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New Jersey Audubon's Jersey Grown S.A.V.E.™ Birdseed Marks Record Sales for 2010-2011 Season

Final shipment for this season scheduled for Saturday, February 12.

Bernardsville, NJ – February 8, 2011 – New Jersey Audubon (NJ) announced that its third annual S.A.V.E. Sunflower Birdseed sale resulted in triple the amount of seed sold over the previous year's sale and significant results on the ground in terms of acreage of grassland habitat preserved for threatened and endangered birds. The NJA also noted that the final shipment of its sustainable, green, Jersey Grown S.A.V.E.™ Birdseed will be delivered to retailers, farmer's markets and NJA centers throughout New Jersey on Saturday, February 12 – the final Sale Day for its 2010-2011 growing season.

As this NJA sunflower birdseed harvesting season and sale comes to a close, Troy Ettel, Director of Conservation and Stewardship for NJA, stated that it was a rousing success for everyone involved—the NJA, farmers/growers, participating retailers and NJA Centers.

"This has been our most successful harvesting season by far, not only in the amount of seed sold and the amount of acreage we've been able to preserve for the birds, but in the relationships that we've nurtured and built with New Jersey farmers; and new relationships we've created with retailers statewide," said Ettel of the and 2010-2011 S.A.V.E.™ Birdseed initiative. Revenue from the birdseed benefits New Jersey farmers and directly supports NJA's conservation mission. For every 5 acres planted for birdseed, NJA manages and maintains 1 acre of grassland habitat for threatened and endangered birds.

He reported that 50 tons of seed have been sold to date since the NJA's S.A.V.E.™ Birdseed Sale began October 2, 2010 – tripling the 17 tons sold a year ago. More than 50 acres are now being managed for grassland birds like Eastern Meadowlark, Grasshopper Sparrow and Bobolink, as a result.

The time period surrounding Saturday, February 12 – the final Birdseed Sale Day for NJA's 2010-2011 growing season -- is the optimal time and final opportunity to purchase the birdseed. Following this final Sale Day, NJA's S.A.V.E.™ Birdseed will be available only until supplies last until next year's harvest and sale commences in October 2011. Due to the anticipated high demand for the product during this final sale period, NJA encourages consumers to purchase their birdseed as close to the February 12 date as possible. Online pre-orders placed through www.njaudubon.org will also be available for pick-up at designated NJA centers throughout the state on this February 12 Sale Day.

Retailers statewide, who for the first time ever participated in this initiative, are, overall, very pleased with the results as well. "The S.A.V.E. seed...has brought me some new customers – a valuable commodity in these difficult economic times," said one retailer.

S.A.V.E.™ Birdseed had previously been available exclusively through New Jersey Audubon (NJ) stores at locations across the state (Franklin Lakes in Bergen County, Ringwood in Passaic County, Bernardsville in Somerset County, Mount Holly in Burlington County, Cape May/Cape May Courthouse in Cape May County and Plainsboro in Middlesex County). However, the demand and interest in the seed

allowed NJAS to expand beyond those locations to participating retailers for the first time, making the seed more widely available and convenient to New Jersey consumers.

Participating New Jersey retailers also selling S.A.V.E.™ Birdseed this fall include Wild Birds Unlimited stores in Red Bank (Monmouth County), Sewell (Gloucester County), Cherry Hill (Camden County) and Toms River (Ocean County); Wild Bird Center in West Caldwell (Essex County); Agway in Raritan/Hillsborough (Somerset County); Greenland Landscape Company in Paramus (Bergen County); Sergeantsville Grain and Feed in Sergeantsville (Hunterdon County); Pet Agree Pets in Manahawkin (Ocean County); Wild Bird Seeds and Such in Brielle (Monmouth County); and Rosedale Mills in Pennington (Mercer County); Farmside Supplies, Inc. in Sussex (Sussex County); and Mendham Garden Center stores in Chester (Morris County), Mendham (Morris County) and Annandale (Hunterdon County).

Brodhecker Farms in Newton, NJ (Sussex County), Raj Sinha of Liberty Farms in Sandyston, NJ (Sussex County), and Laine Farm in Hillsborough, NJ (Somerset County) are participating farmers who have also been selling the seed from their farm stands.

Additional farmers/growers in the S.A.V.E.™ Birdseed Program include Warren County farmers Brant Gibbs of Allamuchy and Roger Woolf of Washington, along with Sussex County farmer Jeff Angle of Layton. Jim and Thomas Laine and Mark Kirby of Hillsborough and Tom Zeng of Ringoes were founding members of the project and also continue as key growers.

New Jersey Audubon and participating farmers will begin their fourth season of planting, growing and harvesting sunflowers in April-May 2011 for an October re-launch of the eco-friendly S.A.V.E.™ birdseed initiative. As part of the 2011-2012 growing season, New Jersey Audubon is striving to expand its initiative to farmers in the Southern Jersey region as well as building on its already impressive list of participating retailers.

The sunflowers, from which this birdseed was harvested, were planted by New Jersey farmers who are cooperating with New Jersey Audubon to produce certified Jersey Grown birdseed – the first product marketed under the NJ Audubon's S.A.V.E.™ brand (Support Agricultural Viability and the Environment). The S.A.V.E.™ initiative promotes the production of agricultural products that are economically and ecologically sustainable. Because it is grown locally, S.A.V.E.™ Birdseed eliminates the need for extensive use of fossil fuels in transit, thus reducing its carbon footprint. In addition, the project partners are using an experimental cultivation technique that may capture atmospheric carbon and lock it into the soil.

The "Field to Feeder" sunflower birdseed provides direct access to a local niche market for New Jersey farmers for a crop that offers them a greater price per acre than traditional grain crops, most notably corn and soybeans.

For more information about the project and to see a full list of NJA centers, participating retailers and farmers, please visit www.njaudubon.org.

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About New Jersey Audubon

New Jersey Audubon Society is a privately supported, not-for profit, statewide membership organization. Founded in 1897, and one of the oldest independent Audubon societies, New Jersey Audubon has no connection with the National Audubon Society. New Jersey Audubon fosters environmental awareness and a conservation ethic among New Jersey's citizens; protects New Jersey's birds, mammals, other animals, and plants, especially endangered and threatened species; and promotes preservation of New Jersey's valuable natural habitats. For more information about New Jersey Audubon and the S.A.V.E. Birdseed program, please visit www.njaudubon.org.