



2022 Product catalogue

Fold-out guides • Nature Spotters • Wildlife packs

Wildlife guides

Trustworthy,
user-friendly and
great value





Wild ID: trustworthy, user-friendly... and great value for retailers

As one of the UK's leading publishers of wildlife identification guides, we've been helping people explore nature since the 1940s.

Our experienced design team works closely with leading authors and illustrators, co-creating guides with nationally recognised bodies like Butterfly Conservation, Buglife and the Mammal Society. Each guide is rigorously tested by a panel of users and peer-reviewed by experts during development.

Tough enough for outdoor use whatever the weather, Wild ID guides are splashproof, rucksack-sized and light enough to carry all day.

And with an RRP of only £3.75 and attractive margins for retailers, our fold-out guides are popular with gift shops, visitor centres and many other outlets. Plus there's a special offer for retailers in summer 2022 – see page 14 to find out more.

Your customers can be certain that Wild ID guides are trustworthy, user-friendly... and fun.

Dr Rebecca Farley-Brown
Wild ID Manager

**Ready to
order?**

See inside back
cover for ordering,
restocking and
delivery

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Growing enthusiasm for nature

Now is the time to capitalise on increased consumer demand to find out more about nature. But don't just take our word for it. The ONS People and Nature Survey has surveyed almost 25,000 adults since April 2020.

62% of adults have visited natural spaces in the last fortnight. 30% of adults have increased the time they have spent noticing nature since 2019. Many people have found solace in nature during the pandemic, with 82% of adults reporting that being in nature makes them very happy.

Putting a name to wildlife is a vital first step for your customers to take an interest in nature in their own garden or local area.



Proceeds
from sales
fund our charity
to educate
disadvantaged
children

Our story

Wild ID is part of Field Studies Council, a registered charity established in 1943 and now the UK's leading provider of environmental identification guides and related adult training.

The vision of far-sighted pioneers working with evacuee children during the Second World War, we now welcome over 150 000 people each year to our field centres across the UK.

We give children their first experience of the countryside. We provide tuition for pupils with additional needs. We provide class groups with wellies and pond nets. And we do so much more...



Your customers can be reassured that buying from Wild ID helps us transform young lives by funding nature education, helping create the next generation of wildlife enthusiasts.

Read more about our charitable impacts in 2020 and 2021
www.field-studies-council.org/our-charitys-impact



*Wild ID guides sound great.
But what can you offer retailers?*

Good question!

- ✓ 40% discount on RRP available to retailers (minimum annual spend £2000)
- ✓ Free delivery on orders over £150
- ✓ No minimum order size
- ✓ Instore display equipment available (see page 14)

*We take our environmental
responsibility seriously. Do you?*

YES! Wild ID guides have great green credentials

- ✓ Responsibly sourced: 100% of our paper is Forestry Stewardship Council accredited
- ✓ Carbon neutral: with Woodland Carbon
- ✓ Vegetable-based inks since 2010
- ✓ Totally chlorine-free since 2005
- ✓ No single-use plastics
- ✓ UK manufacturing: over 95% printing within 30 miles of our HQ in Telford
- ✓ Charitable support: Buying Wild ID guides helps our charity fund nature education (see page 3)





Fold-out guides

For everyone • ages 8-80+

The field guides I ordered are wonderful and made from lovely high quality materials. I'm really impressed!

Buzzing about with the Bee guide in hand I can now identify more of them and better support our beautiful bees by providing the habitat each needs.

I recently purchased the chart for my elderly mother who has become interested in watching garden birds from her home; she was highly delighted.

Proven to generate repeat sales

69% of people who bought fold-out guides online in 2021 were returning customers

Accompanying text helps to confirm identification

Accurate colour images make identification easy

Similar species arranged nearby for comparison

Best selling guides

for everyone • ages 8-80+
full colour • splashproof • rucksack-sized
retail £3.75 • trade £2.25 • margin 40%

Park and garden birds

SKU OP52 • ISBN 978 1 85153 279 7

Is that a chaffinch, greenfinch or bullfinch at the bird feeder? Can you tell apart a song thrush from a mistle thrush? Covering the top 50 birds seen in parks and gardens, including ponds and rivers.



Butterflies

SKU OP184 • ISBN 978 1 90881 945 1

Covering all 60 wild butterflies of Britain and Ireland, with beautiful colour life-sized paintings by acclaimed artist Richard Lewington. Co-created with Butterfly Conservation.



Garden bugs and beasts

SKU OP162 • ISBN 978 1 90881 915 4

Head into the garden and peer among flowers, grasses and plant pots. Featuring common garden minibeasts, from shieldbugs to snails and froghoppers to flower beetles. Great for young explorers!



Trees

SKU OP51 • ISBN 978 1 85153 861 4

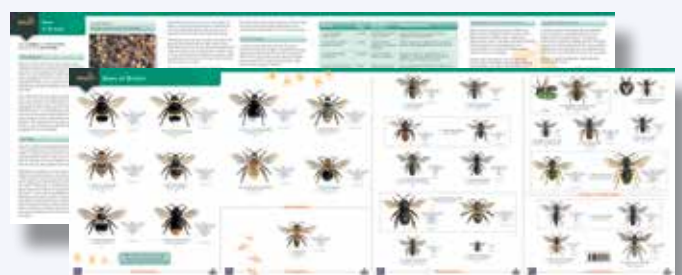
Can you tell apart maple and sycamore? Beech and hornbeam? Pine, cedar, spruce and fir? Straightforward questions will quickly guide you to the right answers. Co-created with the Forestry Commission.



Bees

SKU OP119 • ISBN 978 1 85153 230 8

Gardeners know the value of pollinators. Featuring 28 species of bees found in gardens, including mining bees, cavity-nesting bees and cuckoo bees as well as the Big Six bumblebees. Co-created with Buglife.



Birds and mammals

for everyone • ages 8-80+
full colour • splashproof • rucksack-sized
retail £3.75 • trade £2.25 • margin 40%

Ducks, geese and swans

SKU OP183 • ISBN 978 1 90881 944 4

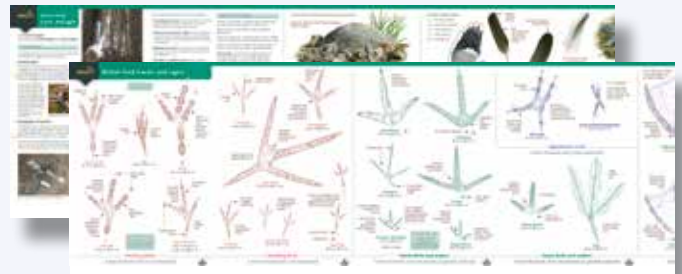
Visiting a wetland reserve? Covering all 32 wild waterfowl in Britain including dabbling ducks, diving ducks, sawbills, swans and wild geese. Especially suitable for winter wildlife watching.



Bird tracks and signs

SKU OP187 • ISBN 978 1 90881 950 5

Develop bushcraft skills by tracking birds in gardens, woodland, sandy beaches, snow and mud. Bird signs to look out for include footprints, tracks, droppings and evidence of feeding.



Owls and owl pellets

SKU OP123 • ISBN 978 1 85153 235 3

Two guides in one: both a field guide to the 5 wild owls of the UK plus a guide to investigating the small mammal bones found in owl pellets. Co-created with the Hawk and Owl Trust.



Land mammals

SKU OP149 • ISBN 978 1 90881 900 0

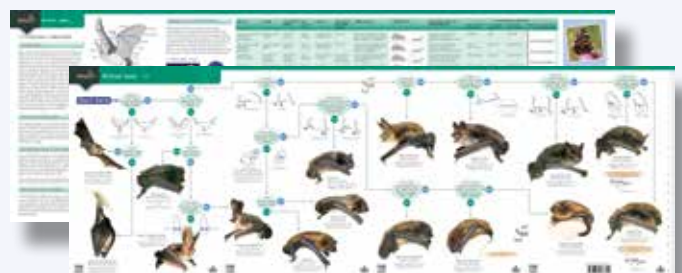
A fantastic identification guide to all of the major wild and naturalised terrestrial mammals in Britain, from hares and rabbits to rodents and deer. Co-created with the Mammal Society.



Bats

SKU OP66 • ISBN 978 1 85153 875 1

A question trail to identify all 16 British species with images of bats, plus a concise guide to bat calls when using a detector, for identifying bats in flight and at night. Co-created with the Mammal Society.



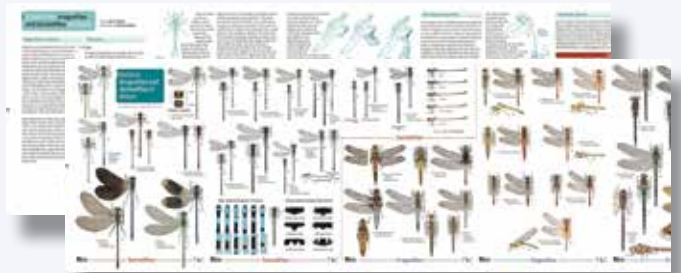
Insects

for everyone • ages 8-80+
full colour • splashproof • rucksack-sized
retail £3.75 • trade £2.25 • margin 40%

Dragonflies

SKU OP53 • ISBN 978 1 85153 863 8

Featuring all 16 damselflies and 28 dragonflies of Britain and Ireland. Designed for speedy identification in the field, with paintings shown at life-size. Co-created with the Natural History Museum London.



Day flying moths

SKU OP106 • ISBN 978 1 85153 215 5

Although most moths fly at night, many are active during the day. A surprising number can be seen in gardens. Featuring 103 species which fly in the daytime, including tiger moths, burnet moths and clearwings.



Ladybirds

SKU OP102 • ISBN 978 1 85153 297 1

There are 26 different ladybird species in Britain and Ireland. Beautiful colour paintings of all species by Chris Shields show the key colours and patterns to look out. Co-created with the UK Ladybird Survey.



Spiders

SKU OP69 • ISBN 978 1 85153 879 9

Featuring 40 common spiders seen in homes, unheated outbuildings and around gardens. Also includes a concise guide to web shapes. Co-created with the British Arachnological Society.



Freshwater name trail

SKU OP39 • ISBN 978 1 85153 839 3

The classic pond-dipping guide! Used successfully by generations of children. The straightforward flow chart guides users quickly to the main groups of animals of ponds and streams.



Walks and wayside flowers

SKU OP176 • 978 1 90881 934 5

Looking for a quick guide to common wild flowers? Gardens, grassy tracks, quiet lanes, hedgerows, playing fields and canal towpaths are a great place to look. Features 42 different flowers to spot.



Woodlands: trees, flowers and fungi

SKU OP195 • ISBN 978 1 90881 963 5

A woodland walk is a wonderful way to get outdoors and explore nature. Featuring 61 different trees, flowers, ferns and fungi, this guide will help you find plants all year round.



Non-native invasive plants

SKU OP186 • ISBN 978 1 90881 949 9

31 terrestrial plants restricted by UK and Irish legislation, including perfoliate alexanders, pirri-pirri bur, skunk cabbage, Japanese knotweed, variegated yellow archangel and several cotoneasters.



Hedgerows

SKU OP134 • ISBN 978 1 85153 246 9

A great introductory guide to the countryside, with beautiful colour paintings of the common woody plants, wild flowers, berries and seed heads, birds, mammals and invertebrates that live in the hedgerow.



Foraging

SKU OP168 • ISBN 978 1 90881 925 3

Written by an experienced forest schools leader, this is a great guide to take on a walk with children. It covers the top 25 most common and tasty plants that can be found from just outside your front door.



Seaside

for everyone • ages 8-80+
full colour • splashproof • rucksack-sized
retail £3.75 • trade £2.25 • margin 40%

Seaside flowers

SKU OP188 • ISBN 978 1 90881 954 3

38 special flowers of cliffs, sand dunes, saltmarshes and shingle, from buck's-horn plantain and biting stonecrop to viper's bugloss and yellow-horned poppy. Many seaside flowers don't grow anywhere else.



Seashells

SKU OP154 • ISBN 978 1 90881 906 2

From cockles to scallops, from limpets to topshells, this guide includes 40 common seashells to find around the coast. All pictures show empty shells. It's great for exploring beaches and rockpools.



Summer coastal birds

SKU OP161 • ISBN 978 1 90881 914 7

28 birds to spot along the coast in summer. Featuring both cliff-nesting birds (like gannet and razorbill) and waders (like oystercatcher and avocet) as well as all the common seagulls.



Winter coastal birds

SKU OP179 • ISBN 978 1 90881 939 0

44 birds to spot along the coast in winter. Seaside birding in winter is quite different to summer: plumage varies, some species are only present in the winter months and large feeding flocks can be seen.



Cetaceans and seals

SKU OP155 • ISBN 978 1 90881 907 9

A guide to marine mammals, featuring 25 species of seals, dolphins, porpoises and whales most likely to be seen in British and Irish waters. Co-created with Whale and Dolphin Conservation.





nature
spotters

Nature spotters

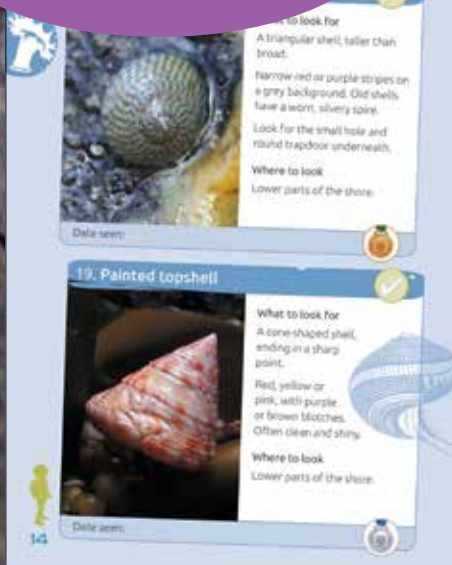
For children • ages 8-14

This was one of the best things I found for my children to do during lockdown - highly recommended!

The spotters guides look great - and make a fantastic present!

My nephew spent lockdown mapping wildlife in his local area. For his next birthday, I'm buying him the Countryside wildlife spotters book.

Nature Spots to find all year round... even in winter



Your record of Nature Spots		Nature Spot			
Garden birds	1	House sparrow			
	2	Starling			
	3	Goldfinch			
	4	Blue tit			
	5	Great tit			
Pond and garden insects	6	Woodcock			
	7	Collared dove			
	8	Swift			
	9	House martin			
	10	Swallow			
Butterflies and moths	11	Magpie			
	12	Jackdaw			
	13	Pied wagtail			
	14	Kestrel			
	15	Honeybee			
Pond and garden plants	16	Garden humblebee			
	17	Red-tailed humbler			
	18	Common wasp			
	19	Marbled whitefly			
	20	Red admiral			
Pond and garden plants	21	Small tortoiseshell			
	22	Peacock			
	23	Orange tip			
	24	Small white			
	25	Cinnabar			
Pond and garden plants	26	Common			
	27	White			
	28	Orange			
	29	Black			
	30	White			
Pond and garden plants	31	Black			
	32	White			
	33	Black			
	34	White			
	35	Black			
Pond and garden plants	36	Creeping buttercup			
	37	Marlow buttercup			
	38	Common speedwell			
	39	Bluebell			
	40	Self-heal			



Nature spotters

brand new spotters guides • ages 8-14
writable • A5 pocket size
retail £5.00 • trade £3.00 • margin 40%

In the Garden

SKU NS01 • 978 1 90881 947 5

Go out into the garden and gaze among the flowers, grasses and plant pots. From birds and butterflies to pollinators and plants, each will win you a bronze, silver or gold medal. Can you find all 80 Nature Spots?



In the Countryside

SKU NS02 • 978 1 90881 948 2

Head out into the countryside and explore the fields, hedgerows and waysides. From ladybirds and squirrels to wild flowers and animal tracks, there's wildlife to see all year round. Can you find all 80 Nature Spots?



In Trees and Woodland

SKU NS03 • 978 1 90881 961 1

Explore trees, woods and forests. From broadleaved and conifer trees to shieldbugs and fungi, there are Nature Spots to see all year round. Can you find all 80 Nature Spots?



At the Seaside

SKU NS04 • 978 1 90881 962 8

From barnacles and bladder wrack to starfish and sea squirts, head out to the coast and explore sandy beaches, rock pools, clifftops, dunes and saltmarshes. Can you find all 80 Nature Spots?



Wildlife packs

for everyone • ages 8-80+
presentation pack of 5 fold-out guides
retail £16.50 • trade £11.55 • margin 30%

Garden safari

SKU WP11 • 978 1 90881 967 3

Explore the wildlife of our gardens

Garden bugs and beasties • Ladybirds
Butterflies • Spiders • Park and garden birds



Seashores

SKU WP12 • 978 1 90881 968 0

Amazing wildlife of our coastline

Seashells • Rocky shore • Summer coastal
birds • Cetaceans and seals • Seaside flowers



Woodlands

SKU WP13 • 978 1 90881 969 7

Over 100 flowers, fungi and animals to see

Woodlands: trees, flowers, fungi • Tree name
trail • Hedgerows • Ferns • Ancient woodland

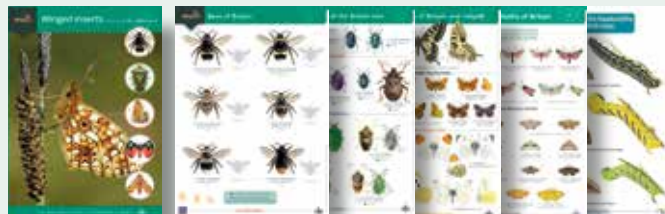


Winged insects

SKU WP14 • 978 1 90881 970 3

Garden insects that buzz, drift or zoom

Bees • Shieldbugs • Butterflies •
Day-flying moths • Hawkmoths



Birds

SKU WP15 • 978 1 90881 971 0

Birds of gardens, countryside and water

Park and garden birds • Birds of prey •
Owls • Ducks, geese and swans • Bird tracks



Ponds

SKU WP16 • 978 1 90881 972 7

What's in your pond?

Freshwater trail • Water plants • Tadpoles •
Dragonflies • Ducks, geese and swans



How to order

Easy ordering

Contact our sales team on 01952 208910
or publications@field-studies-council.org

Restocking options

✓ Fast restock

We can send you 20 additional copies of each of the 5 most popular guides

✓ Bespoke restock

Choose whichever guides and whatever quantities you need

Free postage

Order over £150 for free p+p
in UK mainland
(100+ fold-out guides).

For small orders up to £100
add £5 for p+p;
orders £100-£150 add £8 for p+p.

Now available...

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plus a 4-sided merchandising spinner
for up to 200 fold-out guides.

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on next order

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Mainland UK only,
expires 31/08/2022



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As one of the UK's leading publishers of wildlife identification guides, we've been helping people explore nature since the 1940s.

See why so many visitor centres, gift shops and other retail outlets stock Wild ID guides. Trustworthy, user-friendly... and great value.



**Ready to
order?**

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