

# B is for Bufflehead

## *The Birding Marketplace*

Why stock a children's book about birds? Because birding is big business. In fact, the United States Fish and Wildlife Service estimates that there are 48 million active birders in the United States. They also estimate that birders spend nearly \$36 billion annually on their hobby. B is for Bufflehead will appeal to those birders, a majority of whom are over 45, that want to share their passion for birds with their favorite little ones.

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