

# Global events fuel rocketing costs

**THE TRADE IS bracing itself for a wave of significant pet food price increases as a perfect storm of cost pressures and supply challenges hits the industry.**

Rising energy and fuel costs, coupled with other increases in overheads such as this month's increase in National Insurance contributions, comes on top of global disruption to the supply of food ingredients and agricultural inputs linked to the war in Ukraine.

Manufacturers exhibiting at the PATS show at Sandown Park last

month spoke of a "perfect storm" of cost pressures and reduced levels of availability for basic ingredients.

The war in Ukraine is having a major impact on the supply of agricultural products both in Europe and across the globe, as both Russia and Ukraine are significant global suppliers for grains including wheat, maize, and barley. In addition, 80% of global sunflower oil exports originate from Ukraine or Russia and many manufacturers are reporting that their stocks of the oil are running low.

Due to the potential scarcity of certain raw materials, manufacturers are facing the prospect of increased ingredient costs or may in some cases need to switch to alternative recipes.

The Pet Food Manufacturers' Association (PFMA) is currently working with the government to put in place a temporary allowance for a measure of flexibility on product labelling in order to minimise potential disruption to supplies whilst maintaining food quality and safety.

The Association remains confident that it can continue to service trade customers and pet owners despite the supply chain challenges and backdrop of increasing costs.

Michael Bellingham, PFMA Chief Executive, said: "The UK pet food industry has been affected by global events in the past and has continued to feed the nation's pets."

## VOLATILE ENVIRONMENT

"Our UK pet food industry is operating in a very volatile environment, and like all sectors, we suffer the impact caused by shortages and the widely reported price rises in world markets, particularly on commodities like wheat, sunflower oil and packaging materials, as well as rising energy costs."

"Our industry is resilient, and the PFMA is working hard behind the scenes with our members, the government, the wider food sector, and other industry bodies to minimise any disruption."



## A GOLDEN GENERATION AT PATS

Still loving the face-to-face experience at the recent PATS show at Sandown Park are industry stalwarts Stanley van Loggem (left), John James (centre) and Tim Croxford (right).

John, of James and Steel, will celebrate 50 years in the trade next year while Stanley of Dog and Cat Co, Holland is well known in the pet trade throughout Europe, having been in the industry for more than 50 years, and has distributed the J&S range for 25 years. Tim is the former owner of Happy Pets and Cressite.

Nearly 1,800 pet store owners, buyers and other professionals attended the show, a 7% increase on 2020. For full show report see pages 15-19.

## INSIDE



### Pet population hits all-time high

New figures reveal how the UK pet population grew once again last year.

Page 3

### Emergency scheme offers hope

New measures have been put in place to speed up entry for Ukraine refugees with pets.

Page 6



### The chips are down

Potential improvements to the microchipping system, including extending it to cats, are in the spotlight.

Page 12

### All the fun of the fair



The industry comes out in force to talk business at the PATS show, Sandown Park.

Page 15-19

### 10 questions

Lara McCullough on her latest venture in the pet trade and what excites her about the future of the industry.

Page 20

### SHOP TALK: Team building



A Hampshire retailer is creating a network of like-minded independent traders.

Page 22-24

**HARRINGTONS**  
THE NATURAL CHOICE  
**GRAIN FREE PUPPY**

FOR MORE INFO, PLEASE EMAIL GILLMCKENNA@IPN.CO.UK OR CALL 07824 846234.

**NEW TAILORED RECIPE**

- ✓ GRAIN FREE RECIPE FOR PUPPIES WITH SENSITIVE TUMMIES
- ✓ SMALLER KIBBLES PERFECTLY SIZED FOR SMALLER MOUTHS
- ✓ SALMON AS A GREAT SOURCE OF PROTEIN FOR ENERGY, GROWTH AND REPAIR, TO MEET THE NEEDS OF GROWING PUPPIES





24 – 27 May 2022 | Nuremberg, Germany



# Interzoo 2022

37. International Trade Fair for Pet Supplies

## TOGETHER AGAIN AT THE WORLD'S LEADING TRADE FAIR IN NUREMBERG

With this unique overview of the market, you will benefit from countless ideas for structuring your product range, the most important trends, and innovations. And from valuable business contacts – **all with a very personal touch at Interzoo.**

Join us – personally  
and successful

**INTERZOO.COM**

Follow us!



Admission granted to authorised trade visitors only.

Organizer



Honorary sponsor



Organization

NÜRNBERG MESSE







Price rises are inevitable, but the overall environment remains positive says *David Rees*

## Adapt to survive

THE WORLD economy is so interconnected that if one part of the global supply chain sneezes, we all catch a cold.

Fuel and energy prices had been subject to upward pressure even before the war in Ukraine and subsequent sanctions on Russia, and we are now faced with what is certain to be a prolonged period of high and rising production and transport costs.

On top of this, there is an imminent supply crisis for certain ingredients such as wheat and sunflower oil where a significant share of global sourcing comes from Russia and Ukraine. In most cases, alternative sources and ingredients are available elsewhere, but these will come at a higher cost, while the price of animal feed is also likely to soar.

So the inevitable outcome of all of this is that the prices of pet foods and treats supplied to retailers will have to increase. Of course most of the same issues are affecting consumers too, and with the well-publicised cost of living crisis at the front of everyone's minds, putting up retail prices to correspond to the increase in trade prices is going to be a tricky thing to manage. I am sure most operators, whether retailers or suppliers, will try to hold for as long as possible to avoid being the first one to shift prices upwards, but most will see it as a necessary step in order to keep the industry sustainable.

Although the imminent cost pressures were on everyone's minds at the recent PATS show at Sandown Park, there was plenty of positive thinking to be found, too. Lockdown has produced a boom in pet ownership, and the population figure continued to rise during 2021 according to the latest data from the Pet Food Manufacturers' Association. What is more, there is a growing interest in naturally-produced foods and higher quality toys and accessories, all of which helps to add value to the market.

While there are clear causes for concern about the increased incidence of households giving up their pets, and much work needs to be done to make it easier for young people in particular to keep pets in rented accommodation, the UK pet population is arguably now the largest it has ever been, and that has got to be a reason for optimism.

The near future is going to be all about adjustment to a new set of parameters, but I have full confidence that the trade will meet the challenges ahead, and adapt accordingly.

# UK pet population increases again

UK PET NUMBERS have grown once again and now stand at a record high of 35 million, according to the 2022 population survey from the Pet Food Manufacturers' Association (PFMA).

The survey reveals that UK households now include 13 million dogs, 12 million cats, 1.6 million indoor birds, 1.4 million domestic fowl, one million rabbits, 900,000 Guinea pigs, 700,000 pigeons, 600,000 hamsters, 600,000 tortoises and 600,000 horses among the total population of 35 million. The study also estimates that 17.4 million UK households – 62% of the total – now own a pet.

However, the survey also highlights growing concerns about the number of pets being given up as lockdown restrictions ease. It shows that, while 4.7 million people have acquired a pet since start of the pandemic, 3.4 million have given up a pet over the last year.

More than half (57%) of new pets have been welcomed into homes with children (2.7 million households), while Generation Z and Millennial age groups represent 53% of those owning new pets (2.6 million households). However, almost a quarter (23%) of under-34-year-olds have been unable to keep their pet and 71% of all relinquishments can be attributed to this demographic.

## PET-FRIENDLY OFFICES

The main reason 16–24 year-olds gave up a pet was a change in living arrangements, with 34% citing this factor and 23% claiming financial obstacles. For those slightly older aged 25–34, both working and living arrangements were an issue affecting 41% and 39% of people respectively. The research also revealed that 40% of owners do not have pet-friendly offices. Dogs and cats were the most relinquished pets, but rehoming centres are also seeing more small mammals such as rabbits.

Nicole Paley, PFMA deputy CEO, said: "Reflecting the recent ONS report with its new shopping basket containing a pet collar, we are not surprised to see these strong figures. However, on closer inspection, we are concerned about the number of owners who have given up their pet."

## SUPPORT OWNERS

"We are keen to investigate why owners are giving up their pets and where they are being relinquished. We believe that many pets are being sold on to recuperate funds, in addition to being taken to rehoming centres. We are working closely with the CFSG (Canine & Feline Sector Group) plus other animal welfare charities to identify what the pet care



More than half of new pets have been welcomed into homes with children

sector can do to support owners and prevent this from happening."

She adds: "At the PFMA, we believe there is a need to boost the provision of pet-friendly policies at work and in rental accommodation. There are some excellent campaigns focused on this. We also need to ensure that potential pet owners are aware of the full implications of pet ownership and the significant responsibility that comes with a new family member."

"Pets are wonderful additions to the family, but it is a huge responsibility and people need to do their research."

As we have highlighted in our research findings, the burden is too great for some people. To address this, the pet industry is working together to educate as many new owners and potential new owners as possible."

## SURVEY DATA

The pet population survey is based on online responses from 8,983 households, with a smaller group of 2,560 people answering more detailed questions on acquisition, habits and relinquishment. PFMA worked with Kantar and Soulor Consulting to produce the final figures.

SCIENCE Selective

VISIT US AT INTERZOO HALL 4 4-610

# FOOD FOR LIFE.

You want your customers' pets to live a long and happy life, so choose to stock Selective, tailored nutrition to help support small pets' digestive health and vitality for all life stages and lifestyles.

- HIGH IN FIBRE
- NATURAL PREBIOTICS
- NO ADDED SUGARS
- OMEGA 3 & 6

SELECTIVE. FOR EVERY STAGE IN LIFE

SUPREME EXPERTS IN SMALL PETS

supremepetfoods.com

RECOMMENDED BY VETS



# Dog ownership a 'buffer' against depression

## Raw food firm to support Ukrainian aid effort

RAW DOG FOOD manufacturer Rocketo has pledged to donate the equivalent of 1% of the money raised through its latest crowdfunding initiative to help feed dogs accompanying Ukrainian refugees.

The company has launched the Crowdcube campaign to raise a six-figure sum in order to upscale its production in Lithuania, invest in brand-building activity, explore further markets and develop new products.

Rocketo was launched in 2018 by Arunas Mataciunas and Andrew Bucher and claims to be the only commercial pet food company in Europe that slowly air-dries fresh raw ingredients at 40C or below without using artificial minerals or vitamins. The complete dog food can be stored in the cupboard and rehydrated in minutes.

The donation will be made in the form of the company's dog food products.

**DOG OWNERSHIP** has proven to be a significant protection against the psychological impact of the Covid pandemic, according to a survey by Purina Petcare.

The study, carried out in the US last year, interviewed 1,535 dog owners and non-dog owners and found that 67% of people felt that the pandemic had an emotional impact on them, along with 45% who had experienced an impact on their finances and 33%

an impact on their health.

However, when assessed across validated scales for depression, anxiety, happiness, attitude and perceived social support, it was found that dog owners had higher perceived level of social support and lower depression scores. The survey also identified that those who owned a dog had a more positive attitude to pets compared to potential dog owners who aspired to pet ownership in the future.

Francois Martin, applied behaviour and welfare research section leader at Purina and lead Purina scientist on the project, said: "Our research showed that dog owners fared better from a social support and emotional standpoint during Covid than people who like dogs but didn't own one during the pandemic. Our work adds to a growing body of evidence demonstrating the power of the human pet bond, especially in times of stress."

## TRIXIE OFFERS NEW CHALLENGES TO ENTERTAIN DOGS

**TRIXIE HAS** expanded its range of dog activity games with a range of products offering differing levels of challenge.

The most simple game is the Junior Sniffing Carpet, where hidden treats have to be sniffed out between the tassels of the fabric, RRP £17.99.

Flip Board, a board game, consists of cones and indentations with folding lids and sliders, and allows dogs to get the treats by pulling, pushing or lifting; while The Flower Tower Dog Game, where the challenge lies in finding the right opening technique for each hiding place, offers more complex tasks for pets. The Flip Board Strategy Game RRP's at £9.99 while the Flower Tower RRP's at £24.99.



## POSITIVE AFFECTIVE STATE

Libby Sheridan, Purina scientific affairs manager for the UK and Ireland, added: "The research aimed to build on prior evidence that suggests that dogs can contribute to their owner's positive affective state – a psychological term describing when people are in a generally positive frame of mind like excited, enthusiastic, and inspired."

"Purina also set out to gain a better understanding of whether the power of the pet-owner bond continued to persist during the pandemic. Not only was the effect of dogs shown to be positive, it was also measurable and statistically significant."



The Barking Heads Paw-Fect Partnership scheme is a loyalty scheme available only to PFUK registered independent retailers. Baileys bonus changes quarterly and is at the discretion of PFUK, Contact PFUK customer services on 01442 212392 for more information.





## FORTHGLADE PROMOTES DENTAL HEALTH

**FORTHGLADE HAS** launched a new Dental Stick product, designed to help remove tartar and plaque, and freshen breath.

Made using natural ingredients, the products include calcium to support strong teeth, plus peppermint and eucalyptus to help freshen breath. Suitable for all dog sizes and breeds over one year old, the products are available in a 170g pack of five sticks (RRP £3) or a box of 4x170g (20 sticks) with an RRP of £10.80.

Forthglade has recruited veterinary surgeon and TV presenter Steve Leonard to host an exclusive virtual Dog Dental Masterclass on Tuesday April 26 with places available to 500 dog owners.

A recent survey by Forthglade shows that 20% of British dog owners haven't taken their dogs for a dental check-up within five years and 95% are not taking their dog for the recommended number of dental check-ups, which vets explain should be every six months. In addition, 30% of Brits have never brushed their dogs' teeth.

# Pets At Home withdraws three leads after tragedy

**PETS AT HOME** has withdrawn three of its dog leads from sale after a dog broke loose and was killed by a vehicle in Belfast.

Ed Hughes from Dunmurry says he was walking his beagle-harrier Archie when the carabiner clip securing his harness to the Kong-branded lead snapped open. Tragically, the dog then stepped into the path of an oncoming van.

The Kong Rope Dog Lead had been purchased by Ed's partner Joanne McPoland from Pets At Home two days earlier. The couple contacted the retailer, as well as Kong and the original American manufacturer, Mission Pets, and the rope lead plus two other Kong products that use the same clip have now been withdrawn from sale.

A Pets at Home spokesperson said: "We were devastated to hear about what happened to Archie and our hearts go out to Ms McPoland and Mr Hughes at this very difficult time.

"We take safety concerns of this nature very seriously and are removing from sale three Kong products that use this carabiner clip, including the Rope Dog Lead, whilst we work with Kong to understand what happened.

"We have been in contact with Ms

McPoland to offer our condolences and will keep her updated with the outcome of our investigation."

Mission Pets say the carabiner clip for this rope lead is sourced from China. The lead is then licensed to Kong, which sells it across the UK and Ireland exclusively through Pets At Home stores.

The three companies are currently conducting an investigation into the incident. In order for a full product recall to be implemented, it would need to be triggered by the manufacturer, Mission Pets.

## TESTS

Joanne and Ed are now urging the public to check their own dog leads under the tag #Action4Archie.

Ed told *Belfast Live*: "Archie was basically my wee son. That's just how I feel. I don't have children of my own, he was my wee man, my first dog and the best thing to walk into our home. Now he's gone our home feels desolate. Our hearts are broken.

"The three companies now want our lead to do tests on it and try to ensure whatever happened, never happens again. It will go to Mission Pets for full testing."



## Salmon variety joins puppy food range

**FISH4DOGS HAS** introduced a second flavour to its Finest Puppy Complete Food range.

Fish4Dogs Finest Salmon Puppy Food is a nutritionally complete food available in 1.5kg, 6kg and 12kg bags, and both small and large kibble sizes. The recipe includes marine-sourced omega 3, enhanced with vitamins and minerals.

The new variety was showcased at the PATS trade show last month.

Jo Mulgrew, marketing director at Fish4Pets, said: "Our customers have had huge success with our original Fish4Dogs Finest White Fish Puppy Complete Food, which contains the same balanced, nutritional benefits as the new salmon variety.

"However, customers tell us they want more choice for their puppies, so by offering owners a second fish flavour, they can be confident they can vary their dog's diet without disrupting good feeding principles."

## Kent company to offer private label supplements to trade

**KENT-BASED** distributor All About Pet Health is offering retailers pet health supplements on a private label basis.

Currently distributors of the Overby Farm range of supplements, the company is looking to devise new white-label ranges for retailers, manufacturers and veterinary practices.

European managing director Daniel McKenzie said: "Being part of a larger group – Garmon Corp USA – enables us to be competitive on pricing, product range, innovation and customer service. We are building our range all the time

and our product range is very comprehensive. Many items are what we call 'problem solvers' so are niche but very highly rated to solve problems like 'carpet scooting', chewing carpets, and lawn burn. All of our products are formulated by our own veterinarians and materials and ingredients are natural and sustainably sourced. Private labelling is highly popular with our growing client list and we want to become the 'go to' manufacturer for private label customers within the UK."



## PODIUM ON THE MAP IN EUROPE

**PODIUM PET** Products has opened a European office in the Netherlands.

The UK-based company, which also has an office in the US, has recruited a team of sales professionals to expand its presence in continental Europe.

The company's brands include Be:Loved wellness and lifestyle products and Dog Rocks, which is added to water bowls to prevent pet urine burning grass.

the perfect partnership...

# LickiMat

Winner of the 'Dog Accessories and Toys' New Product Showcase at PATS Sandown 2022.

**STOCK THE WINNER TODAY**

**sharples** for more information email [info@sharplespet.com](mailto:info@sharplespet.com)

**PATS 2022 SANDOWN**

SPONSORED BY pbwnews

**NEW PRODUCT SHOWCASE WINNER**

**Churu**



## Charities urged to apply for Burns prize

BURNS PET Nutrition has announced the return of its Burns Charity of the Year for the seventh year and is seeking nominations from animal welfare organisations to receive the substantial donation prize.

Run each year since 2015, the award offers animal shelters and rescue centres across the UK and Ireland the opportunity to showcase the work they do.

Due to be announced in June 2022, Burns will select two charities, one for Ireland and one for mainland UK, to receive the gift of a “lifechanging” donation, alongside an ongoing supportive partnership with the pet food company, usually taking the form of financial assistance, promotional opportunities and a supportive partnership with the pet food company.

Burns also supports more than 30 charities in the long term, and also has an in-house charity, The John Burns Foundation, which runs a number of community initiatives.

John Burns, founder of Burns Pet Nutrition, said: “Myself and the Burns Pet Nutrition team are extremely passionate about supporting and giving back to the community in any way, shape or form possible, and the same goes for charities in need of the support they aren’t currently receiving.”

## Water-based cool pack for home deliveries

PACKAGING supplier Icertech has added a water-based product to its range of coolants.

Aqua-Chill is designed to meet the growing demand for water-based coolant packs as an alternative to traditional gel lines. While gel packs have proven to be safe and simple to manufacture, there is a growing concern among end users regarding sustainable disposal.

Aqua-Chill pouches are made on a bespoke machine using a laminate film that provides a high level of puncture and leak resistance, whilst still being 100% recyclable. The tap water filler is taken through a triple filtration process – micron, carbon & UV – before being purified through chlorination, ensuring the coolant is 100% food safe, and also safe should an end user accidentally consume the contents, the company maintains.

The new coolants are available at pallet prices for 500g and 1kg coolants of 18p and 28p each respectively (Excluding VAT, Ex Works).



## PET CARE PITCH EVENT PRAISED

ONLINE B2B platform Product Guru has hailed its inaugural hybrid event for pet retailers a success.

The event, held on March 31 at the Edgbaston Park Hotel, Birmingham, saw 50 challenger brands pitch their products to a variety of retailers, including Pets at Home, Jollies, Sainsbury's, John Lewis, Wilko, Costco, and Abel & Cole.

Product Guru's Huddles combine in-person meetings in a speed-dating style, with virtual pitching, product sampling and integrated technology. The platform allows challenger brands to engage face to face for eight minutes with each buyer.

Zoe Pandeli, buyer at Jollies, said: “It was really good and really well organised. We were pleasantly surprised by quite a few of the brands.”

# Fast track help given to Ukraine's pet refugees

**THE GOVERNMENT has put in place a new emergency support system for people fleeing Ukraine with their pets, including funding for rabies quarantine.**

Under the terms of an emergency licence scheme, refugees from Ukraine can now bring their pets to the UK with the costs of any necessary quarantine stays met by the government.

The Animal and Plant Health Agency will, the government says, now be able to give quicker license approvals and make quarantine arrangements to avoid creating additional delays. The government will be covering the costs of vaccination and microchipping as well as quarantine, if applicable.

Pets are being considered on “a case-by-case basis”, with a shortened quarantine period for those that are vaccinated, the government has pledged. The maximum stay in

quarantine for a pet which has received no rabies vaccination is four months.

The government has said it will prioritise quarantine facilities to individuals fleeing Ukraine accompanied by their pets, with rescue animals and commercial imports required to follow the usual processes.

## APPALLING SITUATION

Animal Welfare Minister Lord Goldsmith said: “People having to flee Ukraine are in an appalling situation. I’m pleased that Ukrainian refugees will be able to bring their pets to the UK with any quarantine costs paid for by the Government.

“As part of our new streamlined process, any animals which have already received some treatment may also have their stay in quarantine reduced and be returned back to their owner as soon as possible.”



## HOWND ADDS TO ETHICAL RANGE

**ETHICAL PET care company Hownd has launched a detangler and an ear cleaner for dogs.**

Knot A Care Detangler is described as a natural, silicone-free, pH-balanced product, made with a chicory prebiotic naturally derived from inulin and vegan keratin, scented with bergamot and patchouli essential oils.

Can You Hear Me? Natural Ear Cleaner is designed to cleanse and soothe to help reduce itching and irritation by dislodging wax and grime. It is made with bamboo water, organic aloe vera, natural witch hazel water and botanical extracts including lavender and rosemary.

Both products are certified by Cruelty Free International and the Vegetarian (vegan) Society. The RRP is £9 for 250ml.

## LILY'S KITCHEN PUTS NUTRITION INTO MOBILE MEALS

LILY'S KITCHEN has launched a new range of snack bars and treats for dogs to eat while out of the home.

On The Go bars are designed to provide a nutritionally-balanced meal in a portable pack, suitable for road trips, long walks, or outdoor play.

Available in two styles – Beef with Spinach & Cinnamon and Chicken with Coconut & Turmeric – the recipes include flaxseeds and banana and are grain-free.

The 40g bars can be broken into bite-sized portions and the chicken variety is also available in a multipack of three.



Lily's Kitchen marketing director Sam Crossley said: “On The Go Bars take the pain out of ‘mobile mealtimes’, and pet parents can be confident their dogs are enjoying a nutritionally complete, balanced meal even when not at home.”

In addition, the company has expanded its treats range with two varieties of Protein Bites.

The products are available in two varieties, Chicken or Turkey & Whitefish, in 40g bags. The protein treats are made from peanut butter, and include vitamins B and E and niacin.





**NEW**

Refresh your toy selection with this  
great **NEW** range for dogs & cats!

EXCLUSIVE TO  
**bestpets**



See the full **NEW** range here

[www.best-pets.co.uk/toys](http://www.best-pets.co.uk/toys)



**WHOLESALE OF THE YEAR**





## Equestrian retailers celebrated at awards

COMPANIES AND individuals who have made a significant contribution to the equestrian industry were celebrated at the 2022 British Equestrian Trade Association (BETA) Business Awards last month.

The winner of the Zebra Products Retailer of the Year was Manor Equestrian of Annesley, Nottinghamshire. In the online/mail order category, the award went to Griggs Equestrian, St. Austell, Cornwall.

Perry Equestrian of Cradley Heath, West Midlands, was named as Citation Trade Supplier of the Year, while the award for Weatherbeeta Group Retail Employee of the Year went to Tia Partington of RB Equestrian, Great Brickhill, Buckinghamshire.

## Bira 'underwhelmed' by Spring Statement

THE BRITISH Independent Retailers Association (Bira) has described itself as "underwhelmed" by support for independent businesses contained in March's Spring Statement.

Amongst the measures announced by Chancellor Rishi Sunak in the Statement was an immediate cut of 5p in fuel duty plus an increase in the threshold for employee National Insurance payments.

In response to these changes, Bira's chief executive Andrew Goodacre said: "The Spring Statement is underwhelming for indie retailers, with limited help on rising costs to business. Whilst we support cuts in fuel duty and an increase in NI allowance, this is nowhere near enough to offset 300% increases in energy, 100% increase in rates and double digit increases in the cost of employment."



# Five-star vet earns second UK title

**COCKBURN VETS of Coalville, Leicestershire, has been crowned Best Vet in the UK at the BestUKVet Awards.**

The awards programme, organised by VetHelpDirect.com and sponsored by Elanco and SPVS analysed and moderated over 15,500 reviews left by pet owners on vet practice websites throughout the year, with the number of four and five star reviews used to determine the winner.

With over 600 outstanding reviews left online by their clients, Cockburn Vets topped the 2022 charts, winning the highest accolade for the second year running. Second prize went to Streatham Hill Veterinary Surgery in London with the Bronze award going to Millennium Veterinary Practice in Braintree, Essex.

Diane Storer, owner at Cockburn Vets, said: "We are absolutely delighted to receive this Award for the

second year running. Our vets and all staff have worked so hard to help our customers at such a tricky time. We are delighted to see the BestUKVet Awards go from strength to strength with a record number of reviews left for veterinary practices in our 10th year.

## REVIEWS

Susie Samuel, chief executive at VetHelpDirect.com, added: "We are delighted to see the BestUKVet Awards go from strength to strength with a record number of reviews left for veterinary practices in our 10th year.

"During a very challenging time for vets and pet owners, with numerous restrictions in place, positive experiences and feedback have meant so much more to everyone involved. It has been wonderful to read so many reviews praising high levels of service."

## NEW MEAT LINES FROM CARNILOVE

**BSB PRODUCTS has introduced three new Carnilove dog products to the market.**

**True Fresh dog food is a fresh meat kibble, True Fresh Raw Freeze Dried Snacks are made from 100% human grade ingredients, and Meat Jerky Snacks contain 90% meat. All three products are grain- and potato-free.**

**True Fresh dog food is made using a new processing method that enables the kibble to be made from fresh meat, and is available in three recipes – Fresh Fish with Chickpeas & Apples, Fresh Beef with Peas & Pumpkin and Fresh Turkey with Red Lentils & Lemna. Suggested retail price per 1.4kg bag starts at £13.95.**



**Carnilove True Fresh Raw Freeze Dried Snacks are made from fresh meat and 100% human grade ingredients and come in two flavours – Rabbit with Pumpkin, and Duck with Red Fruits. The SRP for a 40g bag is £4.95.**

**The third new line is Carnilove Meat Jerky. Made from 90% fresh meat, the jerky comes in four fillet styles: Turkey with Venison Fillet; Duck with Herring Fillet; Lamb with Salmon Fillet; and Beef & Beef Muscle Fillet.**

**Four bar flavours are also available – Turkey & Rabbit; Chicken with Pheasant; Chicken & Wild Boar; and Chicken with Quail. The SRP for a 100g bar or fillet of Carnilove Meat Jerky is £3.95.**

**Carnilove dog and cat foods are exclusively imported and distributed in the UK by BSB Products.**

## Organic food brand opens UK operation

DUTCH ORGANIC pet food brand Yarra has set up a UK subsidiary.

The company, which is also celebrating its 30-year anniversary, is looking to drive distribution in the British market following a decade of growth of organic sales.

Yarra offers a wide range of organic pet food, including plant-based recipes for dogs, and virtually all of its packaging is recyclable, the company claims. In 2018 it became a B-Corp brand, meaning it has been classified as a business acting more compassionately as a force for good. The UK business will be based in Cirencester, Gloucestershire, and the company believes there is a significant opportunity to appeal to UK customers.

Chief executive Bas van Tongeren predicts that organic sales in the UK will accelerate in line with those of other European markets.

"The organic category in the UK is now worth over £3bn and has grown each year since 2008," he said. "British people are more than ever concerned about health and quality food and this naturally extends to their pets."

## Retailer opens new Coventry store

JOLLYES HAS opened a new store in Tile Hill, Coventry.

The site was acquired from Bannerbrook Pets in November and all of the colleagues who worked at Bannerbrook have been retained. Jollyes is currently recruiting for three additional people to join the team.

The store has been given a new look and internal layout before re-opening, with new tills and new equipment to be added over the next few weeks.

Jollyes aims to open up to 20 new stores across the UK in 2022 through organic growth and acquisition.

## | productnews

### BRAMBLES PET AND WILDLIFE

hello@bramblespaw.co.uk www.bramblespaw.co.uk



Brambles Pet and Wildlife launched a tasty and nutritious **Semi-Moist Hedgehog Food** at PATS Sandown last month.

The food has proven to be a big hit with the Wildlife Rescues who have trialled the product for us, and we believe it will be a very good seller.

With the price increases we are all facing, we are keen to ensure our food for wildlife remains affordable and within reach of wildlife enthusiasts.

Products are packed in fully recyclable and resealable bags, and are available to order from your wholesaler now. Size 850g, RRP £5.79.



# WET YOUR DOG'S APPETITE WITH AUTARKY COMPLETE WET FOOD

66%   

FRESHLY PREPARED  
LAMB / CHICKEN / SALMON



NUTRITIOUS  
VEGETABLES  
& BOTANICALS

AVAILABLE IN CASES  
OF 12 X 395G TINS

ADDED  
GLUCOSAMINE +  
CHONDROITIN



NATURAL  
INGREDIENTS



66% LAMB /  
CHICKEN / SALMON



MADE IN  
THE UK



NO  
ARTIFICIALS



GRAIN FREE  
RECIPE



WHEAT-GLUTEN &  
SOYA FREE RECIPE

**autarkyfoods.com**

For more information, please email [sales@goldlinefeeds.com](mailto:sales@goldlinefeeds.com)  
and a member of our sales team will be in touch.

  
**AUTARKY**  
COMPLETE DOG FOOD



## Help for new owners at centre of campaign

NATIONAL PET MONTH (NPM) is running throughout April with a strong focus on education and support for new pet owners.

Working with leading vet and pet professionals throughout the month, NPM is sharing tips and advice on five welfare topics of behaviour, companionship, diet, health and environment. Coordinated by the National Office of Animal Health (NOAH) and the Pet Food Manufacturers' Association (PFMA), is encouraging pet owners to reach out to vets and other pet professionals for help.

Latest statistics from NOAH show that pandemic pet owners are more likely to face challenges with pets due to our changing lifestyles in recent years. A study showed 27% of owners of dogs or cats acquired during the pandemic are experiencing unwanted pet behaviour, with 31% concerned they may have to give up their pet as a result.

NPM will be staging live discussions on the five welfare needs via social media channels during the month. Owners will be encouraged to send in a 30-second video of them and their pet, explaining what they love about being a pet owner.

## Four Paws charity given boost to help in Ukraine

THE RSPCA has pledged £20,000 to international animal charity Four Paws to help animals affected by the conflict in Ukraine.

The funds will be channelled towards local Ukrainian organisations working on the ground in the war-torn country to care for animals. In addition to its work with companion animals, such as dogs that have been lost by their fleeing owners, Four Paws also operates a bear sanctuary in Domazhyr in the West of Ukraine. Earlier this month, the sanctuary took in seven more bears, including two cubs, from a shelter near Kyiv. The staff have remained on-site and continue to monitor a total of 36 bears.

The RSPCA is continuing to work as part of Eurogroup for Animals supporting organisations working on the ground in Ukraine.



# Jollyes logistics agreement to continue

**JOLLYES HAS extended its logistics partnership with supply chain specialist Wincanton for a further two years.**

Wincanton has provided warehouse and distribution services to Jollyes stores across Great Britain and Northern Ireland since 2019. The new contract will see Wincanton store, pick and deliver over three million cases of products per year, replenishing all 70-plus Jollyes stores from its warehouse in Wigan, Greater Manchester.

The move is designed to support

Jollyes' growth plans that will see it open 20 new stores in 12 months. The new contract will also incorporate 'backhauling' agreements that will see Jollyes take responsibility for picking up products from six key suppliers – Mars, Gold Line, GA Pet Food Partners, Blazers, Pets Choice and Johnsons Veterinary – on the vehicles' return to Wigan.

As part of the new deal, eight lorries sporting Jollyes livery will hit the roads in May, carrying messages such

as 'No Treats Are Left in This Lorry Overnight'.

Joe Wykes, chief operating officer at Jollyes, said: "Our partnership with Wincanton is foundational for Jollyes and crucial to supporting our ambitious growth plans over the next three years.

"What's more, the innovative backhauling agreements with our supplier partners will deliver significant environmental benefits as we reduce road miles."



Co-directors of the iPET Network, Fern Gresty and Sarah Mackay

## IPET GIVEN GREEN LIGHT TO EXPAND

**TRAINING and awarding organisation iPET Network has been given permission by exam regulator Ofqual to offer qualifications across the animal care and veterinary sector.**

The organisation currently awards qualifications in the canine and feline sectors only, but the new permission means that it can expand its reach and create Ofqual-regulated qualifications across the entire animal care world, including equine, small animal and veterinary science.

In addition, iPET Network now has the ability to create qualifications in teaching and business management relating to the subject area of animal care and veterinary science.

Fern Gresty, co-director of the iPET Network, said: "We are so thrilled to have been granted this expansion of scope by Ofqual, and we can't wait to get started on creating our new portfolio of qualifications. We are currently on the hunt for experts in their field who would like to work with the iPET Network on this important task."

## Investment offers bereaved owners room to reflect and remember

A PET crematorium in Northamptonshire has been given a major refurbishment so owners have more comforting facilities to say goodbye to their pets.

Pet Cremation Services (PCS), whose services include pet cremations and burials, has created two private reflection rooms at their headquarters at West Lodge Farm in Guilsborough, as well as a revamped reception area.

The reflection rooms are modelled on facilities provided by many funeral directors to help create the best possible experience at what can be a stressful and upsetting time for owners. Owners can sign remembrance books and receive support from specially-trained team members while they wait for their pet's ashes to be returned.

Managing director Glenn Tuck said: "Although it is a difficult time for owners, we have received really positive feedback about the new facilities and how it has brought people comfort at a difficult time."



Glenn Tuck in the reflection room

**Pitch to Pet Retailers!**

Pitch your products online to a panel of buyers in your category

Join us to discover more ways to connect with retailers.

[Sign up for free](#)

OXFAM pets at home

Abel & Cole

go next

...and many more!

Product Guru

productguru.co.uk



**SIGNATURE**  
YOUR BRAND - YOUR RANGE

# NEW PRODUCTS

## Plant & Veg Based Insect Based

### Complete adult dog foods

*Good for dogs and the planet*



**PERO**  
FEEDING YOUR DOG NATURALLY

**Let's build your brand – contact our team today**

[www.pero.trade](http://www.pero.trade) • [info@pero-petfood.co.uk](mailto:info@pero-petfood.co.uk) • 01690 710457

A proud member of the...  
**PIF**  
PET INDUSTRY FEDERATION

  
**5 OUT OF 5**  
allaboutdogfood.co.uk

  
Winners in  
2017/18 2018/19 & 2021/22



CYNNYRCH O  
GYMRU  MADE IN WALES





## Dog chauffeur goes the extra mile

A CHAUFFEUR from an expanding dog day care business is celebrating 10 years with the company this year.

Paul Halligan's job involves chauffeuring dogs from their homes across South London and Surrey to and from Bruce's day care site at Cobham, Surrey. He has driven over 100,000 miles during his decade in the role, including transporting the pets of MPs, pop stars and famous footballers.

Dog day care businesses across the UK have experienced a surge in business as pet owners look to organise care for their pets since returning to the office. Bruce's saw a 94% increase in enquiries in January 2022 compared to December 2021, the company reports. Since the pandemic, Bruce's has expanded from two sites to eight.

## Matt mashes way to silver at world championships

DOG SLEDDER Matt Hodgson has picked up a silver medal in the '2 dog 2' category on snow at the World Sleddog Association/IFSS World Championships in Sweden, the highest placing ever for a British adult on snow at a WSA World Championships.

The event started and finished in Östersund's ski arena last month, with competitors from many countries including Belgium, Sweden and Italy.

Matt is supported by natural canine feed supplier CSJ.

# Views sought on microchipping changes

**IMPROVEMENTS to the pet microchipping database system, including faster access for users and extending the system to cats, have been set out by the government.**

An eight-week consultation is seeking the views of the public on a number of improvements to the pet microchipping database system, including faster access for approved users and regular reminders for keeping records updated to help improve breeder traceability.

The recommendations follow last year's Pet Theft Taskforce report, which highlighted the need to improve navigation of the database system and the transfer of "keepership" records to make it easier to reunite lost or stolen cats and dogs with their owners.

The consultation seeks views on new requirements for registering additional details and a single point of access, so that records can be accessed quickly by approved users to help identify the owners and keepers of pets.

The transferring of keepership records will also be strengthened to prevent lost or stolen animals being re-registered without the keeper being aware,



and to stop the creation of duplicate records. Under the strengthened regulations, the breeder's details will remain on the database for the lifetime of the animal – even when the animal changes keeper or when the microchip record is transferred to another database.

The proposed changes will also apply to cats after 99% of respondents to a recent consultation supported compulsory cat microchipping. Cat microchip records will be stored on the existing database system.

### EFFECTIVE SYSTEM

Animal Welfare Minister Lord Goldsmith said: "Pets are much-loved members of the family, and microchipping is the best way of making sure owners can be reunited if their pet is ever sadly lost or stolen.

"We have reviewed the current regulations and the Pet Theft Taskforce's recommendations, and it is clear improvements are needed to better protect the welfare of our nation's pets. These proposals will create a more effective system to better animal welfare and deter pet theft."



## FORTHGLADE MEAL TO SUPPORT CHARITY

**DOG FOOD firm Forthglade has given a makeover to its Turkey Dinner for Dogs product to support the charity Veterans With Dogs.**

The limited-edition pack will raise awareness of the charity's work in training and providing assistance dogs to veterans suffering from mental health conditions such as PTSD. Forthglade

has also contributed £15,000 to the care and training of two assistance dogs, which includes a years' worth of food and care for the pups while they are trained into companions for veterans in need.

The Veterans With Dogs limited-edition meal is supplied in 395g trays, RRP £1.59.

## Just what The Doctor ordered

THE DOG DOCTORS has launched a herbal flea, tick and mite repellent spray made from natural ingredients.

The spray uses natural essential oil blends with active ingredients including deionised water, isopropyl alcohol, glycerin sodium lauryl sulphate, lemongrass oil, rosemary oil, cedarwood oil and thyme oil (0.1%).

The end of Winter marks the start of the parasite season, as ticks become active and look for something to feed on as soon as the temperature hits 4°C. Ticks generally live in wooded areas, tall grass, bushes, or leaves and can carry serious or even deadly diseases.



## SIMON'S RODENTS

Putting the pets in your pet shop



- One of the largest breeders & companion pet suppliers in the UK and Ireland
- We stock the widest range of livestock
- 35 years of knowledge and experience within the industry
- All livestock supplied by our fleet of temperature controlled vans

01767 651832 or 07834 420076

E: [accounts@simonsrodents.co.uk](mailto:accounts@simonsrodents.co.uk) [www.simonsrodents.co.uk](http://www.simonsrodents.co.uk)

## NEW CUSTOMER OFFER...

Get \*FREE UK Delivery on orders over £150.00 £100 Nett

That's **£50 OFF** your initial qualifying spend



Just Select "PET BUSINESS WORLD" from the drop down menu when registering

\*Includes most UK postcodes

## The UK's BIGGEST and best wholesale Parrot supply store



**NORTHERN Pet Trade**  
[www.northernpettrade.com](http://www.northernpettrade.com)



# New look. Still spot-on for cats & dogs.

To celebrate Bob Martin's 130 year anniversary, the UK's leading pet healthcare range is getting a fresh new look helping pet owners keep their pets flea free, tick free and worry free.



Because a healthy pet is a happy pet.

Our new pipette design allows easier application and is available in a variety of sizes for both cats and dogs, helping to take the stress out your pet's regular healthcare routine.

**Pet partners since 1892**

f @bobmartinUK

Bob Martin and Bob Martin Clear Plus are registered trade marks of Martin & Martin Holdings.



**Bob Martin**  
EST. 1892

CELEBRATING  
**130**  
YEARS  
OF  
HAPPY,  
HEALTHY  
PETS

# ACANA

*Balanced Recipes*  
**RICH WITH ANIMAL PROTEIN**



**BernPetFoods.co.uk**  
**01737 767679**



## £60k grant awarded to assistance dog trainers

THE PETS AT HOME Foundation has awarded a grant of £60,000 to Dog A.I.D. to fund a new volunteer manager to support the work of over 100 volunteer assistance dog trainers across the UK.

The new manager will work with the head dog trainer to support Dog A.I.D.'s team of volunteer dog trainers. The charity has more than 100 professional dog trainer volunteers across the UK who help disabled people to train their own pets as assistance dogs.

The training takes an average of two years to complete and is tailored to individual needs and circumstances. The new manager will also support volunteers who help the charity through fundraising and awareness-raising.

Lynn Stacey, Dog A.I.D. co-chair, said: "We are so grateful to the Pets at Home Foundation for this transformational support.

"The new volunteer manager role will make such a difference in supporting and growing the charity's amazing team of volunteers. We would love to hear from anyone interested in applying for this role, as well as experienced, professional dog trainers interested in volunteering to change more lives."

## Pets Pyjamas revenue gives charities much needed boost

DOG-FRIENDLY holiday company Pets Pyjamas has given £30,000 to a variety of animal charities as a result of recent customer bookings.

A percentage of the company's booking revenue is donated to charities across the UK nominated by the PetsPyjamas team. Charities that have received funding from the recent £30,000 allocation include Save Our Spaniels, which finds UK homes for abandoned Spaniels and Bretons, and UK German Shepherd Rescue, which rehomes hundreds of dogs and puppies every year.

Managing director James Williams said: "At PetsPyjamas we believe dogs are part of the family and encourage them to holiday with their owners. However, we realise that not every pet or animal is as fortunate as our four-legged customers, which is why it's so important that we give back in some way to animals that bring so much joy and value to the world."



LIKE US ON FACEBOOK  
**Pet Business World**



**APAWTISER Naturally Good Dog Treats have been relaunched in fully compostable and recyclable packaging.**

The new bags are cellulose-based as part of the company's commitment to use no plastic packaging. Apawtiser has also increased the quantity of each bag of biscuits to 100g and increased the size of Tasty Veg Trio and Sweet Potato Slices to 60g bags.

**As part of the relaunch, two new varieties have been added to the range: Blueberry Paws and a reformulated, grain-free version of Peanut Butter Cookies.**

The company has joined forces with Donald Cooke Ltd, which is acting as a distributor for the dog treats as well as stocking them in its Cooke's Pet Supplies stores.

## Dog thefts up by a quarter

**DOG THEFTS increased by 25% in 2021, according to new figures released last month.**

The data was compiled by campaigner Dr Daniel Allen of Keele University and is based on replies to Freedom of Information requests received from 31 UK police forces. Accurate numbers are notoriously difficult to collect as police forces currently count pet theft as part of a larger category of "other thefts" rather than as a specific category.

The 25% figure was released as part of The Stolen And Missing Pets Alliance's (SAMPA) Dog Theft Awareness Day on March 14. It compares to a 3.5% increase in the number of reported dog thefts in 2020.

Organised crime gangs are suspected of being increasingly involved in pet theft because of perceived low risks and high rewards. Stolen animals can be kept, sold on,

used to claim a ransom or reward, retained for breeding or, in extreme cases, dog fighting. According to SAMPA, 52% of dogs are stolen from gardens, 19% are stolen in house burglaries, 16% stolen while on a walk, 7% while tied up outside shops and 5% from cars.

Last year, the government set up a Pet Theft Taskforce to draft a new Kept Animal Bill, which is currently working its way through Parliament.

### DOG ABDUCTION

A key element of the bill is the creation of a new 'dog abduction' offence, which will give the Police more powers to act on dog theft and enable courts to deliver stronger custodial sentences for offenders. The proposed legislation does not cover other pets, and SAMPA is campaigning for the bill to be amended to include cats as well.

## BIRA calls for support for independents

THE BRITISH Independent Retailers Association (Bira) has repeated its call for more support for UK high streets in response to a new report showing chain stores are favouring locations in retail parks.

The study by PricewaterhouseCoopers (PwC) highlights how, although the rate of store closures by multiple retailers has slowed in the last two years, vacant units in town and city centres are no longer being replaced by other chains.

Bira chief executive Andrew Goodacre said: "The latest report on the High Street from PwC has shown a continuing trend of more shops closing than opening, although the rate of decline appears to be slowing after the impact of Covid-19.

"The largest number of closures came from chain stores that continue to leave the high street at an alarming rate. The report also shows a distinct difference between locations, with retail parks fairing better.

"Despite the negative trends improving, these figures show how challenging the high street continues to be for large and small retailers.

"Retail parks are increasingly attractive and it is about time that city and town centres offered the same accessibility with free parking supported by better infrastructure.

"Independents have responded well to the pandemic by engaging with local communities and establishing their place in the local economy and there will always be entrepreneurs willing to take up the vacant space, providing the conditions are supportive."



Andrew Goodacre

## BESTPETS UNVEILS 20-STRONG TOY RANGE

**BESTPETS has launched a new selection of 20 dog and cat toys into its own-label product range.**

Products include fluffy hedgehogs with added catnip, squeaky foxes and knot rope toys for dogs. In total, the new range includes 16 products for dogs and four for cats, with 11 of the dog toys priced at £2.99.

Adam Moore, Bestway category controller for Pets said: "We have been looking to add to our already great toy selection and

are excited to share this new range with our customers.

"We know that quality is critical for pet owners, but with inflationary pressures facing all of us, so is affordability. We are pleased to be offering our retailers with the best of both worlds and know that our new range will be a big hit with customers.

"Our PMP range in particular will be a popular choice for pet owners and retailers alike. PMPs are essentially



self-executing, meaning retailers don't have to worry too much about promotional activity, and PMP products play an important role in getting repeat business and building consumer confidence," he added.



# Many happy returns for PATS Sandown

**AFTER AN interval of two years, retailers and suppliers once again took the opportunity to meet face-to-face at a springtime PATS show at Sandown Park, Esher, last month.**

Hundreds of new products were unveiled by more than 130 exhibitors at the event, which was the 25th to be held under the PATS banner.

Manufacturers and distributors, whether they had been to all 25 shows or had taken stands for the first time, all welcomed the chance to exhibit at PATS Sandown after a two-year break caused by the pandemic. This year's show also welcomed back international buyers following the easing of travel restrictions.

Retailer Lisa Baptiste, of the Perfect Pet Nanny, summed up the mood of the event, stating: "It was such a shame that last year's show

had to be cancelled because of the pandemic because I really missed the chance to talk directly to my suppliers. It's great to have it

back and lovely to see all the new products."

Yogi Kanani, owner of York Pet Supplies, also welcomed the show's return. He said: "I love this exhibition because it's vital to my business. It helps me to reconnect with companies and gives me the opportunity to see all the new products and trends. It's also great to take advantage of all the show offers."

The business benefit of attending was echoed by Carol Bishop, manager at Willowbrook Pet Supplies in Somerset. She said: "A trip to PATS is always

worthwhile as it enables us to see the new trends and new products at first hand. I've seen some great ranges which we'll be stocking in the next few months."

PATS Sandown celebrated its 25th show at a special drinks reception, sponsored by pbwnews, after the first day. The event also marked the 50th anniversary of regular exhibitor Pedigree Wholesale. Gerard O'Mahony,

Pedigree Wholesale managing director, said: "It's wonderful to celebrate our milestone alongside PATS. We've had a great relationship with the exhibition over the years and it's great to see it go from strength to strength."

■ The PATS show returns to the Telford International Centre for the autumn show on September 25-26, 2022.



*PATS show organiser Gordon Thomas and Pedigree Wholesale managing director Gerard O'Mahony both celebrated key milestones at the Sandown Park event*



*The second generation of James & Steel at PATS: (l to r) Schilo van Loggem, Miranda James, Saul James and Jason James*











## ROLL OF HONOUR

### **PATS Sandown 2022 New Product Award Winners (sponsored by pbwnews)**

#### **Cat Food and Products: Natures Menu Especially for Cats Multipack (Natures Menu)**

Judges said: "This product contains fabulous ingredients from a popular and well-known brand. It's ideal for those owners wanting to feed their cats with high quality food. It's also reasonably priced."

#### **Dog Food Products: Carnilove True Fresh – Turkey, Beef or Fish Dry Food (Carnilove)**

Judges said: "It's a great to see a potato-free dog food with excellent ingredients. This product comes in attractive packaging at a good price point."

#### **Dog Treat Products: Dog Treat Baking Kits (The Doggy Baking Co)**

Judges said: "This range of products is a great new idea within the pet industry. It's innovative, unique, easy to use and tasty. Dogs will just love it. The product also looks fantastic and will fly off the shelves."

#### **Dog Accessories and Toys: LickiMat UFO (Sharples Pet)**

Judges said: "This is a great addition to an excellent range. The introduction of suction cups will make the product stick to any surface and is a very clever idea."

#### **Dog Harnesses, Leads and Clothing: Friday Collective Corduroy (EzyDog UK)**

Judges said: "A good looking product at a great price. It's attractive as well as being tough and durable. Extremely practical, it also has a focus on style and fashion."

#### **Small Animal and Bird Products: Little One Starter Set (Mealberry)**

Judges said: "At a good price with attractive packaging, this product is a good starter pack for new and junior pet owners. It's an excellent and well-rounded addition to the small animal market."

#### **Pet Care Products: Natural Calming Puppy Hamper (Pet Remedy)**

Judges said: "This is a great product for helping to settle and train a new puppy. It allows the owner and puppy to bond quickly. It's a fabulous product."

#### **Grooming Products: Hemp Shampoo for Pets (Voyager)**

Judges said: "This is a completely different product from others on the market, giving it a unique selling point. It's also eco-friendly and sustainable."

# PATS celebrates the best in show



INNOVATION, product quality and smart market positioning were recognised at the 2022 New Product Awards at the PATS Sandown Park show last month.

The eight winners of the awards, which were sponsored by pbwnews, were selected from the more than 200 new products entered by a panel of independent retailers.

Judges took into account a number of criteria such as product innovation, design, quality, packaging, value for money and sustainability in making their decisions.

The Awards were presented at the exhibition by David Rees, editor of pbwnews, and show organiser Gordon Thomas.









# 10 questions with...

**Lara McCullough, director,  
Karnlea Bone Broth**



## 1 Tell us a little about your background in the pet trade?

I've been in the pet trade for 16 years. Like many people I started very small and through a genuine interest in pet nutrition. I had a very sickly rescue dog and so my first pet company was born.

Our first product was an all-natural, baked dog treat, but we quickly moved into supplements. Last year, we were approached by a large German company who wanted to acquire our company, Healthy Hounds. I felt that the time was right to sell, as I wanted a new challenge. I'd already had the idea for Karnlea Bone Broth at this point, so was excited to move forward with this new project.

## 2 Are you a pet owner yourself?

Yes, absolutely, and I have had pets all my life. We currently own – or are owned by – two rescue pointers, Morris and Charles. The boys are elderly now, and it's not the right time for us to bring any other animals into our home. If I had my way though, the house would be absolutely full! I've only ever had pets from rescue centres and would highly encourage anyone thinking about getting a pet to strongly consider this route.

## 3 Where did you get the idea for Karnlea Bone Broth?

I'd always been aware of the huge benefits of bone broth and tried to make it every time we had a roast. I also knew how time consuming that was, how the smell would hang around my kitchen, how I had to then find fridge and freezer space for what I'd made.

I wanted to always have it on hand but found that the only products that I could buy were either frozen or a powdered bone broth supplement and I realised that a shelf-friendly product was something that retailers also would appreciate. This is when the idea for Karnlea was born.

## 4 What do you see as the key benefits of the product for pets and their owners?

Bone broth really is a superfood. It's packed with collagen, minerals and protein. Because of the super high collagen content, it's great for bones and joints, skin and coat, and gut health amongst other things. It's extremely nutrient rich and a perfect addition to any diet, and is an excellent product to have in the cupboard for those times when pets aren't well or recovering. It's also an excellent hydrator, so perfect for those with working or sporting dogs, going to shows, or just on a day out with their pet.

## 5 And what are the benefits for retailers who stock the product?

Our product is packed from fresh, and it's suitable for dogs and cats of all ages, sizes and breeds. Retailers also have the benefit that they can keep this product on shelf rather than taking up valuable freezer space, which is at a premium these days

with the growth in raw food. This also makes it easier for those retailers who ship products from their websites. It's an ideal size, always has a long shelf life and is easy to pack.

## 6 How is the product produced, packaged and distributed?

The product is produced in small batches using only human grade ingredients from cooperative farms and produced to human grade standards. It's slowly simmered over a long period – up to 24 hours, in specially designed 'kettles' which enable all of the goodness to be drawn from the bones. It's 100% natural and contains only three ingredients, bones, apple cider vinegar and water.

The broth is then packed straight from the kettles into our aseptic packaging which means that the product is shelf stable until the end customer opens it, after which the pack should be refrigerated for up to five days or frozen into cubes in a silicone tray.

## 7 How much focus do you put on the packaging materials and design?

We put a huge amount of thought and care into our packaging as it's recyclable, made from sustainable materials, and plastic free, with any polymers used derived from sugar cane. This was extremely important to us. The shape of the pack is also very stackable meaning a lower carbon footprint by way of transportation.

We very much wanted our product to stand out on the shelf and be noticed, so we've used bold colours and a bold statement of what it is – 'bone broth'.

Our lamb flavour will launch in July followed by chicken towards the end of the year, which will all complement each other in design.

## 8 What do you see as the key trends in the pet food market?

I'm absolutely delighted to see the pet sector drive more and more toward healthy, natural products – I definitely believe this is more than a trend and is here to stay. Shoppers are very savvy nowadays and often research caring for their pet. There's a wealth of information out there for them and some amazing books that they can read. Therefore, they're looking for natural, healthy, and beneficial products but also convenience where possible.

## 9 What challenges do you see affecting suppliers in the pet trade in the future?

I think that we're all still trying to work our way around some of the difficulties that have arisen after Brexit but I really feel that we're getting there now.

Other issues that we're seeing currently are shortage of some supplies and massive price increases of raw materials and packaging. Of course, this isn't just in pet supplies, but is pretty much across the board. People are struggling financially and having to reassess how they spend their money.

## 10 What excites you about the future of the pet care business?

It excites me enormously to see the growth across the whole sector. People are truly trying to do their best for their pets and we're seeing lots of growth in new areas. Lots of superb ethical, sustainable, and innovative brands are entering the market and, more than ever, we can improve the health of our pets. Wonderful independent businesses are popping up on High Streets, and educating customers, and it's all supporting improved health and longevity for our pets which is what we all strive for. ■



Karnlea



Super premium

# Bone Broth

For Dogs & Cats

UK's first packed from fresh,  
100% natural, collagen rich,  
shelf friendly Bone Broth  
for cats & dogs.



Now available to trade:  
Quote PBW for special offers

Contact us:  
Email: [info@karnlea.com](mailto:info@karnlea.com)  
[www.karnlea.com](http://www.karnlea.com)



icertech  
Quality Chilled Packaging



Chilled packaging with a  
clear conscience



100%  
Recyclable



Contains 100%  
purified water



Easily  
disposed of

01978 661 247 | [www.icertech.co.uk](http://www.icertech.co.uk) | [sales@icertech.co.uk](mailto:sales@icertech.co.uk)

## DOING GOOD. FOR OUR PETS. FOR OUR PLANET.



### ORGANIC +5.2%

Organic sales are now worth over £3bn in  
the UK and have grown every year since 2011.

### LEADING ETHICAL BRAND

Yarrah is UK's leading ethical pet food  
brand (Good Shopping Guide 2022).

### HEALTHY PET FOOD

87% of pet owners see a positive change  
in their pets after switching to Yarrah.

YARRAH







# All hands



**Team building is a strong part of the ethic at Hampshire retailer Grovelly Pet Supplies, where the aspiration is to support the independent sector further through networking events and a specialised wholesale business**

**G**ROVELLY PET SUPPLIES celebrates its tenth anniversary this month but for director Liz Chislett-Milne, the connection with animals goes back much further than that.

Her grandmother used to look after the Kennedy family's pets when they visited the UK, and she can trace forebears working with dogs all the way back to the 16th century.

Despite these auspicious bloodlines, until 11 years ago Liz was working in the shipbuilding industry before she set out on a new path, initially working to rehouse rescued Labradors.

From there her journey led naturally into selling dog treats and coats, at first in farmer's markets from the back of an old Landrover, using the domestic garage for storage, before deciding to go to the next level and open a shop.

She found a site in Alton, Hampshire, and Liz's husband Dave Chisnell left his career in the navy to help run the business, joined soon afterwards by head of operations Susannah Marshall.

Word of mouth grew, and by 2017 they were on the hunt for a second store. The team eventually took on a new site in Brockenhurst, fitting it out themselves.

"It was really busy straight away – we were selling lots of stock before we had fully finished the premises," Liz recalls.

## NUTRITION

Throughout this period, Liz had been studying nutrition and was concerned by the health problems of dogs she would see in the shops and at the market.

"Our family hounds grew up feeding on knackers and bone broth and they never had any illnesses," she says. "I would see customers in the market with obviously sick





# on deck



**Above left: Liz Chislett-Milne and Dave Chislett with the Alton store team Kat, Clarece and Bella**  
**Above: Brachen and Mindi**



dogs and try to offer them advice on feeding. I was always thinking, how can I help educate people?"

Over the decade, the Grovely team have helped thousands of pets recover from illnesses and ailments, sometimes even diagnosing things that vets in their home town have missed. A lot of customers at the Brockenhurst shop are visitors to the area, staying at one of the many dog-friendly campsites in the New Forest, and often return a year later to thank the team for the advice.

Shop staff at the company's three stores are all diploma or degree-trained nutritionists, paid above the National Living Wage.

"We really focus the team on nutrition," says Liz. "We only stock high-end products, with all-natural ingredients and we know that everything on our shelves is a great product."

She continues: "We constantly monitor the products on the market for recipe changes, or the introduction of new investors which might change the ingredients or the ethics of the business. We always avoid poor claims, and hidden nasties such as gluten, sugar and salt. >>





<< “We know that health improves with better feeding. You might pay more for the product, but you don’t need to feed as much. And you don’t pay so much on vets bills, either.”

The ethos of the business is evidenced by the newest store, in Alton town centre.

Last year the landlord of the original store wanted extra space, so Grovelly moved from an industrial unit on edge of the town to a pedestrian precinct. The unit had been empty for three years previously, but the location suited the businesses ideally.

“The emphasis is different,” explains Liz. “Out of town, people have to drive and you need a big set-up, whereas in the town centre it’s much more about personal service and advice.

“We get good footfall from the Post Office next door, and Alton is a very dog-friendly town anyway. We even deliver some orders to the pub at the top of the precinct. Some of our male customers like to take their dog for a walk and pick up their food there!”

The shop has a warm, rustic feel. Dave and the team are still putting finishing touches to it, but some of the pipework and lighting tracks are deliberately being left uncovered for effect.

Dogs are always welcomed, and there is plenty of room for them to move around in the 2,000sq ft unit. There is also enough space for a range of products for cats and small animals.

The business runs a loyalty scheme using the customer’s name and their dog’s name as the ID indicators. Shoppers receive a 1p credit for every £1 spent and it is all maintained on the epos system so

there are no cards to remember and no stamps to collect.

The company’s online business is also run out of Alton, from where it can deliver to the whole country. This is particularly useful for tourists who have visited Brockenhurst, have seen their pet’s health improve and want the same food when they get home.

“What matters most to us, is the highest quality of products and the advice we give,” says Liz. “We like to work with certain manufacturers – ones we can get close to, with ethics and principles, and grain-free and sugar-free recipes. When we find a product of the best quality we really get behind it.”



This philosophy has been put into practice with the German brand Dr Clauders.

“We have been selling it for 10 years, it’s proper meat for dogs,” says Liz.

“As an indie, however, sometimes you find that you have done a lot of legwork to build a brand and suddenly

it’s on Amazon selling for less than you can buy it for. So we approached Dr Clauders and said we think we can take this into lots of independent stores, so can we work with you as a distributor?”

The answer was yes, and that decision led Liz and



Dave to start their own wholesale business, Victory Pet Products – a nod to their service in the Royal Navy.

For Victory, they have joined forces with Graham Holford of Satellite Pet Products, using some of the company’s warehouse space in Southampton.

The operation specialises in unique, natural products – “ones that you won’t find for sale on Amazon or Facebook” – both home-grown and imported from overseas.

The warehouse is now fully stocked and Victory is servicing five independent stores, plus the three Gravelly ones.

“The next step is going out on the road to talk to stores and groomers,” says Liz. “We are looking for natural pet stores who are seeking unique products that will not only feed exceptionally well, but will also give them a product that can only be bought from them. What we’ve learned as a retailer, we can take into the new business venture and we enjoy meeting other like-minded pet stores.”

## REBIRTH

Further connections are being established with quarterly ‘fizz nights’ where a network of local pet-related businesses such as vets, groomers, walkers and trainers are invited for a relaxed gathering over a glass.

“We want to say thank you for the support in sending us business, and vice-versa,” explains Liz. “They start to form bonds and help each other, and that’s got to be a good thing.

“Right now is the best opportunity for the independent sector to get together and have something of a rebirth,” she continues. “As indies we are not a threat to each other, together we can build something better and stronger.”

Things are getting better for Gravelly too, as the Winchester store, opened in 2019, is already outgrowing its premises and the team are looking to expand further with two more stores and the possible addition of a grooming parlour.

The business has also signed the Armed Forces Covenant, giving a 5% discount for veterans, and supports various veterans’ charities including Hounds for Heroes.

“The reason why we are so passionate is because we served,” Liz explains. “You become a different person – you form strong teams and see the value of working that way.

“We are very proud of our Gravelly family and we want to do the same with Victory, for it to become a support point for like-minded stores. We want to grow Victory by working with independent businesses, to build a strong team.” ■







## Inspired science diet joins Harringtons brand

INSPIRED PET Nutrition (IPN) has launched Advanced Science Diet under the Harringtons brand, designed to offer advanced tailored nutrition for dogs at an accessible and affordable price.

Harringtons Advanced Science Diet is available in three recipes tailored to specific breed sizes in a chicken and gravy flavour with an RRP of £7.50 for a 2kg bag.

The brand has been created in partnership with Peter Wright from Yorkshire Vet. It is designed to provide balanced nutrition with specific recipes tailored for different breed sizes that are naturally enhanced with Vitaguard, a proprietary mix of pre- and probiotics, vitamins and minerals.

Recipes contain omega 3 and 6 oils, derived from salmon oil and chicken fat, and the medium and large breed recipes include glucosamine and chondroitin to aid mobility by supporting cartilage development. Advanced Science Diet also contains the probiotic bacillus subtilis C-3102 to aid digestion.

## April Fool's prank leads to award win

WHAT STARTED off as a April Fool's Day joke for an artisan baking firm has turned into an award-winning pet product.

The Bottle Baking Company has been making cake and cookie mixes for more than five years with the point of difference of having all the ingredients packed in a glass bottle. In 2021, the company announced that it had launched a similar product for dogs as a prank for April 1, but received so many enquiries from the public that it explored the possibility of turning the joke into reality.

Owner Greg Fraser told pbwnews: "Originally, the dog product was an April Fool's Day joke we put on Instagram, but we had such a response that we decided to see if we could make it for real."

The company's efforts paid off, as the Dog Treat Baking Kits won the New Product Award for Dog Treat Products at the recent PATS Sandown.

The range is now sold under the banner of The Doggy Baking Co.

# Landlords asked to count true cost of pet damage

**LANDLORDS AND letting agencies are being asked to complete an online survey as part of a campaign to end "no pets" clauses in rented accommodation.**

The "What's the damage?" online survey is a joint project between lettings industry trade bodies National Residential Landlords Association (NLRA) and PropertyMark, plus landlord website LandlordZone and pet charity AdvoCATS.

The purpose of the research is to provide an accurate picture of the type of damage caused in rental accommodation by pets, as well as the cost to landlords. The resulting information will be presented to Eddie Hughes, the Minister for Rough Sleeping & Housing, at the Department for Levelling Up Housing & Communities by AdvoCATS later this Spring.

The ongoing campaign is calling for landlords to

be allowed to either request a financially capped pet deposit, or stipulate that pet damage insurance must be held by any tenant wanting to keep a pet. Currently, the Tenants Fees Act caps security deposits, meaning many letting agents and landlords are unwilling to take on the additional risks associated with letting property to tenants with pets.

### PET DAMAGE

AdvoCATS co-founder Jennifer Bereza said: "We know that fear and cost of pet damage is one of the main barriers to landlords accepting pets, and this survey will give a better understanding of the reality of those fears, and how they compare to other causes and costs of damage. These questions haven't been asked before, and the answers will give us a unique insight into landlords' experiences."



*The purpose of the research is to provide an accurate picture of the type of damage caused in rental accommodation by pets*

## NATIONAL RETAILER INVESTS IN FLEA AND TICK SQPS



*Jollyes warns pet owners to prepare for the flea season*

**NATIONAL PET retailer Jollyes has increased the number of store colleagues qualified to dispense licensed flea and tick treatments in time for the peak season of warmer weather.**

The company has invested in training to make sure that every store has a colleague rated as a Suitably Qualified Person (SQP) to prescribe flea, tick and worming treatments classed as

authorised veterinary medicines.

Jollyes now has 102 trained SQP colleagues, enough to cover every store. Each store has also had weighing machines installed so pets can be assessed in any consultation. There is also a team of SQPs available to deal with online customers who want to order authorised medicines from the Jollyes website.

## In brief

### Pet shop appeal receives amazing response

AN EAST YORKSHIRE pet shop owner who started an appeal in store to help animals suffering in Ukraine has been "overwhelmed" by the response of local people.

At the start of the conflict, Jane Willingham of Belshedo Pet and Animal Supplies in Withernsea put an unused trolley on the shop floor, with a sign reading "donations for Ukraine". To date, more than four vanloads of pet supplies have been collected, with a value of more than £2,000.

Jane told pbwnews: "The people of Withernsea and the surrounding villages have been marvellous – their generosity has really warmed our hearts in such sad times."

"Not only have our customers contributed, but also non-pet owners have come in to the shop asking what is needed. We show and judge Belgian Shepherd Dogs and, through seeing my posts on Facebook, some people have contacted me and contributed by sending me money to buy anything needed too, which has been amazing."

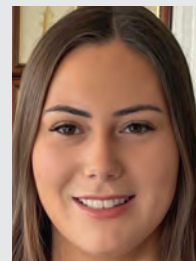
Jane drops off donations at a local collection point.

"We are only a small cog in a very large wheel, and we can't thank Hull4heros enough for making sure the donations get to the right places," she added. "We are still continuing to take donations and will do for as long as it's needed."

### PIF adds to team

THE PET INDUSTRY Federation (PIF) has recruited Mollie Richardson as customer service co-ordinator.

Mollie's role at PIF will be to spearhead the delivery of outstanding customer service to members and potential members; to identify opportunities



*Mollie Richardson*

which add value to membership and to promote PIF services to members, as well as to oversee the registration and renewals process.

PIF chief executive Nigel Baker said: "Mollie's appointment is part of PIF's strategy this year to refresh and enhance our membership services. Members are at the heart of PIF and we're delighted to have secured someone of Mollie's calibre to develop a really customer-focused experience."

■ More people watching news on page 30



Reptile specialist Tony Jones writes for specialist magazines in the UK, Europe and America. In this column, he gives news and views on the industry

Tony Jones

## Not all superheroes wear capes

STORIES ABOUT the reptile community pulling together and going beyond the call of duty are becoming relatively commonplace. A case in point occurred this week when the National Centre for Reptile Welfare received a call about a reptile collection that needed urgent attention. The alarm was sounded when friends of the keeper in question saw a post on Facebook sharing condolences about the keeper's passing. Quickly realising that the keeper had lived alone and his collection would need to be dealt with, a call was made to NCRW.

The collection was located over four hours drive from NCRW and comprised over 100 turtles – not particularly easy animals to rehome. A few phone calls and half an hour later, someone from a local reptile store was on site at the keeper's home and able to collect the turtles and take them into temporary care at their home. To have taken the time out of their no-doubt busy day and spent money driving to deal with this issue is to be heartily applauded. I hope to be able to give due credit at a later date, but the details of this situation are sensitive and confidential at present.

The landlord of the property was particularly relieved the situation was being dealt with. A call to the RSPCA had proven fruitless as they apparently could not help. But thanks to a group of concerned herpers and the NCRW's network of selfless supporters, the turtles were all dealt with and removed to a temporary place of care within just a few hours. Which then begs the question, what do you do with over 100 turtles?

Again, the herpetological community stepped up, and within 24 hours all but three of the turtles had been rehomed. Volunteers coordinated a relay race to get all of the turtles to their new home, collecting and distributing turtles around the country.

Although this was an extreme example, events of this nature occur relatively frequently, with the herp community pulling together to solve a problem. There's talk of a small ring-fenced fund being set up to reimburse these superhero supporters for the petrol expenses they occur while undertaking these missions. I have no doubt that the vast majority of reptile keepers would step up to help in these situations if they are able. Hopefully the knowledge that they will not be out of pocket if they do help will reassure those who might have that worry.

I think it's a wonderful idea. If other agencies can't or won't help then we as a community must continue to rise to the challenge. If the cost of petrol is a stumbling block which could deter some from helping, then that's a relatively easy challenge to solve. A fund that reimburses travel costs in these situations will make all the difference. I'll provide details of how to donate to the fund in a future column. In the meantime, simply contact the National Centre for Reptile Welfare to donate to this extremely worthy cause.

## Leopard gecko research

It's great to see students at Hadlow College in Kent researching some of the important questions faced by reptile keepers. BSc Animal Conservation & Biodiversity degree student Emily Simms is studying substrate preference in leopard geckos. Your customers who are leopard gecko owners can help by filling in Emily's short questionnaire. It takes less than five minutes and could help advance our understanding of leopard gecko husbandry. Visit [www.surveymonkey.co.uk/r/YG8MFL](http://www.surveymonkey.co.uk/r/YG8MFL)



# New owners struggle to meet pet needs post pandemic

**A SIGNIFICANT number of new pet owners are considering giving up their pets as a result of lifestyle changes following the pandemic, according to a recent study.**

The research, commissioned by Kantar and animal health association NOAH, sought to find out more about the new cats and dogs joining households since the start of the lockdown period. It found that 31% of new cat/dog owners fear they may have to give up their pet as a result of the various challenges they are now facing, while 13% of cat and 27% of dog owners state they are struggling to look after their pet now that they are out of the house more often.

In addition, 15% and 27% of new cat and dog owners respectively are more likely to experience behavioural issues in their animal now that their lifestyle has changed.

While the study found that 92% of new cat and dog owners agreed that their pet is now part of their family, and fewer than 1 in 5 respondents expressed concerns about their ability to cope with their pet, rates were notably higher among owners who acquired their pet during the pandemic, with dog owners particularly reporting stress, worry or fear.

The study found that around three in 10



cat/dog owners welcomed a new pet during the pandemic, of whom a third were first-time pet owners. Within these new owners, the study found that the most likely demographics to have acquired a cat or dog during the pandemic are young adults (18-34-year-olds) and parents with children under 10.

## MENTAL HEALTH

Dawn Howard, NOAH Chief Executive, said: "Our pets have provided us with so much support during the darkest days of the pandemic – our survey shows how they have helped our mental health and encouraged us to exercise. With our lives starting to open up again comes new challenges; both for new dog and cat owners who have to juggle the responsibilities that come with keeping a happy healthy pet, and for pets that are having to adjust to changing times.

"As the new generation of pet owners seek to restore their pre-pandemic life, whilst balancing the needs of their new pandemic pet, there is help out there. Pet owners are already choosing their vet for pet advice with 70% trusting their vet most. The veterinary team can give excellent advice and can recommend experts to help with behavioural issues."

## Rabbit show scheduled for July

THE GREAT British Rabbit Show is coming to Nottinghamshire in July.

The two-day event is being hosted by the British Rabbit Council to celebrate rabbits as pets, as well as offering opportunities for people to learn about rabbit keeping and the needs of different varieties of animals.

The event will see over 2,000 rabbits exhibited by committed hobbyists and there will be over 50 different breeds and varieties on show.

The show will also feature an area where pet owners can take their rabbit for a full MOT and inspection by a specialist, with a gift and a pet rosette for everyone taking part. There will also be a demonstration of how the English Angora rabbit is sensitively utilised for wool production.

The show is taking place at Newark Showground, Newark, Nottinghamshire on Saturday July 2 and Sunday July 3.



## BVA PRESIDENT CALLS FOR HELP NOW FOR PROFESSION'S FUTURE

**WIDE-RANGING action is needed to improve capacity and wellbeing in the veterinary profession, says a leading vet.**

In a speech at the British Veterinary Association's (BVA) annual dinner last month, BVA President Justine Shotton said that "multi-pronged, multi-stakeholder measures" are needed to help the profession become more sustainable for those working in it.

Dr Shotton praised the efforts of veterinary teams to keep animals healthy against a backdrop of Covid, Brexit and a recent surge in pet ownership, but added that this has come "at a significant – and ultimately unsustainable – cost to the profession's capacity and wellbeing."

She added: "If we are going to cope with ongoing and new or unforeseen challenges ahead, we need action now to improve recruitment, retention and rates of return to veterinary work, to ensure that all existing vets can feel supported, safe and rewarded in their careers, and to encourage future vets from all walks of life to follow in our footsteps."



## BE PREPARED FOR IMPORT REGULATION AMENDMENTS

AT THE START of July, new requirements will be in place for importing plants and plant products to Great Britain from the EU, Liechtenstein and Switzerland.

From July 1, all plants and plant products, apart from those listed as deregulated, will require a Phytosanitary Certificate (PC). It will be the responsibility of the EU exporter to provide one of these. Goods covered under Article 73 may also require pre-notification if instructed to do so upon submitting a customs import declaration.

Pre-notification will continue to be required for all other regulated plants and plant products, apart from those listed as deregulated, using either the PEACH or IPAFFS IT system.

### IMPORT CHECKS

Regulated plants and plant products must enter Great Britain through an established point of entry at a Border Control Post (BCP). They will be subject to remote documentation checks and may also be subject to identity and physical checks at a designated BCP or Control Point (CP). Import checks on high priority plants and plant products will move from being checked at places of destination to BCPs and CPs.

From July 1 most animal products will need to enter Great Britain via a point of entry that has a border control post (BCP) designated to receive those goods. This applies even where goods are not subject to certification, ID and physical checks.

From November 1 an Export Health Certificate will be needed for all remaining regulated products of animal origin, including fish and most composites. These will also be subject to documentary, ID and physical checks.

The above changes do not apply to goods entering Great Britain from Northern Ireland. Information supplied by OATA.

## New advice on enrichment

ORNAMENTAL aquatic trade body OATA has issued new advice to members regarding enrichment such as plants or ornaments in shop tanks, following queries from local authority inspectors during animal activity licensing visits.

The organisation's Primary Authority partner the City of London Corporation has advised that it is not a requirement to have enrichment in tanks displaying fish for sale because of the potential for harm to the fish when it is captured for sale.

However, the opportunity to hide may be necessary for some species of fish, and so shop staff must be able to identify when this is required. In addition, if fish are kept for longer than three months, or are in a permanent display, then there is a need for species-appropriate enrichment in the tank.

This advice can be used by OATA member businesses based in England should they get queries from their local authority inspector about this issue.



## Project underway to improve coral trade

GOVERNMENT department DEFRA is funding a project to build a shared understanding of the coral trade between Indonesia and the UK, and to develop a practical identification guide for regulators in both countries.

Corals are the world's most traded marine animals on the CITES list (Convention on the International Trade in Endangered Species) due to demand from hobbyists for use in marine aquaria. A 2021 study by United Nations Food and Agriculture Organization found that, from 1990 to 2016, exporting countries reported to CITES

around 1.6 million direct export transactions in marine animals (excluding mammals, birds and reptiles), 97% of which were in corals. In the UK, over 60% of direct CITES imports are in live coral.

Indonesia is the world's largest exporter of CITES-listed coral, accounting for an estimated 90% of the market, and the country is increasingly looking to develop more sustainable alternatives to harvesting wild corals, such as creating coral farms.

However, inspectors have found it difficult to

differentiate between wild collected corals and farmed corals and, with over 440 different types of coral being traded, there is a risk that desirable, high-value species which may be difficult to farm or subject to an import suspension are being mis-labelled and therefore traded illegally.

### COLLABORATION

As part of the DEFRA project, stakeholders from Indonesia and the UK, including government agencies, scientific experts, regulatory bodies, regional NGOs, and industry members, took part in a series of virtual workshops to map roles and responsibilities along the supply chain from Indonesia to the UK, and enhance the collaboration between the two countries.

The next stage is to develop a coral trade visual guide that can be used quickly and easily to identify different types of coral during their journey to retail stores. Project partners will be working with trade inspectors and industry leaders both in the UK and Indonesia to prioritise which species the guide should focus on, and to identify key signals in mislabelling a wild collected coral for a farmed one.

Once the guide has been finalised and field-tested in the field, it will be made available to all CITES parties as an aid to ensuring the coral trade is legal, traceable, and sustainable.



Male *Lentipes bunagaya*.  
Picture credit: Ken Maeda

## MORE FRESHWATER FISH SPECIES DESCRIBED

MORE THAN 200 new species of freshwater fish were discovered and described by scientists in the past year according to freshwater species conservation initiative Shoal.

Shoal's 'New Species 2021' report itemises the 211 freshwater fish species described by experts in the past year, and dives into detail on a selection of the more unusual discoveries.

Species detailed in the report include the Mumbai blind eel *Rakthamichthys mumba*: discovered, ironically, at the bottom of a well shaft in the grounds of a school for the blind. It is bright red and has no eyes, fins or scales.

Also new is the wolverine pleco *Hopliancistrus wolverine*, which possesses three stout 'odontodes' concealed beneath its gill covers to stab

anything that threatens it.

Other newly described species are the richly-coloured Kijimuna and Bunagaya gobies *Lentipes kijimuna* and *Lentipes bunagaya* from Okinawa, Japan, and named after woodland spirits of the island's folklore.

### BIODIVERSITY

Harmony Patricio, conservation programme manager at Shoal, said: "Every discovery of a new species highlights the unique connections among all living things, enriching our lives and filling us with appreciation for the wealth of biodiversity our Earth supports. For conservationists, understanding these links between organisms is crucial in helping us prioritise where to act."



Male *Lentipes kijimuna*.  
Picture credit: Ken Maeda



DOGS

## Social media canine stars bring in the big bucks

WITH GOOGLE generating over 18.6 million search results for the term 'dog influencers', the dog-friendly holiday letting specialists Canine Cottages has compiled a list of the potential highest-earning dog influencers on TikTok and Instagram.

In first place is @jiffpom, a Pomeranian puppy with a combined TikTok and Instagram following of 31 million, and an estimated earning per Instagram post of £24,000. In second place is @tuckerbudzyn, or Tucker the golden retriever, who could potentially earn £14,200 per Instagram post, and in third place is Maya, @mayapolarbear, the Samoyed who could bring in £11,100 per Instagram post.

For the full list, visit [www.caninecottages.co.uk](http://www.caninecottages.co.uk).



## Canine chaos in Corsham

THE HISTORIC market town of Corsham, Wiltshire, is being tormented by a pair of belligerent and unleashed chihuahuas, who, despite their size, have been attacking the town's canine population.

Corsham councillor Ruth Hopkinson has received several complaints about the dogs. One man called up to say that his ex-police, German Shepherd had been attacked by the two and was now fearful of going out. Another person was walking two 65lb dogs when the two chihuahuas charged at them. "The size of the dog is no reflection on their aggressiveness," says councillor Hopkinson.



## PRETTY LITTLE TEDDIE

PRETTYLITTLETHING (PLT) has crowned Teddie the pup the winner of its search for the perfect pooch to be the face of the soon-to-be launched PLT Pet Collection.

As the competition winner Teddie (and owner @livlucie.xo) will be invited to PLT's Manchester HQ to launch the pet collection, as the fashion brand's ecommerce dog model. Teddie will also receive a Pets at Home voucher and his owner will get a £500 PLT voucher, for the pair to treat themselves with.

BIRDS

## New home helps sad parrot back to foul-mouthed best

JESSE THE nine-year-old African parrot was left grief-stricken after the death of his long-term owner. When he was rehomed at the Ashley Heath Animal Centre in Dorset, Jesse stopped talking, other than to whisper a small 'goodbye' to RSPCA staff. He also began plucking his feathers out.

"The team noticed one day that Jesse had plucked out some of the feathers on his chest and had made his skin red raw. We wondered if he was sick or had a skin issue that was making him uncomfortable, but it soon became clear that it was grief or stress that was causing the plucking," said Kent-based behaviour and welfare advisor Hannah Hawkins.

"We knew we needed to get Jesse into a home environment as quickly as possible, to ease his stress. And we found that when Rachel got in touch," says Hannah.

Rachel Leather, a dog behaviourist from South Wales, rehomed Jesse in February of this year. Rachel lives



with her family, two dogs and five cats, and now Jesse, who has a large cage and lots of free flying time in his new home.

"Within 24 hours of being home, he was nattering away to himself," said Rachel, "his personality is really coming out! He loves to make fart noises, make jokes and swear! His language is awful!"

Jesse has learnt that Rachel's partner calls her 'babe', so he shouts 'babe' to get Rachel's attention and

then tells her to 'f\*\*k off'.

"Jesse even watches my partner play PlayStation and laughs when his character has died," adds Rachel. And when she tells Jesse he is funny, "he responds with: 'Yes, f\*\*king hilarious!'"

Rachel concluded: "I cannot wait to watch Jesse grow in confidence and personality. We absolutely love him and it's going to be a wonderful adventure with him joining the family!"

CATS

## CAN WE DECODE A CAT'S MEOW?

THE MEANING behind a cat's meow has plagued feline owners for years, especially when professionals state that meowing at humans is a learned behaviour.

But Dr Paola Cuevas, a veterinarian at ExcitedCats.com, claims that owners might actually be able to interpret their pet's meow, though there may not be a 'one-size-fits-all translation'.

"Humans can interpret a cat's meow in the context of a specific scenario, and communication is a two-way learning experience. In other words, the meows do not mean anything specific until we give them a meaning," says Dr Cuevas.

"Our interpretation is limited to our experience with our cats, and is influenced by our affinity towards them," she adds.

Vets are also saying that new technology, such as apps like MeowTalk, with over three million downloads and claims of translating pet's mews, may be detrimental to us gaining a true understanding of what our animals are really trying to convey.



## Owner stuck up a tree

IN A REVERSAL of the classic 'pet stuck up a tree' tale, this time it was the turn of an owner to be rescued.

The Dorset and Wiltshire Fire and Rescue Service were contacted by a concerned member of the public who had spotted a woman stuck up an 18ft tree; she had become trapped while trying to retrieve her escaped pet parrot.

The crew of firefighters, hailing from Trowbridge, Chippenham, Warminster and Devizes, successfully used a 12m ladder to help the woman back down to safety. No further details were given regarding the pet parrot's recapture.

FARM ANIMALS

## Mother goat gives birth up a hill... then baby Jill came tumbling after

WORKERS AT Eastways Industrial Estate in Witham, Essex, were stunned when they arrived at work one morning to find a stray adult goat wandering behind the units, who then proceeded to give birth.

However, the goat birthed on some sloped grass which meant that the kid rolled down a small hill. Seeing this, the workers rushed over to help, which sadly spooked the mother, who ran off and abandoned the newborn.

The workers phoned the RSPCA and took the kid to a local vet so she could receive urgent care. From the vets, RSPCA animal rescue officer Rebecca Yarrow collected the goat and

transported her to South Essex Wildlife Hospital – where she was given the nickname Jill, after the 'Jack and Jill' nursery rhyme.

"This is certainly an unusual story," said Rebecca, "it's possible the mother goat was an escaped or abandoned pet, who was looking for somewhere quiet and out of the way to give birth."

"We're so grateful the workers called us before taking the kid to the local vet. When I arrived at the vet, I helped to bottle feed her, before taking her to the Wildlife Hospital who are now hand-rearing her."

Unfortunately, the goat's mother's whereabouts are still unknown.







## 'Most pet-friendly' office created

PET FOOD subscription company Bella & Duke has created what is claimed to be the UK's most pet-friendly office.

Designed in partnership with Space Solutions, the office space features a number of benefits, services and facilities to improve the welfare of employees and their pets, including inbuilt kennels and relaxation spaces, agility courses and interactive areas, calming sprays, toys, and snuffle mats.

In addition, the firm is employing a full-time pet and people 'Park Ranger' to ensure that the needs of office pets and visitors are met as well as the company's own in-house pet behaviourist.

The office opens as research commissioned by Bella & Duke found that nearly 80% of office workers in the UK are currently unable to take their new pet to work due to it not having the adequate facilities.

## Second store for Dewkes in Swansea

DEWKES PET STORE has opened a second outlet in Swansea, little more than a year after opening its first.

The new store is in the Sketty district of the city, complementing the original store in Mumbles, which opened in January 2021.

The independent, family-run business also has a dog spa and grooming service-.

Director James Bygate told *Business News Wales*: "Since we started in Mumbles last January, we have been overwhelmed by the positive reaction we have received from our customers and are thrilled to be opening our second shop in such a short space of time."

### LIVESTOCK FEEDS & BEDDING

**sky birds**

**BIRDS  
SMALL ANIMALS  
ACCESSORIES**

Sky Bird Sales are one of the largest pet suppliers in the UK, established in 1991, specialising in Birds and Small Animals. With our own fleet of vehicles we can deliver nationally to trade or domestic customers.  
(t&c's apply, see website for more details)

REGISTER ON OUR WEBSITE  
TO RECEIVE OUR WEEKLY PRICE LIST

**GET IN TOUCH**

+44 (0)1327 857594  
info@skybirds.co.uk  
skybirdsales.co.uk

Weavers Coving  
Towcester Road, Whittlebury  
Northamptonshire NN12 8TD

**PUT A SPRING  
IN YOUR STEP**

**Keep up to date  
with the latest trade  
news every day**

[www.petbusinessworld.co.uk](http://www.petbusinessworld.co.uk)

### AQUATIC SUPPLIERS

**MERMAID FISH IMPORTS**

Supplying top quality fish and plants to the UK's best aquatic shops and garden centres

- MORE THAN 400 SPECIES IN STOCK
- COMPETITIVE PRICING
- SAME WEEK UK DELIVERY

T: 01527 833272 F: 01527 833601  
E: orders@mermaidfishimports.com

"ONE STOP" Pond and Aquatic Wholesaler

**SKS** Ltd

Wholesale

Pond & Aquatics Suppliers

\*Large catalogue of top brand equipment and products  
\*All items in stock and available for NEXT DAY delivery

For all of your Koi, Pond and Aquatic products and equipment  
sales@skswholesale.co.uk  
www.skswholesale.co.uk **01603 897453**

### WEIGH & PACK

**Automatic weighers for pet food**

- Speedy & accurate weighing
- Easy set-up & operation
- Compact & labour saving
- Pack weights from 100g - 25kg
- For all free-flowing products

**PROWEIGHT**  
WEIGHING & PACKAGING SOLUTIONS

(0115) 9703778 [www.proweight.com](http://www.proweight.com)

[www.directory](http://www.directory) [www.directory](http://www.directory) [www.directory](http://www.directory)

### Dog Leads & Collars

**CannyLead**

MATCHING LEAD  
FOR CANNY COLLAR

[www.cannyco.com](http://www.cannyco.com)

the Canny Company  
DOG WALKING EXPERTS

**KJK ROPEWORKS**

MANUFACTURERS OF HIGH  
QUALITY ROPE AND BRAID  
DOG LEADS

[www.kjkropeworks.co.uk](http://www.kjkropeworks.co.uk)  
Tel: 01884 860692



### Dog Treats

**NOVA**

DOG CHEWS

Visit [www.novadogchews.com](http://www.novadogchews.com) to see our full product range  
and make trade orders online

GET YOUR WEBSITE  
**NOTICED**  
call **Amanda Bridges**  
on **01234 714404**



**17-18 May 2022**

**Petcare Innovation Summit**

London  
petcareinnovationsummit.com

**24-27 May 2022**

**Interzoo**

Exhibition Centre, Nuremburg, Germany  
www.interzoo.com/en

**28-30 June 2022**

**PAWExpo**

National Exhibition Centre, Birmingham  
www.gleebirmingham.com

**2-3 July 2022**

**The Great British Rabbit Show**

Newark Showground  
Newark, Nottinghamshire  
www.greatbritishrabbit.co.uk

**22-25 August 2022**

**Superzoo**

Las Vegas, USA  
British pavilion information: www.petquip.com

**4-5 September 2022**

**ANIDO 2022**

Kortrijk Xpo, Belgium.  
www.kortrijkxpo.com

**11-13 September 2022**

**BETA International**

NAEC Stoneleigh, Warwickshire  
www.beta-int.com

**25-26 September 2022**

**PATS Telford**

Telford, Shropshire  
www.patshow.co.uk  
email: gordon.thomas@impact-exhibitions.com

**25 September 2022**

**The PetQuip Awards**

Telford, Shropshire  
www.petquip.com  
email: pat@petquip.com

**17 November 2022**

**PIF Awards**

Whittlebury Hall Hotel, Northamptonshire  
www.petfederation.co.uk

**9-12 March 2023**

**Crufts**

NEC, Birmingham  
www.crufts.org.uk  
email: crufts@thekennelclub.org.uk

**26-27 March 2023**

**PATS Sandown**

Sandown Park, Surrey  
www.patshow.co.uk  
email: gordon.thomas@impact-exhibitions.com

**11-12 October 2023**

**Aqua Telford**

Telford, Shropshire  
www.aquatelford.co.uk  
email: gordon.thomas@impact-exhibitions.com

● PET HEALTHCARE firm **Beaphar** has announced two new senior appointments following the retirement of UK business manager Sue Huggett and UK sales manager



**John Toole**

Roland Huggett, who have been leading the team for almost 30 years.

**John Toole** joins the company as UK country manager after more than 20 years of commercial experience within the animal health industry in both veterinary and retail sectors, in senior marketing and commercial roles. Most recently, he helped Vetoquinol develop its retail business following the acquisition of Drontal.

John said: "I am delighted to be joining the team. Beaphar has been extremely successful in bringing a vast range of innovative healthcare products to the retail market across many species and I look forward to continuing the exciting journey the company has been on with our retail partners."

At the same time, **Jane Austin** has been promoted to UK sales manager after almost 28 years in the business. Jane was one of the first employees to join the firm and has held a variety of roles including regional sales executive and training manager as well as her previous role of field sales manager, which she has held for the last 10 years.



**Jane Austin**

Jane said: "I am looking forward to the new challenge in a company that I have been proud to have been part of since its inception, and I look forward to enhancing the growth even further in my new role."

● **WELFARE CHARITY** International Cat Care has announced that Nicola Martin will take over as the organisation's new chief executive officer when current CEO Claire Bessant retires in August.



**Nicola Martin**

Veterinary surgeon Nicola brings a wealth of experience to the charity and is currently chief executive of Canine Partners. She is also chair of trustees of Assistance Dogs UK and was previously a trustee of the Animal Welfare Foundation. While head of pet health and welfare at the PDSA, she helped to develop and deliver pet welfare strategic plans and veterinary services.

Nicola said, 'I am thrilled to be appointed as CEO of International Cat Care and look forward to working with the trustees, the passionate team and diverse and expert stakeholders to continue to improve the lives of cats worldwide. I look forward to taking on the baton and finding new and innovative ways to work with others to make a real difference to the mental and physical wellbeing of cats.'

Outgoing CEO Claire Bessant has led the organisation for 28 years.

● **BUITELAAR GROUP** has welcomed Emma Parkes to its team as treats manager.

Emma has extensive experience in the pet treat industry, having spent 20 years as sales director in her family business, Hollings Ltd. After the sale of the business back in 2020, Emma took some time out to spend with family, before joining Buitelaar.

As manager of the pet treat division, Emma will focus on both own label and branded ranges for the 100-year old Buitelaar Group, which specialises in providing sustainable, higher welfare solutions with a focus on British beef and rosé veal.

*If you would like your news featuring in our people watching column, please email words and high-resolution images to editor@pbwnews.com There is no charge for this service.*

# Record levels of ear cropping reported

THE RSPCA has seen an 86% increase in reports of ear cropping in dogs in England and Wales over the last year, the highest number of complaints since records began.

The number of reports received by the charity rose from 101 in 2020 to 188 in 2021. Since the organisation started recording figures in 2015, the number of reports of ear cropping has grown by more than 1,200%.



Ear cropping is illegal in England and Wales, but the practice is still legal in other parts of the world, such as the USA and some European countries, and the RSPCA believes that increasing numbers of dogs are being sent abroad for cropping, or being purchased and imported from overseas having undergone the procedure.

The charity maintains that demand is being driven by celebrity culture and social media and has recruited celebrities including Ross Kemp to back its call to crackdown on ear cropping.

The UK Government has pledged to outlaw the importation of cropped dogs as part of the Kept Animals Bill, and the Welsh Assembly are also due to vote on a legislative consent motion, which would allow the Kept Animals Bill to apply to Wales too.

Earlier this year, online marketplaces eBay UK and Etsy UK removed dog ear cropping and ear straightening kits from sale after pressure from the British Veterinary Association. Amazon UK removed cropping kits from its site last year.

## AGRIA REWARDS SERVICE DOGS

**AGRIA PET Insurance** has launched a competition to find the most heroic service dogs nearing retirement age.

Launched at last month's Crufts show as part of its Pup to Old Age Pup (OAP) campaign, the initiative is designed to highlight the fact that pets should be cared for and protected throughout their lifetime.

Agria has invited assistance dog charities and organisations to nominate dogs that are "the ultimate hero" and have made a real impact to the lives of others.

In addition to showcasing those dogs nearing retirement, the competition is also seeking to recognise pups that are set to be the most promising graduates, celebrating the next generation of service dogs.

The partner organisations that take part will receive a donation of £1,000, while the winner of 'most heroic dog' and 'most promising graduate', will each receive a donation of £2,500 for its charity or organisation. Winners will be decided by public vote via Agria's social media channels.



# BEHIND THE COUNTER

*True tales of everyday life in a pet shop*

## Growing trade

BEING IN a tourist area, we have always benefited from the influx of visitors from Easter to October. Families come for a few days to tour the area or walk the famous Fife Coastal Footpath, considered by many to be one of the best walks in the country. Many bring their dog and are looking for treats or toys, and those who stay in a caravan often forget to bring the lead or dog bowl with them.

To accommodate this welcome trade we make sure the shop is well signposted – we're not in the main shopping street so people have to find us, and we take a small advert in two of the larger caravan sites magazines. However, as the caravan sites all open on March 1, we see very little visitor trade in January and February, and traditionally see a slow start to each year with a gradual build up from March through Easter to the summer months.

But not this year. From early January we were seeing visitors and, while their trade was most welcome, we did wonder what was so different to other years. It cannot be Brexit because I just do not see how that would make a difference, so it was possibly Covid, as people want to get out of the house and go somewhere. But where are they staying, as the caravan sites were still closed? So it was time to ask every person who looked like a visitor a few questions!

Very soon, a pattern emerged: people were desperate to get out of the house, go

somewhere and have some normality as they were going stir crazy. Furthermore, they were staying in the ever-increasing number of Airbnbs that have mushroomed in the area, many of which allow pets. For us, that means a welcome boost to January and February trade but just as importantly it means that local Airbnb operators are making money, as well as pubs and restaurants, which is putting money into the local economy, which helps everyone.

## A new cat

For the past two years one of my neighbours has been feeding what we thought was a street cat. It wanted feeding but would strongly object to be handled and had no desire to come indoors. Now all of a sudden, for no apparent reason, it's decided to come and live with us. Not only does it still want feeding, but it has now decided to sit on the counter and greet customers. Even more strangely, we have now found out it does in fact have an owner, a girl who works in one of the cafes in the town. We did tell her where it had taken up residence and all she said was that it would come home when it's ready. Well, it's been with us three weeks now so it is not ready to go home just yet!

## Livestock

It's now been over 18 months since we took the decision to stop selling livestock and we have now been a year without any pets. We sometimes

get asked if we regret our decision, mainly by people who think selling pets is profitable or just want to use us as a free zoo. In all honesty, no, we do not regret our decision.

Yes, it's strange not having animals about the place but when you add up the costs it's a no-brainer really. We've saved over £1,000 a year in waste disposal plus £250 in the licence fees. Our bulk purchase of hay and shavings has reduced considerably, but the real saving has been on time. We spent, on average, 22 hours a week feeding, cleaning and maintaining the pets. That time is now spent concentrating on the dry stock, making sure the shelves are at their best and prices are accurate. Yes, our sale of hutches and cages has gone but it was shrinking anyway due to cheaper internet sales.

The space allocated to pets is now taken up by more freezers for dog food and a wider range of beds, and we have been able to spread out some of the other lines to create better displays. We have even got a new products area and a bargain end-of-line area. More importantly, after a year without pets we have increased our overall gross margin by 2%.

*Newshound,  
April 2022*

**Share your own retail views and experiences.**

**Write to The Editor, pbwnews, Suite A, Arun House, Office Village,  
River Way, Uckfield TN22 1SL or email [editor@pbwnews.com](mailto:editor@pbwnews.com).**

**Alternatively, have your say on our trade-only Forum [www.petbusinessworld.co.uk](http://www.petbusinessworld.co.uk)**

## pbwnews

### Editorial

David Rees  
[editor@pbwnews.com](mailto:editor@pbwnews.com)

### Advertisement sales & subscriptions

Nicola Jardine & Mark Paxton

### Design and Production

Rachel Wood & Robin Page

### Telephone

Editorial, production & accounts:  
01825 983125

Sales: 01825 725291

Subscriptions: 01825 725306

E: [info@lewisbusinessmedia.co.uk](mailto:info@lewisbusinessmedia.co.uk)

W: [www.petbusinessworld.co.uk](http://www.petbusinessworld.co.uk)

### Address

River Way, Uckfield TN22 1SL

Published monthly by

Lewis Business Media

Uckfield TN22 1SL

01825 983125

[info@lewisbusinessmedia.co.uk](mailto:info@lewisbusinessmedia.co.uk)

Printed by Stephens & George Print Group

Merthyr Tydfil CF48 3TD

ISSN 1472-0531

[www.petbusinessworld.co.uk](http://www.petbusinessworld.co.uk)

No part of this publication may be reproduced without the publisher's prior permission.

A member of PIF





# FINEST SALMON PUPPY COMPLETE FOOD

Luna\*\*

**NEW  
FLAVOUR**



PERFECT  
PUPPY.

PERFECT  
PROTEIN.

**SALMON WITH  
SWEET POTATO\***

To stock up or enquire about our  
range, call **01299 252352** or email  
**customerservice@fish4dogs.com**

\*Available in 1.5kg, 6kg and 12kg bags,  
and both small and large bite kibble sizes.

\*\*Thank you to Luna - part of the Fish4Dogs® family.

