

Front Lines

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Bower & Birds

Jennifer Polanz

Native trees and plants provide shelter and food to local and migrating birds, so it makes sense the National Audubon Society would team up with an industry supplier of those products. They're partnering with Bower & Branch via an exclusive licensing agreement to promote native trees and plants that are identified by Audubon as beneficial to birds under the Bower & Branch brand.

"Perhaps today, we have a real and practical opportunity to lead our industry towards a truly beneficial and exciting future where the real value of our products and services is clearly communicated to and desired by consumers," says Don Eaton, founder and chairman of the board of Bower & Branch.

The licensed Audubon native trees and plants are now available to consumers via B&B retailers and on bowerandbranch.com, as well as on other Bower & Branch affiliate partners' websites.

"Bower & Branch and its community of growers is a natural partner for Audubon and our robust network of chapters, nature centers and members," says José Carbonell, chief marketing officer at the National Audubon Society.

"Together, we will create a vast system of green spaces featuring native plants across the country, which is vital to protecting birds and the places they need." **GP**