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Birders Flock to Duncraft for Bird Food and Feeders GUIDE

By Elisha Neubauer

Birding enthusiasts travel the world in search of new avian species--but did you know that you can participate in the birding experience from your own backyard? With the right supplies, birding can become a lifetime hobby that you can enjoy without even leaving your home.

Once you've decided to start birding, you'll need expert advice and the appropriate products to attract the species you would like to watch.

Duncraft, a birding superstore in Concord, NH, has been helping birders since 1952. It offers every kind of bird food, bath, house, feeder, and accessory imaginable.

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"Bird feeding transforms into a game. After you figure out if you can get birds to your backyard, the question becomes what other birds can I get to my backyard? How many species can I attract?" says Dawn Coutu, Marketing Assistant. "When you start seeing the same species, you'll want to learn more about them and you may develop a life list of all the birds you want to see in your life."

When getting started, Nancy Schofield, one of their Factory Outlet Associates, recommends finding out which birds are in your area by giving them options. For example, all birds like black oil sunflower seed, she says. "And our thistle feeder attracts the goldfinches for that brilliant flash of color that everyone loves--and lots of other small songbirds, like siskins, wrens, and more."

Duncraft manufactures many of the products it sells. Coutu says that a lot of people "flock" (pun intended) to the store to search the sales rack, which features locally-made, Duncraft brand items. "Our sale rack inventory is always changing and includes discontinued items, products featured in our photo shoots, prototypes, and items that have never been used," remarks Coutu when asked about Duncraft's popularity within the backyard birding community.



What is it exactly that draws people into the activity? According to Coutu, being grateful and connecting with nature makes you happier. "When you watch the birds, you accomplish both and receive a sense of satisfaction you may not get from anywhere else. The best part--you can enjoy birds from the comfort of your own home," Coutu says. "Also, if you're not allowed to have pets where you live, feeding the birds is a great way to feel connected to the outside world and increase your quality of life. What could be easier than sitting outside watching the birds?"

Whether you're an expert bird watcher and already know what you are looking for, or you haven't a clue how to get started--Duncraft can provide the right products to help you be successful in your bird watching endeavor. Find out what has kept Duncraft in business for over fifty years by stopping by their Concord storefront today at 102 Fisherville Road.

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