



Bruce Peninsula Bird Observatory

The Bruce Peninsula Bird Observatory is a non-profit, member-based charitable organization with a mission to promote and foster the study, appreciation and conservation of birds and their habitats in the Bruce Peninsula region of Ontario, Canada. Charitable #: 884545112RR0001

Our objectives include monitoring and research, public education, and participation in national and international bird conservation initiatives.

Contact Us

Bruce Peninsula Bird Observatory
The Voice of Birds on the Bruce

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Feather Friendly Technologies Inc.

Feather Friendly® Bird Deterrent Technology is a simple solution that positively impacts bird conservation, with a durability and longevity of 15+ years. We are tested and approved by American Bird Conservancy, Dr. Daniel Klem Jr., and supported by countless other organizations. Independent studies have shown a successful reduction in strikes of over 95%.

Our markers make the glass visible to birds preventing deadly collisions without compromising a building's aesthetics or views. Since 2006 Feather Friendly has installed over 6 million sq. ft. of product worldwide!

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Protecting Biodiversity With Bruce Peninsula Bird Observatory





Cabot Head Research Station | Bruce Peninsula, ON

The Challenge

The Cabot Head area was declared an international "Important Bird Area" (IBA) in 2002. The designation was a recognition of the globally significant portion of the Red-necked Grebe population that use the area spring and fall as a staging/resting area during their migration. The area is also an IBA for hundreds of other bird species.

"The Bruce Peninsula is a very narrow piece of land that extends into a large body of water. It's the first and last land birds see when they cross the Georgian Bay during migration", says research station scientist Dr. Stéphane Menu. "There are a lot of endangered species on the Bruce, and so it could be a stronghold for those disappearing species."

Protecting bird species from glass collisions is just one of the initiatives the Bruce Peninsula Bird Observatory is concerned about when taking action to conserve biodiversity.

There are two kinds of glass collisions: daytime and nighttime. At night, nocturnal migrants (including most songbirds) crash because they fly into lighted windows.

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Dr. Stéphane Menu
Research Station Scientist



Turning off non-essential lights and installing downward-facing lighting are relatively simple ways to reduce the problem of artificial light at night. In daylight, birds crash into windows either because they see reflections of vegetation and sky or they are able to see through the glass to plants or habitat on the other side. Installing visual markers to the reflective or fly-through surface, makes the glass visible to birds, preventing deadly collisions.

The Solution

In the summer of 2023, Bruce Peninsula Bird Observatory installed Feather Friendly® Bird Collision Deterrent Markers to reduce bird-window strikes. Over the course of a weekend, a work crew of volunteers, staff and BPBO board members, applied the markers to the newly replaced windows which were supplied and installed by Van Dolder's Custom Exteriors.

Thanks to the efforts of everyone involved and to the donation of materials from Feather Friendly, the Bruce Peninsula Bird Observatory is now a safer place for local biodiversity and countless species of birds.

