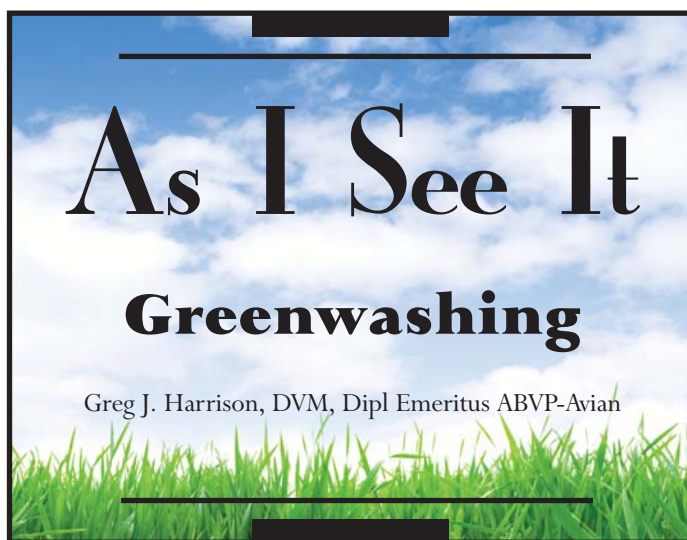
AVIAN Examiner

No doubt you have heard the term, “whitewashing,” and it doesn’t evoke a very positive image. Now that same image can be applied to companies and products that want you to believe they are committed to the environment—it’s called “greenwashing.”

With all the recent emphasis on becoming “green,” some folks seem to think it is easier to pretend rather than really become green. They do with this deceptive advertising. Well-intentioned consumers may be misled into purchases that do not deliver on their environmental promise.

In his 1993 book, *The Greenpeace Guide to Anti-Environmental Organizations*, Carl Deal noted that a major chemical company added some starch to the plastic in their trash bags and marketed them as biodegradable:

“Unfortunately, this ‘biodegradability’ only took place if the bags were left out in the sun, not if they were buried in landfills, which is, of course, where almost all garbage bags end



Which product would you choose?

Which one looks healthy and eco-friendly? Appearances may be deceiving, and the packaging may not have anything to do with the contents.

up. A company spokesman later admitted that ‘degradability is just a marketing tool...because we want to sell our bags.’”
TerraChoice Environmental Marketing Inc. has published what they perceive as the

“Six Sins of Greenwashing:”

- 1) **Sin of the hidden trade-off** (e.g., paper products may promote their recycled content without attention to manufacturing impacts)
- 2) **Sin of no proof** (e.g.,

Contents

- As I See It 1
Greenwashing
- Other Clinical Uses of Harrison’s Bird Foods 2
- Q&A 3
- A Closer Look 4
Food, Inc.
- HBD News 5
- All Our Pets Are Green 6
- Marketing Harrison’s Pet Products 6
- Case Report Contest 6
- We Get Mail 7
- The Results Speak for Themselves 8

household lamps that promote energy efficiency without supporting evidence)

- 3) **Sin of vagueness** (e.g., using terms such as “nontoxic,” “all natural,” “ecoconscious”)
- 4) **Sin of irrelevance** (e.g., presenting CFC-free claims when CFC’s have been banned for 30 years)
- 5) **Sin of fibbing** (e.g., stating “100% recycled paper” yet the container is plastic)
- 6) **Sin of lesser of two evils** (e.g., “green” insecticides; organic cigarettes)



Other Clinical Uses of Harrison's Bird Foods



Domestic Chickens

I have used the Harrison's products successfully in domestic chickens for clients who are seeking an organic alternative to traditional pelleted diets. Clients want an organic diet to not only improve the chickens' health but to improve the nutritional value of the eggs laid. All of the chickens have done extremely well, and the clients noticed improvement in overall activity levels and plumage. Finally, for the clients eating the eggs, the peace of mind for them was priceless.

While the majority of my domestic poultry clients use a commercial poultry diet, approximately 20% of them feed Harrison's Bird Foods as well. Many of my clients like the USDA organic certification and the use of human grade ingredients in Harrison's.

A surprising number of domestic chickens and ducks are housed in a home setting. Some are not caged and wear poultry "diapers" in the home. These clients spend the same amount of money as my

psittacine/passerine clients.

I put all of them on Sunshine Factor® for several reasons:

- During a recent avian conference one of the pathologists stated he still sees vitamin A deficiency issues in chickens even on commercial pellets.
- The Sunshine Factor® provides naturally occurring forms of nutrients, which may be used more efficiently than synthetic forms according to some studies.
- The chickens/ducks/quail/pheasants show an obvious improvement in coloration and feather quality when placed on the Sunshine Factor® even when on a sole commercial diet.
- Some of my clients also like the possibility of additional vitamin A/E content to raised eggs.

*Thomas Bankstahl, DVM
Parkway Small Animal &
Exotic Hospital
Clinton Township, Michigan*



Feeding Gecko Prey

Diet is a crucial part of the health of geckos, and feeding insect prey adequately makes a difference. We use Harrison's High Potency™ Mash to feed crickets, mealworms, locusts and cockroaches. Some vitamin supplements, such as Sunshine Factor, may help provide vitamin A, vitamin E

and omegas 3 and 6. I started giving it to a gecko collection 2 years ago, and the owner still uses it. She says they look much better than when she is not giving it to them.

*Sergio Sarmiento Valiente, DVM
Exoticos Vet Clinic
Palma de Mallorca, Spain*



For Insectivorous Reptiles

We started using Harrison's Recovery™ formula around 4 years ago to feed insectivorous reptiles, such as bearded dragons, chameleons and *Basiliscus*. They appear to recover so much better when being fed this diet rather than any carnivorous formula alone.

*Sergio Sarmiento Valiente, DVM
Exoticos Vet Clinic
Palma de Mallorca, Spain*



Tube-feeding a Snake

If a snake quits eating, I often tube-feed it with a formula of 50% chicken baby food mixed with 50% Harrison's Hand-feeding Formula™. If the snake hasn't been eating for awhile, I am a little concerned about excess protein if chicken baby food is given alone. The carbohydrates and fiber in the Harrison's formula

make up the "rest" of the prey parts. Plus the slurry goes through a feeding tube easily. I usually will give some intracoelomic fluids, then allow a little time for absorption, and make the first feeding a little dilute. I know this isn't great for long term nutrition but it has kick-started a lot of them.

*Rose Ann Fiskett, VMD,
Dipl ABVP (Avian)
Scotland, Pennsylvania*



Harrison's Bags for Surgical Support

I have found that 2 small bags of Harrison's Fine pellets used together make a perfect ramp for elevating the thorax of rabbits, guinea pigs, chinchillas, prairie dogs and degus for surgery. We have two bags of outdated pellets (we don't often have that happen—they were part of some "donated" foods to the clinic), and I keep them in the surgery room just for this purpose. They hold heat well from the Bair Hugger and can be shaped somewhat to better fit the animal than rolled towels, so I feel it must be more comfortable for the patient.

*Cathy Johnson-Delaney, DVM,
Dipl ABVP (Avian)
Kirkland, Washington*





Q. Some folks on my parrot list have encountered the same problem I've had in the past: birds occasionally refuse their Pepper Lifetime™ Coarse nuggets and thus waste a lot of the food. It would be great if there were some way to test the batches of cayenne for heat and then adjust the percentage used accordingly.

*Judith Archer
Wadmalaw Island, South Carolina*

A. We have recently incorporated a heat index of 50,000 “Scoville” units for our organic cayenne

pepper used in the Pepper Lifetime™ Coarse (PLC). The Scoville scale measures the hotness of a chili pepper as defined by the amount of capsaicin it contains—the higher the number, the hotter the pepper.

We have a fixed formula, and the pepper makes up 1% of the diet. We are not able to adjust the amount in the food for each production without changing the labels. The pepper is barely tolerable for our people to work with as is, so unfortunately it's not possible to increase the heat index.

That said, I always sample the PLC myself, and it seems recent batches have a more “delayed” burn to them—which comes a few moments after eating nuggets.

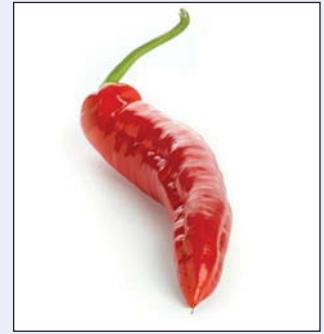
As has always been the case

with our certified organic products, there is the chance of some fluctuation in the appearance, color, texture (and sometimes heat) simply because of organic crop yield and the fact that we cannot use artificial processing to make the foods perfectly uniform.

*Jean Coffinberry
Projects Manager,
Harrisons' Pet Products*

Healing Aspects of Cayenne Pepper

While most people know cayenne pepper for its culinary qualities, this ingredient has many health benefits. The active ingredient in cayenne is capsaicin. This herb is used in Western herbal and Chinese herbal treatment protocols for a variety of conditions, most commonly in patients with



cardiovascular disease to help with peripheral vasodilation, resulting in better overall circulatory health and perfusion of organ systems. Other reported properties of cayenne include its use as an expectorant, as a carrier for the active components of other herbs thus potentiating their effects, as an aid in elimination and assimilation in the digestive tract, and to help lower blood pressure.

*Thomas Bankstahl, DVM
Parkway Small Animal
Clinton Township, Michigan*



Home Delivery

You don't have to carry Harrisons' Pet Products in your clinic

in order to make these exceptional products available to your clients. Ask about home delivery for your clients. Call 800-346-0269 or access www.harrissonspetproducts.com.



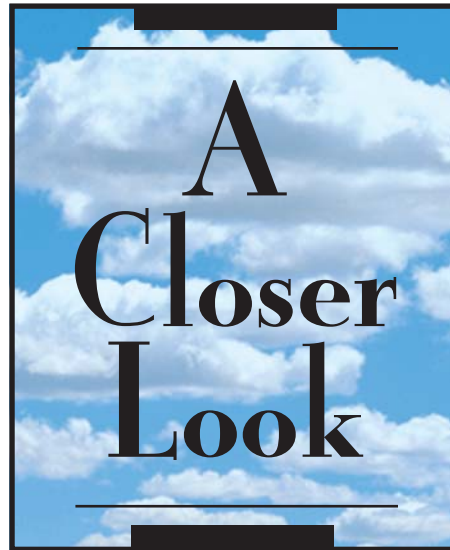


Food, Inc.*

Those of us who are committed to the organic movement are not surprised by some of the revelations exposed in the Michael Moore-type movie, *Food, Inc.* But the release of this film becomes the latest portrayal of things others may not want to hear about (but need to). *Food, Inc.* filmmaker Robert Kenner exposes the highly mechanized underbelly of our nation's food industry that has been hidden from the American consumer with the consent of our government's regulatory agencies, USDA and FDA.

In 1972, the FDA conducted 50,000 food safety inspections. In 2006, the FDA conducted only 9,164.

Our nation's food supply is now controlled by a handful of corporations that often put profit ahead of consumer health, the livelihood of the American farmer, the safety of workers and our own environment. We have bigger-breasted chickens, the perfect pork chop, insecticide-resistant soybean seeds, even tomatoes that won't go bad, but we also have new strains of *E. coli*—the harmful bacteria that causes illness for an estimated 73,000 Americans annually. We are riddled with widespread obesity, particularly among children, and an epidemic level of diabetes among adults.



Some Facts from Food, Inc.:

- In 1998, the USDA implemented microbial testing for salmonella and *E. coli* so that if a plant repeatedly failed these tests, the USDA could shut down the plant. After being taken to court by the meat and poultry associations, the USDA no longer has that power.
- In 1972, the FDA conducted 50,000 food safety inspections. In 2006, the FDA conducted only 9,164.
- Prior to renaming itself an agri-business company, Monsanto was a chemical company that produced, among other things, DDT and Agent Orange.
- In 1996, when it introduced Round-Up Ready Soybeans, Monsanto controlled only 2% of the U.S. soybean market. Now, over 90% of soybeans in the U.S. contain Monsanto's patented genes.
- The modern supermarket now has, on average, 47,000 products, the majority of which is being produced by only a handful of food companies.
- 70% of processed foods have some genetically modified ingredient.
- Organics is the fastest growing food segment, increasing 20% annually.

Featuring interviews with such experts as Eric Schlosser (*Fast Food Nation*), Michael Pollan (*The Omnivore's Dilemma, In Defense of Food: An Eater's Manifesto*) along with forward thinking social entrepreneurs like Stonyfield's Gary Hirshberg and Polyface Farms' Joel Salatin, *Food, Inc.* reveals surprising—and often shocking truths—about what we eat, how it's produced, who we have become as a nation and where we are going from here.

Food Inc. is now available on DVD.

Some conclusions from the movie, Food, Inc.:

“Imagine what it would be if, as a national policy, we said we would be successful only if we had fewer people going to the hospital next than last year? The idea then would be to have such nutritionally dense, unadulterated food that people who ate it actually felt better, had more energy and weren't sick as much.”

Joel Salatin, owner/farmer of Polyface Farms in Virginia, who lets his livestock graze on grass, the way nature intended

“The irony is that average consumers do not feel very powerful. They think that they are the recipients of whatever industry has put there for them to consume. Trust me, it's the exact opposite. Those businesses spend billions of dollars to tally our votes. When we run an item past the supermarket scanner, we're voting.”

Gary Hirshberg, founder of Stonyfield Farm

“Actually, it's a pretty easy decision to try to support things like organics or whatever it might be, based on what the consumer wants. If it's clear that the customer wants it, it's really easy to get behind it and to push forward and try to make that happen.”

Tony Airosa, chief dairy purchaser for the nation's largest retailer, Wal-Mart, which recently began carrying organically-produced food in its stores. Wal-Mart has since stopped carrying milk containing growth hormone.

*Adapted from promotional material for the movie, *Food, Inc.*





Beloved Pet and Long-time Mascot Passed Away

Booger, the English bulldog, cherished pet of Jean and Tanya Harrison Coffinberry and company mascot, whose presence was enjoyed at many veterinary conferences at the Harrison's Bird Foods booth, passed away. His gentle nature and ability to attract adults and children alike will be greatly missed.

Exotic DVM

As our customer, you may receive a complimentary digital file of Volume 11.4 Exotic DVM Veterinary Magazine. Beginning with Volume 12.1, the files will be available for only \$5 each. Just contact info@exoticdvm.com to sign up for this service.

HBD NEWS



Tanya Harrison Coffinberry

Focus on Warehouse Personnel

You won't speak to them on the phone and probably wouldn't even see them if you came to the HBD facility in Brentwood, Tennessee, but 2 men perform very important functions for Harrison's Bird Foods. Tim Boyce (left) and Michael Fields are behind the scenes in the packaging and distribution center, a 15,000 square foot warehouse that ships an average of 150-175 boxes a day. These aren't small boxes, either. Tim and Mike fit as much product as they can into each 70# container in order to save shipping fees for the end user. As a general policy all orders are



shipped the next business day from the facility that is maintained at a consistent 74°F temperature year round.

Tim is a 7-year veteran at HBD whose previous job involved setting up audiovisual equipment for seminars. This 42-year-old lives on the north side of Nashville. He loves his job, especially on Fridays, when things can be a

bit more casual. In his leisure, Tim is a devoted Titans and Falcons football fan and enjoys other sports and playing drums. One of his challenges is making sure the large international orders are accurate before they leave the warehouse.

Mike lives with his wife, Pam and son, Travis, and appreciates the heritage and food found in the Nashville area. His hobby involves cars and going to car shows. He also appreciates the hours of his job (7:30 a.m. to 3:00 p.m.) and is committed to the continuous quality control.

Besides error-free shipping, another challenge in the HBD warehouse is preventing the intrusion of pests without the use of chemicals. The warehouse floor is kept extremely spotless so food crumbs do not attract pests. The staff uses bait traps and nontoxic pheromone traps to manage uninvited stowaways from delivery trucks.



New Certified Organic Dog Cookie Mix

Harrison's Dog Cookie Mix is a premium, low-allergen, certified organic, "bake at home" treat for all dogs. Harrison's Dog Cookies contain no peanuts, wheat, corn, animal by-products or added sodium. They are made from five simple certified organic ingredients: organic oat groats, organic barley, organic rolled oats, organic evaporated cane sugar and organic brown flax seed. When Harrison's Dog Cookie Mix is prepared with HEALx Sunshine Factor,® maximum nutrition is achieved (omega fatty acids, vitamins A & E, coen-

zyme Q₁₀ and other antioxidants).

Plus, Harrison's Dog Cookies are:

- Low in protein and fat content, comparable to leading prescription dog treats.
- An excellent choice for dogs with food intolerance—restricted ingredients.

Harrison's Dog Cookies are available at veterinary prices as a single bag or in kits as potential retail gifts for clients. A Dog Cookie kit includes two bags of Harrison's Dog Cookie Mix, one bottle of Sunshine Factor® (30 ml) and a fun bone-shaped cookie cutter packed in a special paw-print "doggie" bag.



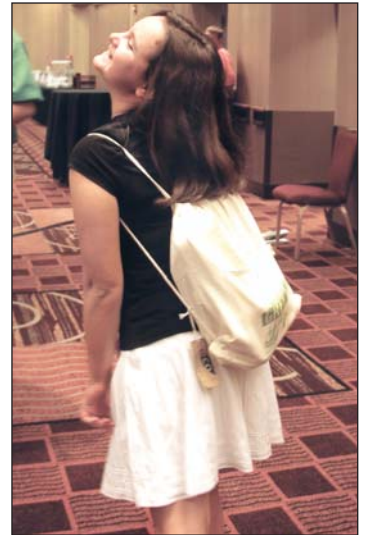
All My Pets Are Green

Organic cotton backpack bags with the slogan, All My Pets Are Green, are modeled by Dr. Sandy Smith

(left) and Katie Kersting, daughter of Dr. David Kersting. Similar bags were filled with Harrison's Pet Products and donated to celebrities during the 2009 Hollywood Earth Day and 2009 HollyWOOF celebrations.



Debbie Schouten



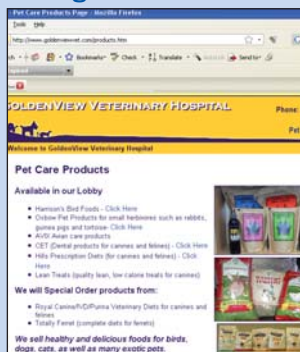
Marketing Harrison's Pet Products

Clinic Display

Clinic display and web site from Golden View Veterinary Hospital, Colorado



www.goldenvet.com



Courtesy of Deb Catanzaro, Office Manager, Golden View Veterinary Hospital, www.GoldenViewVet.com

Show and Sell the Products on Your Web Site

You can also increase client awareness by adding Harrison's Pet Products to your web site as part of a treatment page or as an item for purchase on your shopping cart page.

www.birdieboutique.com



Courtesy of Diamond Avian Distributing

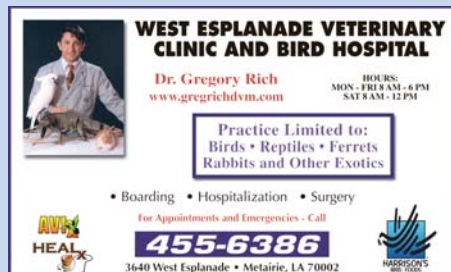
www.allcreaturesdistributing.com



Courtesy of All Creatures Distributing

Advertising

Dr. Greg Rich's Yellow Page advertisement



Courtesy of West Esplanade Veterinary Clinic and Bird Hospital



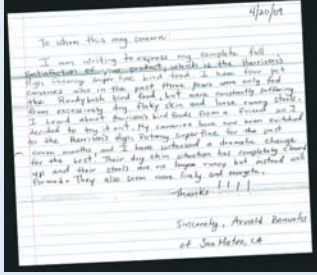
Case Report Contest

You may enter to win a \$1000 cash prize in a Harrison's Pet Products manuscript contest about how Harrison's Pet Products have been successfully used in veterinary patients. "Before" and "After" photos are required. The deadline for submission of text and images is December 1, 2009. The prize will be awarded during the 2010 North American Veterinary Conference in January. For further information, call 800-946-4782 or go to www.exoticdvm.com/case-reportaward.

There is also a new clinical case studies CD with over 50 case reports, including before and after photos, on the use of HEALx products in all animals. Call 800-946-4782 for your free copy today (available only to licensed veterinarians).



WE GET MAIL



Dry Skin Clears Up

I am writing to express my complete full satisfaction of your product, which is the Harrison's High Potency Super Fine bird food. I have four pet canaries who in the past three years were only fed the Roudybush bird food, but were constantly suffering from excessively dry flaky skin and loose runny stools. I heard about Harrison's Bird Foods from a friend so I decided to try it out. My canaries have now been switched to the Harrison's High Potency Super Fine for the past seven months, and I have witnessed a dramatic change for the best! Their dry skin situation has completely cleared up and

their stools are no longer runny but instead well-formed. They also seem more lively and energetic. Thanks!!!"

Arnold Banuelos
San Mateo, CA

Macaw's Feathers Brighter, More Iridescent

I have a 13-year-old blue and gold macaw, Max, who has been eating your food now for about 4 weeks. I have noticed that his feathers, always pretty, now seem to be beautiful, brighter and even a bit more iridescent. He just looks healthier and seems happier! My vet says that yours is the only one that they sell at the clinic, and I'm so glad I changed him over.

I was nervous about him wanting to try a new food, but he ate it as soon as I put it in his dish—I was pleasantly surprised! Thanks so much for all the care you put into your wonderful foods and products."

Sue Vandiver
anim11@aol.com



Birthday Bird Bread

Hey there, Harrison's. My wife and I recently discovered your products when we took our cockatiel, Sydney, to our local avian vet for a checkup. They highly recommended your foods and other products, and gave us some samples, which Sydney is warming up to. Well, Sydney turned 15 last week, and I wanted to do something special. I remembered seeing Bird Bread for sale at the vet, and I rushed to pick some up before they closed that day. Thank you for help making Sydney's 15th 'Bird-day' a special one!"

Marc, Natalie, and Sydney
Deming, New Mexico

In Love with Power Treats

I wanted to let you know how much my hyacinth loves Power Treats.™ He gets some every morning with his High Potency™ kibbles and a selection of nuts. He eats every last Power Treat™ before he eats his nuts and kibbles! And when my blue and gold gets one or two as a treat, she practically buzzes with excitement! Thanks for making such great products. I think that's one of the reasons my birds are now 21 and 16 years old."

Judi Gustavson
travis_davis@pacbell.net

Birds Loving Harrison's

I can't believe how well my birds took to your food! They love it!!"

Katie Zwilling
sgtpurple999@hotmail.com



Bruno the Burro

Linda Tomassi of Missaglia, Italy, continues to offer Harrison's Bird Foods as a treat to Bruno the Burro, whose coat has obviously improved over the past few months.



Avian Examiners in Digital Format Only

In order to be consistent with our commitment to making an environmental difference by consuming (paper) wisely, HBD's Avian Examiner is available only in digital format. You may access the latest copy (as well as all past issues) on the web site: www.avianexaminer.com. If we have your email address on file, we will send you an update as each new issue becomes available online. Please contact customerservice@harrisonsbirdfoods.com.

The Results Speak for Themselves

Harrison's Bird Food Saves Gabi

I'm enclosing copies of photos of our 4-year-old African grey, Gabi. Gabi had been on a combination diet of Nutriberries, seed, peanuts, fresh vegetables, fruits and miscellaneous pellets for the majority of her life. We offered her a virtual smorgasbord every day. Of course, her favorites were the Nutriberries and peanuts. Little did we know that although we thought we were being good parents by offering such a variety, we were actually promoting her poor health.

In January of 2003, Gabi began feather picking to the point that she was virtually bald from the neck down. It was then that we discovered that she had come down with a nasty yeast infection that we just could not cure. Our vet, Dr. David Kersting, tried every drug available to treat it. We would clear up the infection and then,



when resuming her diet (as described above), she would re-contract the yeast infection. This would generally occur within 2 weeks of coming off the drugs. This cycle of drug treatment went on for approximately 9 months.

It was at this point that we finally conceded to Dr. Kersting and agreed to convert Gabi to a Harrison's only diet. We sent Gabi to Dr. Kersting's office and

left her for a week so that he and his staff could monitor her conversion. It took a couple of days, but she finally relented and began eating the pellets. Her weight has increased and as you can see; her feather condition has improved tremendously.

It's been four months since her conversion and last night we visited Dr. Kersting for a check-up. We waited impatiently for the results of her gram stain and we're thrilled to say that she is finally yeast-free!

As a result of Gabi's success, we took our umbrella cockatoo, Gracie, to spend the week with Dr. Kersting and his staff. She too is now on a Harrison's diet and she is also doing wonderfully.

So, thanks Dr. Harrison. You've made believers out of us!

John and Carla Scott



HBD International, Inc.

A Harrison's Pet Products Company

7108 Crossroads Blvd., Suite 325, Brentwood, TN 37027

800-346-0269 / 615-221-9919 Fax 800-279-5984

customerservice@harrisonsbirdfoods.com www.harrisonsbirdfoods.com

The Avian Examiner is brought to you as a service of HBD International, the manufacturer and distributor of Harrison's Bird Foods. This publication is part of HBD's commitment to building avian practice through education and nutritionally sound diets. Although every effort has been made to ensure the accuracy of the information presented herein (particularly drug doses), it is the responsibility of the clinician to critically evaluate the contents, to stay informed of pharmacokinetic information and to observe recommendations provided in the manufacturers' inserts. Reader responses, comments and suggestions are encouraged. Please mail to Avian Examiner, 7108 Crossroads Blvd., Suite 325, Brentwood, TN 37027 or fax to 800-279-5984.