



Germany
New data and trends



Dog food
It's revolution time



Global Pet Expo
A record-setting year

PET worldwide

Specialist
magazine for
the international
pet market

Interzoo

A global meeting point





Best-selling brand P.L.A.Y. now ships from EU

P.L.A.Y. (Pet Lifestyle And You) is a young, bold and fast-growing brand of premium pet bedding and toy products. Based in San Francisco, the company is passionate in its pursuit of a singular mission – to create stylish, eco-friendly and high-quality pet products catered to discerning customers.

Partnering with artists from San Francisco, New York and London, P.L.A.Y.'s designs are refreshingly unique and add a touch of sophisticated luxury and flair to modern homes. Featuring top-of-the-line upholstery-grade fabrics, hand-sewn craftsmanship and du-

urable construction, these beds not only look good, but are made to last. For example, the lounge beds come with solid cotton piping for extra durability, sleeves to protect the zip lining, and removable covers and inserts that are 100% machine-washable; its Oeko-Tex-certified Chill Pads™ are one of the best-selling mats in pet boutiques in the USA. Adding to this collection is P.L.A.Y.'s award-winning line of plush and interactive toys. Each plush toy collection features the same high-quality fabrics and construction and has been delight-

fully packaged for easy merchandising; the Wobble Ball is a certified non-toxic and dishwasher-safe patented treat-dispensing toy that provides enrichment for pets. The company is now shipping out of the Netherlands!

www.petplay.com
hall 7, stand 610a
(USA Pavilion)



First Aid – Magen Darm Menu, a market innovation

In First Aid – Magen-Darm Menu (Stomach and Intestine Menu), Terra Canis once more launches a complete innovation onto the market that has not previously been seen in this form. Every dog owner has been there: your dog is listless, sluggish and needs to go out in the garden every half an hour. Acute stomach and intestinal problems are the most common everyday canine complaint. Every dog, however healthy and free of chronic stomach-intestinal diseases and food intolerances, goes down with them on average two or three times a year. The causes can vary: a tempo-

rary sensitivity of the stomach and intestinal tract, something rotten that your dog spotted in the bushes while out walking or a virus such as we humans are occasionally stricken by. Then it's a question of owners "feeding a

bland diet" – lean chicken with carrots and cottage cheese to clear it up. Now Terra Canis has brought the first First Aid – Magen-Darm Menu onto the market. Lean chicken with carrots, fennel and



camomile, supplemented with soothing additives like lemon balm, calendula, healing clay and black cumin oil. The grain-free bland diet has been developed with veterinarian Hanna Stephan. All the ingredients used are lean and easily digestible for the dog, relieving and aiding the digestive tract.

www.terracanis.de
hall 7a, stand 516

“Entirely new quality standards”

Terra Canis is one of the fastest growing pet food manufacturers to emerge in recent years. The editorial staff of **PET worldwide** spoke to company founder and managing director Birgitta Ornau about the concept and plans for the future.

You were one of the first manufacturers to enter the market with your natural nutrition concept a few years ago. Now natural pet food has virtually become the standard. How do you stay a step ahead of your competitors?

house waste and a large quantity of wheat into a tin – the protein source here isn't of high quality, nor is a large amount of wheat suitable for the canine species. Without any synthetic additives you can declare it to be “100 per cent natural”, but that doesn't

What's special about our dog and cat food is that Terra Canis and Terra Faelis are the first products in the speciality trade that are produced in a butchery, a genuine food plant, demonstrably using 100 per cent raw ingredients of food grade. At the moment at which we process them in the butchery, the raw ingredients may be officially used also for the manufacture of products for human consumption/the food industry.

Up to now, dog and cat food has and is being produced on a K3 basis (= material that in principle is not, or on account of a lack of freshness and hygiene is no longer, permitted for human consumption, even if it originated in the food sector at the time of slaughter) in food factories. As first mover we have set entirely new quality standards in the sector with food grade, and more and more suppliers are attempting to follow suit.

“100 per cent natural” speaks for itself, but it isn't our key message, as it is not a guarantee of high-quality raw ingredients and a composition tailored to the species.



Food-grade pet food that appeals even to Birgitta Ornau, founder and managing director of Terra Canis.

Terra Canis is the first dog and cat food in the European pet supplies trade to be manufactured using 100 per cent raw ingredients that are of proven food grade. You can pack inferior slaughter-

make it a good, species-specific food. In our eyes, therefore, “100 per cent natural” isn't really an advertising statement that stands by itself for quality and species-specific nutrition.

To my knowledge there is perhaps a handful of companies – mostly smaller firms – which have taken over our quality concept and whose products have a quality that is genuinely comparable with ours. The question is: is it really always genuine food-grade material in the products, or is that just a marketing claim? As we have said, for us it means that the raw ingredients may also be used officially and legally at the point of processing into our menus for a sausage or a stew for human consumption.

What proportion of sales does the export business account for?

The export quota is currently around 5 per cent, but we aim to increase this to over ten per cent by the end of 2017.

Which export markets has your company been most successful in to date? Where do you perceive particular potential?

We are currently enjoying most success in northern Italy, South Korea and China. The potential in South Korea and Japan is huge: both countries have a high canine density relative to the population and the people have a very close bond with their pets. When the Fukushima catastrophe occurred, there were countless emergency shelters for people and families that admitted dogs as well. I don't know whether this would happen in Germany. In addition, German products are regarded highly in these countries. Russia is another

very interesting market, along with some European countries.

Your strength is in the dog food product category. How is your portfolio developing in the cat food segment?

The feline portfolio is also growing constantly, albeit at a much lower level of sales. This is due to the later launch, however: Terra Canis has been around since 2005, Terra Faelis only since 2009.

What will you be focusing on at Interzoo?

Our focus at Interzoo will be on presenting new innovations in the market to our customers. We also hope to develop further interesting contacts with distribution partners abroad. Apart from that, it is always nice to meet in person the people with whom one communicates only by e-mail or telephone most of the time. Interzoo offers companies with a brand the perfect platform for marketing their own products, coupled with many new, exciting contacts.

Your company has grown by leaps and bounds in recent years. Will this growth be maintained?

Terra Canis has been in existence for approximately eleven years. With sales soon reaching € 20 mio we can look back on a successful history of growth. We are currently achieving growth rates of over 20 per cent and are confident that we can maintain this level. ■



1 The raw ingredients for dog and cat food have proven food-grade quality, according to the company.

2 Terra Canis already exports its products to several European countries as well as South Korea and Shanghai.



The Classic line of Terra Canis.