



**FOR IMMEDIATE RELEASE**  
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## **MEDIA RELEASE**

### **Celebrating 30 Years of Supporting Australia's Birdlife!**

*Whistler: Three Decades of Keeping Australia's Birds Strong and Healthy*

**Australia, MAY 2025** - Australia's birdlife is a national treasure, filling our backyards, parks and wild spaces with colour, song and vitality. As Whistler marks 30 years of supporting local birdlife, the beloved Australian brand will be celebrating from June and continuing throughout the remainder of 2025. This milestone year recognises Whistler's enduring mission to provide high-quality, nutritionally balanced food that helps native species thrive in the wild and ensures pet birds enjoy optimal health and wellness.

"For three decades, Whistler has been at the forefront of avian nutrition in Australia, helping to preserve our incredible biodiversity and enabling people to connect with nature in their own backyards and homes," says Steve Adams, Managing Director at Whistler. "Our deep understanding of Australia's birdlife, combined with our collaboration with avian experts, sets us apart: ensuring that every blend we create is backed by science and crafted with care."

Since 1995, Whistler has been committed to providing premium bird feed, formulated in collaboration with avian experts to support the health and wellbeing of Australia's diverse bird populations. Unlike other brands, Whistler's commitment goes beyond standard nutrition: it is inspired by nature and developed to mirror the dietary patterns birds encounter in the wild.

"Our approach ensures that every ingredient is chosen with purpose, supporting birds with the same variety and richness they would find in their natural habitat," says Steve.

With a range of blends catering to everything from parrots and finches to lorikeets and wild birds, Whistler's bird range is carefully crafted to mimic natural diets, ensuring that birds receive the right balance of seeds, fruits, and essential nutrients. The brand also prioritises sustainability and ethical sourcing, ensuring that every ingredient is selected with care and responsibility.



“With a strong focus on sustainability, ethical sourcing, and expert-driven formulations, Whistler’s approach ensures that every bird receives the highest quality nutrition,” continues Steve. “Our commitment to local sourcing and avian health remains at the heart of everything we do.”

Whistler's seed is grown on the Darling Downs and crafted in regional Queensland, reinforcing its commitment to local sourcing and high-quality standards. Every product is developed with the guidance of avian experts to support the health and wellness of Australia’s varied and complex birdlife.

"The Darling Downs is renowned for its rich, fertile soils and ideal growing conditions, allowing us to cultivate the highest quality seeds for Australia’s birds," notes Steve. "By sourcing locally, we ensure freshness, sustainability, and a product that truly reflects the natural diet of our birdlife."

As the trend of backyard birdwatching and eco-conscious living continues to grow, Whistler is making it easier than ever for Australians to support and appreciate their local birdlife.

To learn more about Whistler’s 30-year legacy and explore the full range of bird feed products, visit [www.whistlerbird.com.au](http://www.whistlerbird.com.au). Throughout 2025, Whistler will mark this milestone with special giveaways, expert avian care tips, and a nostalgic celebration of Australia’s birdlife on social media. Follow along at [@whistlerbird](https://www.instagram.com/whistlerbird) on Instagram.

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#### **About Whistler**

Since 1995, Whistler has been dedicated to celebrating the beauty, intelligence, and joy of Australian birdlife. Originally rooted in a passion for bird care, Whistler has grown into a comprehensive brand offering products designed to meet the needs of birds both in the wild and at home. With a mission to promote bird health and environmental stewardship, Whistler continues to nurture the connection between nature and bird enthusiasts.

Whistler’s diverse product range includes:

- **Blocks:** Long-lasting, healthy entertainment treats for birds.
- **Freeze-Dried Treats:** Packed with nutrients and carefully preserved for optimal nutrition.
- **Hang Pods:** Stimulating and fun, these natural pods provide both food and enrichment.



- **Health Bars:** Nutrient-rich bars that keep birds healthy and engaged.
- **Millet Sprays:** An all-natural favourite that encourages birds to forage and explore.
- **Perchers:** Interactive treats designed to engage birds while they perch and play.
- **Seed Blends:** Carefully formulated mixes that provide a balanced diet.
- **Treat Mixes:** Specialty blends of premium ingredients to enhance daily feeding.

Proudly part of the FibreCycle family, Whistler shares a commitment to sustainable practices and environmental responsibility. Operating from regional Queensland, Whistler aligns with FibreCycle's ethos of creating high-quality, eco-friendly products that benefit both animals and the planet. Their dedication to birds goes beyond nutrition, focusing on enrichment, engagement, and conservation efforts that ensure every bird can thrive.

From native wildlife to beloved pets, Whistler supports the vibrant songs and personalities that birds bring to our lives. Every chirp, flutter, and melody reminds us of the freedom and beauty that Whistler strives to protect. With Whistler, caring for birds becomes more than just a hobby—it becomes a way to connect with nature and make a lasting impact.

[www.whistlerbird.com.au](http://www.whistlerbird.com.au)