NEW! Harrison’s Organic Chicken Food Coming Soon

Harrison’s Bird Foods is proud to announce the new certified organic formulated diet designed for pet chickens and backyard poultry. Clients who choose an organic diet find it not only improves the chickens’ overall activity level and plumage but also improves the nutritional value of the eggs laid. The organic chicken food will be available in 5 lb bags. For further information or for a (limited) trial sample contact Customer Service at 800-745-7329 or send an email to customerservice@harrisonsbirdfoods.com.

Supplements for Chickens

Home Remedy

Organic Apple cider vinegar mixed with water helps restore normal intestinal flora and controls many gram-negative bacteria and yeast problems without medication in asymptomatic birds.

Sunshine Factor® Improves Feather Quality

For those chickens making a diet change, the addition of HEALx Sunshine Factor® boosts the availability of naturally occurring forms of nutrients, which may be used more efficiently than synthetic forms. Veterinarians have found that chickens show an obvious improvement in coloration and feather quality when placed on Sunshine Factor®.

Releaves® Controls Egg-laying

I use Releaves® to control the laying activity in old, retired breeding hens coming from an egg farm. They like the taste. The feathers are perfect and the general condition of the hens improves with the addition of Releaves®.

- Dr. Carlo Manderscheid
  Luxembourg

New Pet Chicken Care Brochure Available for Clients

Pet Chicken Care highlights basic husbandry information including housing, behavior, diet, restraint, grooming, common disorders, vital statistics and what every owner should know. Request Some with Your Next Order!
Veterinary Chicken Care

Various chicken breeds have developed from domestication of the red junglefowl (Gallus gallus). The recommendations below apply to individual chickens or small flocks that are kept as pets.

**Chicken Vital Statistics**
- **Life span**: 10-11 years
- **Average weight**: 283-510 g (10-18 oz)
- **Range of weights**: 50-2000 g, depends on breed
- **Respiratory rate**: 12-37 breaths per min
- **Heart rate**: 220-360 beats per min
- **Rectal temperature**: 41.2°C (106.1°F)
- **Sexual maturity**: 1 year (laying eggs at 4-5 months)

**Common Diagnostic Tests**
- CBC, serum chemistries
- Culture, sensitivity (state diagnostic lab)
- Fecal parasite examination (flotation, direct smear, centrifugation)
- Fecal Gram’s stain
- Necropsy (state diagnostic lab)
- Chickens older than 5 years or as physiologically immature

**Blood Collection and Injection Sites**
Blood collection sites for chickens include the jugular vein, wing (brachial) vein and the tarsal/metatarsal vein. Injection sites for chickens are the brachial/cephalic vein for IV, the breast or thigh for IM, the inguinal web or flank area for SC. For IO the tibia is used, the breast or thigh for IM, the inguinal web or flank area for SC. For IO the tibia is used.

**Primary Zoonotic Potential**
- Colibacillosis (Escherichia coli)
- Erysipelas (Erysipelothrix insidiosa)
- Tuberculosis (Mycobacterium avium)
- Salmonellosis (Salmonella pullorum)
- Chlamydiosis (Chlamydophila psittaci)

**Vaccination Program**
Vaccines for fowl are readily available for commercial use but not for smaller collections. Diseases commonly considered for vaccination include Marek’s disease, infectious laryngotracheitis, pox, Newcastle’s disease and infectious bursal disease.

**Therapeutic Considerations**
Therapeutics appropriate for chickens are listed in the literature and must be approved for use in “food” animals whether the animals are actually consumed or not. Off-label usage for food animals is more strict than for traditional companion animals: 1) there must be a proper veterinarian/client relationship; 2) the veterinarian must supply a scientifically based withdrawal time; 3) there must be a medical rationale for the drug noted in the record; and 4) if scientific information on the human food safety aspect of the drug is not available, the veterinarian must take appropriate measures to ensure the animal and its food products do not enter the human food supply. If eggs from a bird being treated are consumed, the owner should be advised in writing of the withdrawal times for any and all medications used during the veterinary examination and therapy.

**Extra-label prohibitions include:**
- fluoroquinolone products
- diethylstilbestrol (DES)
- chloramphenicol
- nitroimidazoles (dimetridazole, metronidazole and ipronidazole)
- clenbuterol
- dipyrone
- glycopeptides (e.g., vancomycin)
- nitrofurans (nitrofurazone, furazolidone, topical use prohibited as well)
- gentian violet

**Anesthetic Protocols**
Anesthetic protocols should include a balanced approach: anti-anxiety/sedation, analgesia and then anesthesia or loss of consciousness. The use of midazolam (0.25-0.5 mg/kg IM) coupled with the analgesic butorphanol (0.2-0.5 mg/kg IM) may be adequate for diagnostic procedures, such as radiography and ultrasonography. Anesthesia may then be induced with isoflurane via face mask and maintained via intubation. Chickens should have a pre-anesthetic blood pressure (systolic) value obtained using the wing and should be monitored during anesthesia with ECG and blood pressure measurements. Respiratory apnea to inhalant anesthetics is less likely if sufficient pre-anesthetic sedation and analgesia have been provided. Local anesthetic injection or infiltration using lidocaine 2% will not only provide local analgesia but in combination with the pre-anesthetic medications, allow for lower concentrations of inhalant anesthetic gases to be used.

**References and Further Reading**

**Client Resources for Pet Chickens**
1. Chronic Egg-laying in Chickens – available for download through Zoological Education Network (www.exoticdvm.com), or printed copies may be requested at 800-946-4782.

Adapted from Johnson-Delaney CA, Benscheidt S: Pet Chicken Care, Exotic DVM 10(1), 2010.
New Improved Harrison’s Bird Foods Web Site

Harrison’s Bird Foods unveiled their new user-friendly web site this past year. New features include:

- Interactive “Find Locally” tab
- Smartphone/tablet ready
- Ability to order with your smartphone
- Products and other information that are easier to find
- Free veterinary educational information available
- Connection with social media, such as Facebook
- Product review options
- Harrison’s Blog

Is Your Clinic Information Current?

Please review your clinic on our web site and email additional details (website, phone number) to us. If you are not listed, please contact us so we can add you and new clients can find you! Contact Jean at jean@harrisonsbirdfoods.com.

New 2 oz Size for Recovery Formula

Harrison’s Bird Foods now has a new smaller size for Recovery™ Formula, a complete nutritional formula for sick or injured animals. Recovery™ is now available in two convenient sizes — 57 g and 350 g. The product in its new packaging can also be marketed to clients with mammals, reptiles and birds. Recovery™ is easily syringeable and can be tube fed or spoon fed to all animals.

Avian Probiotic Now Available from Harrison’s Bird Foods

Lactobacilli probiotic source that has been successfully used in pet birds by avian veterinarians for many years. Use the Avian Probiotic to populate the gut with live, viable bacteria.

The recommended dosage is one third of a packet for a parrot below 0.5 kg per day. For bigger birds like macaws, use one half of a packet per day. Duration of treatment is 30 days. (A bundle is not full 30 day supply.) The lactobacilli may be mixed with Harrison’s Juvenile Hand-Feeding formula, moistened Harrison’s nuggets, fresh fruits or any other soft food.

When to Use the High Potency Formulas

High Potency Formulas should be used for the following birds:

- **Conversion:** All birds should start out and remain on High Potency Formula for a period of at least 6 months.
- **Special needs:** For birds that are molting, overweight, underweight, particularly active, housed in a cold climate, recovering from an illness or affected by liver or kidney disease.
- **Weaning birds:** Feed High Potency Formula for at least 6-9 months.
- **Breeding birds:** Birds should be fed High Potency Formula 1-2 months prior to the breeding period and until chicks are weaned or for at least six months before resuming Adult Lifetime Formula. The amount of supplemental certified organic vegetables and fruits may be increased until the chicks are weaned. For each 2 Tbs (20 g) formula, add ½ Tbs (5 g) certified organic peanuts or almonds and 1 Tbs (10 g) certified organic sunflower seeds.
8 Most Common Disorders of Psittacines
Owner Perception vs. Reality*

1. **PERCEPTION:** Scruffy, lethargic “sick” bird
   **REALITY:** Malnutrition leads to issues, such as:
   • Hyperkeratosis
   • Malformed and mal-colored feathers
   • Fatty liver. Liver detoxification ability is reduced, causing lethargy and a poor appetite
   • Weak immune system
   • Susceptibility to common environmental bacteria
   • Enteritis, loose stool, passing whole seeds

2. **PERCEPTION:** Self-mutilation
   **REALITY:** This condition has many varied causes that affect multiple organ systems.
   • Malnutrition is frequently involved at some level and may be pansystemic, including disorders of the reproductive system.

3. **PERCEPTION:** Trauma
   **REALITY:** Malnutrition leads to increased risk for injury.
   • Malnourished birds are more fragile and thus more susceptible to injury (i.e., long beak and nails, persistent pin feathers).
   • The actual injury is usually related to husbandry issues, such as flight, toys, other pets, or wildlife or owner roughness.

4. **PERCEPTION:** Breathing difficulties
   **REALITY:** Malnutrition and poor husbandry lead to:
   • Loss of columnar epithelium, goblet cells and increased stratified squamous epithelium in the entire respiratory system.
   • Increased cellular debris (liths) in the respiratory system, including nares.

*The 8 most common disorders is based on a survey of predominately avian veterinarians (Feb 2012). The ranking does not reflect the incidence of disease, but rather the “ease” in which an owner recognizes a problem and seeks assistance. The results are from hundreds of histopathology reports. Illness in birds generally becomes pansystemic rapidly, involving the liver, kidney, intestines, heart, lungs, skin and reproductive system (especially females).
SO WHAT IS THE REALITY?

“90% of the birds I see, regardless of their reason for presentation, have malnutrition and poor husbandry as underlying problems.”

Dr. Bob Doneley, University of Queensland, Australia (Feb 2012)

PERCEPTION: Behavior issues
REALITY: Malnutrition leads to aggression.

• High-fat and carbohydrate-rich diets lead to aggression from overactive hormones, resulting in biting, screaming and other inappropriate behaviors.
• Getting the bird to follow the correct diet is the first step to proper behavior.

PERCEPTION: Overgrowth of beak and nails
REALITY: Malnutrition leads to increased unnatural growth.

• Major sign of underlying illness
• Hyperkeratosis adds layers of keratin
• Fatty liver causes vessels in beak and nails to proliferate like founder in horses
• Wild birds do not need beak/nails trimmed

PERCEPTION: Tumors and growths
REALITY: Malnutrition leads to general susceptibility to growths.

• Early growths are often lipomas.
• Later, these are often complicated by xanthomas.
• Associated muscles may weaken and droop.
• These tumors are often difficult to suture.
• Correct diet with preconditioning

PERCEPTION: Heavy metal toxins
REALITY: Malnutrition drives unnatural appetite.

• Pica (malnutrition symptom) is the driving force for over-consumption or seeking metals like lead and zinc.
• Obvious exposure is self-explanatory.

THE EASY SOLUTION?
Prevent malnutrition by properly feeding Harrison’s Birds Foods and using HEALx supplements.

*Adapted from a 2012 presentation at Iowa State University - College of Veterinary Medicine by Greg J. Harrison, DVM, Dipl Emeritus ABVP- Avian Practice, Dip ECZM (Avian) (retired)
Dear Harrison’s Team,

I am your biggest fan and emailing you to thank you for all the wonderful products you make. My timneh African grey Digby was diagnosed with calcium deficiency last year, it was quite bad and accompanied by a bacterial infection and a very enlarged liver. He was a rescue grey so inherited quite a few health problems from the old times. At that time he was already getting Harrison’s but he didn’t eat nearly enough of it. But after the diagnosis our vet advised us to feed him mainly pellets, along with a liver and calcium supplement.

Since then Digby’s been eating a lot more Harrison’s High Potency Fine, Harrison’s Bird Bread and Power Treats.

I stopped the calcium supplement after a couple of months when his ionized calcium levels became normal, his liver has got reduced in size too, but of course kept up the Harrison’s regime. Two days later I had the biggest shock of my life when my Digby has laid an egg! Not a boy anymore then! The next day we went to the vet to check up his (her!) calcium levels and it came back perfect, even after laying the egg! I am so so grateful for your products that allowed my girl to lay the egg without complications.

We are also big fans of Booster and Soother Plus cream and spray. Ever since I got him he keeps getting cracks on his feet once in a while, despite all the possible husbandry changes I’ve made over the last 3 years I’ve had him. The last time he got them they got quite bad, it coincided with the egg laying period and must have worsened the condition, according to the vet. But with regular dose of Booster and Soother Plus on his feet they are almost fully healed now. While laying the egg, there was a little tear and bleeding. Soother Plus came to the rescue once again and only two days later and her bum is looking a lot better, and there is no blood. I can’t thank you enough for such brilliant, safe products!

Kindest regards,
Irina

How to Use a Container Special to Administer HEALx Nutritional Supplements

Extracting and measuring the correct dose of HEALx Sunshine Factor®, Booster® or Releaves® may be challenging for some clients. Also, these products contain a bright orange carotene, which may stain fingers, clothes, countertops or pet’s feathers.

In our veterinary practice, we use containers with attached spoons (the same type of container we use to collect fecal samples) to administer these products. The spoons are available in two lengths; we use the shorter one for the 1 oz bottles and the longer one for the 4 oz. One full measuring spoon of Sunshine Factor®, Booster® or Releaves® is our recommended daily dose per 250 g body weight.

The use of the container with attached spoon allows convenient handling of these products; after use the cleaned spoon is placed back in its plastic storage tube.

- Dr. med. vet. Friedrich Janecek
Veterinary Practice Limited to Parrots, Gräfelfing, Germany
CONVERSION MADE EASY WITH BIRD BUILDER AND HARRISON’S BIRD BREAD

We regularly support diet conversions in small pet birds using the following effective method. Most birds will make the switch from Harrison’s Bird Bread to Harrison’s Bird Food in a gradual method. The conversion should be observed closely.

A very stubborn pair of budgies that were fed a sole diet of spray millet were brought to us for a conversion trial. (Budgies are shown in this trial, but other small species, such as cockatiels, canaries and lovebirds all usually convert similarly.) For the most thorough preparation for diet conversion we spent week one observing eating habits and introduced Bird Builder to their water. The pair was ravenous for spray millet but ignored any other foods offered.

At that point, we baked a batch of Harrison’s Bird Bread in small muffin shapes with spray millet mixed into the bread. The bread was broken up into pieces and placed on top of a clean paper towel at the bottom of the cage.

As expected, for the first few days the pair sorted through the muffins for the millet. On day 3 however we observed that they were also now eating bits of the Bird Bread. The amount of millet mixed into the bread was reduced and eventually replaced with High Potency Fine. After a few more days the millet was completely removed and High Potency Fine was scattered among the pieces of Bird Bread on top of the white paper towel.

Within a few days not only were they off spray millet completely. They were now eating only Bird Bread and High Potency Fine. Though continuing Bird Bread as a treat is optional, after one more baked batch of Bird Bread was finished the diet was switched to High Potency Fine exclusively.

It is important to weigh birds daily using gram scale, document progress and never starve a bird.

**Items required for conversion:**
- Harrison’s Bird Bread
- Harrison’s High Potency Fine (or Super Fine)
- Sunshine Factor
- Bird Builder

**CONVERSION TIPS**

Budgies forage through the Harrison’s Bird Bread for familiar food (seed).

Portions of Harrison’s Bird Bread is eaten during this process.

Budgies acquire a flavor for Harrison’s Bird Bread, and subsequently the nuggets as the Bread is made from ground Harrison’s nuggets.

Budgies are now familiar with Harrison’s and readily eat High Potency Fine nuggets. Seeds were discontinued at this time.

**LIMITED SHELF SPACE? LIMITED CLINIC HOURS? REMOTE CLIENTS?**

Let our staff ship Harrison’s directly to your clients.
We bill you / You bill your client.
You never have to handle product.
Client never sees your pricing.
Client remains your faithful customer.
Just a quick call away!

Harrison’s Bird Foods Home Delivery Service allows you to increase sales and offer personalized service. Harrison’s staff can also support your clients directly with usage details, diet conversion help etc.

800-346-0269

Call us today and request quick “HARRISON’S HOME DELIVERY” set up.
The Results Speak for Themselves

“Monty” from Midland Parrots before and following initial conversion to Harrison’s Bird Foods.

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