



BRING NATURE TO
YOUR BACKYARD

PRODUCT CATALOGUE





The Armstrong Advantage

Our ingredients are triple-cleaned, in the only SQF-certified bird seed mill in Canada.

Our seed blends are expert-crafted, with feedback from birding experts, and backed up by science.

Our fresh-valve, resealable bags are air-tight and CO2 flushed to preserve product for up to 2 years

Our brand is a one-stop supplier, with comprehensive Good, Better and Best options for customers of all levels: Beginners, Hobbyists and Enthusiasts.



STRAIGHT GRAINS



NYJER

Description:
An imported and processed seed that is widely used in North America for feeding a wide variety of wild finches

Ingredients:
Nyjer seed



BLACK OIL SUNFLOWER

Description
A high energy seed that is a favourite amongst most wild birds.

Ingredients
Black Oil Sunflower Seed

776947480181	300-818	1.8kg/4lb	6 x 40	776947701507	300-693	1.36kg/3lb	5 x 50
776947483632	300-817	3.63kg /8lb	5 x 30	776947703631	300-910	3.63kg/8lb	1 x 100
776947480686	300-821	6.8kg/ 15lb	1 x 70	776947700074	300-692	7kg/ 15.4lb	1 x 70
				776947700067	301-660	16kg/35.3lb	1 x 35



SUNFLOWER CHIPS

Description:
Made from 100% black oil sunflower, providing all the high energy benefits of black oil sunflower without waste or mess! Attracts a wide variety of large or small birds

Ingredients
Black Oil Sunflower Medium Chips



STRIPED SUNFLOWER

Description
Striped sunflower seed is a popular favorite of all common songbirds that are regular feeder visitors

Ingredients
Striped Sunflower Seed

776947270188	300-670	1.8kg/4kg	6 x 40	776947800033	300-691	3kg	1 x 100
776947271000	300-685	5.9kg/ 13lb	1 x 10				
776947279075	300-684	9.07kg/20lb	1 x 70				





STRAIGHT GRAINS



PEANUTS-IN-SHELL

Description
A true favorite for most of the large variety birds which provides a high source of protein and fat

Ingredients
Peanuts in the shell



PEANUTS

Description
A true favorite for most of the large variety birds which provides a high source of protein and fat

Ingredients
Peanut Halves

776947290018
776947280071
776947294542

300-688
300-673
300-681

1.36kg/3lb
2.7kg/6lb
4.54kg/10lb

6 x 35
1x100
1 x 70

776947280026
776947280064
776947289074

300-336
300-672
300-683

2kg/4.4lb
3.63kg/8lb
9.07kg/20lb

6 x 40
4 x 42
5 x 50



SAFFLOWER

Description
Desired by cardinals and un-liked by squirrels, safflower seeds will keep desirable bird coming back to your feeders and will keep squirrels off of them.

Ingredients
Safflower

776947220183
776947229070

300-671
300-682

1.8kg/4lb
9.07kg/20lb

6 x 40
1x70



BLENDS



ALL SEASON

Description
A year-round feed that attracts a wide variety of wild birds.

Ingredients
Cut Corn, Wheat, Red Milo, White Millet, Black Oil Sunflower, Red Millet



PREMIUM YEAR-ROUND

Description
A year-round feed with a higher concentration of premium ingredients for a wider variety of wild birds.

Ingredients
Cut Corn, Red Milo, White Millet, Black Oil Sunflower

776947310259	300-898	4kg/8.8lb	4 x 40	776947313007	300-695	18.14kg/40lb	1 x 50
776947310075	300-908	7kg/15.4lb	1 x 100				
(Pail) 776947319078	300-659	9.07kg/20lb	1 x 48				
776947310150	300-907	15kg/33lb	1 x 49				
776947310181	300-933	18kg/39.7lb	1 x 40				
776947312260	300-601	22.6kg/45lb	1 x 40				



ULTRA BLEND

Description
Made with top ingredients: white millet, sunflowers and peanuts. The Ultra Blend is designed to attract a wide variety of songbirds.

Ingredients
White Millet, Red Milo, Wheat, Black Oil Sunflower, Red Millet, Peanuts



FAVOURITE FINCH

Description
Wild bird food blended to attract and feed wild finches and other small birds.

Ingredients
White Millet, Canola, Siberian Millet, Red Millet, Golden German Millet, Nyjer Seed, Sunflower Kernels

776947320203	300-899	4kg/8.8lb	4 x 40	776947470250	300-815	2.27kg/5lb	5 x 42
776947320074	300-903	7kg/15.4lb	1x100	776947470304	300-816	4kg/8.8lb	4 x 35
(Pail) 776947320814	300-664	9.07kg/20lb	1 x 48	776947470076	300-811	7kg/15.4lb	1 x 70
776947320159	300-902	15kg/33lb	1 x 49	776947500162	300-645	16kg/35.3	1 x 50



BLEND



GOURMET BLEND

Description
Made with three types of sunflowers: black oil sunflower, striped sunflower and safflower. Gourmet is specially formulated to attract the most desirable birds.

Ingredients
White Millet, Cut Corn, Wheat, Black Oil Sunflower, Striped Sunflower, Peanuts, Safflower, Red Millet



PREMIUM BLEND

Description
With black oil sunflower, safflower seeds and peanuts, Premium will attract colourful birds year-round to a wide variety of feeder types.

Ingredients
White Millet, Black Oil Sunflower, Red Milo, Wheat, Peanuts, Red Millet, Striped Sunflower, Safflower

776947200076
776947200154

300-906
300-905

7kg/15.4lb
15kg/33lb

1 x 100
1 x 49

776947340652
776947340140

300-901
300-900

6.5kg/14.3lb
14kg/30.8lb

1x100
1 x 49



BEST BLEND

Description
No compromise blend of sunflower seeds, safflower and nuts.

Ingredients
Black Oil Sunflower, White Millet, Striped Sunflower, Safflower, Peanuts, Mineral Oil



COLOURFUL BIRD

Description
High quality sophisticated blend of seeds, nuts and berries, designed to bring a variety of colourful birds.

Ingredients
Black Oil Sunflower, Peanuts, Safflower, Nyjer, White Millet, Sunflower Chips, Raisins, Red Millet, Juniper Berries

776947400219

300-913

9.07kg/20lb

1 x 56

776947990055

300-890

3.6kg/8lb

1 x 40



ROYAL JUBILEE

Our highest quality blends



BRILLIANCE

Description
Brilliance will attract the most colourful wild birds. Loaded with safflower, this blend will ensure visits from cardinals.

Ingredients
Black Oil Sunflower Seeds, Safflower, Peanuts, Raisins, Dried Cherries

(GRANOLA)	776947840060	301-251	140g/5oz	5 x 320
(SUET 3-PACK)	776947439004	301-245	900g/2lb	3 x 168
(JUG)	776947430209	300-954	1.36kg/3lb	3 x 45
	776947430186	300-944	1.8kg/4lb	4 x 50
	776947430759	300-921	7.25kg/16lb	1 x 70



JAYS BLEND

Description
Jays Blend will keep a variety of Jays from all regions in Canada coming back to your feeders.

Ingredients
Whole Corn, Striped Sunflowers, Black Oil Sunflower Seeds, Peanuts

(GRANOLA)	776947840060	301-251	140g/5oz	5 x 320
(SUET 3-PACK)	776947449003	301-246	900g/2lb	3 x 168
	776947440185	300-945	1.8kg/4lb	4 x 50
	776947440727	300-923	7.25kg/16lb	1 x 70



PERSISTENCE

Description
Persistence is loaded with nuts, fruit and sunflower chips which will keep wild birds coming back to your bird feeders.

Ingredients
Sunflower Kernels, Black Oil Sunflower Seeds, Peanuts, Safflower Seeds, Dried Raisins, Walnuts, Dried Cranberries, Dried Cherries

(GRANOLA)	776947840077	301-252	200g/7oz	5 x 320
(SUET 3-PACK)	776947489001	301-248	900g/2lb	3 x 168
	776947460183	300-949	1.8kg/4lb	4 x 50
	776947465904	300-927	5.9kg/13lb	1 x 100



SWEET SONGS

Description
Formulated with 15% sunflower chips, Sweet Songs is the ultimate songbird food

Ingredients
Black Oil Sunflower Seeds, White Millet, Red Millet, Sunflower Chips, Nyjer Seeds, Safflower and Peanuts

(GRANOLA)	776947840084	301-253	200g/7oz	5 x 320
(SUET 3-PACK)	776947429005	301-247	900g/2lb	3 x 168
	776947422303	300-948	2.27kg/5lb	4 x 50
	776947426356	300-925	6.35kg/14lb	1 x 100



12-PACK PREMIUM SUET BOX

Description
A premium set of our absolute best quality suets. Includes four each of our Brilliance, Jays and Persistence cakes.

776947820260	301-249	3.6kg/7.9lb	1 x 120
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ROYAL JUBILEE

Our highest quality blends



PURE

Description
Pure is made with ingredients that gardeners love. All ingredients in Pure will not sprout, and are loved by wild birds so they will not be wasted.

Ingredients
Sunflower Kernels, Hulled Millet, Peanuts, Raisins, Dried Cranberries

776947452300 300-928
776947450115 300-916

2.27kg/5lb 4 x 50
9.07kg/20lb 1 x 56



GOLD STANDARD

Description
Gold Standard is made only with ingredients that finches love; fine sunflower chips and nyjer seeds.

Ingredients
Nyjer Seeds, Sunflower Kernels, Artificial Flavour
Attracts

776947412304 300-947 2.27kg/5lb 4 x 50



RASCAL

Description
Rascal is a great product to keep backyard squirrels and chipmunks fed. Designed to supplement consumer's bird feeders. The Rascal blend gives backyard friends their own designated food source.

Ingredients
Whole Corn, Black Oil Sunflower Seeds, Striped Sunflower Seeds, In Shell Peanuts

776947562306 300-953 1.8kg/4lb 4 x 50



NUTTY BUFFET

Description
Rascal is a great product to keep backyard squirrels and chipmunks fed. Designed to supplement consumer's bird feeders. The Rascal blend gives backyard friends their own designated food source.

Ingredients
Whole Corn, Black Oil Sunflower Seeds, Striped Sunflower Seeds, In Shell Peanuts

776947460084 300-917 3.18kg/7lb 1 x 180
776947460091 300-919 9.07kg/20lb 1 x 56

SPECIFICALLY CRAFTED TO ATTRACT THE BEST BIRDS, THE ROYAL JUBILEE NAME REPRESENTS OUR HIGHEST STANDARDS OF QUALITY. CUTTING NO CORNERS, AND INCLUDING ONLY THE FINEST INGREDIENTS POSSIBLE

IT'S A ROYAL FEAST...FOR THE BIRDS





SUETS & TREATS



PEANUT SELECT

Description
Made from quality ingredients for better nutrition. Peanut Select is proven to attract the greatest variety of wild birds

Ingredients
Cut Corn, Rendered Beef Fat, White Millet, Red Milo, Peanuts, Peanut Meal, Black Oil Sunflower.



FOUR SEASON

Description
A popular blend of suet that attracts a wide variety of birds

Ingredients
Cut Corn, Rendered Beef Fat, White Millet, Red Milo, Black Oil Sunflower.

776947820024
776947820093

301-205
301-206

320g
960g (3-pk)

12 x 120
4 x 120

776947820017
776947820086
776947820253

301-200
301-202
301-203

320g
960g (3-pk)
4.8kg (15 pk)

12 x 120
4 x 12
1 x 90



BERRY N' NUT

Description
Berry N' Nut Suet is formulated with berries and nuts that attracts a wild variety of wild birds

Ingredients
Cut Corn, Rendered Beef Fat, White Millet, Red Milo, Peanuts, Coloured Oat Groats, Peanuts, Apple Pomace, Cherries



BIRDER'S CHOICE

Description
Containing added sunflower chips, Birder's Choice Suet attracts the broadest variety of wild birds

Ingredients
Cut Corn, Rendered Beef Fat, White Millet, Black Oil Sunflower, Sunflower Chips

776947820031
776947820109

301-210
301-211

320g
960g (3-pk)

12 x 120
4 x 120

776947820048
776947820116

301-215
301-216

320g
2.56kg (8-pk)

12 x 120
1 x 186



SWEET APPLE

Description
Made with real apple pieces, Royal Jubilee Apple Suet will attract a wild variety of wild birds

Ingredients
Cut Corn, Rendered Beef Fat, White Millet, Red Milo, Apple Pomace, Coloured Oat Groats, Black Oil Sunflower



CRANBERRY & CHERRY

Description
Formulated with high quality berries, this high energy suet will attract a wild variety of wild birds

Ingredients
Cut Corn, Rendered Beef Fat, White Millet, Red Milo, Coloured Oat Groats, Black Oil Sunflower, Cranberries

776947820055

301-220

320g

12 x 120

776947820062

301-225

320g

12 x 120



SUETS & TREATS



WOODPECKER SUET

Description
Made with peanuts, Armstrong Woodpecker Suet is great for year-round feeding

Ingredients
Rendered Beef Fat, Cut Corn, Red Milo, Peanut Meal, Black Oil Sunflower, Striped Sunflower, Peanuts



INSECT SUET

Description
Made with insects, Armstrong Insect Suet will attract birds that are looking for that extra protein treat

Ingredients
Cut Corn, Rendered Beef Fat, White Millet, Red Milo, Dehydrated Insects

776947820185

301-243

300g

12 x 120

776947820178

301-242

300g

12 x 120



BERRY SUPREME

Description
Made with real berries, Berry Supreme Suet is designed to attract a wide variety of birds that eat fruit

Ingredients
Cut Corn, Rendered Beef Fat, Red Milo, White Millet, Peanut Meal, Raisins



HOT PEPPER SUET

Description
Blended with capsicum peppers, Hot Pepper Suet is designed to feed birds and keep away un-wanted animals

Ingredients
Cut Corn, Rendered Beef Fat, Red Milo, White Millet, Hot Pepper Purée

776947820161

301-240

300g

12 x 120

776947820154

301-240

300g

12 x 120



VARIETY 3-PACK

Description
Contains 1 Woodpecker, 1 Insect and 1 Berry Supreme Suet

776947820192

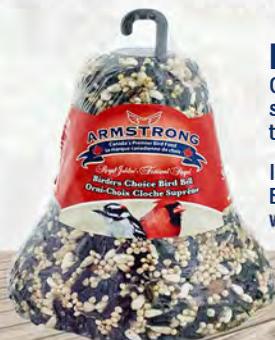
301-244

900g

4 x 120



SUETS & TREATS



BIRDER'S CHOICE BELL

Quick & easy way to feed birds - just unwrap & hang! Bell-shaped treat (with built-in hook) containing high quality seeds to attract a wide variety of **larger** songbirds.

Ingredients

Black oil sunflower seeds, safflower seeds, peanuts, white proso millet, gelatin



FOUR SEASON BELL

Quick & easy way to feed birds - just unwrap & hang! Bell-shaped treat (with built-in hook) containing high quality seeds to attract a wide variety of **smaller** songbirds.

Ingredients

White proso millet seeds, black oil sunflower seeds, cracked corn, safflower seeds, peanuts, gelatin

776947700111

301-696

340g

10 x 72

776947260165

301-695

454g

10 x 72



GRANOLA TREAT

Quick & easy way to feed birds - just unwrap & hang! Large seed cake - designed for use in the large wire cages but can also be placed on a platform feeder.

Ingredients

Black Oilseed Sunflower, Peanut Hearts, Safflower Seeds, White Proso, Millet Seeds, Peanuts, Gelatin



WOODPECKER BAR

Quick & easy way to feed birds - just unwrap & hang! Vertical bar with the right shape and right seeds for woodpeckers to cling and enjoy a snack

Ingredients

Black Oil Sunflower, Sunflower Chips, Peanut

776947840015

301-700

907g

8 x 60

776947840046

301-702

397g

6 x 216



GRANOLA STACK FEEDER

Metal feeder designed specifically for Armstrong's ROYAL JUBILEE line of Granola Stacks. Up to 4 stacks can fit on metal feeder post - choose multiple varieties to attract multiple kinds of birds

776947840091

301-254

540g

5 x 100



GRUBS

GRUBS ARE ARMSTRONG'S NEWEST INNOVATION. PACKED WITH PROTEIN, FAT AND CALCIUM GRUBS ARE A MEGA-NUTRITIOUS ALTERNATIVE TO OTHER INSECT-BASED FEEDS LIKE MEALWORMS. WITH UP TO 16 TIMES MORE CALCIUM THAN MEALWORMS, FOR HEALTHIER FEATHERS AND STRONGER EGGSHELLS



BIRD GRUBS

7 76947 65200 7
7 76947 65201 4

301-101
301-102

150g/0.3lb
500g/1.1lb

4 x 112
4 x 45





MERCHANDISERS



PREMIUM 1/4 PALLET

AMCL Code: 300-787

UPC: 776947830115

Case Count: 20

Product Size: 6.5kg



GOURMET 1/4 PALLET

AMCL Code: 300-797

UPC: 776947830153

Case Count: 20

Product Size: 7kg



ALL SEASON 1/4 PALLET

AMCL Code: 300-796

UPC: 776947830146

Case Count: 20

Product Size: 7kg



ULTRA 1/4 PALLET

AMCL Code: 300-790

UPC: 776947830122

Case Count: 20

Product Size: 7kg



PROMOTIONS

Watch out for bi-monthly and seasonal promotions on your favourite Armstrong products!

JUNE & JULY BIRD FOOD PROMOS

Sunflower Chips

Wild Finch & Small Songbird

Bird Watcher's Gourmet

C&S High Energy
NO MELT Suet Dough

C&S Peanut Delight
NO MELT Suet Dough

More Birds Suet Cage

Morning Melodies Wild Bird Bell (6 Pk)

More Birds Tube Seed Feeder

AMCL CODE	PRODUCT DESCRIPTION	SIZE	UPC	PROMO DISCOUNT (order to price list)	ORDER QTY.
300-484	Armstrong Sunflower Chips	1 x 9.87kg	7 76947 27907 9	15%	
300-905	Armstrong Birdwatcher's Gourmet Blend	1 x 15kg	7 76947 20015 4	20%	
409-223	Scotts Wild Finch & Small Songbird	4 x 3.4kg	7 76947 84043 3	15%	
403-135	C&S High Energy - No Melt Suet	12 x 31g	0 18222 80505 1	10%	
403-128	C&S Peanut Delight - No Melt Suet	12 x 33g	0 18222 80507 5	10%	
409-199	Morning Melodies Wild Bird Bell 6-pack	1 x 2.7kg	7 76947 84001 3	15%	
750-185	More Birds Single Suet Cage with Weather Guard	4 x 140g	4 17313 50185 0	15%	
738-223	More Birds Tube Seed Feeder	4 x 180g	4 17313 38223 7	15%	

PROMOTIONAL PRICING VALID JUNE 1ST - JULY 31ST

Company Name _____
Order Placed On (DATE) _____

Order Placed By (NAME) _____
Order Number _____

Armstrong Milling info@armstrongmilling.com P 905-779-2473 F 905-779-3488 W www.armstrongbirdfood.com

NOVEMBER-DECEMBER BIRD FOOD PROMOS

20% OFF
HERITAGE ACRES
Wings Debut 8KG
403-009 | 1 x 8KG

25% OFF
ARMSTRONG
All Season 22.6KG
300-601 | 1 x 22.6KG

15% OFF
Scotts Songbird Suet
409-285 | 8 x 300G

Armstrong Peanut Select Suet
301-205 | 12 x 320G

Scotts Birdwatcher's Suet
409-283 | 8 x 300G

Armstrong's ROYAL JUBILEE
Sweet Songs
300-948 | 4 x 2.27KG

Armstrong's ROYAL JUBILEE
Brilliance
300-944 | 4 x 1.8KG

SCOTT'S
Songbird 6.36KG
409-092 | 1 x 6.36KG



STAY UP TO DATE WITH ALL THINGS ARMSTRONG!
WATCH OUR VIDEOS,
ENTER OUR CONTESTS!

BIRDING BASICS



BIRD OF THE MONTH



1021 HALDIMAND ROAD 20, RR2 HAGERSVILLE, ON NOA 1H0 (NELLES CORNERS)
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