

*Natural*

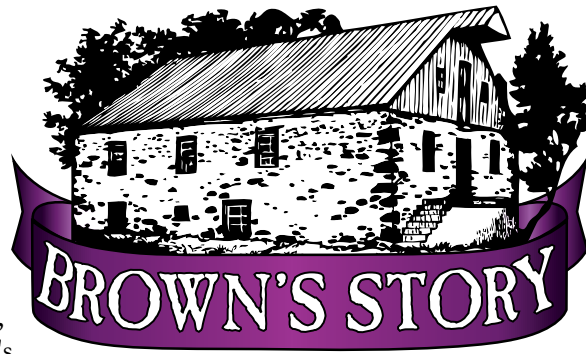
# ENCORE<sup>®</sup>

Food & Treats  
for Chicken & Fowl



**BROWN'S<sup>®</sup>**

F.M. Brown's Sons, Inc.<sup>®</sup>  
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My Great-Great Grandfather,  
powered grist mill in 1843. (It's

and protected as a national historic landmark that still stands today). He used mill stones to grind the grains to produce farm animal feed and flour from the wheat he grew on his farm.

George Brown, built a water  
featured in the illustration above

Franklin Brown, one of George's sons, joined his father in the business that he directed until he retired in 1920. As our country was celebrating the dawn of the 20th century, Brown's business started on its path of expansion and growth with the addition of Franklin Brown's four sons, the third generation, into the family business.

The four sons formed a partnership called F.M. Brown's Sons that was later incorporated in 1948. Each son successfully established separate but supporting divisions of F.M. Brown's including a large animal food division in Birdsboro, PA; the flour division in Sinking Spring, PA which later moved into a new plant in Fleetwood, PA; a working farm in Douglassville, PA and a fuel oil and coal division in Reading, PA. Later, their sons, the fourth generation of Brown's, entered the corporation.

In 1960, Harvey Brown, my Father and a member of the fourth generation of F.M. Brown's, moved his family to Sinking Spring, PA and began selling large animal foods that were produced by his brother in Birdsboro, PA. Harvey enjoyed a thriving business and had many trucks lined up waiting to be loaded with feed for their farm animals.

He then began to notice that farmers in the area were selling their land to developers and that it was time to think about the prospect of reinventing his business. Harvey noticed that people in the suburbs were setting up wild bird feeding stations in their backyards. He enjoyed the hobby but had difficulty finding a good quality wild bird food in the area. He began to explore the business of producing wild bird food at his facility. He channeled his entrepreneurial spirit, did his research, and spent endless hours setting up the plant to produce and package wild bird food. This was a brand new venture for F.M. Brown's.

With blood, sweat and tears, Harvey built his division from the ground up and made innovations in manufacturing procedures, including his exclusive five-stage cleaning process. He had no tolerance for dust, dirt or inferior ingredients. With his high standards, he established us a hobbyist quality wild bird food company that caters to people who are true hobbyists, interested in bringing beautiful songbirds into their backyard feeding stations. His loyal customers were so impressed with his wild bird food that they asked him to produce companion pet foods as well. He remembers when he received his first full truckload order for wild bird and companion pet food and how he celebrated that day.

Now under the supervision of the fifth generation of Brown's, Marianne Brown Egolf as Manager of the division, we have expanded the Sinking Spring facility in order to keep up with the demand for our trusted brands, licensed products, and private label companion pet and wild bird products that are sold and recognized throughout the world. We're proud to have "stepped up to the plate" and reinvented the business again. My dad, Harvey Brown, was there to guide us all the way through the expansion with encouraging words and instilling us with his values, high standards, and work ethic.

F.M. Brown's has grown into five privately held manufacturing facilities with divisions that include fuel oil and coal, a working farm, pigeon feed, grass seed, companion pet food and treats, wild bird food, equine treats, pond food, farm animal foods, and of course flour for the snack industry. We'll continue our legacy into the sixth generation who will hopefully one day pass the business onto their children...  
the 7th generation of Brown's.

FROM OUR FAMILY TO YOURS!

## Custom Tailored Plan-O-Grams

***Brown's® offers standard and custom tailored plan-o-grams, displays and POP to fit the needs of your store... and your valued customers.***

We offer 3', 4', 8' and 16' standard plan-o-grams designed to maximize retail space and increase sales & profits. Choose from one of our pre-existing plan-o-grams or let us customize something to fit your needs.





# Encore® Natural Poultry Diets & Supplements



## Natural Chick Starter Grower Crumbles Medicated Poultry Feed

This nutrient-rich diet uses only natural plant proteins and the freshest, wholesome, sun-ripened grains that your chicks will love to eat! Plus, we use only the highest quality ingredients for optimum growth, development and appearance.

- Free of animal proteins and fats
- Medicated with Amprolium (not an antibiotic) to protect against Coccidiosis
- For chicks from hatch to 10 weeks of age.



## Natural Layer Booster Daily Diet

This nutrient-rich diet uses natural plant proteins and only the freshest, wholesome, sun-ripened grains that your birds will love to eat! Plus, we use only the highest quality ingredients that hens require to produce plenty of strong-shelled eggs with rich, yellow yolks.

- Free of animal proteins and fats
- For top-producing, laying hens 18 weeks or older



## Natural Poultry Grit Plus

Brown® Poultry Grit Plus is a unique blend of essential grinding aids that assist birds in digesting their foods. Charcoal is added to help relieve upset stomachs and absorb toxic substances found in the intestinal tract. Oyster shell provides an excellent source of calcium for strong egg shells.

| Item#   | Product Description                                       | Cs. Pk. |
|---------|---|---------|
| 54001-6 | 7 lb. Natural Chick Starter Crumbles Medicated Daily Diet | 6       |
| 54003-0 | 20 lb. Natural Layer Booster Daily Diet                   | 2       |
| 54005-4 | 1 lb. Natural Poultry Grit Plus                           | 8       |

# Encore® Natural Chicken, Duck & Goose Treats



## Farm Fresh Fixins™ Flaked Cereal Treat

A nutritious blend of flaked peas, corn, carrots, and wheat for ducks, geese, turkeys, quail and other backyard fowl.

- Flakes are cooked which allows for faster nutrient absorption
- No artificial preservatives, colors, or flavors
- A healthy & high-fiber treat



## Farm Fresh Fixins™ Flowers, Herbs & Mealworms Treat

A healthy foraging treat for chickens, ducks, geese and turkeys with high-protein mealworms and a blend of nutrient-rich flowers and herbs.

- No artificial preservatives, colors, or flavors
- Supports digestive health & egg production
  - High-protein mealworms
  - Nutrient-rich flowers & herbs



## Farm Fresh Fixins™ Millet Tips n' Tails

Chickens, ducks, geese and turkeys love our USA grown millet treat.

- All birds love millet!
- An excellent nutritious energy source
- A fun-to-peck natural treat for chickens, ducks, geese, turkeys, pheasants & quail.
  - Grown & harvested in the USA!



## Farm Fresh Fixins™ Avian Gro-Rite™

Avian Gro-Rite™ is a nutritionally-advanced foundational supplement, designed to support poultry and fowl during critical growth and development times, from growing to adulthood.

- Protein dense dietary supplement
- Mix with any starter-grower feed
- For chicks, ducklings, goslings and other fowl

| Item#   | Product Description                    | Cs. Pk. | Item#   | Product Description              | Cs. Pk. |
|---------|--|---------|---------|----------------------------------|---------|
| 54012-2 | 1.5 lb. Flaked Cereal Treat            | 6       | 54011-5 | 8 oz. Millet Tips n' Tails Treat | 12      |
| 54016-0 | 5 oz. Flowers, Herbs & Mealworms Treat | 6       | 54010-8 | 2 lb. Avian Gro-Rite™            | 6       |



# Encore® Natural Chicken, Duck & Goose Treats



## Farm Fresh Fixins™ Chicken, Duck & Goose Treat

A nutritious blend of fortified gourmet grains, seeds, flaked peas, and carrots for ducks, geese, turkeys, quail and other backyard fowl.

- With high-protein mealworms
- Natural with added vitamins, minerals and other trace nutrients
- No artificial preservatives, colors, or flavors
- Fortified gourmet grains, seeds, flaked peas, and carrots



## Farm Fresh Fixins™ Multigrain Treat with Flaxseed

A nutritious foraging treat for chickens, ducks, geese and turkeys to support enriched egg production.

- Omega-3 fatty acids help produce enriched eggs
- Excellent protein & energy source
- Flaxseed is high in alpha-Linolenic acid, an Omega-3 fatty acid



## Super Fly Grubs Daily Snack Treat

A nutritious foraging treat for chickens, ducks, geese and turkeys that provides more protein & calcium than traditional dried mealworms. Can be free-fed daily.

- Excellent source of protein & calcium
- Helps produce stronger eggshells
- More protein & calcium than traditional dried mealworms

| Item#   | Product Description                        | Cs. Pk. |
|---------|--|---------|
| 54008-5 | 2 lb. Chicken, Duck & Goose Treat          | 6       |
| 54009-2 | 2 lb. Multigrain Treat with Flaxseed       | 6       |
| 54000-9 | 1 lb. Encore Natural Super Fly Grubs Treat | 6       |

## Brown's Poultry Enrichment



**NEW FOR 2025!**

### Brown's Poultry Leafy Greens Feeder

Make feeding time fun and interactive with Brown's® Poultry Leafy Greens Feeder! Simply fill and pop both halves together for a snug fit. Pop apart when ready to clean. This feeder ball encourages exercise, and stimulates the natural foraging instincts of chickens!

- Easy-open and close design
- Easy to clean
- Provides enrichment, exercise, and nutrition
- Can feed multiple chickens at once
- Remove chain to use as an interactive rolling feeder
- Fits various vegetables, fruits and hay

## Garden Chic!® Dried Mealworms

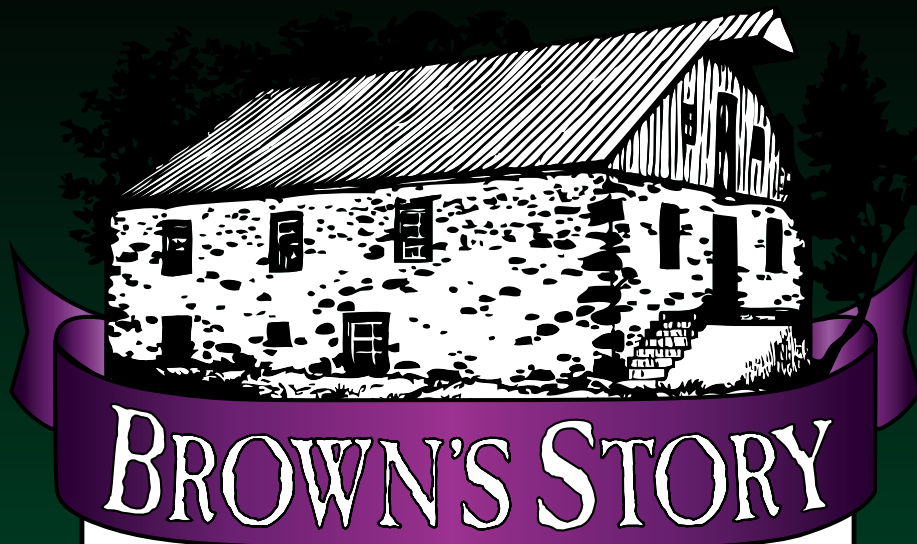
Mealworms are the perfect natural food, eagerly accepted and prized by all wild birds. These farm-raised mealworms are “quick-freeze dried” to lock in flavor, freshness and nutritional value. They can be blended with your favorite seed mix or served alone as a treat. They're great for backyard chickens too!



| Item#   | Product Description                 | Cs. Pk. |
|---------|-------------------------------------|---------|
| 51818-3 | 4.5" Leafy Greens Wire Poultry Ball | 48      |

| Item#   | Product Description                      | Cs. Pk. |
|---------|--|---------|
| 53328-5 | 3 oz. Garden Chic!® Wild Bird Mealworms  | 6       |
| 53326-1 | 7 oz. Garden Chic!® Wild Bird Mealworms  | 6       |
| 44843-5 | 14 oz. Garden Chic!® Wild Bird Mealworms | 6       |





Built in 1843 and registered as a National Historic Landmark, Brown's water-powered grist mill stands on Monocacy Creek in Pennsylvania. The old grist mill remains as solid as the day George Brown built it six generations ago.

It functions as a constant reminder of the strength, tradition, and integrity on which our company was built. 178 years later, Brown's has become a national leader in animal nutrition products. The foundation of the past and the ideas of the present have blended into what we know as Brown's today.

