

Modern Sprout Launches Birds on the Block Window Bird Feeder for Fall Birding Season

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Chicago, Illinois - September 28, 2026 -
Modern Sprout has introduced Birds on the Block, a clear acrylic window feeder designed to suction directly onto a window, timed for the beginning of the fall migration and winter bird-feeding period. The launch arrives as seasonal interest in backyard birdwatching typically climbs, offering households a way to observe visiting birds up close without a traditional yard-mounted setup.

Birds on the Block is a window bird feeder that mounts to glass using two strong-hold suction cups. Each feeder holds approximately one cup of bird seed and includes drainage holes and a wooden resting perch. The transparent acrylic construction places feeding birds only inches from the viewer, an arrangement Modern Sprout describes as bringing birdwatching directly to the window while supporting backyard biodiversity.

The feeder is available in three architecture-inspired designs: Mod Perch, Cottage Roost and Aviary A-Frame. A mixed three-pack combines all three styles for households that wish to place feeders across

multiple windows or vary the look of a single space.

The September timing corresponds with the start of fall migration, a period when many bird species move through backyards and when winter feeding begins to matter for local populations. Modern Sprout positioned the release to coincide with this seasonal shift, when demand for feeders and seed traditionally increases.

"Fall is the moment many people start paying closer attention to the birds moving through their yards, and a window feeder makes that connection immediate," said Nick Behr, spokesperson for Modern Sprout. "Birds on the Block was designed to remove the barriers that keep people from feeding birds, whether that is a lack of yard space or the distance of a traditional feeder. Mounting directly to the glass turns any window into a viewing spot."

The window-mounted approach addresses several limitations of yard feeders. Placement on glass suits apartments, condominiums and homes without suitable outdoor mounting points, while the proximity to the window improves visibility of feeding activity. The suction-cup design also allows for straightforward refilling and cleaning throughout the season.

The launch sits alongside a new wild bird seed range from Modern Sprout, including Premium Black Oil Sunflower Seed, Backyard Birder's Wild Bird Seed Blend, Cardinal & Finch Feast and Songbird Symphony. Black-oil sunflower seed in particular tends to attract a broad variety of species, and thoughtful placement of the feeder can further encourage regular visits.

"The seed blends were developed to pair naturally with the feeder, giving people options depending on which birds they hope to attract," Behr added. "Cardinals, finches and general songbirds each respond to different blends, so the range lets households tailor what they offer as the seasons change."

Modern Sprout offers a range of products related to indoor and outdoor gardening, including grow kits, gardening seed kits, indoor plant care accessories, grow lights, candles and live plants. The company also produces pollinator and bird-focused products and maintains a commitment to sustainability across its eco-friendly product lines. Its offerings are designed to make gardening and outdoor engagement accessible to both experienced gardeners and beginners.

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Modern Sprout

Modern Sprout designs indoor gardening products for easy growing, including grow kits, planters, grow lights and plant care essentials.

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