

News Release

HARI donates food and money to help support efforts to protect endangered Scarlet Macaws in Honduras

MONTREAL, Canada – February 28, 2012 – Hagen Avicultural Research Institute (HARI) today announced that it has donated food and funds to the Copan Maya Foundation of Honduras to help support its efforts to save the endangered native Scarlet Macaws.



Denis Malouin (left) of Rolf C. Hagen Inc. traveled to Copan, Honduras to present Lloyd Davidson, owner of the Macaw Mountain Bird Reserve, with food and funds on behalf of HARI.

Known as La Guara Roja in Spanish, the beautiful Scarlet Macaw is the National Bird of Honduras, yet despite this, it is the target of rampant poaching, particularly in the country's remote villages, as the species is highly prized in the illicit wildlife trade.

Most of the Scarlet Macaws remaining in the small Central American country are actually kept in the Copan Archeological Park, located in the Copan Valley in the western part of Honduras, near Guatemala. The birds are sent there after being confiscated from smugglers at the border before they can be exported. The donated food, supplements and funds will help nourish the birds.

In 2011, the Copan Maya Foundation launched an educational campaign directed mainly towards children in rural areas to develop an appreciation for the inspiring multi-coloured birds. The goal is to change the cultural mindset and stop the cycle of poaching handed down through the generations.

At the end of the education program, children from all regions come together in an annual "Bird Festival" or "Festival de Aves" at the Macaw Mountain Bird Reserve to celebrate their new appreciation of their native parrot.

One of the highlights of the Foundation's campaign is a ceremony called "Parrots in Freedom, Beauty Returns", where Scarlets are set free and return to the Copan Valley.

To learn more about the Copan Maya Foundation's efforts to save the Scarlet Macaw, visit <http://www.copanmaya.org/index.php/projects/current>

For more about the origins and development of the Macaw Mountain Bird Reserve, go to HARI's Parrot Life Magazine, Issue 5, page 15, at http://www.hagen.com/hari/pdf/ParrotLife_5.pdf

About HARI:

Established in 1985, Hagen Avicultural Research Institute is dedicated to the study of captive breeding and maintenance of companion birds as well as research and development of small animal nutrition. HARI currently houses over 350 pairs of more than 50 various parrot species. Areas of study include disease control, pair bonding, nutrition, early parrot education, and the influence of temperature, humidity and light cycles on breeding. For more information about HARI, visit www.hagen.com/hari.

About Rolf C. Hagen Inc.

Founded in 1955, Rolf C. Hagen Inc. is a family-owned, leading international manufacturer and distributor of pet care products, pet food and treats. Headquartered in Montreal, Canada, the company has sales, manufacturing and distribution facilities in North America, Europe and Asia. The company has a large portfolio of trusted, quality, leadership brands for all pets, including Fluval, Exo Terra, Nutrience, Laguna, Living World, Dogit, Catit, Habitrail, Marina, Nutrafin and Zoe. For more information about Hagen, visit www.hagen.com.

Source: Rolf C. Hagen Inc.