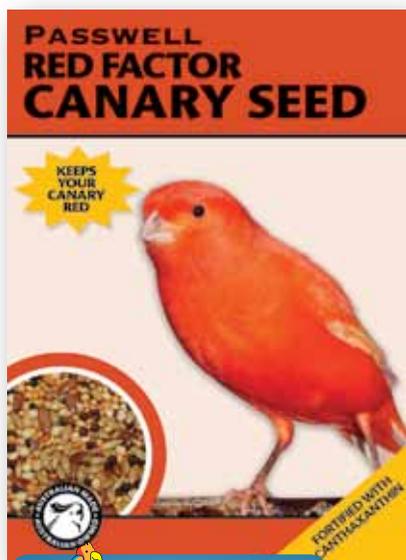


## About Red Factor Canary Diets

Red factor canaries have been specially bred to display red plumage. They were developed as a cross between the Red Siskin and the Yellow Canary. Red factor canaries obtain their colouration from red carotenoid pigments in their diet, particularly **Canthaxanthin**. If there are insufficient red carotenoids in the blood stream at the time of feather growth then the red colouration tends to fade to light pink. This happens when feeding a normal canary seed mix due to the absence of canthaxanthin in seed. Dietary supplementation with canthaxanthin can significantly enhance the colour of Red Factor Canaries, especially in the lead up and during moult. It is important to note that supplementation only effects the colour of growing feathers (not existing ones) so you will not see a visible change until the next feather moult. It is most effective to supply the canthaxanthin in the diet rather than feeding the chemical precursor  $\beta$ -carotene.



**Bird & Reptile**  
PRODUCTS

## Using Red Factor Canary Seed

**Red Factor Canary Seed** is a standard canary seed mix that is infused with Canthaxanthin. Our unique infusion process means that canthaxanthin is absorbed into the kernel of the seed and is therefore readily assimilated into the bloodstream of the bird. This is a more effective method of delivering canthaxanthin into the diet than adding it to drinking water, as there can be considerable variation in the daily intake of water by birds.

**Red Factor Canary Seed** should be fed as the only seed component of the bird's diet prior to and during the feather moult.

Best results are achieved if supplemented as a 50% mix with the usual seed diet all year round to maintain sufficient levels of circulating carotenoids in the blood stream.

If feeding seed as the main diet, birds may become deficient in essential vitamins, minerals, fatty acids and amino acids, particularly when breeding. We recommend supplementing with **Passwell Egg & Biscuit**, which contains a balance of these essential ingredients. Alternatively vitamins & minerals may be supplied from **Passwell Multi-Vite for Birds**, calcium and Vitamin D3 from **Liquid Gold** and essential fatty acids from **The Good Oil for Birds**.

### Ingredients:

Canary Seed, Rape Seed, Linseed, French White Millet, Pannicum & Hulled Oats. Some seasonal variation in seed content and composition may occur.

### Active Constituents:

Canthaxanthin 50 mg/kg

Available in 1.5kg, 5kg & 20kg packs