



PETS International

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Since 1988 | May 2020

Ingredients and production

Sustainable, human-grade quality, plant-based and other sources for innovation.

Private labels

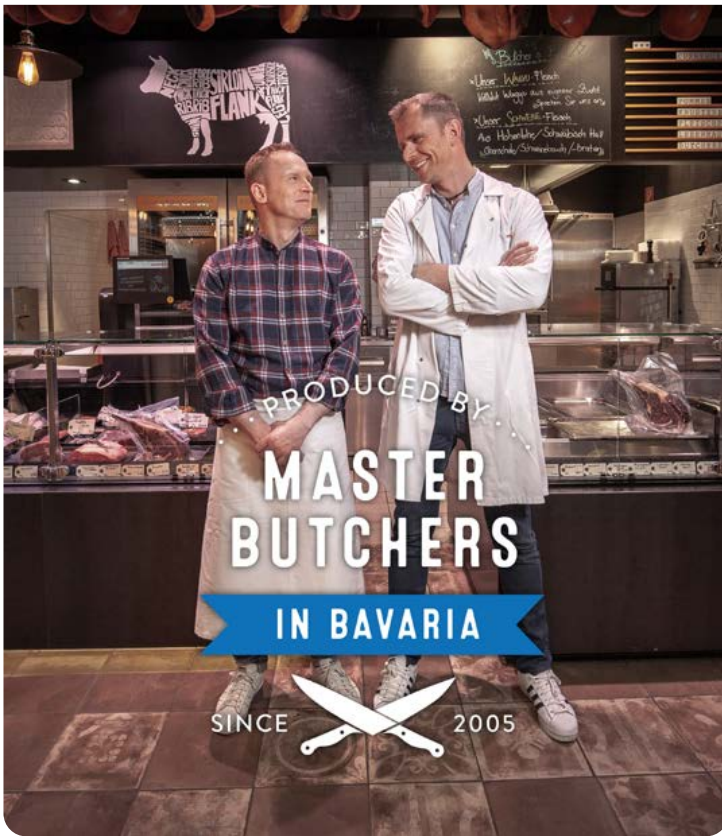
Private labels are evolving into exclusive brands.

Global regions

Trends and research in global pet markets.

**my
family**[®]





Terra Canis GERMANY

The first dog food made from 100% human-grade ingredients

With its concept of 'Dog nutrition based on 100% human-grade quality of all ingredients', Terra Canis has been setting new standards in the pet food industry for the past 15 years.

Traditional butcher's shop

Thanks to receiving a special permit from the government of Upper Bavaria 15 years ago, Terra Canis was able to start producing pet food for the first time in a genuine human-grade quality company: the traditional Munich butcher's shop Schäbitz. The company has continuously developed its concept of 'Dog nutrition based on 100% human-grade quality of all ingredients' ever since.

Uncompromising quality

Right from the very start, the company used in its formulations only ingredients which, thanks to their freshness and quality, were officially approved for human food products at the time of processing. In other words, the ingredients were of real human-grade quality. This exceptional quality is immediately obvious upon opening a tin of the brand. The company's pet food products smell like meals that you would prepare fresh in your own kitchen. This uncompromising quality has

differentiated the brand from all other products on the market from day one.

Maximum quality control

Due to the constantly increasing demand for the brand across Europe, the traditional butcher's shop in the heart of Munich has reached its capacity limits. As quality is of the highest priority for Terra Canis, the products will now be produced in the company's new factory just outside Munich. This new production facility was built and is operated in line with human-grade quality standards.

Manufacturing the products within 'the own four walls' will enable continued maximum control over the quality of ingredients and all production processes. In addition, three master butchers from Schäbitz in Munich and their entire team have been transferred to the new factory, bringing with them decades of experience and expertise in the butcher's trade.

A versatile range

All the ingredients used, the production site and the hygiene concept are still subject to 100% human-grade standards. The company's customers can therefore continue to rely on the human-grade quality of the products. The Terra Canis product range encompasses a very large selection of pet food products: from grain-free to hypoallergenic, from puppy to senior and from classic to mini.

The comprehensive wet food range is complemented by numerous snacks. The company also offers supplement products which are all based on naturopathic approaches such as phytotherapy, Bach flowers and Ayurveda teaching. All products have been developed in collaboration with a team of three veterinarians. ♦

- ♦ Terra Canis GmbH
international@terraicanis.eu
terraicanis.eu