



# PETS International

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Since 1988 | March 2019

## Pet food and ingredients

Niche nutrition is the new 'normal'.  
Have you found your niche?

## Accessories

How the pet industry can help fight  
dog (owner) obesity and protect birds.

## Turkey

A pet market on the rise: Turkey's  
local brands are set to go global!



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## Highlights this issue



### GlobalPETS Forum 2019

The 20<sup>th</sup> edition of the GlobalPets Forum was a huge success. Some reflections.



### Pet food and ingredients

Niche nutrition is the new 'normal'. Have you found your niche?



### Accessories

What can the pet industry do to keep dogs and their owners in good shape? And how can we protect our birds?



### Turkey

A pet market on the rise: Turkey's local brands are set to go global!

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## SELECT THE CORRECT DIRECTION OF FEEDING



# Identifying the changes and innovation trends!

First of all, we can look back on a very successful GlobalPETS Forum, which was actually the 20<sup>th</sup> edition. It was attended by 242 delegates from 29 different countries, and the topical theme was 'The changing face of pet retail'. In this magazine you will find a reflection on some of the highlights.

The country of Turkey quite often makes the international headlines in relation to its political developments. As a result, we could be forgiven for forgetting that the Turkish pet market is on the rise. We appointed an agent in Turkey in 2018, and thanks to his support we have been able to create an interesting section about the Turkish pet market.

Obesity is an important issue in both the human world and the pet world. The main question is, what type of accessories could help to keep both humans and pets in good shape? Could such products be used by owners and their pets at the same time? In other words, could dogs help to keep their owners fit, and vice versa?

Another area on which the pet industry could have a positive influence is birds. Currently, bird populations in Europe are deteriorating due to depletion of their natural food sources. Which products and solutions could help to reverse this trend?

Last but not least in this edition, niche nutrition is the new 'normal'. What makes it so popular? Recently, consumers – and especially millennials – have been deserting 'mass-produced' foods for those with perceived benefits in terms of health, authenticity and naturalness. They are willing to pay more for less-processed products with 'clean' labels and transparency in ingredients and sourcing. Translated into pet food, this has resulted in strong market growth and profitability in niche pet foods like organic, raw and wild. But is such food safe?



Corine van Wjnden, CEO



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Upcoming issue May 2019



# Russia

# Year of the Salmon

Raise of human food in pet food

# Southern Europe

# 'Fake meat'

Trends, colours and shapes in 2019

New vegetables in pet food  
Innovative pet accessories

# Innovation in the world of design

Small animals  
Vets and pets

Upcoming issue | Advertising deadline: 8 March 2019 | Publication date: 5 April 2019

Contact head office (see page 56) or local representatives (see page 55).

## Pet industry highlights



### SuperPet 2019





2 - 4 April 2019  
Expo D. Pedro  
Campinas, São Paulo, Brasil  
[feirasuperpet.com.br](http://feirasuperpet.com.br)

### ExpoZooUA & AquaTerra Show

5 - 7 April 2019  
International Exhibition Center  
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[expozoo.com.ua](http://expozoo.com.ua)



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Correspondence may be edited for clarity or length.

### General Mills to build new pet food facility

General Mills has announced plans to build an \$8.5 million (€7.4 million) new distribution facility in McDonough, Georgia, US. This expansion follows the company's acquisition of Blue Buffalo Pet Products, Inc. last year and its announcement in December of plans to double the distribution of Blue Buffalo items in the food, drug and mass-market channels.

### Candioli (Italy) purchases Vetark Products Ltd

Following a change of ownership, Vetark Products Ltd now has a new parent company, Candioli Srl, with the vision to follow in the footsteps of Vetark's successes to date and enhance the growth of the business in the UK and abroad. Candioli Srl is part of the Candioli group, a family-owned group of companies whose core business is in manufacturing and distributing pharmaceutical products as well as nutritional supplements for pets. Candioli products are available in about 50 countries worldwide.



### Change of management at organiser of Interzoo

Herbert Bollhöfer concluded nearly 20 years of service as a managing director on 31 December 2018.

He had served on a volunteer basis as managing director of

WZF GmbH (organiser of Interzoo), a subsidiary of ZZF German Pet Trade & Industry Association.

Alexandra Facklamm has now been appointed as full-time managing director. She has fulfilled several roles in the organisation of ZZF and WZF over the past 17 years.

### Tom&Co expands management team with Maud Leschevin

On 1 February, Maud Leschevin joined Tom&Co, the largest Belgian pet shop brand, as Chief Customer Officer. Formerly Chief Commercial Officer of Standaard Boekhandel and General Manager of CLUB, Maud has opted to take on a new challenge while remaining in retail, a sector she is particularly fond of.





## Pet industry highlights

### Yantai opens European office

Yantai has opened a European company – Wanpy Europe Petfoods B.V. – managed by Martien van Bohemen, who was one of Wanpy's first clients about 15 years ago. With his extensive experience in the pet business, he will communicate with European customers about conditions, offering solutions for logistics issues and providing information about the market and assortment.



### Mars establishes pet food plant in China

Mars Inc. has set up a pet food plant in North China, in the Tianjin region. The investment project is valued at over \$100 million (€87 million), with registered capital of \$40 million (€35 million), according to the management committee. The new plant aims to become one of Mars Inc.'s most advanced pet food plants across the world, producing high-end and diverse pet food for Chinese customers and also researching and developing more high-end products. Covering around 110,000 square metres, the project is expected to produce more than 250,000 tonnes of products every year.



### Symrise strengthens pet food and expands US footprint with acquisition of ADF/IDF

Symrise (mother company of Diana Petfood) has signed a purchase agreement with the owners of ADF/IDF, a leading natural nutrition ingredient provider for pet food, regarding the acquisition of their business.

ADF/IDF is a pioneer in clean label meat and egg-based taste and nutrition ingredients. With the acquisition, Symrise aims to broaden its activities in the fast growing pet food business and to expand its position in the attractive food nutrition market. The purchase price amounting to \$900 million (€748 million) will be financed by debt and equity.

The combination of ADF/IDF and the Symrise Nutrition division Diana will create a leading global player in meat and egg-based protein specialties with focus on all natural and sustainable solutions.



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# GlobalPETS Forum 2019

The GlobalPETS Forum 2019 has been a huge success. Who won the prestigious GlobalPETS Forum Award 2019? Who got the Loyalty Award? And, above all, what are the main lines of developments and trends driving our industry forward?



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20<sup>th</sup> edition of GlobalPETS Forum!

# The changing face of pet retail



During GlobalPETS Forum 2019, which was also the 20<sup>th</sup> edition of the event, it became apparent that the shopping behaviour of maturing millennials really does differ from previous consumer groups. They are strongly influenced by online possibilities, and internet platforms are gaining a serious market share.

## Disruptors

The consumer is in the driver's seat and increasingly experience-focused. On top of that, both Amazon and Alibaba are entering the international pet market. Their business model, based on big data and an ecosystem approach, is disrupting traditional business models. They have the power to change the pet industry landscape for manufacturers, distributors and pet retailers alike.

Various speakers clearly illustrated that disruptors are relying on big data as the basis for their decision-making. Such data also makes it possible to personalise products and services, putting the customer at the heart of the process. This is in line with what consumers increasingly want; they like to experience added value and form a relationship during their customer journey.

Fressnapf illustrated how it is changing its company culture and concept to stay relevant in today's

shopper-driven world. The company is shifting to a less hierarchal structure, becoming more data-driven and accelerating the speed of innovation. Fressnapf plans to invest millions in putting the foundation for big data in place, developing consumer apps and so on over the coming period.

## No Compromise game

The big question is, how can companies determine what is relevant in today's consumer world? The No Compromise game gave attendees an effective tool to analyse their business situation. They reached the conclusion that not only are new parties entering the industry, but that the playing field is actually shifting too.

Findings from consumer behavioural science opened the attendees' eyes to the fact that universal principles of how people think and act are 'simple' issues, proven by science, that have a high impact on sales. ♦

## GlobalPETS Forum Award 2019

# Fish4Dogs wins prestigious GlobalPETS Forum Award

Every year, the GlobalPETS Forum Award is presented to a company for demonstrating exceptional performance in relation to the topic of that year's GlobalPETS Forum theme. This year's topic was: 'The changing face of pet retail'.

### Emotive journey

Fish4Dogs won the award. The company's success story is grounded in the partnerships it creates with its customers on the emotive journey of dog ownership. Whether it is a one-to-one relationship with one of the international distributors, a pet shop implementing the Fish4Dogs loyalty scheme or a new puppy owner getting their first puppy pack from one of the ambassador breeders, Fish4Dogs is a genuinely trusted part of each journey. These relationships are the reason Fish4Dogs continues to succeed. Ultimately, Fish4Dogs attempts to make every relationship personal – recognising the needs of individual customers and delivering what they need in a dynamic way.



From left to right:  
Surjo Majumder, Jan Heulens, Torsten Toeller, Corine van Winden, Tatiana Katassonova, Han Laumen, Hans Vermander, Nic Dechamps, Dusan Placek and John Adams.



### Loyalty Award

GlobalPETS Forum also turned the spotlights on those participants who were attending the conference for the 10<sup>th</sup>, 15<sup>th</sup> and even 20<sup>th</sup> time, plus during this 20<sup>th</sup> edition we welcomed nine new participants. ♦



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## The future of pet retail: emotion and attraction

Beeztees has a clear vision on the future of pet retailing and has developed the 'Beeztees shop' as the solution for an inspiring and future-proof pet department. "Our ambition is to be the most innovative partner for retailers worldwide regarding the pet category," says Job van Riel, Managing Director of Beeztees.

### Future of pet retail

The function of the physical pet store is shifting from shopping to creating an experience. Customers are looking for pleasure, to try new products and for a place where they love to shop and spend time together – and which is of course supported by digital solutions like scan and order using a mobile phone. Hence, pet retail is shifting from 'transaction' to 'attraction'. Instead of focusing on promotions, organising local events and workshops and providing a shopping experience that exceeds expectations will drive traffic and sales.

Shopper studies reveal that 88% of purchases for pets are made by women and that 79% of purchases in accessories are unplanned. To support pet retailers in offering an inspiring shopping trip within the pet department, Beeztees has developed unique trade concepts that contribute to the consumer experience and stimulate impulse buying.

### Category vision

Together with consumers, the company has defined eight 'everyday moments' with pets which form the basis for its category vision and the Beeztees shop.



These moments include snacking, playing and caring. For each one of these moments Beeztees has developed a trade concept which connects to the emotions of that moment. For example, the 'world of sleeping' is like a real bedroom and evokes in shoppers the feeling of hanging out together with their dog. In addition, consumers can try out the dog cushions on a real bed to experience the quality and feeling of the products. Another example is the 'world of snacks' trade concept for dog snacks, which is all about the feeling of fresh dog snacks from a real butcher. This stimulates consumers to buy multiple snacks at a time, resulting in a sales increase of 50% or more.

Besides that, these trade concepts take the appearance of the overall pet department to the next level. Together with its hardware partner De Haan Group, Beeztees has integrated its 'trade worlds' into a complete pet department.



The shop can be tailored in size depending on the size of the department, making it an easy solution for retailers to create an inspiring pet department.

### Own design of puppy accessories

The most recent concept is the 'world of puppy': a range of puppy accessories bringing together consumer insights and design trends that are 100% designed by the company's own design team, developed as a total concept using matching designs.

From consumer panels, Beeztees has learned that a puppy's arrival in its new home is a celebratory occasion, so the company has developed a party assortment to mark this happy moment! But puppies also feel safer when they can smell their mother's scent in their new environment, which is why Beeztees has developed a toy to carry that scent and preserve it in the new environment for as long as possible.

The puppy period is the most important and emotional stage for dog owners,

which offers opportunities for retailers. By presenting the 'world of puppy' as a concept in store, it makes it very appealing for pet shoppers to buy everything they need for their 'new friend'.

### Family owned

Job and Guusje van Riel are the third generation in the family-owned company, giving Beeztees 50 years of experience in the pet sector. Beeztees is a leading international pet brand and wholesaler specialised in pet accessories. It offers a wide range of over 5,000 innovative products – including its own brands Beeztees and Designed by Lotte – and exports to 45 countries. In 2017, Beeztees acquired the German company Karlie which is now back on track and future-proof. ♦

♦ **Beeztees**  
info@beeztees.com  
beeztees.nl



## Small but mighty company celebrates another success

**Fish4Dogs is a premium, all-natural, fish-based pet food and treats company run by dog lovers, for dog lovers.**

### Health and palatability

Founded in 2005, Fish4Dogs (and the subsequently launched Fish4Cats brand) started with the simple realisation that lots of very high-quality fish protein that was going to waste in the human food chain would make extremely good

food and treats for pets. Because of the naturally high levels of omega-3 present in fish, there were evident health benefits. Moreover, the distinct smell of fish resulted in high levels of palatability, making the products appealing to both dogs and cats.

From this early idea, Fish4Dogs has grown into an award-winning, global producer that now sells in over 35 countries, employs 51 people in its UK office and currently generates close to £17 million (€19 million/\$21.5 million) in annual turnover.



## Champion of fish

The Fish4Dogs proposition is unique because it is based on fish as the only protein. Hence, Fish4Dogs is truly a 'champion of fish'. This approach also makes it easier for customers, because once they understand the benefits of fish they can swap between fish recipes, confident that the food and treats will support their pet's well-being.

Initially, the concept of fish-only recipes was a challenge; dog owners thought only cats liked fish and often questioned whether a fish-only diet would provide sufficiently high protein levels for their dogs – or in fact whether their dogs would even like the taste.

The proposition was more readily accepted in countries where fish is important in the human diet, and thus Fish4Dogs soon became a leading brand in Japan, China and Singapore. The hardest nation to convince was the UK, where an understanding of the benefits of fish has taken longer to build amongst mainstream consumers. Fish4Dogs identified early on that professional dog owners and breeders were more likely to be early adopters of the proposition, and over several years Fish4Dogs has built a much-respected and vital ambassador network of pet professionals who feed and breed using Fish4Dogs food and treats.

## Tailored sales approach

In addition, Fish4Dogs recognised that fish is a more specialised, considered



purchase and therefore needed a tailored sales approach – by country and customer type. In the UK, for example, where consumers favour internet searches to carry out in-depth research about their pet's food, the company concentrated on building an informative, intuitive business-to-consumer website that currently accounts for 75% of its UK sales. In countries where bricks-and-mortar shopping is favoured, Fish4Dogs built a network of distributors and partner retail chains. In those countries, traditional retail sales volumes exceed online sales.

With such a complex international multi-channel customer base, outstanding customer service is critical in maintaining

high standards of satisfaction. The Fish4Dogs customer service team is skilled in the necessary languages and export documentation to provide customer support based on exceptional product knowledge and empathy. This results in loyal and satisfied customers: average 4.5 out of 5 star rating in reviews and higher than 90% overall satisfaction levels based on the annual customer survey. ♦

♦ **Fish4Dogs Ltd.**  
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fish4dogs.com





# Pet food and ingredients

The market for specialty and premium foods is evolving rapidly and while the rewards are high, the pitfalls can be deep. Have you found your niche?

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# Growing your business through niche nutrition

**Niche pet foods are hot, but not without risk. Are you agile and fit enough to thrive in this rapidly evolving market place?**

## **What is niche?**

Search pet food industry websites like FEDIAF, Pet Food Institute, AAFCO and you will struggle to find 'niche nutrition' defined. So what does it mean?

The Brand Marketing Blog website gives a useful insight stating that 'a niche brand is one that is very meaningful to some people, but not applicable to most people'. Niche products appeal to dedicated groups of consumers who strongly believe in the product concept, such as less processed, raw, pesticide-free, organic, or a natural pet food using wild game, rather than a mass-produced pet-food.

Currently, niche nutrition applies more to smaller pet food brands who have quickly seen the market opportunity, rather than 'mainstream' brands from corporations like Mars and Nestlé. Consequently, these more agile companies have stolen market share from their bigger competitors.

## **A hot trend**

A recent article in Forbes magazine, 'The Biggest Trends In The Pet Industry' (November 2018) highlighted that niche pet food is continuing to grow and is one of the hot trends, boldly stating that 'consumers don't want traditional pet foods'.

## Pet food and ingredients

So what is driving this growth and the decline in sales of 'traditional' pet food? For many years, pet food has followed human food trends like nutraceuticals, GMO-free, gluten-free, and organic. Here the rationale is the belief that 'if it is good enough for me, it is good enough for my dog' and the desire for both pet and owner to enjoy a healthy life, supported by their food choices.

Recently, consumers and especially millennials have been deserting 'mass-produced' foods for those with perceived benefits around health, authenticity and naturalness. They are willing to pay more for less processed products with 'clean' labels and transparency in ingredients and sourcing. Translated into pet food, this has resulted in strong market growth and profitability in niche pet foods like organic, raw and wild.

### But is it safe?

Besides ensuring that niche products are nutritionally adequate for the needs of our pets through kitten / puppy, adult and senior life stages, we must consider the question, 'are they safe?'

Globally and especially in mature markets like the US and the EU, pet food manufacture is highly regulated through a combination of laws, industry regulations and codes of practice. For example, in Europe, the regulations published by the European Pet Food Industry Federation, FEDIAF, are endorsed by the EU member states and linked to EU law. This ensures that pet food sold and manufactured in Europe – whether traditional or niche – is safe for our pets, nutritionally adequate and correctly labelled.

In practice, we see product recalls for all pet food formats, indicating that both traditional and niche pet food have associated food safety risks.

Trust in the safety of raw pet foods has been damaged, with many reported market recalls due to the presence of foodborne pathogens like Salmonella, Listeria and E. coli that can cause illness in both the pet owner and the pet. However, the sector continues to grow strongly and the industry is actively building trust in 'safe' products through initiatives like the 2017 PFMA voluntary Guidelines for the Manufacture of Raw Pet Food in the UK.

Turning to other niche pet foods, the use of human-grade materials does not imply that a niche pet food will be safer than traditional kibble or wet pet food. Why?

The answer is simple: both niche and traditional foods are made from natural ingredients and are susceptible to the same sources of naturally occurring food safety hazards. Whilst organic wheat might be free from pesticide residues, it is still susceptible to contamination from other environmental hazards like heavy metals. The fact that chicken might be free range does not mean it will be free of foodborne pathogens.

### Fit for the future

To grow their business, all pet food manufacturers, niche and traditional, must provide safe, nutritionally complete products, or they will fail. Ask yourself: are your business and your products fit for the future? ♦



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## Raw food revolution

There is good reason why the popularity of raw pet food is surging.

### An explosive sector

From Belgium to Bulgaria, Argentina to Australia, the number of raw food producers I have consulted recently about raw food start-ups, education and brand development in this explosive sector is eye-opening.

What once was niche is rapidly expanding into all other areas of canine and feline nutrition and the recent acquisition of Benyfit Natural in the UK by the global Real Pet Food Company Group attests to a confidence that raw is here to stay.

### What is not to like?

Why this sudden popularity of feeding dogs and cats with raw or fresh food? Because it is simple, economical and immensely satisfying. But more than this, the results are blatantly obvious to the owner and can be seen within days.

Improved stool quality is usually the first change. Sometimes within the first 48 hours. Clients ring me in tears because their pet has passed the first solid poo in their entire life. Coat quality is often noticeably better within the first two weeks – less scurf, smell and more luxurious shine. Teeth usually clean up quickly and overweight dogs often slim beautifully.



As a vet I use the diet to treat, without drugs or surgery, Irritable Bowel Disease, anal gland issues, behavioural problems (aggression and hyperactivity notably), chronic itching issues and inappetence.

What is not to like? I cannot see a problem in managing intractable and otherwise incurable disease with diet. But many vets and academics are fearful of perceived risks.

### Promoting understanding

A small but vocal minority of detractors claim that the risks of bacterial infection, bone blockage in the gut and nutritional deficiency outweigh the benefits. They even dispute there exists evidence of the benefits.

Science is sprinting to catch up with what is happening, safely, in kitchens all over the world. These sceptics are clinging to the kibble and tin/pouch model of pet nutrition like passengers on a sinking ship.

Even they admit that there are conspicuously few documented accounts of raw food problems relative to the number of pets being fed every day across the globe.

The Raw Feeding Veterinary Society (rfvs.info) has been in existence since 2013 and is a group of over 150 veterinarians worldwide. Their aim is to promote understanding, research and best feeding practices for cats and dogs. ♦



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# NOT JUST PALATANTS.



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## Hypoallergenic diets. Help or hype?

**‘Hypoallergenic’ diets for dogs and cats are gaining popularity but some marketing claims can mislead pet owners, as food allergies are entirely specific to the individual pet.**

### **Food allergy or intolerance?**

An adverse reaction to a food is an abnormal or exaggerated clinical response to the ingestion of a food or food additive. It may be immune mediated (called food allergy or hypersensitivity) or not immune mediated (called food intolerance, possibly the result of a metabolic defect, for example lactose intolerance).

Adverse food reactions in cats and dogs are mainly expressed by itchy skin or ear and gastrointestinal signs.

However, food allergies have to be distinguished from multiple other causes of these issues.

Flea allergies and environmental allergies (dust mites, pollen, grasses) are much more common in pets than food allergies, but all can have similar symptoms.

Therefore, environmental allergies and food allergies are often confused, and changing a pet's diet may not make a difference.



## Pet food and ingredients

### Diagnosis of food allergies

There is no proof that tests using blood, saliva or hair can reliably diagnose food allergies or 'sensitivities'. The only tool (the gold standard) to diagnose food allergy is an elimination diet, in which the ingredients in the current diet are replaced with one protein and one carbohydrate source that pet has never been fed.

The best option for this is a home-made diet or a veterinary hydrolysed diet, where proteins have been broken down into smaller components. After signs have disappeared during the trial, ideally it should be confirmed by a challenge test, that is, the reintroduction of the suspected ingredient from the old diet.

### Allergen-free dog food?

All products containing intact protein can potentially cause adverse reactions in predisposed animals. Dogs and cats can be allergic to pretty much any ingredient that can be found in pet food. Feeding a diet with exotic proteins like kangaroo or venison will not prevent food allergies – they are no less allergenic than more common foods like chicken or beef. It is simply that they are seldom found in pet food, so allergies to them are uncommon.

In fact, most protein-containing ingredients have the potential to induce allergic reactions if they are regularly fed to dogs and cats. Rotating diet ingredients does not prevent food allergies, but it can limit the diet choices in a dietary elimination trial.

There are no diets that are completely 'hypoallergenic', meaning that they will not cause allergies (except special diets with hydrolysed proteins as the sole source of protein). Intact proteins are part of all products made by the industry including all pet foods.

### Common allergens

The most commonly reported food allergies in dogs and cats are beef, dairy, chicken and egg, simply because these ingredients have been the most common ingredients in pet foods for the past few decades, so pets often have been exposed to them.

Contrary to the popular belief, grains are actually uncommon causes of food allergies – protein sources are more often to blame than grains. Sometimes pets are allergic to plant ingredients, but it is less common than an allergy to an animal protein.

### Over-the-counter pet foods

Many pet food companies have introduced over-the-counter products that are marketed as being good for dogs with allergies. This trend has emerged in the pet food world in the form of limited-ingredient diets. They are made up of only one meat and usually one carbohydrate source, but may still be contaminated with some other ingredients.

Several studies have shown the ingredient lists may contain protein sources not listed on the label, potentially from sharing machinery in a plant with other diets, without thorough cleaning in between. Because of the risk of cross-contamination, OTC foods are not ideal for food-allergic animals, at least in the early stages of diagnosis and treatment.

Manufacturers and retailers need to consider any 'hypoallergenic' marketing claims with great care. ♦



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## Italfed ITALY

### Italfed adds to its catalogue

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# The rise and rise of niche nutrition

With pet welfare increasingly driving consumer purchases, niche nutrition is a profitable choice for pet food manufacturers.

## Niche is now

As today's consumers understand more about pet health and environmental-related concerns increase, their focus on products and ingredients that are both sustainable and healthy continues to grow. They choose to buy natural and organic food for their families, so – given the humanisation trend – is it any wonder that similar trends can be seen in the pet food market?

According to market research company Technavio, the global pet care market is expected to show a 5% compound annual growth rate from 2018–2022. As pet food is always one of the biggest product segments, we need to pay attention to the increasing demand for niche products in that segment. Besides pet health, manufacturers also need to think about other factors that influence consumer choices, such as the provenance of ingredients, clean labels, and environmental impact.

## Going global

The popularity of pet ownership in the US and European markets means they remain dominant. Other markets, such as Asia-Pacific, continue to show substantial growth: as disposable income among pet owners rises, so does the requirement for specialised nutrition.

Pet foods marketed as organic and natural have been popular for some time and, from that starting point, other niche nutritional trends are becoming more attractive to pet owners. With buying preferences for terms such as wild, locally-sourced, natural, and gluten-free gaining momentum, the development of

products that meet these needs will be a key factor in driving the growth of the global pet food market.

## A focus on high-quality ingredients

There is an obvious link between poor nutrition and poor pet health, so the steady growth of the premium pet food market is no surprise and should only continue this year and beyond. The need for high-quality ingredients that can maintain (or even improve) animals' health means the scope for new and innovative products is broad, offering plenty of opportunities for both new start-ups to emerge and existing players to widen their nutrition-based product lines.

## Following the trend

While dog and cat food offer the most potential for sales, smaller pets such as reptiles and small furrries should not be overlooked. Market trends tend to follow on from the more popular pets to the rest of the market, so pet foods that offer tailored nutrition and have a focus on health and well-being will be popular.

Whether lifestyle choice or health requirement, the growth of premium foods and niche nutrition is a development that cannot be ignored. Consumer preferences are – and continue to be – for the more natural, sustainable, and 'clean', with the welfare of our pets and our planet high on the agenda. ♦



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# Striking a balance

Is the pet food industry developing so fast  
it is getting ahead of the science?

## Exciting and exotic

In the last decade, we have witnessed the rise of wild, raw and organic trends into the acclaimed niche of pet food nutrition. But there seem to be a lot of controversies that go along with them.

Even though exciting, exotic ingredients require the manufacturer to have much more nutritional expertise, as they have the potential to affect the metabolism of other nutrients in ways that have not been previously described.

Research is continuously underway to anticipate and address such questions but cannot always keep pace with the rapidly evolving market we find ourselves operating in. While we wait for the answers that will arise from research, the pet food industry needs to be aware of the risk that comes along with using exotic ingredients and provide proper knowledge and expertise to avoid detrimental mistakes.



### Is grain-free good?

Earlier this year, for example, there was a big question mark around whether following grain-free diets could be a potential cause of nutrition-induced dilated cardiomyopathy (DCM).

The discussion centred on the amino acid taurine, which is essential in cats, but not in dogs due to their ability to synthesise taurine from precursor amino acids, methionine and cysteine, as well as from glutathione, choline, and carnitine.

The link between taurine deficiency and DCM is not yet completely understood and the research is ongoing. Nonetheless, studies have shown associations between dietary factors and taurine deficiency in dogs, such as lamb, rice bran, high fibre diets, and very low protein diets including the diets with a high percentage of legume protein naturally low in sulphur amino acids – taurine precursors.

### Phosphorous intake

The possibility of a link between phosphate nephrotoxicity and high protein processed diets was also discussed earlier this year in veterinary nutrition circles, in light of what we know about excessive inorganic phosphorous intake and its negative impact on the health status and renal health of our pets. Here the additional problem lies in the fact that the definitive amount of phosphorous from food additives often cannot be quantified so the responsibility remains in the hands of the industry.

### Responsible raw

Another new trend is the raw meat-based diet (RMBD). Research based on an evaluation of infectious disease risks and public health concerns when feeding an RMBD has not been kind to this rising trend. Nevertheless, many have shown that it is possible to produce a safe RMBD diet. Once again, knowledge and responsible production practice are key to success.

### What lies ahead?

We are witnessing the rise of personalised nutrition, the inclusion of medium chain fatty acids in pet food, the buzz around insects in pet food. All of this requires more nutritional expertise than ever.

There should always be a healthy balance – of ingredients, of trends, of novelty – and especially, between sceptical science and exciting innovations. But above all, there should be a lot of knowledge and responsibility. ♦



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# Accessories

As obesity is impacting dog health, what can the pet industry do to help keep dogs (and their owners) in shape? Conversely, bird populations in Europe are deteriorating due to depletion of their natural food sources. Here also the pet industry can have a positive influence.

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# Time to think and act to protect our birds

**Climate change is also impacting bird populations.  
Feed birds and help nature and the environment!**

## Ecological catastrophe?

New figures reveal a decline in farmland birds at a level approaching an ecological catastrophe.

Take France: bird numbers have declined by a third in the past 15 years. Similarly, declining bird populations have been registered in Belgium, the Netherlands and the UK.

This decline is due to a lack of flying insects, which itself is thought to be a result of the excessive use of pesticides.

## Can the pet industry help?

The pet industry is key to providing bird feed all year around to consumers. But, we are faced with a number of challenges:

- The traditional bird-feeding consumers are ageing. It is important that we inform younger generations as to the importance of feeding birds.
- The ban on plastic packaging requires manufacturers to reinvent products and their packaging.
- Climate change is driving up the price of raw materials.
- New EU legislation regarding pesticides will hopefully benefit insect populations.

## Ban on single-use plastics

The EU recently approved a draft directive on marine pollution and single-use plastics. In line with this, one of Europe's leading manufacturers of fat balls – producing over one million balls a day – has decided to produce fat balls without net. This initiative is expected to be fully implemented at the end of 2019 already!

## No net

In 2011, 'no net' fat balls were introduced for the first time. Since, such net-free products have been widely embraced by consumers and bird lovers. They are even more popular than biodegradable netting, to the extent that they are the most sold item in most mature wild bird markets. 'No net' is also in compliance with sustainability goals and initiatives of almost all retailers across Europe. Fat balls without net are eaten twice as much in the same time.

## Climate change

The climate – and seasonal weather – has a huge impact on the price of the main raw materials used in bird feed. Like in many other pet categories, one of the biggest challenges is price competition.

Many retailers across Europe have used the wild bird category as traffic builders: offering low price deals, resulting in volume based growth.

However, the price of raw materials is extremely volatile. Now, climate change and extreme weather conditions are a serious threat to harvests, and with that the price of raw material.

## More birds in your garden?

More birds are moving from agricultural areas and surrounding woods into new, suitable habitats such as gardens. However, in gardens also, the supply of natural food is limited. It is therefore necessary that we feed these wild birds.

## FACT BOX – market development wild bird segment:

- Nowadays, nature 'supplies' less food than 10 years ago, due to excessive use of pesticides.
- The actual number of birds is decreasing. We can help maintain their numbers by feeding them.
- As traditional bird lovers are getting older, it is vital that younger generations are made aware of the decline in bird numbers and what they can do to help.
- An increasing number of bird feed products is available. Also with bird species-specific mixes.
- Similarly, there is a wide choice in feeding systems: from low- to high-end with beautiful and functional designs.
- Increasingly, products are more sustainable, with 100% recyclable feeding systems and 'no net' fat balls.
- Feeding birds throughout all four seasons is now widely accepted and supported by most European bird associations.
- Distribution channels are shifting and now include pet retail, DIY/garden centres, grocery retail and e-commerce.

## The best for your garden birds

A garden bird has only short time slots of activity during the day for most of the year. It is essential these birds have easy access to high nutrition food to stay healthy. They prefer carbohydrate rich seeds (millet seeds are favourite!). The composition of seed mixtures and fat balls are now being optimised to the different seasons. It has always been presumed that garden birds need fatty seeds and nuts. However, research has shown that birds only prefer fatty diets during the moulting season and winter. ♦



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# Eco-friendly accessories for birds



**We enjoy looking at the wild birds in our gardens, and we naturally offer them accessories made of wood, that blend in with the surrounding nature. But, why should they alone benefit from the best of natural?**

## Bringing nature to cage birds

Luckily for cage birds, eco-friendly accessories are now also becoming widely available for these birds too. Numerous brands are catching up with the latest trend in sustainability and 100% natural products.

For wild birds, the choice in natural is enormous. Take, for instance, the Silo Bird Food Dispenser by Trixie made of robust and long-lasting cedar wood, or the Natura Bird House, coated with a non-toxic, water-based varnish. Vadigran caters for various species, with different shape nests for sparrows, robins and blue tits, all made of durable wood. Hamiform sells an elegant, ceramic feeder, that is easy to hang in any garden or on a balcony by way of a sturdy burlap handle. Karlie combines fun and functionality in a wooden bird house made for tits. The exterior is painted with colourful bird silhouettes and includes a little feeder as well.

## Natural comfort

The bird species we keep in captivity usually live up in the trees in the wild. It is best to provide your bird the same natural comfort in his cage by avoiding plastic or composite materials.

Natural Bird is specialised in handmade natural products for cage birds. For parrots and cockatoos, they make great perches made of solid birch. Choose from a wide selection of perches in all shapes and sizes: single perches, or perches featuring various chewy toys such as balsa cubes, paper rope or shredded paper.

A similar concept is offered by United Bird: a twisted toy strand, made of natural fibres is used to hang pieces of wood, wicker, corn cob and oyster shells on, for the bird to 'play' with. Trixie's Natural Living line features a swing with ropes, pieces of coco and lots of fibres for birds to shred. Zolux has a more sober approach when it comes to toys, with swings, ladders and perches with wooden balls pasted on to them that birds can chew or move. This brand also offers a wide range of nests made of wicker. Add comfort to such nests by way of, for instance, Trixie natural cotton fibres or the JR Farm Kapok Pod filled with cotton wool. ♦



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# Obesity in dogs: challenges and opportunities

**Canine obesity offers an interesting opportunity to the industry to provide pet and owner support.**

## **Overeating and underexercising**

With the abundance of material wealth in some countries, it is hardly surprising that our pets' lives mirror our own. This includes overeating and under-exercising.

Canine obesity has now been classified as a disease. In a 2010 study, it appeared that in the UK 59% of dogs were classified as overweight or obese.

## **Why is this of interest to the industry?**

From a welfare perspective, overweight dogs have a shortened lifespan and are likely to suffer from diabetes, breathing issues and osteoarthritis, amongst other complaints.

The most worrying issue is the number of juvenile dogs that are overweight.

If your customers are likely to have dogs with these issues, it makes sense to provide a helpful service to return their dogs to a normal weight. Here are some of the supplier 'must-haves'.

## **Walk more?**

Are you aware that very few dogs are actually walked every day? A recent Paw Report survey by the PDSA (People's Dispensary for Sick Animals) revealed that 16% of dogs (1.4 million) owned in the UK are walked less than once a day. Of these, 89,000 dogs are never walked at all.

## Accessories

This can be because some dogs tend to pull owners on their leads: walking harnesses should therefore be part of any retail display. A simple collar will suffice for identification, but a no-pull harness or head collar, such as a Halti or Walkezee, will boost the dog and owner bond. Training staff to measure visiting dogs for the right harness is an excellent value-added service.

Product placement is key, so adding tracker devices, such as the FitBark or PitPat that monitor the dog's activity, make a great add-on purchase. They are easily fitted to a collar, linking to a smartphone. Owners can even set exercise goals for their canine friends. For dogs that are alone during the day, or go to day care, this can help owners to identify exercise needs.

### Social activity and activity toys

Dog activity toys, such as ball launchers, can let a dog keep himself busy for long periods of time. Dog walkers and pet sitters are ideal for owners who have limited time for their dog. As well as increased activity, the dog gains essential social contact.

Artificial exercise machines, such as treadmills for dogs, might be useful for those recovering from a period of inactivity such as ill health, but do not provide the quality of life that walking outdoors can offer. Hydrotherapy and swimming services for dogs enable less-mobile pets to stay healthy without risk of injury.

### Weigh in

Pet shops can provide in-house weigh ins. A recent PAW report stated that 40% of owners do not know their pet's weight or body condition score. Vets also can encourage checking a dog's weight every visit as preventative measure. Why not offer an in-house weighing service where owners can set a goal (vet-recommended)? Success is rewarded with loyalty discounts.

### Feeding

Out-exercising a poor diet is hard. Owners who like to give treats, are best advised to give single ingredient food, such as fresh carrot or apple. Pre-packaged dried meats can be easier to manage, but need to be kept small: the strong scent attracts the dog more than the size of the treat.

Naturally sourced, low-sugar treats are best. Some dogs fare better on grain-free. But, be sure to remind owners that human low-calorie foods can contain artificial sweeteners, toxic to dogs.

Grouping healthier option foods together allows owners, aiming to reduce their dog's weight, to oversee all healthy options. No dog is the same, so train staff to assess a dog's needs.

Dogs are scavengers: they will overeat without self-regulating. It is up to owners to manage access to food. Measuring cups supplied with dog foods are very popular. Providing a scoop that cannot easily be overfilled can offer even more consistency. And last but not least: remind owners any treats given must be subtracted from the total daily food intake. ♦

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*Paw report 2018:* [tinyurl.com/yblvk8ma](http://tinyurl.com/yblvk8ma)

*DAY MJ. One Health approach to preventing obesity in people and their pets. J Comp Pathol 2017;156; 293–5*



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# Dogs keeping their owners fit and dog owners keeping their dogs fit



**This is how dog owners and dogs can boost their health: by benefiting from each other.**

## **Natural needs**

Simultaneously with the trend amongst pet owners to humanise their pets, we are also becoming more aware of their natural needs. This ties in with the increasing focus on our natural surroundings and how we can benefit from being outdoors. Of course, no better way to enjoy those outdoors than with a companion dog!

## **Where we (and our pets) stand**

Our wealth is mirrored in our pets. Not so long ago, excessive nutrition was considered as synonymous with well-being. Although many people do now realise that too much food is detrimental to our and our pets' health, the increasing availability of fun and attractive products that reduce physical activity are encouraging excessive idleness. The result? Owners who do not walk their dog. In fact, obesity is a serious threat to both owners and pets.

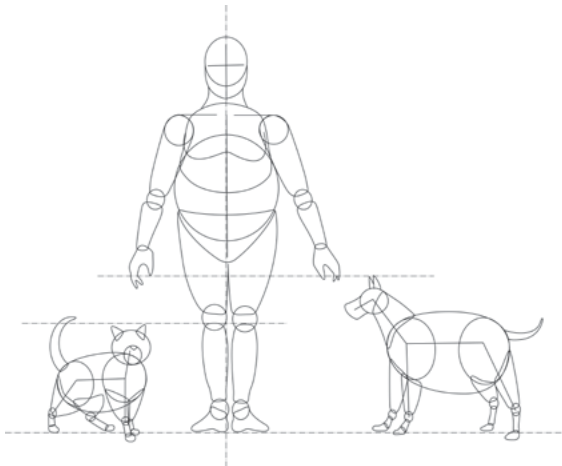
## **The problem with obesity**

Research is clear: obesity is a potential risk for many pathological conditions. In dogs, the musculoskeletal and cardio-vascular system can be damaged, causing diseases such as diabetes, orthopaedic and dermatological diseases, as well as neoplasia. Unfortunately, overweight and obesity remain the two diseases with the highest risk of recurrence: for both dog owners and their dogs. Why? Owners tend to consider showing their love for their dog as synonymous with indulging all the food whims of their four-legged friend.

But, the heat is on for owners to make a radical change and express their love by keeping their dog in pristine physical condition. Veterinarians and experts alike advise owners to share wellness and outdoor activities with their dog. In this way there is a double benefit: for both owners and their dog.



## Accessories



*Obesity in the animal world often mirrors the adoptive family.*

### Fitness accessories

Items such as automatic ball throwers, smart-fit collars, climbing shoes or snow boots and mountain backpacks for our four-legged friends are readily available online and in pet accessories stores. In fact, there are numerous, fun outdoor activities that owners can practice with Fido. For instance: having a dog chase and capture a disc, or letting him try out a steeplechase where dogs' and drivers' agility and speed is paramount, or swimming, often done in pools specifically created for four-legged guests.



*Petfit: smartfit for dogs and cats to monitor physical activity and food.*

Recent research shows that running stands out as favourite activity for the majority of people. Maybe because it can be practiced anywhere! But, whatever the reason, it offers the opportunity to spend time outdoors and it is cheap. What is more, running with your dog provides that intimate dimension and balances time dedicated to work and pet prime time.



*Drawings by Valeria D'Alessandro, from a project by Monica Ferrigno. Gym for dogs and humans: both will have to find the right rhythm of movement as the engine is shared between treadmill and an exercise bike.*

### Dog sports competitions

Canicross or CaniX, conceived as a training for sledge dogs, are now often practiced as competitive sports. Increasingly, non-competitive races and walks are popular. During the first Pets' Week to be held in Milan in October 2019, the first non-competitive running races designed specifically for dogs and their owners are due to take place.

### Next level dog and owner fitness

But, what if simple lack of free time, bad weather and poor health are hurdles for owners to work out with their dogs? Welcome the shared gym! This concept brings the gym to the home. And the good news is: it has been uniquely designed with both man and dog in mind. Frequent use can, in fact, be an excellent way to get a dog perfectly trained to avoid distractions once outside. Moreover, it will help pet owners synchronise their pace with that of their dog. And the other way around!

Unfortunately, as yet, such a shared gym is still in the concept stage. We can only hope that, shortly, it will be made into a real product that benefits the health of both dogs and their owners. ♦



**Monica Ferrigno and Carlo Dameno**

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# Turkey

A country of over 80 million people, where ancient history and traditions still flavour life today. Where there are increasing numbers of caring cat owners plus 20% of the world's reserves of bentonite, a mineral used in cat litter. And where more and more local brands are set to go global!

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# Turkish pet market on the rise

The latest figures for the pet market in Turkey are very promising. As the pet population grows, both bigger and smaller product categories show increased sales.

## The facts and figures

Turkey has a strategic location, forming a bridge between Europe, Asia and the Middle East. It has land borders with seven countries and is surrounded

by four seas. By the end of 2019, Turkey's population will have reached almost 82 million, with a high percentage of young people. Each year there is a 10% increase in the number of homes with a pet.

## Market sizes - historical

Geography	Category	Data Type	Unit	2015 USD	2016 USD	2017 USD	2015 EUR	2016 EUR	2017 EUR
Turkey	Pet Care	Retail Value RSP	million	145.2	164.6	200.2	127.7	144.7	176.1
Turkey	Pet Food	Retail Value RSP	million	124.4	140.5	172.0	109.4	123.5	151.2
Turkey	Pet Products	Retail Value RSP	million	20.8	24.1	28.3	18.3	21.2	248.0



## Annual growth

According to estimated figures for 2018, Turkish pet owners spent approximately €400 million (\$460 million) on professional pet products. The market shows annual growth. In the same period, 56,000 tons of dry pet food were sold.

## Local brands go global

Global brands such as Nestlé, Royal Canin and Hill's are, of course, important market players in Turkey. But in the past five years there have been many national start-ups. And now these local companies are beginning to export worldwide. There are currently ten pet food manufacturers and five cat litter producers.

Over many decades, Turkey has become well known for its bentonite, used as clumping cat litter. 20% of the world's bentonite reserves are found here.

Besides food, accessories and litter, other important segments of the Turkish pet market are aquariums and fish food as well as professional and hobby bird breeders.

## Future looks good

In retail, both grocery markets and pet store chains are contributing to growth, as they sell more and more pet products. Today, there are over 5,000 pet shops and also 1,100 veterinary clinics.

Looking to the future, market forecasts for annual trading value in 2023 and beyond indicate a market worth €1 million (\$1.15 million). ♦

## Pet care growth

Geography	Category	Data Type	2015-2016%	2016-2017%
Turkey	Pet Care	Retail Value RSP	13.4	21.6
Turkey	Pet Food	Retail Value RSP	12.9	22.4
Turkey	Pet Products	Retail Value RSP	16.1	17.1

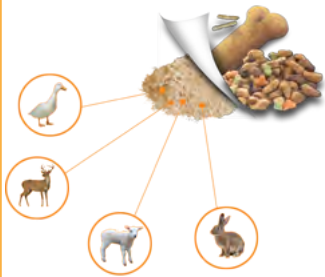
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# East meets West. A tale of two cultures

Turkey has an eclectic mix of Roman, Byzantine and Ottoman history plus modern Western European influences. Developing strong political and trade relationships with both East and West has made it a bridge between the two.

◀ Tombili.

*“Dog food continues to register a positive performance as a result of rising pet owner awareness of pet health.”*

### Strength of the Kangal Dog

Historically, Turkey has had a different relationship with pets compared to many Western European countries. It has not been known as a country of dog lovers, yet there is an impressive indigenous breed: the Turkish Kangal Dog.

This pastoral breed is well respected in rural areas for its work ethic, strength, ability to cope with all climates and protective instinct. All that combined with a magical Eastern backstory – the Kangal, a treasured national emblem, is said to be ‘as strong as a lion’ and ‘born of a lion and a tiger’.

### Cat lovers

Turkey is actually more well-known as a country of cat lovers. The historical explanation: ‘Prophet Muhammad had a cat called Muezza (the mother of cats) who he loved so much that he once cut the clothes on which she was sleeping, so as not to wake her up when he was about to pray’.

The bond with cats continues to this day, with high populations in many cities. On street corners you see bowls of food and water for the local cats. In winter, people build cat houses to provide shelter.

The famous cat ‘Tombili’ who once roamed the streets of Istanbul now has a statue in his honour. Istanbul is even referred to by some as ‘Catstantinople’.

### Responsible pet ownership

As Turkey continues to buy into more elements of Western culture, pet ownership is increasing. There are also significant advances in animal welfare, with minimum welfare standards for health and well-being. Animal cruelty is now a punishable offence and responsible pet ownership is a strict criterion for keeping a pet.

### Emergence of the pet industry

The Turkish pet food industry embraces market trends from Europe and the US. Along with the emergence of pet food manufacturers, pet shops and associated services accommodate the needs of middle-class dog owners who want to pamper their pet.

Euromonitor said in 2017 about Turkey: ‘Dog food continues to register a positive performance as a result of rising pet owner awareness of pet health. As a consequence, more owners seek advice from veterinary clinics, which generally recommend prepared dog food for healthy pet nutrition.’

Stronger emotional bonding with pets is expected to continue. Turkey has its own unique blend of Eastern cultural heritage intertwined with much of what Western society has to offer. It has always had its own special bond with animals which can still be seen in Turkish values today. However, as the economy advances and disposable incomes increase, the importance of family pets from a Western ‘pet parent’ perspective will continue to grow. ♦



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Lider Petfood TURKEY

# Strengthening its position in the global pet market



Lider Petfood is celebrating its 10<sup>th</sup> anniversary this year. Its products have now found their way onto the shelves in more than 40 countries.

## Fast-growing company

Its journey from the local to the global pet market started in 2009. Today, Lider Petfood is a leading manufacturer in the Turkish market, where it competes with all the global brands. Having already achieved some growth with its brands on the international pet market, the company is now ready to use its experience and competence to take the next steps towards a brighter future.

## Sustainability, diversity and quality

Right from the start, the company applied some important principles with its sustainable growth strategy. 'We believe that we have a responsibility for the well-being of pets.' This is Lider Petfood's nutrition philosophy, so producing healthy and quality products is its main objective. Besides wanting to be successful, it also wants to be seen to be a reliable manufacturer.

With eleven brands, there are now more than 300 Lider Petfood products: wet and dry food, treats and cat litter products. The widest assortment is under the Reflex brand.

## Supporting distributors

One of Lider Petfood's principles is to work with only one distributor in each country and to focus on improving the business in that country together with its distributor. The company provides its distributors with ongoing support as they develop their business.

## What's next?

In March 2019, Lider Petfood is launching the European Distribution Hub Project.

With this it will provide its international partners – especially those located in Europe – with a cheaper, faster and more convenient service. By supplying its distributors more efficiently, the company aims to leverage its international business and gain a leading position in the global pet market. ♦

- ♦ **Lider Petfood Yem San. ve Tic. A.Ş.**  
iletisim@liderpet.com.tr  
liderpet.com.tr

## Key facts

### Products

- Dry food and wet food for cats and dogs, treats, cat litter.
- More than 300 different products under eleven brands.

### Production and logistics

- 70,000 tons/year dry pet food production capacity with two extruder lines

- 6,000 sqm production facility/ 10,000 sqm warehouse and logistic centre

### Brands

- Super premium: Spectrum, Reflex Plus
- Premium: Reflex, Bonnie, Proline
- Economy: Trendline, Enjoy, King, New Cat, New Dog, Jetix

## We serve 111 international customers in 51 countries.

Our brand VANCAT is exported to 40 and CAT'S WHITE is exported to 12 countries today. Again, we make contract manufacturing to approximately 65 foreign companies under their own brands.

Our exportation for cat litter in 2017 was 85.000 tons, we have reached our goal in 2018 as 100.000 tons. Our target of 2019 is 120.000 Tons.

We sell through totally 27 domestic wholesalers and pet food producing companies. 35% of these sales are made of our brand and the other portion is made of Private Label (contract manufacturing) productions.



# Respecting the generosity of nature



**Bentaş Bentonit was established in 2007 to produce clumping cat litter from white bentonite reserves available in Turkey. Today, it exports to 51 countries worldwide.**

## Large reserves

Almost 90% of all white bentonite reserves in Turkey are found in the areas around Ordu, Ünye and Fatsa. The company has 45 million tons of bentonite in reserve, spread over seven mines. This makes them a trustworthy partner that can always deliver.

The 23,000 sqm Bentaş Bentonit plant is situated in the Fatsa industrial zone, close to the mines. Using the latest technology, it produces cat litter that is hygienic and easy to use for pets and their owners. The plant's drying capacity is three lines that handle approximately 300,000 mt/year.

The whiteness of the bentonite from these mines varies between 75% and 92%.

The mines also provide many other raw materials, allowing the company to offer a wide range of products to meet all its customers' needs in terms of quality and price.

## Highest quality

Bentaş Bentonit also has operating licences for some very productive mines on the Black Sea coasts. Here the highest quality calcium bentonite is mined, with the capacity to absorb water up to 4-5 times its volume. Another advantage of calcium bentonite when compared to sodium bentonite is that odour absorption is better.

The area where calcium bentonite can be mined is 6,000 hectares and contains five mines with a reserve of approximately 10 million tons.

## Research and Development

The company's Research and Development laboratory has a strong focus on efficiency improvement as well as its work on new product development. As the company mission is to produce very high quality products, its quality control department uses an extensive set of quality parameters for its production checks.

Some figures:

- 550 tons per day
- six different analyses of each ton
- accounting for a total of 2,250 analyses every 24 hours

The wide variety of bentonite produced enables the company to supply cat litter based on each and every customer's set of requirements. ♦

- ♦ **Bentaş Bentonit A.Ş.**  
contact@bentashbentonit.com  
bentashbentonit.com

# PETZOO Türkiye 2019



## 7. INTERNATIONAL PET PRODUCTS, MATERIALS AND ACCESSORIES SUPPLIERS EXHIBITION

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## Turkey



### **Nektar** TURKEY

## Your fish deserve the best food

**Nektar manufactures and sources products for ornamental fish and aquaculture. It was established in 2001 and currently sells over 40 products under two brands: ArtAkua Aquarium Food and Nektar Feed.**

The company produces specifically formulated ornamental fish food for a variety of species, based on natural feeding habits. Nektar has a greenfield, high-tech production facility operating in accordance with GlobalGAP standards. Using extensive know-how and innovative technology, it has now completed two projects resulting in the production of fish foods with high digestibility.

Nektar products contain raw materials such as krill meal, shrimp meal, algae

and yeast, all carefully selected after R&D studies. They are in high demand in Turkey and are also exported to many other countries.

The company has built up a good reputation in all its markets. Qualitative products, tailored solutions and excellent service have led to a high level of customer satisfaction.

#### **Nektar Yem Ltd Sti**

[info@nektaryem.com.tr](mailto:info@nektaryem.com.tr)

[nektaryem.com.tr](http://nektaryem.com.tr) / [artakua.com](http://artakua.com)



### **Karakaya Bentonite** TURKEY

## Natural approach to cat litter

**Karakaya Bentonite, a family-owned company established in 1954, manufactures natural cat litter products.**

Sodium bentonite is a self-clumping mineral, so needs no additional chemicals for clumping. It is a completely natural product with high liquid absorption and excellent urine odour retention. As there are no chemicals involved in production, the litter is hypoallergenic and will do no harm to pets, people or the planet.

Karakaya Bentonite extracts the mineral from its own mines. Its facilities are based in Ankara, with a 45,000 tons/year production capacity and a 21,000 sqm closed warehouse for product storage.

The company supplies cat litter products for private labels according to required packaging standards. The R+D+I department meticulously controls every detail of the production process, to comply with the strictest standards for quality and innovation.

The quality of all products, processes and services is assured by ISO 9001:2015, certified by Bureau Veritas.

#### **Karakaya Bentonite Co.**

[catlitter@karakaya.com.tr](mailto:catlitter@karakaya.com.tr)

[karakaya.com.tr](http://karakaya.com.tr)



## OUR BRANDS

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NUTRITION FOR LIFETIME

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their nature



**CROQUE**

Wellness in every bite



**Econature**

High quality in eco range



**effeffe**  
PETFOOD  
TURKEY



For further information please visit our website [www.effeffe.com.tr](http://www.effeffe.com.tr) - [info@effeffe.com.tr](mailto:info@effeffe.com.tr)



Effeffe TURKEY

# Constant creativity for healthy brands

**Matching research innovations to buyer needs has brought continuing success in the pet food market.**

## Successful joint venture

Effeffe Turkey was founded in 2016 as a joint venture between Effeffe Italy and Anadolu Pet. Thirty years of experience in production was added to thirty years of experience in sales and marketing to serve both the Turkish market and export countries.

## Quality assurance

Production started in September of that year, and new and innovative formulas have been developed ever since. With 8,000 sqm of production and warehousing facilities, the company has a production capacity of 4 tons/hour. The plant operates 3 packaging lines with tester size bags up to 200 grams, mini bags up to 3 kg and big bags up to 20 kg. Effeffe complies with all possible quality standards, including ISO 9001 and ISO 22000, and continuously

invests in R&D. A wide variety of dry foods are developed and manufactured, from economy to super premium.

## Productive partnerships

Effeffe follows all innovations in animal nutrition research in its pet food production, while also paying attention to – and trying to anticipate – the evolving needs of dog and cat owners. This is what makes it stand out as a partner. It is also constantly evolving, offering new and better performing nutritional solutions that meet consumers' needs with reduced time to market. The company understands that constant creativity in formulations, shapes, ingredients, textures and tastes is essential to long-term brand health. That is why this is at the heart of its working practices and plans for future developments.

## Experience in 20 countries

Effeffe Turkey watches market trends, whether in products and nutrition or in marketing, sales and consumer dynamics. With its multi-sector, multi-channel and international experience in over 20 countries, the company is always aware of, and able to anticipate trends and critical success factors. This includes considerable expertise in specialised channels both in and outside of Turkey. That is why Effeffe is much more than just a supplier. It is a strong partner that can be counted on to develop pet food, and to support and effectively promote a brand throughout its life cycle. ♦

♦ **Effeffe Pet Ürünleri ve Evcil Hayvan Yem San. Tic. A.Ş.**  
info@effeffe.com.tr  
effeffe.com.tr

**DOG Copenhagen**  
DENMARK  
**Urban Explorer™ Collar**

The Urban Explorer collar from DOG Copenhagen is a strong, lightweight collar made of durable stain- and water-resistant materials. The unique design provides full-length soft and breathable padding for comfortable daily use. The dual aluminium D-rings and efficient 3M™ reflectors ensure safety.

**We are looking for dedicated distributors!**

**DOG Copenhagen ApS**  
hello@dogcopenhagen.com  
dogcopenhagen.com



**URBAN EXPLORER™ COLLAR**



**Lex&Max THE NETHERLANDS**  
**Keep calm, stay off my throne!**

Lex&Max has once again increased its assortment with some trendy boxbeds. Fabricated in strong interior fabric that can be zipped off for cleaning, the boxbeds are available in 4 different colours and 3 different sizes: 75x50, 90x65 and 120x80cm. Each size can be delivered as a complete filled boxbed or as a spare cover in a luxury box.

**Lex&Max B.V.**  
info@lexenmax.nl  
lexenmax.com



**KW Aquatic Supplies MALAYSIA**  
**Dophin Submersible Water Pump**

The Dophin PC Water pump has an elegant design while maintaining high output. There are 6 models available between the 500L/H till 5000L/H.

The features are as follows: **Compact design with powerful flow rates – Adjustable flow control – Easy handling for placement – Includes coarse sponge for filtering and blocked debris – Use in marine water & fresh water.**

**KW Aquatic Supplies Co., Ltd**  
selina.cai@kw-zone.com  
kwzone.com



**Teco ITALY**  
**Teco Wi-Fi Chillers**

The new models TK500, TK1000, TK2000 are now available as Wi-Fi versions and are specifically designed for the connection of the Wi-Fi module TEConnect. This new technology allows you to remotely control your chiller, monitor water temperature, obtain thermostat alerts and modify parameters. Download the TEConnect app on your smartphone or tablet and interface your chiller controller whenever you want.

**Teco Srl**  
info@teconline.com  
teconline.com



## Calendar of events



### SuperPet 2019

2 to 4 April 2019

Expo D. Pedro  
Campinas, São Paulo, Brasil

[feirasuperpet.com.br](http://feirasuperpet.com.br)



### ExpoZooUA & AquaTerra Show

5 to 7 April 2019

International Exhibition Center  
Kyiv, Ukraine

[expoZoo.com.ua](http://expoZoo.com.ua)



### PetExpo

12 to 14 April 2019

Romexpo  
Bucharest, Romania

[petexpo.ro](http://petexpo.ro)



### Hong Kong Houseware Fair

20 to 23 April 2019

Hong Kong Convention & Exhibition Centre  
Wanchai, Hong Kong

[event.hktdc.com/fair/hkhousewarefair-en](http://event.hktdc.com/fair/hkhousewarefair-en)



### Zoomark 2019

6 to 9 May 2019

BolognaFiere  
Bologna, Italy

[zoomark.it](http://zoomark.it)



### Aquarama

31 May to 2 June 2019

Guangzhou Import & Export Fair  
Pazhou Complex  
Guangzhou, China

[aquarama.com.cn](http://aquarama.com.cn)



### Superzoo

20 to 22 August 2019

Mandalay Bay, Las Vegas, United States

[superzoo.org](http://superzoo.org)



### Pet Fair Asia 2019

21 to 25 August 2019

Shanghai New International Expo Center  
Shanghai, China

[petfairasia.com](http://petfairasia.com)

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### Colophon

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... e.g. our pet food with  
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- **Vegetarian complete foods**
- **BARF supplements / mixtures**

**Fihumin**  **Gesellschaft**

Contact us at: [contact@fihumin.de](mailto:contact@fihumin.de) | [www.fihumin.de](http://www.fihumin.de)



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