

A FRIEND TO BIRDS

The bird population in the UK has been declining for decades. Between 1970 – 2018 the bird population has declined by 11%.* At Lucozade Ribena Suntory, we believe in Growing for Good, which means we strive to be in harmony with people and nature in everything we do.

That's why Lucozade Ribena Suntory is working with its blackcurrant farmers to support bird populations – in winter, when bird-friendly food stores are low, but also all year round. Our farmers manage hedgerows, trees and field margins to be more habitable for birds, as well as provide nesting boxes and winter food stores for farmland species.

HERE'S HOW YOU CAN HELP BIRDS TOO:

Put out healthy, nutrient-rich bird seed to tide birds over through the 'hungry gap' when food is scarce

Install bird boxes for spring nesting

Have hedges? Let them run a little wild in order to provide a safe haven for animals

Plant wildflower seeds and encourage the growth of wild, natural plants

There will be lots of baby birds about – make sure you (and pets!) give them lots of space

Water is very important for garden birds, for drinking and for bathing. So put out a bird bath and ensure birds have access to clean water

Go wild! Let a patch of garden be a meadow

Prepare your bird feeders and make sure you have enough bird seed to last the winter!

Sow a mix of seeds – such as kale – that will grow in the winter and provide food for birds during the colder months

* According to the Department for Environment, Food & Rural Affairs' Wild Bird Populations in the UK, 1970-2018 report, amongst other factors, farming practices introduced in the 1970s and 1980s have meant farmland bird populations declined 56% between 1970 – 2018, and across all bird types, population declined by 11% in the same time period.